MINUTES

CITY OF COCOA
REGULAR MEETING OF THE CITY COUNCIL

May 8, 2019

A Regular City Council Meeting was held on Wednesday, May 8, 2019, in Cocoa City Hall, in City Council Chambers, located at 65 Stone Street, in Cocoa, Florida, 32922, as publicly noticed.

I. OPENING MATTERS:

Mayor Williams announced that Councilmember Boisvert was on vacation and would not be in attendance at this meeting.

Mayor Williams called the meeting to order at 6:01 p.m.

Chief Cantaloupe provided the invocation, and Councilmember Goins led the assembly in the Pledge of Allegiance to the Flag of the United States of America.

The City Clerk took the roll.

PRESENT:	Jake Williams, Jr.	Mayor
	Brenda Warner	Deputy Mayor (attended via phone)
	Alex Goins	Councilmember
	Lorraine Koss	Councilmember
	Anthony Garganese	City Attorney
	John A. Titkanich, Jr.	City Manager
	Matt Fuhrer	Assistant City
	Carie Shealy	City Clerk
ABSENT:	Don Boisvert	Councilmember

OTHER STAFF MEMBERS PRESENT:

Tammy Gemmati, Administrative Services Director; Jack Walsh, Utilities Director; Charlene Neuterman, Deputy Community Services Director; Mike Cantaloupe, Chief of Police; Tom Redmond, Lieutenant, Cocoa Fire Department; Ed Wegerif, Public Works Director; Lora Howell, Deputy Finance Director; LeShawn Hinton,

Helpdesk Support Technician; Samantha Senger, Assistant to the City Manager/ Public Relations Specialist; and Darryl Niles, Redevelopment Program Manager.

II. APPROVAL OF AGENDA AND MINUTES:

1. Agenda: Regular Meeting of May 8, 2019 (19-180)
2. Minutes: (a)FY 2019 Financial Update & FY 2020 Budget Priority Workshop held on March 14, 2019 (19-181)
   (b)Utilities Workshop held on April 2, 2019 (19-182)

Councilmember Koss requested an amendment to the agenda to move Consent Item V.1 to City Business VIII.2. Mayor Williams also requested the postponement of Item III.2 until the Deputy Mayor is in attendance to accept the award.

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve the Agenda as amended for the Regular meeting of May 8, 2019.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

Councilmember Koss pointed out an amendment to the minutes for the FY 2019 Financial Update & FY 2020 Budget Priority Workshop, advising that on page 5 paragraph 5 it should read "neighborhoods north of Carlton Terrace."

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve the Minutes for the FY 2019 Financial Update & FY 2020 Budget Priority Workshop held on March 14, 2019 with amendments, and the Utilities Workshop held on April 2, 2019 as written.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

III. AWARDS AND PRESENTATIONS:

1. Presentation by Catherine Alexander regarding "The Power of Public Art, City of Cocoa". (19-183). (Councilmember Koss)

Councilmember Koss introduced Catherine Alexander, who provided a presentation[1] on public art. She asked Ms. Alexander to provide a presentation as they consider their budget for next year.

Ms. Alexander thanked Council for having her and provided various photos of art from around the state of Florida. She advised that there are more than sixty public art programs in the state.

She showed photos of some of the City's artwork such as the Emory Bennett and Melvin Morris statues. She spoke about some of the other artwork as well throughout the City.

Ms. Alexander expressed her belief that bus shelters in Cocoa should be branded so that people remember the City. She asked Council to look ahead and to work with SCAT to increase bus service in the City, especially in underprivileged areas and to brand the shelters.

Mayor Williams mentioned this was a discussion they had at the TPO meeting and he also had a discussion with Rocky Randall. He assured her that they have been evaluating bus stops in Cocoa.

Councilmember Koss also introduced the first place winner of Brevard Public Schools Art competition. Pauly Riggs was recognized by Council for his efforts and photos of his artwork were shown. He works with Art Beats, which is headed by Nancy Elliott, and is a junior at Cocoa High School.

~~2. Presentation of Certificate of Completion to Deputy Mayor Warner for the IEMO III: The Leadership Challenge, through Florida League of Cities, March 1-2, 2019. (19-170). (Mayor Williams)~~

This item was postponed to the next meeting when Deputy Mayor Warner could be in attendance.

3. Proclamation: Proclaiming the week of May 5-11, 2019 as "Drinking Water Week". (19-190). (Utilities Director)

Mr. Walsh read the proclamation into the record.

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[1] EXHIBIT A: Presentation on the Power of Public Art

4. Proclamation: Proclaiming the week of May 19-25, 2019 as "National Public Works Week". (19-193). (Public Works Director)

Mr. Wegerif read the proclamation into the record.

