

# **Town of Melbourne Beach**

## **TOWN COMMISSION WORKSHOP**

**WEDNESDAY, JANUARY 12, 2022, at 6:00 p.m.  
MASNY ROOM, 507 OCEAN AVENUE**

### **MINUTES**

#### **Commission Members:**

Mayor Wyatt Hoover  
Vice Mayor Joyce D. Barton  
Commissioner Sherrie Quarrie  
Commissioner Corey Runte  
Commissioner Marivi Walker

#### **Staff Members:**

Town Manager Elizabeth Mascaro  
Town Clerk Jennifer Torres

**1. Call to Order**

Mayor Hoover called the meeting to order at 6:00 p.m.

**2. Roll Call**

Town Clerk Jennifer Torres conducted Roll Call:

Commissioners Present:

Mayor Wyatt Hoover  
Vice Mayor Joyce D. Barton  
Commissioner Sherrie Quarrie  
Commissioner Corey Runte  
Commissioner Marivi Walker

Staff Present:

Town Manager Elizabeth Mascaro  
Town Clerk Jennifer Torres

**3. Pledge of Allegiance and Moment of Silence**

Led by Mayor Hoover

**4. Public Comments**

**5. New Business**

- A. Consideration of proposal from Dix-Hite to provide professional design services for the Melbourne Beach Business District Corridor.

Town Manager Mascaro presented the proposal provided by Dix-Hite for the Commission's consideration.

She expressed that one of her concerns is that the Town has not pinpointed its vision and perhaps the Commission should be more specific as to exactly what the Town is looking for.

Mayor Hoover said he believes going through a process like this with the support of an organization like Dix-Hite is important. As the Town has seen in the past, historically the Commission has not done a great job of applying foresight or being proactive. In the last ten years the dynamic of the region is changing rapidly – along with the Town of Melbourne Beach. Existing residents have things about the Town they love – small town feel, etc. And we have a challenge with restrictive codes to make any improvements in certain areas. If we don't find a way to bend a little bit – he is concerned that it only take a couple of people to get on the Commission and turn the area into Cocoa Beach. Pedestrian and bicycle safety are important – as well as aesthetics. Landscaping and lighting are important, as is functionality. It's a complete bottleneck on A1A. In the charter, our businesses are described as those

that will support the Town of Melbourne Beach and he noted that he would like to find a way to help those businesses cater to the community a little more – and provide a way for the community to have easier access to the businesses safely.

Access for low-speed vehicles and bicycles is important.

Commissioner Quarrie said the challenge is getting what we want in a form that is a visual aid that reflects all of our conversations. We have the need for more golf cart spaces, bicycle crossings, better pedestrian safety, etc. We need to put our vision into a visual aid that everyone can see and then we can solicit community input. Dix-Hite should be able to do something along those lines. Bring us up to date with what is going on in other small communities – and implement that visual so we have something we can build. A picture is worth a thousand words and added that she thinks the mission should be to get that picture.

Town Manager Mascaro said Dix-Hite would provide the steps we need to execute the plan.

Mayor Hoover said that's what we need – a professional, experienced organization to bring this vision forth as a facilitator.

Town Manager Mascaro reminded the Commission that the Town has no control over the west side of Ocean Avenue – however they can work with officials to come to a common vision.

Mayor Hoover agreed that a visual would allow us to have more control over sharing the Town vision with everyone.

Commissioner Runte said he thinks there are a lot of residents that are confused as to what the beautification process is. There are several parts; what we are talking about tonight is the first part - a complete streets project. Let's not confuse it with outdoor dining. This is a master vision for our main corridor. I think we should be proactive with FDOT. He believes the Town should get one other proposal from a comparable firm. He'd like to see very specific examples from other towns and cities. He wants an example of each deliverable. It's a lot of work to do it right and he does think it's money well spent as long as we get a comparable proposal which he would want to include Ocean Avenue and our public areas. He suggested they look at crossovers, Bicentennial Park and Circle Park as well. This would truly be a master plan of usable space.

Commissioner Quarrie asked if would be possible to have the scope of work cover the entire Town.

Commissioner Runte said that is too expansive.

Town Manager Mascaro said that may be part of a phase two – but putting it all together in one scope of work initially may be overwhelming.

Commissioner Walker said she felt it was best to separate it out – and begin with Ocean. Also, emphasize we are looking at the public – not the private area.

Commissioner Runte said if we create a vision and then allow the public to comment and contribute – we can create a good design.

Commissioner Walker said residents have asked her why we want to spend this money. She said, for her, she wants to slow things down and make things safer – and while doing that we can beautify and make it more cohesive.

Commissioner Runte said we have to repave and repaint all utilities in the next few years – so why not create a better design.

Mayor Hoover said in regard to people misinterpreting the mission of this project – this is not designed to help the businesses make more money – but we do want to improve access for residents and businesses. People need to get to – and use – those businesses – this project will improve access and improve our ability to get to those businesses in a myriad of ways.

