



## Leadership Group Meeting Minutes

06/25/15

### Leadership Group Meeting, Thursday, June 25, 2015, Customer Service Center Training Room, 2nd Floor.

Chairman Mastroserio called the meeting to order at 11:39 am. In attendance were Michelle Partin, Robert DuMond, Clark Yandle, Ira Holmes, Ruth Reed, Ed Plaster, and Fred Roberts, Jr.. Mr. Grant McMahon and Mr. Ken Ausley arrived later. Staff present included Tye Chighizola, Mike Daniels, Peter Lee, Jane Pope, Chip Rich, Melanie Gaboardi, Kyle Rodriguez, Jing Yu, and Lisa Walsh.

#### *I. Using Google Groups*

Ms. Jane Pope presented the concept of using Google Groups to quickly inform all members of the Leadership Group of events, approvals, project developments, and upcoming meetings. This free software allows all members to comment and converse about topics posted, and is easy to use. Users must have or create a gmail account.

One must log in to GoogleGroups.com, select My Groups, then select Vision 2035 Leadership to see the information. Mr. Daniels explained that various items would be placed on the site by the end of the week and prior to the next meeting in July.

There was some discussion on ensuring the group would not violate the Florida Sunshine laws.

#### *II. Ocala 2035 Vision Review*

Mike Daniels went over the 2010 Vision process and the role of the Leadership Group. During the kickoff workshop, key issues were identified. These included a lack of high density mixed use development, improving visual characteristics of entry corridors, addressing physical barriers such as east/west neighborhood connections and north/south neighborhood connections, instituting architectural standards especially in the downtown, and removing physical and regulatory barriers to quality development.

The design firm of VHB was hired to assist staff and stakeholders with Vision Design Topics, such as defining intensity and where it should be located, Building and Site

design, and mobility and connectivity. Strategies were identified to address issues and implement the design topics.

### *III. Accomplishments to Date*

Mr. Daniels referred members to the spreadsheet all had received that listed projects either completed or currently underway that furthered the implementation of the 2035 Vision. They included the Future Land Use map and associated Comprehensive Plan element revisions; the West Ocala Vision and Community Plan; Gibbs Supermarket Study; Feel Downtown events; City Hall & Citizens Circle improvements; Downtown streetscape improvements; Gibbs Downtown Retail Study; MLK Avenue & SR40 pedestrian crossing design; MLK Avenue & NW 4th Street pedestrian crossing and lighting; NW 4th Street lighting; Wayfinding signage; US441 Improvement Study; current Business Improvement grant programs available; Estella Byrd Whitman Wellness Center; Ocala Historic District Improvement Plan; S-Curve improvements; Tuscawilla Art Park; OSO Auditorium; Tuscawilla Park improvements; and redevelopment of various parcels for a parking garage, various improvements to the old Chamber lot, the Concord parking lot and the Street market.

Mr. Chip Rich described current efforts to revise and collect existing LDR language to form a Property Maintenance Ordinance. This ordinance would address building issues related to signage, foreclosures, securing of properties, paint colors, window bars and alarm systems.

Mr. Rich explained one improvement made was the addition of sensors to utilize a cell phone application called "Parker". This app allows one to specify a downtown establishment and then find an open parking spot closest to that establishment.

Tye Chighizola and Mike Daniels described the status of the Wellness Center. A groundbreaking ceremony was held earlier this morning. Mr. Ken Ausley went over additional money and services needed. The estimated needed amount of cash is \$80,000 to complete the installation. He also expressed his concerns over the building condition because it's been sitting some time. Ms. Ruth Reed asked about any available bank accounts to contribute to, or possible GoFundMe accounts. Mr. Ausley noted there were several people working behind the scenes to accomplish the installation.

Mr. Pete Lee talked of other efforts, for example hiring Retail Strategies to get businesses and firms to occupy various idle spaces in the downtown.

### *IV. Feedback from Last Meeting*

Several topics were mentioned and discussed for status, such the pink building at SR40 & Pine which has been repainted by volunteers, reiteration of support for strengthening

east/west and north/south connections for vehicle and pedestrian traffic, Linear Park construction to begin in the fall, election year problems and issues, West Ocala grocery.

V. *Leadership Goals*

Mr. Chighizola talked about giving an update on the Leadership Group, its activities and future direction to City Council by late August. New board members need to be informed. The workshop would be August 28 and take the place of the Leadership Group meeting. The July meeting should be used to prepare for this.

Other projects for information to put on GoogleGroups include the North Magnolia CRA/district, Phoenix Heights, Royal Oak, Pride Wood. The GoogleGroups site will also be used to upload agendas and PowerPoint presentations prior to meetings.

VI. *New Members*

Member positions need to be filled. Mr. Todd Rudnianyn is interested in applying. The goal is to get the board back up to 15. Other names mentioned were Shannon Roth and someone from the DBA. Ms. Pope talked about adding a Main Street Board member who is also a part of the DBA.

Ms. Pope also described the Main Street program.

VII. *Approval of 03/26 & 05/28 Minutes*

Mr. Mastroserio asked for a motion to approve the March and May minutes. Mr. Fred Roberts moved to do so. This was seconded by Mr. Ken Ausley. Minutes were approved unanimously.

V. *Final Comments/Upcoming Events*

Mr. Daniels stated staff would review Council agendas for items relevant to the Vision to add to GoogleGroups. July 7th is the next City Council meeting.

July 4th is Slide the City event.

July 7 is the date bids are due for the parking garage.

Mr. Mastroserio adjourned the meeting at 1:05pm. The next scheduled meeting will be July 23, 2015.