5. Proclamation: Proclaiming May, 2019 as "National Water Safety Month" and May 15, 2019 as "International Water Safety Day". (19-195). (Connie Harvey)

Mayor Williams read the proclamation into the record.

IV. DELEGATIONS:

Donna Kettner, 111 Harrison St., Cocoa, and owner of Green Apples, has spoken with a few council members about her problem. She was here a few months ago before the project behind her building was built. She had spoken ith Scott Davis at the time and was assured that everything would be done by code and approved by engineers.

She has been flooded twice, as well as Pub Americana. It looks like a waterfall coming in through the back. It was about three inches throughout the store and caused a lot of property damage and mold. It took hours to vacuum and she had to call Coastal Restoration so that the mold would not set in. She had to pay extra wages for employees to come in and help and had a loss of income due to having to close the store. This has caused stress, anxiety, and loss of sleep. She has had this business for over thirty-seven years. The City allowed someone to build higher than her property. She stated she knew this would happen, and does not know the engineer who approved the project but it is a disgrace.

Ms. Kettner stated that there were a lot of things not up to Code and she is before Council because she was promised that this would not happen. Her fear is that this is going to happen every time it rains as we go into the rainy season. She is going to put up sandbags to the ceiling as a temporary fix because the problem is that bad. She pointed out that she has a meeting tomorrow morning with the City Manager at 10 a.m. and wants this resolved, as it is not fair. She is asking the City leaders to take care of this problem once and for all.

Councilmember Goins asked what the plan was moving forward, and in response, City Manager Titkanich noted that there are several issues and assured Council that they were meeting with Ms. Kettner tomorrow morning.

Mayor Williams voiced his disappointment that this happened again and is surprised that we are still dealing with this.

City Manager Titkanich understood and assured Council that records are being reviewed. It was signed off by an engineer and you have old versus new development. It could be a civil issue.

Troy Stephan, 415 Delannoy Avenue, Cocoa, is the property owner that Ms. Kettner was referring to. He stated that the problem is that she does not do anything that she is supposed to do. She has a store front on Harrison Street and all of the roof drains go into a different area.

Mayor Williams stopped Mr. Stephan and Mr. Stephan stated that Delegations is a time for people to do city business. He asked if he could be a part of these meetings, as he had proof of everything Ms. Kettner is speaking about.

Mr. Stephan spoke about the last meeting where the issue arose about Riverfront Park. He provided photos[2] of some ideas that would keep the historic feel of the village. He owns twenty-eight properties in the Village and feels that the proposal lacks historic preservation and warmness. He advised that you can stamp concrete to look like a boardwalk and stain it the brown color so that it has a warm feeling and you also meet the hardness requirement for FEMA. There is no maintenance because the concrete is injected with color.

Nancy Elliott, 3406 Indian River Drive, HCVA, spoke about the upcoming Craft Fair on May 11 and 12, 2019. She stated many of the merchants would be having Mother's Day specials.

Miriam O'Quendo, 416 D Street, Cocoa spoke about the flooding in Regina Myra. She spoke about the park area in the neighborhood and that nothing is going on in that area, and maybe something could be done there about the drainage. Her daughter lost a car last year due to the flooding. Robert Wesley and Myron Gardener also spoke about the flooding issues.

Councilmember Goins explained the area that they were referring to and that the ramp is about three to four inches lower and because it is low the water just sits. They advised that the areas were D Street, Washington Street, and Lucas Lane.

[2] EXHIBIT B- Photos provided by T. Stephan

Mayor Williams spoke about the new Joe Lee Smith Center and was not sure if the pond going in there would help at all.

Mr. Wesley advised that where his mom lives the manhole in the street lifts up due to all of the water.

Mayor Williams stated that he took about a dozen photos the other day.

Assistant City Manager Fuhrer agreed and has seen it up to the doorway of a home. The water does build up.

Mr. Wesley said a drain would help but Councilmember Goins did not feel that a drain would solve the whole problem.

Mr. Wesley also is aware that the drains have been cleaned out but he is worried with rainy and hurricane seasons approaching.

Mayor Williams assured all of them that they would meet with staff to figure out a solution.

Councilmember Koss spoke about the upcoming Stormwater Workshop and Mr. Wegerif stated that this area of concern was in the City's long-term plan.

V. CONSENT AGENDA:

~~1. Approve a Resolution Waiving the Competitive Bidding Process for the Purpose of Making a Sole Source Purchase of Four (4) Submersible Mixers from Ovivo USA, LLC, Salt Lake City, Utah, for the Sellers Water Reclamation Facility. (19-147). (Utilities Director)~~

This item was moved to City Business VIII.2.

