

CITY OF ST. AUGUSTINE, FLORIDA

Lincolnvile Community Redevelopment Area Steering Committee
December 9, 2014

The Lincolnvile Community Redevelopment Steering Committee met in formal session at 7:00 P.M., Tuesday, December 9, 2014, at the Willie Galimore Center. The meeting was called to order by Theresa Segal, Chairman, and the following were present:

1. ROLL CALL

Theresa Segal
Laura Stevenson Dumas
Tony Smith
Clyde Taylor
Absent: Brian Thompson

Staff Present:

Sharon O'Keefe, Community Development Planner
Denise May, Assistant City Attorney

2. GENERAL PUBLIC COMMENTS:

Sue Agresta informed the Committee that a zoning workshop was to be held on January 13, 2015 from 10:00AM to 12:00PM in the Alcazar room at City Hall and invited anyone interested to attend.

Cash McVay told the committee that City Manager, John Regan assigned a task force to hold workshops for the development of Riberia Point. He said that a member of that task force will be attending the meetings to keep the LCRA committee informed of the progress. He asked that the CRA consider assisting in funding the project.

Clifford Elmore, 82 St. Francis Street said he had lived in his house for twenty years and needed assistance with some repairs. Ms. Segal directed him to speak to Bill Lazar, of the St. Johns Housing Partnership, who was present at the meeting.

3. APPROVAL OF MINUTES

(October 14, 2014)

Ms. Segal suggested a slight change to the summary of the McVay, Souder presentation on Riberia Point and her response to them.

MOTION

Mr. Taylor moved to approve the minutes with the change. The motion was seconded by Mr. Smith and approved by a unanimous voice vote.

4. DISCUSSION

The committee discussed the proposal of a newsletter to be designed for distribution throughout the Lincolnvile community for the purpose of introducing the CRA and its purpose. Ms. Segal said she reached out to the Florida Redevelopment Agency for ideas. She said the advice she received

suggested that the newsletter include information on the various causes and organizations in the community such as the Lincolntonville Neighborhood Association and list places of interest such as the Excelsior museum, the Civil Rights Museum and various churches throughout the community. She questioned whether the news would be delivered by a paper format or if the internet or email would be a better approach.

Ms. May told the members that the city was updating their web site and when that happens the LCRA would be provided a prominent link.

The discussion continued on the best way to reach the community and it was decided that the newsletter with a paper mailing approach would be a better way to reach the elderly and low income residents that may not have access to a computer. They also suggested using a community bulletin board to post information.

Ms. Segal said the newsletter could be made into a PDF form and be placed on the city web site.

Mr. Smith said the post office has different mailing routes and could isolate mailings by zones. He said he contacted the Postmaster for a certain area route and was in the process of a mailing for his business. The area where he directed his advertising contain about 750 addresses which was going to cost him about \$350. Since the Lincolntonville

area would be smaller the costs should be lower.

Ms. Segal said one of the responses she received from the FRA members was that they originally mailed out newsletters and later changed their approach by printing out stacks of the letter and distributing them at different events. Some samples included regular features such as a note from the Mayor, or other recognizable people from the community. Most of them were sent quarterly. She said she had spoken to Maribel Angel who offered to design a logo/mast head and to help with the design.

The discussion continued on different ways to distribute the newsletter, such as perhaps sending it with the water bills. Mr. Smith suggested contacting Club Flyer an on line print shop that mails out the flyers as well.

Mr. Taylor said Vivian Browning, who attended the last meeting, suggested having various groups distribute the newsletter, such as local churches.

McVay suggested contacting St. John's printing because the Garden club used them for a mailing. He also wanted to utilize the message board located in the Galimore parking area. He offered to post updates with the different interests in the area and suggested other bulletin boards should be located in the Lincolntonville area as well.

Ms. Segal said she had attended a pot luck meeting of the Garden Club and announced what the LCRA was doing and could continue that practice by attending other local meetings. She said information could also be included in the "News and Notes" internet posting by the city and pointed out that the CRA budgeted \$2,500 for the newsletter costs and that would involve mailings.

