

# MINUTES

## COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, June 17, 2021 – 3:00 PM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member  
Gary Daniel, Vice Chair, Council Member  
Jim Fatland, City Manager  
Paul Ray, Planning Director  
Nicole Bentley, Heart of Brevard Executive Director  
Billy Parrish, Heart of Brevard Representative  
Dee Dee Perkins, Citizen Member

Absent: Susan Threlkel, Council Appointed At-Large Member

Staff Present: Leigh Huffman, Planner  
Denise Hodsdon, Executive Assistant

Guests: Racheal Duffy, Brevard Insurance Agency  
Greg Carmichael, Binova  
Diane Daniel, Resident

### A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 3:02 PM.

### B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

### C. Approval of Agenda

Ms. Perkins added an item to discuss the possibility of compensating Charlie Landreth for his landscaping design for the picnic area on Caldwell & Main Streets and an update on the status of that project. Ms. Perkins also added an item regarding the \$25 parking ticket fee if over the 2 hour limit. Motion by Mr. Daniel, seconded by Mr. Ray to approve the agenda as amended. The motion carried unanimously.

### D. Approval of Minutes of June 3, 2021 Meeting

Motion by Mr. Daniel, seconded by Ms. Bentley to approve the minutes of the June 3,

2021 meeting as presented. The motion carried unanimously.

#### **E. Public Art Application from Brevard Insurance Agency**

Rachael Duffy of Brevard Insurance Agency explained that their application was for a mural on the west side of their building at 32 E. Jordan Street. The artist is Billy Smith and the design will consist of two sets of wings (adult and child sized) to be used as a backdrop for photos to encourage people to walk through the alley from Jordan to Main Street. Leigh Huffman explained that the committee's role is make a recommendation to City Council and to designate a committee member to accompany staff to the preliminary and final inspections should City Council approve the request. Motion by Mr. Daniel, seconded by Mr. Ray to send the application to City Council on June 21<sup>st</sup> with a recommendation to approve. The motion carried unanimously. Ms. Bentley agreed to accompany staff to the inspections.

#### **F. Jordan Street Trash Site Visit & Continued Discussion of Options**

Greg Carmichael of Binova in Knoxville, Tennessee met with the Committee at the Jordan Street parking lot for a question and answer session. He brought one of the sub-grade dumpsters with him to give committee members a chance to see the actual product and to ask questions. The committee then reconvened in Council Chambers to further discuss options for the Jordan Street trash pilot program. There was discussion about Square Root's grease dumpster and there was consensus that it would be best if it could be relocated from the parking lot area. Mr. Fatland and Mr. Ray will meet with the owner of Square Root to discuss their needs and options for relocating. Motion by Mr. Daniel, seconded by Mr. Parrish to proceed with three (3) subgrade dumpsters. The motion carried unanimously.

There was further discussion about developing a user agreement stipulating the procedures and parameters of the pilot program and that all users would be required to sign the agreement. Ms. Copelof asked Staff to draft the rules and regulations with the assistance of Heart of Brevard.

#### **G. Caldwell Street/W. Main Street Picnic Area**

Ms. Perkins noted that Charlie Landreth of 35° North Landscaping had prepared a landscaping proposal for the picnic area at the corner of Caldwell and W. Main Street but we decided to have Public Works do the landscaping and brickwork. She asked if we should consider some sort of compensation to Mr. Landreth for his proposal. Mr. Daniel said when he originally met with Mr. Landreth about the project, he was not expecting payment for a proposal. Following discussion, there was consensus that we would publicly recognize and thank Mr. Landreth for his work once Public Works has completed the project, which will be sometime in the fall when it is cool enough to plant trees.

**H. \$25 Parking Fee If Over 2-Hour Limit**

Ms. Perkins commented that she has heard complaints from three people who got \$25 parking tickets when exceeding the 2-hour limit in downtown on-street parking spaces. She said she has also seen some negative comments on social media and wanted to bring the issue to the committee for discussion. Ms. Copelof noted that the \$25 fee is part of the City's Fee Schedule. Mr. Fatland explained that Heart of Brevard had requested more enforcement of on-street parking to discourage downtown merchants, employees and residents from parking in those spaces all day. Mr. Parrish suggested that the options would be to change the limit from 2 hours to 3 hours, lower the fee, or no enforcement. Mr. Daniel said he would want to continue with enforcement, but maybe increase the time to 3 hours. Ms. Copelof noted that enforcement has to be fair, consistent and equitable; and that we need to get people used to the idea that there is a 2-hour limit for on-street parking spaces, that it is going to be enforced, and let them know there are longer term parking lots available if they are planning to be longer than 2 hours.

**I. Set Date for Next Meeting**

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, July 1, 2021 at 9:00 AM in the Council Chambers at City Hall.

**J. Adjourn**

There being no further business, the meeting was adjourned at 4:41 PM.

X Maureen Copelof  
Maureen Copelof  
Chair, Council Member

Minutes Approved - July 1, 2021

X Denise Hodsdon  
Denise Hodsdon  
Executive Assistant