2. Approve Amendment No. 1 to Task Order 2019-04 with Carollo Engineers Inc., Orlando, Florida, for the SCADA Programming Services VTScada, LCP's, and RTU's at the Jerry Sellers Water Reclamation Facility; To Approve a Resolution Amending the FY2019 Budget. (19-175). (Utilities Director)

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve the Consent agenda.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

Councilmember Koss asked if words could be spelled out on the Consent agenda so that the public was more aware of what was being approved. City Manager Titkanich assured her that they would work on eliminating acronyms in all items.

VI. PUBLIC HEARINGS:

1. Approve the first reading of Ordinance No. 03-2019 revoking the economic ad valorem tax exemption previously granted to Cross Brands Manufacturing, L.L.C. (19-172). (Community Services Director)

Attorney Garganese read Ordinance No. 03-2019 into the record, by title only, as followed. He advised this is the first reading.

ORDINANCE 03-2019

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; REVOKING THE ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION GIVEN TO CROSS BRANDS MANUFACTURING, L.L.C. ORIGINALLY AUTHORIZED BY ORDINANCE 11-2016; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

Mayor Williams opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilmember Goins; Seconded by Councilmember Koss, to approve Ordinance No. 03-2019 on first reading.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

2. Approve the first reading of Ordinance No. 05-2019 revoking the economic ad valorem tax exemption previously granted to Diamondback CNC, LLC. (19-186). (Community Services Director)

Attorney Garganese read Ordinance No. 05-2019 into the record, by title only, as followed. He advised this is the first reading.

ORDINANCE NO. 05-2019

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; REVOKING THE ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION GIVEN TO DIAMONDBACK CNC, LLC ORIGINALLY AUTHORIZED BY ORDINANCE 08-2012; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

Mayor Williams opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve Ordinance No. 05-2019 on first reading.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

3. Approve the first reading of Ordinance No. 06-2019 revoking the economic ad valorem tax exemption previously granted to GeNO, LLC, n/k/a Vero Biotech, LLC. (19-185). (Community Services Director)

Attorney Garganese read Ordinance No. 06-2019 into the record, by title only, as followed. He advised this is the first reading.

ORDINANCE NO. 06-2019

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; REVOKING THE ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION GIVEN TO GENO, LLC ORIGINALLY AUTHORIZED BY ORDINANCE 12-2015; REIMPOSING THE AD VALOREM TAXES EXEMPTED FOR 2016 PURSUANT TO ORDINANCE 12-2015 TO THE EXTENT ALLOWED BY LAW; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

Mayor Williams opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilmember Goins; Seconded by Councilmember Koss, to approve Ordinance No. 06-2019 on first reading.**
AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

4. Approve the first reading of Ordinance No. 07-2019 revoking the economic development ad valorem tax exemption previously granted to Paragon Plastics, Inc., n/k/a Trout Enterprise, Inc. (19-184). (Community Services Director)

Attorney Garganese read Ordinance No. 07-2019 into the record, by title only, as followed. He advised this is the first reading.

ORDINANCE NO. 07-2019

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; REVOKING THE ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION GIVEN TO PARAGON PLASTICS, INC. ORIGINALLY AUTHORIZED BY ORDINANCE 17-2011; REIMPOSING THE AD VALOREM TAXES EXEMPTED FOR 2016 PURSUANT TO ORDINANCE 17-2011 TO THE EXTENT ALLOWED BY LAW; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

Mayor Williams opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilmember Goins; Seconded by Councilmember Koss, to approve Ordinance No. 07-2019 on first reading.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

5. Pass on Second/Final Reading Ordinance No. 04-2019: A Zoning Text Amendment to allow indoor shooting ranges as a permitted use subject to certain conditions, including ancillary retail sales and restaurant in the M-2 (Manufacturing and Industrial) Zoning District. (19-188). (Community Services Director)

Attorney Garganese read Ordinance No. 04-2019 into the record, by title only, as followed. He advised this is the second and final reading.

ORDINANCE NO. 04-2019

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; AMENDING APPENDIX A, ARTICLE XI, SECTION 19 OF THE ZONING ORDINANCE OF THE CITY OF COCOA TO ALLOW INDOOR SHOOTING RANGES AS A PERMITTED USE SUBJECT TO CERTAIN CONDITIONS, INCLUDING ANCILLARY RETAIL SALES AND RESTAURANT; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, INCORPORATION INTO THE CODE, SEVERABILITY, AND AN EFFECTIVE DATE.

Mayor Williams opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilmember Goins; Seconded by Councilmember Koss, to approve Ordinance No. 04-2019 on second and final reading.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

Councilmember Koss asked staff about the revocations approved. Mayor Williams mentioned that some of these businesses moved out and did not fulfill obligations.

