

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, April 1, 2021 – 9:00 AM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member
Gary Daniel, Vice Chair, Council Member
Paul Ray, Planning Director
Dee Dee Perkins, Citizen Member
Billy Parrish, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member (via Zoom)

Absent: Jim Fatland, City Manager
Nicole Bentley, Heart of Brevard Executive Director

Staff Present: Denise Hodsdon, Executive Assistant

Guests: Mark Burrows, Blue Zones Project

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 9:02 AM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Mr. Daniel, seconded by Mr. Ray to approve the agenda as presented. The motion carried unanimously.

D. Approval of Minutes of March 18, 2021 Meeting

Motion by Ms. Perkins, seconded by Mr. Daniel to approve the minutes of the March 18, 2021 meeting as presented. The motion carried unanimously.

E. Update re Picnic Area on Caldwell & Main Streets

Mr. Daniel shared a proposal from Charlie Landreth of 35° North Landscaping in the amount of \$8709 to plant one large tree in the center of the lot, plant an 8-foot tall

evergreen hedge on the side of the barbershop, and transplant the rose bushes currently on the site. There was discussion about the proposed tree not being native and it was decided to request that the proposal be amended to include an alternative that is native to North America. Motion by Ms. Perkins, seconded by Mr. Ray to allocate up to \$9,000 from the Downtown Master Plan budget for this project with the understanding that it will include a native tree. The motion carried unanimously and the committee authorized Mr. Ray to approve the alternate tree. Mr. Daniel will ask Mr. Landreth for an amended proposal with an alternate tree. Mr. Fatland will need to take the proposal to the property owner for final approval.

F. Update re Clemson Plaza Project

Mr. Ray reported that there had been a bit of a delay as the contractor had a family matter that took him away from the project for a while, but we have sharpened our pencil on the budget and we are right at \$350,000. He said we are working on a contract and the City has hired an architect to oversee the project. He is estimating a start date of May 1st but he is in a bit of a holding pattern as he needs to get the Clemson parking lot budget approved. He explained that there will be money in the budget for that once the Broad Street property is sold to the hotel developer. He said the two projects have to be done together because of elevation changes. He plans to bring the parking lot plan and budget to City Council this month.

Ms. Copelof suggested that we need to announce to the public that we have received the grant for the electric vehicle charging stations. Mr. Ray said we want to apply for another grant from Duke Energy for additional charging stations in the England Street lot.

G. Proposed Sculpture Donation

Ms. Copelof said that Paul Cooper is offering to donate the sculpture specifically to go in Clemson Plaza and she needs to take the Committee's recommendation to City Council per our new Public Art Policy. During discussion, Ms. Perkins said the donation is very welcomed, but she felt it was unfortunate that the offer does not include any flexibility as to location. She said we have gone to great lengths to create the plan and vision for Clemson Plaza and we have talked about future art, but this isn't necessarily what we envisioned there. However, there are other locations that would be well suited. There was discussion about accepting the offer with the caveat that we need to take some time as we work on our overall Downtown Master Plan, to figure out the appropriate permanent location for it. Motion by Mr. Daniel, seconded by Mr. Parrish to recommend accepting the donation without stipulations. The motion carried unanimously. Ms. Copelof said she will take the recommendation to City Council on April 19th and explain that the committee will be diligently working to find a suitable place for the sculpture as we work on our new Downtown Master Plan.

H. Wayfinding Signage in Downtown

Mr. Ray noted that we have had a lot of discussion about the need for wayfinding signs

downtown. He said he has been researching ways to dress up the signal box in Clemson Plaza and a lot of communities dress them up with wayfinding maps on one side and are on the other sides. He has reached out to Clark Lovelace at Tourism Development and Nicole Bentley at Heart of Brevard and they have identified four switch boxes that they think would be excellent locations for wayfinding signs to make them more attractive and useful. Those locations are: 1) Clemson Plaza, 2) Broad and Main intersection, 3) Jordan and Broad intersection and 4) E. Main and Johnson intersection. He noted that there is already one wayfinding sign on the side of the OP Taylor building that has to be updated every year. He said the Heart of Brevard is due to update the map and we could use that same map on the switch boxes, and then use some of the photo stocks that TDA and Heart of Brevard have stored to dress up the other sides. He has been talking with Signs & More and the estimated cost would be around \$7,000 for the four boxes. He said they have all verbally agreed to split the cost equally between the City, TDA and HOB, making the cost approximately \$2000 to \$2500 each. Following discussion, motion by Ms. Perkins, seconded by Mr. Ray to allocate up to \$3,000 for this project. The motion carried unanimously.

Additional Comments:

Ms. Copelof noted that the membership terms for Ms. Perkins and Ms. Threlkel expire in May and, according to our resolution members can only serve three consecutive terms, which they both have done. She said she feels that trying to bring on new members in the middle of our Downtown Master Plan revision would be very disruptive. Both Ms. Perkins and Ms. Threlkel have agreed to a six-month extension of their term and Ms. Copelof will ask City Council at their April 19th meeting to consider a resolution to extend their term for six months.

I. Set Date for Next Meeting

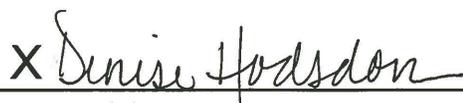
The next meeting of the Council Downtown Master Plan Committee will be on Thursday, April 15, 2021 at 2:00 PM in the Council Chambers at City Hall. This meeting will be a work session for the updated Downtown Master Plan & Streetscape project.

J. Adjourn

There being no further business, the meeting was adjourned at 10:28 AM.

X 
Maureen Copelof
Chair, Council Member

Minutes Approved - April 15, 2021

X 
Denise Hodsdon
Executive Assistant