Commissioner Runte said 95-percent of the residents he's spoken to, want Ocean Avenue beautified and ask why there are so many vacant and dilapidated properties in a thriving community.

Commissioner Walker agreed and said if the Town doesn't see us doing anything what is their incentive? This will help motivate them. She emphasized her concern that something needs to be done about pedestrian safety.

Commissioner Runte said there are also a lot of matching fund grants we can pursue.

Town Manager Mascaro said this is the first time the Commission has articulated this is not just beautification – but also safety and maybe we need to think of a different phrase that better describes what we are doing. Beautification is part of it – but there is a whole safety component that is important.

A few suggestions were made as to what the program could be called.

## **Public Comment**

*Neil Tompkins  
2004 Neptune Drive*

Mr. Tompkins has been part of Melbourne Beach many years. He agrees with everything the Commission just said. He wanted to know if they created an RFP, which is a complete collection of everything defined before you go solicit a proposal. He thought they all have the right idea. Now you need to consolidate all of that into a document, so that these discussions do not have to come up again and again. Number two, he said they need to make the budgetary plan transparent and you will need a point person to work with these outside consultants. Also, make sure you have a contingency. You want the design team and the construction team in step. That relationship has to be sustained. In addition, you need competitive bids. He went on to say, the Commission may want to consider other parties who are working on improvements to the lagoon – which may be beneficial to the Town's goals.

Commissioner Runte said he wanted to say there will be no conflict of interest and he will not be involved in any of the work that occurs in Town. He asked Mr. & Mrs. Tompkins if they felt Ocean Avenue needed an update.

Mr. Tompkins heartily agreed it does. Part of the Town is charming and part is derelict.

Mayor Hoover asked if the Commission agrees to a more structured RFP.

Commissioner Runte agreed.

Town Manager Mascaro said she will look at other companies for comparable organizations.

Mr. Tompkins said you need to get everything into written form and include everything you want within it. He volunteered to assist in the process.

*David McClure  
401 2<sup>nd</sup> Avenue*

Mr. McClure thought tonight's discussion has been great and productive and he agrees with almost everything – with the exception of increasing the scope. He believes the scope should be kept small and manageable.

*Alison Dennington*  
*413 Surf*

Ms. Dennington suggested the Commission form a committee who can get together and share residents' concerns and opinions. She thinks doing an RFP is a great idea – but the devil is in the details. You need to have an experienced person handle the RFP. You should require two workshop groups – and as for site plan visits – if they are only looking at one specific time – they may not get a feel for the entire space. She asked if we had certain data that was required. She asked if we have conferred with Satellite Beach and suggested the Commission does.

Commissioner Runte said this is more a master plan/vision for a downtown area not really comparable with what Satellite Beach did.

Ms. Dennington said she thought it would be nice to be provided with a summary report with the RFP. She agreed the focus and theme should be pedestrian safety, storm water and beautification. Lastly, she wanted to say regardless of who we use, she wanted to see examples of their past work.

Town Manager Mascaro suggested the word – calming.

Mayor Hoover said he agrees with the comments focusing just on Ocean Avenue at this time.

Commissioner Runte said we have to repave Ocean Park in a few years – so that has to be kept in mind – and perhaps it should be included. He can't imagine it would be that much more and it is part of the whole area.

Town Manager Mascaro said we can look at that and see what cost would be. We can also look for grant money to supplement that and may be able to use some of the American funds for that.

Mayor Hoover said in regard to the scope – Ocean Avenue from the river to the Ocean including access and parking to Ocean Park.

Vice Mayor Hoover suggested “Ocean Avenue Safety and Sustainability Program”

Mayor Hoover suggested “Ocean Avenue Vision; safety, accessibility and storm water.”

Use of the word downtown was suggested.

Commissioner Quarrie suggested Ocean Avenue Pedestrian and Lagoon Safety.

Ms. Dennington suggested the use of the acronym SEA: Ocean Avenue Mission: SEA project (safety – environment – accessibility).

Commissioner Runte said Ocean Avenue Vision should lead the acronym. Mayor Hoover likes the use of the word downtown.

Vice Mayor Barton said – and a downtown is unique to us – Satellite Beach does not have one. She added that Melbourne Beach is a very special place.

Ms. Dennington suggested striping the area by the new stop signs.

Town Manager Mascaro said she will bring a few names and a summary to the next RTCM and the issue can be discussed further at the February workshop.


**Commissioner Runte moved to adjourn; Commissioner Quarrie seconded; Motion carried 5-0.**

The meeting adjourned at 7:18 p.m.

## **6. Adjournment**

  
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Wyatt Hoover, Mayor

**ATTEST:**

  
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Amber Brown, Interim Town Clerk

Minutes were approved but not signed.