

**BROOKSVILLE VISION FOUNDATION (BVF)
STAKEHOLDERS COUNCIL MEETING**

**Joseph E. Johnston, III, City Council Chambers
201 Howell Avenue
Brooksville, FL 34601**

MINUTES

August 16, 2016

4:00 PM

CALL TO ORDER/WELCOME AND INTRODUCTIONS

Members and Guests

Members and guests present:

Cliff Manuel, BVF President
Michael Heard
Robert Buckner - BVF Treasurer
Brent Whitley
Darryl Johnston
Matt Lowman
Mike Walker
Duane Chichester
Jimmy Lodato
Sonny Vergara
Susan Kiley
Lara Bradburn
Paul Shaskin
Lauren Rouhana
Dennis Wilfong
William Kemerer, City Council Member
Bill Geiger
Jennifer Battista, recording secretary

The Brooksville Vision Foundation Stakeholders Council meeting was called to order at 4:00 p.m. by BVF Chair, Cliff Manuel.

Approval of minutes – May 17, 2016

Motion:

Motion was made Heard and seconded by Whitley to approve the May 17, 2016 minutes.
Motion carried unanimously.

Update on Main St. Program

Presenter: Duane Chichester

Chairman Manuel stated on August 9, 2016, Brooksville was officially designated by the State of Florida as a Florida Main Street community. He added that the application was selected upon first submittal, which is uncommon. Mr. Manuel stated that all the hard

work and commitment needed to make the Main Street program a success begins now.

Duane Chichester, who spearheaded the effort and application submittal, addressed those present regarding details of the Florida Main Street Program. A successful fundraiser was held on June 21, 2016, at the old historic courthouse and cash and in-kind donations/pledges were raised in the amount of \$70,000 which will go towards the private sector required amount. There has been a pledge of \$51,000 per year for the next three years from both the City and the County which will go towards the public sector required amount. Fundraising efforts and events will be ongoing.

Mr. Chichester stated that he and Main Street Committee Members would be going door to door to businesses to explain the Main Street Program in further detail.

He proceeded to go over the four Main Street Committees, which are as follows: Organization (Cliff Manuel, Chairman), Promotion (Barbara Manuel, Chairman), Design (JoAnn Peck, Chairman) and Economic Vitality (Jennifer Rey, Chairman). He touched on the duties of those committees and the members of each and the work plan that has been completed for each.

Mr. Chichester advised that there are several positive on-going efforts within the City which will help ensure the success of the Main Street Program, which includes converting the one-way pairs back to a two-way system, the potential for the C2C connector to go through the City limits of Brooksville and the future realignment of US 41 and 98.

With this designation, Brooksville Foundation Executive Board members and Main Street Committee members can participate in events, conferences and workshops held at the State level concerning the Florida Main Street Program.

Partners of the Main Street Program at this time are many and include the Preservation Society, Chamber of Commerce, Fine Arts Council, Rotary, Kiwanis and other organizations.

Ronni Wood, State Coordinator for the Florida Main Street Program, will be in Brooksville on September 21, 2016. All Main Street Committee Chairman and committee members, as well as private and public partners, are encouraged to attend. The purpose for that meeting will be to determine the Main Street Program progress, and offer suggestions on moving forward. That is in preparation for the four-member resource team who will come in January, 2017, to work with each of the four committees to evaluate the work done to-date and offer assistance.

A \$25,000 grant will be applied for to fund an impact study on what the Brooksville Main Street Program can do for the community.

A thank you note will be sent to those contributing money to the Program, along with an invoice if there was a pledge made.

The Visual Spectrum, the graphic art web design company which handles the Chamber of Commerce's website, has offered an in-kind service of allowing the Brooksville Main Street to use their system as a template for a membership accounting process. An overall accounting process will need to be established and in-kind services have been offered by Mary Beth Gary with Oliver and Company, who will be looking at that.

Tammy Heon, with Florida's Adventure Coast/Hernando County Tourism, has offered to include any events within the Main Street program area on her organization's community calendar.

