



Community Redevelopment Agency  
306 E. Jackson St., 2<sup>nd</sup> Floor North,  
Tampa, Florida 33602  
Office (813) 348-1146

## COMMUNITY ADVISORY COMMITTEE MEETING

Tuesday, February 20, 2024, at 6 p.m.

Bush Ross Law Firm Conference Room - 1801 N. Highland Ave.

### MINUTES

1. **Call to Order and Roll Call** – Vice-chair Fred Henry called the meeting to order at 6:04 p.m.

2. **Public Comment**

None

3. **Reports**

3.1. CRA Grants Portfolio Audit and Recommendations – CRA Grants Team

Dee Reed introduced herself and the CRA grants team. She mentioned they are presenting information on the audit and recommendations for commercial grants. Pens and paper were passed out for questions to be noted as the recorded voice over PowerPoint presentation played. After the presentation, CAC questions included: How were the community needs measured and evaluation period for how well the grants are working. Reed encouraged the CAC to work with the CRA Manager as their liaison as well as speaking up at CAC meetings. Also, to rely on the annual budget setting process for evaluation of adequate funds and determining which programs are effective. Other questions included: Who the applicant would be if a commercial tenant with response being through an affidavit the applicant could be the tenant. The team was asked what if they have a project outside of the specific grants scopes and the response was that those could fall under the special projects grant. It allows more creativity if a project doesn't fit in a particular box without being too restrictive. This one requires CRA Board approval, unlike the others. When asked when these would go into effect, Reed said that currently there is no date since the Board must first approve after being presented with the information on 3/21/24. If approved, hopefully an effective date will be given at that time. Reed concluded that during the FY25 budget cycle conversations CACs should discuss how much to set aside for the approved programs.

3.2. Tampa Downtown Partnership Neighborhood Branding – Caroline Keesler and Rachel Radawec Keesler and Radawec provided a PowerPoint presentation on the recently approved neighborhood branding for seven downtown neighborhoods they represent. This neighborhood branding project was performed by api+ and a separate project from the CRA's wayfinding study. Their study started at the beginning of the summer and took approximately 4-6 months. Their SSD assessment covers the southern piece of the Tampa Heights CRA. Water Street was the only neighborhood they didn't create branding for since they have an established brand. Radawec explained they hired a third-party facilitator to handle the community outreach session for the Partnership to have the opportunity to just listen. She described the neighborhood personalities that came out of the sessions and then highlighted the Tampa Heights piece on the overall branding grid. Now finalized, they are in the implementation process. The Ike signs are the first place the community will see the branding displayed. Later, they plan to incorporate branding on items like bike racks, planters, intersections, etc. Young asked about identities already established in certain neighborhoods. Radawec responded that they didn't want to encroach on those.

3.3. Community Redevelopment Plan Community Visioning Session Results – Trent Green, USF Associate Professor of Urban and Community Design

Green reported on the results of the community visioning session and survey results (18 responses). Green said that by far the survey results are related to affordable housing and the cultural arts followed by beautification and public realm enhancements. He shared that he met with Adam Hardin who shared their latest version of their master plan. Green mentioned that they have a 3D digital model of the area they plan to share with the CAC. He said they also are documenting what is happening around the edges of the CRA district. He referred to the YMCA and its proposed large redevelopment, as well as a lot of infill happening and overall changes in the area. They are not yet to the CRP draft stage since they still have a lot of writing to do.

Warren wanted to make sure to share that DOT is looking at a water retention area at Bacardi Park, just outside of the CRA.

**4. Action Items**

4.1. Approval of the November 28, 2023, and January 19, 2024, Meeting Minutes

**Motion made (Warren/Ahern) to approve the November 28, 2023, minutes as presented. Motion passed unanimously.**

**Motion made (Warren/Ahern) to approve the January 19, 2024, minutes as presented. Motion passed unanimously.**

**5. New Business**

**A motion was made (Young/Ahern) to request follow up from Robin Nigh on the art workshop request made at the November CAC meeting. Orr explained that Nigh mentioned at that meeting that the new CRA arts person should be onboarded by February, no later than March and that would be the appropriate timeframe for a follow-up. Orr will reach out to Nigh.**

**6. Unfinished Business**

6.1. CAC Requested Speed Tables on Doyle Carlton Drive

Orr reported that she and Cal Hardie haven't reconnected on the timeline after Alex Henry's departure from the city. She said that she will have an update for the March 19 CAC meeting.

**7. Announcements/Discussion**

7.1. CAC Member Orientation – March 25 or April 1 (select one) at the Ybor Entrepreneur Collaborative Center from 4:30 to 7 p.m.

Orr informed the group of the upcoming orientations and provided the flyer with the QR code to RSVP.

7.2. Next CAC Meeting – March 19, 2024, at 6 p.m., Bush Ross Law Firm Conference Room - 1801 N. Highland Ave.

7.3. Next CRA Board Meeting – March 21, 2024, at 9 a.m., Tampa City Hall – 306 E. Jackson St.

**8. Adjourned at 7:29 p.m.**

**CAC Attendance**

Michael Musetta - A  
Jeffrey Warren - P  
Fred Henry - P  
Justin Ricke - A  
Kareem Young - P  
Chris Ahern - P  
Raj Patel - P  
Tina Eloian - A  
Matt Sokolowski - A

**Guests**

Be Parks  
Andrea Roshaven  
Dee Reed  
Vanassa Ross  
Corine Linebrink  
Trent Green and 1 USF student  
Caroline Keesler  
Rachel Radawec  
Melisa Martinez – V  
Brenda Thrower – V  
Two guests