

Steering Committee Meeting Flip Chart Notes April 17

11AM-1PM, City Hall Room 103

To	Steven Spraker, Julia Trulio, Becky Weedo, Brian Rademacher
CC	Molly Stahl
Subject	CRA 2019 Update: Kickoff Mtg w Steering Committee RAW NOTES
From:	Pete Sechler
Date	May 7, 2019

All –

Below are some are the Notes from the Flip Chart Sheets from our April 17 Steering Committee Meeting.

RAW NOTES: Issues Input from Steering Committee

Economics

- Does the city hall site have unmet civic, gathering space or economic potential?
- Critical Mass; included other activities (Restaurants? Hotel?)

Paradigm Shift

- The "Connected City"
 - Virtual
 - Micro Mobility
 - Experience based retail
 - Comfort/access/proximity
 - Authenticity

Deland – A good comp? (17/92: ?? & intersection)

Grenada – Highway during the day/usable at night

Artwalk : first Saturday

Inconsistent retailing hours: Retail often closes at 5pm

Restaurants til 12pm MAIN STREET MANAGEMENT COMMON HOURS

Not enough Activities:

Nothing to do

Who are we trying to attract?

Who are the target audiences?

Where is the public realm?

- How do we find it/create it and link it to community.

Big moves and pocket parks.

Do we have the right retail uses? Painting/activity based retail (Recruiting)

Temporary / pop up / tactical urbanism

4 corners / coordinated event

Activities & Enhanced bridge exp. / Exercise / Par Course

- Museum Row
- Local destinations
- Coord the 4 parks
- Get floating docks
- Ormond boat tour
- Organized around parks & food on water

The bridge needs to be a connecting place. Lots of exercisers but no "pedestrians"
Also doesn't look very appealing

A new "Three Districts Nomenclature" coming from the Branding work?

- Gateway
- Downtown
- Beachside

Dog friendly / kid friendly

"Brand the bridge"

Safe / healthy

"Exercise on the 4 corners"

"4 Corners Bridge District"

Rideshare hubs

END NOTES