The Brooksville Vision Foundation website will include a link/tab for the Brooksville Main Street program. A FaceBook page will also be established.

Sonny Vergara stated that the Main Street program is focused on production and documentation. Progress will be measured. Chairman Manuel agreed, adding that these committees are definitely working committees required to produce and accomplish goals. Questioning if there was anyone present who would like to serve on a particular committee, Lara Bradburn expressed interest in serving on the design or promotion committee. She supported recapturing Brooksville's charm by focusing on the unique existing architectural structures and creating a strong nucleus to benefit the entire county. Chairman Manuel agreed, adding that the Main Street Program should not change the charm or historic value of the buildings, but rather it should enhance it.

Lara Bradburn suggested setting up a display at the voting precincts with information regarding the Main Street Program as that would be all local residents.

Michael Heard informed those present that within the next two weeks, they should be putting Main Street Program information and logo on a billboard within the City limits until it is needed to advertise the Blueberry Festival.

Duane Chichester offered his appreciation to the BVF and specifically thanked Dennis Wilfong and Sonny Vergara for their invaluable assistance.

Old/New Business

Resolution of County/City legal dispute

Chairman Manuel stated that the City and County, who are both "public sector" supporters of the Main Street Program, should be celebrating with the entire community on achieving this designation but instead are focused on a legal dispute regarding annexation issues. He encouraged all those present to visit with City and County elected officials, write letters, attend public meetings, etc., in an effort to encourage a resolution to this dispute. Michael Heard agreed, adding that this conflict has the potential to become a problem for the Main Street Program fundraising efforts. Duane Chichester advised that the Chamber of Commerce sent a letter to both the City and County requesting a resolution to this issue and he encouraged those present to reach out as well. Lara Bradburn suggested, and Chairman Manuel agreed, that when speaking to County Commissioners, it would be good to get a commitment that they will put it on a

BOCC agenda. Michael Heard encouraged the BVF to attend the BOCC meeting when/if it is scheduled to be discussed.

Motion:

Motion was made by Bradburn and seconded by Heard to agree to attend any upcoming Hernando County Board of County Commission meeting in which the County/City legal dispute over the annexations is discussed. Motion carried, with Susan Kiley, Lauren Rouhana and William Kemerer abstaining. Michael Heard would have the recording secretary send out an email when that date is determined.

Council Member Kemerer advised the BVF that this subject matter was discussed at the 8/1/16 Regular Council meeting towards the end of the meeting, and he encouraged those present to watch the meeting on the County/Hernando County Broadcasting portal. At that meeting, City Attorney Hogan asked for and received direction from the City Council on this matter.

Art in the Park

Paul Shaskin distributed preliminary information for the 2017 Art in the Park event.

Brooksville Commons – Christmas event

Lara Bradburn stated that there will be a potluck dinner, with Christmas caroling and fellowship, on December 3rd at the Brooksville Commons. (Reservations required)

Main Street Market

Parks and Recreation Director Walker advised that the Brooksville Market on Main Street is every Saturday morning from 9:00 a.m. – 1:00 p.m. Chairman Manuel requested that Community Development Director Geiger or Parks and Recreation Director Walker check with the County or State into making the signal timing longer and more pedestrian friendly during the Main Street Market. This will also help to slow traffic down and discourage truck traffic and be another effort in support for converting the one-way pairs back to two-way system.

Founders' Week

Plans are underway for Founders' Week which will be held the second week of October. In conjunction with Founders' Week and the Market on Main Street, there will be a car show downtown on October 15th.

Blueberry Festival – Trolley purchase

Michael Heard stated that they would like the use of a trolley during the Blueberry Festival and if they, or someone they know, have any connection to that type of service, to please let her know. Parks and Recreation Director Walker stated the Parks Department would also like to make use of a "community trolley" during the Founders' Week.

Reminder of next meeting date – November 15, 2016

Adjournment

The meeting adjourned at 5:00 p.m.


Jennifer J. Battista
Brooksville Recording Secretary

Minutes approved: 11-15-16