MOTION

Mr. Taylor motioned to nominate Mr. Thompson to be the lead on the newsletter project. The motion was seconded by Ms. Segal and was approved by a unanimous voice vote.

Deltra Long suggested the creation of a signup sheet for people who attend the meetings. She said people might recognize their neighbor's names and feel more comfortable in getting involved and coming to the meeting if they knew someone else who was involved. This would also be a way to get addresses for a mailing list. She also suggested targeting local churches in the quest to getting information about the LCRA to its members.

McVay suggested including a line for attendees to indicate whether they wanted to volunteer in some way or become involved in a committee. He offered to contribute to the newsletter by providing information on the Community Garden and an update of the progress on Riberia Point. McVay said he thought the mailings were the best way to reach the community.

Ms. Segal said she had spoken to several people over the past month who expressed great interest in reviving the Lincolnville Festival. She spoke to Lorenzo Lawson who had a lot of involvement with the past festivals. She learned at the FRA conference that other CRA's had participated in these types of festivals to raise money for their communities. But, since Lincolnville was unique in that they did not need to use the festival to raise money just as a way to bring the community together and to familiarize the residents of the CRA and its purpose. She said it was a great way to preserve the culture of Lincolnville.

Deltra Long said there were several local people who were involved in the original festivals that could be utilized. She said Doug Carn was the founder of the festival and still lives in the community.

Ms. Segal agreed and said she also spoke to Otis Mason and Charles Ellis who were interested participating in the festival but did not want to be responsible for running it.

Mr. Taylor volunteered to spearhead the effort and make contact with some of the festival previous organizers. He said he could try to organize different groups to focus on various events that would be scheduled.

Cash McVay supported the idea and thought having the festival would bring back pride to the community. He

suggested moving the festival to the Eddie Vickers recreational field instead of Francis Field. Since the festival left the Lincolnville area the attendance and interest in the event by the Lincolnville residents waned. He agreed to have the Community Garden contribute with some special event.

There were questions as to whether the LCRA could use funds for a festival or whether they could support it with being a sponsor. Ms. Segal said she plans to meet with the City manager to discuss the festival. Any plans to use CRA funds that were not specifically budgeted for that use would have to be brought before the CRA for approval.

Mr. Smith agreed that the CRA should be able to be a sponsor to the festival and asked if the CRA members could meet with Mr. Taylor's committees outside of the CRA meetings. He also asked if the CRA could donate money toward the festival.

Ms. May warned the members that if they joined special committees they have to comply with the sunshine laws that prevented the members from discussing with each other issues under the CRA except at their regular posted meetings. She explained that they would be able to bring information to the meetings but was best to have someone outside the CRA steering committee run the event. She suggested keeping the festival out of the CRA umbrella.

The discussion continued about the difficulty the CRA members would have

in working with the festival committees and not violating the Sunshine Laws. They discussed other ways to be involved such as offering services or having a barbeque. Mr. Taylor said he was sure there were members of the community that would be willing to take on the task of running the festival and questioned the need for the CRA committee to be involved.

Ms. Long reminded the committee that the Eddie Vicker's Recreation Field was under the jurisdiction of the County and any plans to hold the event there would have to have approval from them.

7. CITY ATTORNEY ITEMS

Ms. May said she would look into whether CRA funds can be used for the purpose of a neighborhood festival and report back next month on her findings.

8. OTHER BUSINESS

Bill Lazar, Director of the St. Johns Housing Partnership announced that he had approximately 35 names from the Lincolnville community on his list of eligible for the "Fix It Up" program. One was approved on Twine Street and 5-6 were in the process of submitting paperwork or waiting while he tried to secure more funds for what they needed repaired.

Ms. Segal reminded the members that a workshop on zoning overlay would be held on January 13, 2015 and suggested the members attend. She said the new City Planner, Amy Skinner,

would be present at that meeting and she was also asked to attend the LCRA meeting that evening so that the members could ask specific questions about a zoning overlay for the Lincolnville area.

9. ADJOURNMENT

Ms. Stevenson-Dumas moved to adjourn at 8:45 PM. The motion was seconded by Mr. Smith and approved by a unanimous voice vote.

Theresa Segal, Chairman

Sharon O'Keefe, Community
Development Planner