Attorney Garganese further advised that when these were voted on in referendums by citizens and there are certain benchmarks included in the agreements. These are things such as annual reporting responsibilities and if they do not meet them or do not file, then Council can revoke them. He explained in furtherance other issues that these revocations may consist of.

VII. COUNCIL BUSINESS:

1. Approve Resolution 2019-037 providing for a temporary waiver of building permit fees related to the installation of solar photovoltaic and thermal systems for a period of one year; expressing the City's support for the Florida Solar United Neighbors (FL SUN) Initiative of the League of Women Voters and the Community Power Network; and the intention of the City to partner with those organizations to further adoption of solar energy in the City and Brevard County. (19-189). (Community Services Director)

* **MOTION by Councilmember Goins; Seconded by Councilmember Koss, to approve the item.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

Councilmember Koss stated that she had submitted a draft of this resolution and thermal systems was added. She is not opposed to it but pointed out that photovoltaic is more efficient.

VIII. CITY BUSINESS:

1. Approval to accept the funds awarded for Florida Inland Navigation District (FIND) Grants BV-CO-17-134 and BV-CO-17-139E; approve a Budget Resolution to amend the Fiscal Year 2019 in the amount of $652,100. (19-177). (Community Services Director)

Ms. Neuterman explained that in 2017 the City applied for this grant and they are coming to Council to amend the budget in order to accept the funds for grant revenue. She explained the portion that the City is responsible for.

Councilmember Koss noted that roughly half a million is provided by the grants and asked where the remainder would come from. City Manager Titkanich stated that it is budgeted in general fund reserves.

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve the item.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

2. Approve a Resolution Waiving the Competitive Bidding Process for the Purpose of Making a Sole Source Purchase of Four (4) Submersible Mixers from Ovivo USA, LLC, Salt Lake City, Utah, for the Sellers Water Reclamation Facility. (19-147). (Utilities Director)

Mr. Walsh explained that about three or four years ago a significant upgrade was done to the Sellers Plant. He explained the project and mentioned that these are not replacement pumps they are shelf pumps.

Mayor Williams mentioned that this agenda item states that this is the only vendor who sells this mixer. Mr. Walsh clarified there are other vendors but these mixers are designed specifically for the type they use. He explained how these were installed as well.

Councilmember Koss asked about the life span of the mixers, and in response, Mr. Walsh stated the life span was around ten years.

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve the item.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

MULTI-YEAR CONTRACTS:

3. ~~2~~. Award Bid # B-19-13-COC, Lee Wenner Park T-Dock and Day Slips to the low bidder, C&D Construction Incorporated, including Alternate 1 (Additional 100' of T-Dock and 6 Additional Day Slips), for $1,734,800; Approve as a Multi-Year, Multi- Phase Contract from FY 2019 through FY 2020 and Authorize the City Manager to Execute the Contract. Approve a Resolution Amending the FY2019 Budget to accept a Transfer to Fund 302 from the Cocoa CRA, for the enhancements to the project. (19-166). (Public Works Director)

Mr. Wegerif explained the item and mentioned the recent bids that were received, and explained that this would replace the facilities wiped out during Hurricane Irma.

He noted that the funds for this item were just approved and it would be spent to replace the old wooden docks with concrete docks that are more stable and resilient.

Councilmember Koss was glad to see it was a Cocoa company. Mr. Wegerif advised that they have built other facilities in Cocoa as well.

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to approve the item.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

IX. INFORMATIONAL AGENDA:

1. Data showing the relation between the estimated and actual income and expenses to date. (19-187). (Finance Director)

X. REPORTS:

Ms. Neuterman reminded Council that there will be a Resiliency Open House on Tuesday, May 21, 2019 in City Council Chambers. It is the perfect time to share ideas as hurricane season approaches.

City Manager Titkanich announced that it is Municipal Clerk's Week and acknowledged the City Clerk's office and the work that they do. He further acknowledged all public servants.

He advised that the Florida League of Cities Annual Conference will be held August 15-17, 2019 in Orlando and that we need to know which Council members would like to attend so that we can get them registered and hotel reservations can be made. He advised that the City Clerk had spoken with Councilmember Boisvert and he does not wish to attend. Those who would like to attend are: Mayor Williams, Deputy Mayor Warner (she will not stay but will drive back and forth), Councilmember Goins, and Councilmember Koss.

City Manager Titkanich advised that he received a request from Florida Tech requesting that the City send a letter of support to the Governor for the Florida Tech Inflow Research Project. He will draft a letter if there is consensus among Council.

* **THERE WAS A CONSENSUS AMONG ALL COUNCIL MEMBERS TO SUPPORT THE REQUEST FROM FLORIDA TECH.**

Councilmember Goins mentioned that he sent an email to all Council regarding a tour of Hannibal Square in Winter Park. He is hoping that June 29th will be the date and that all would be available to attend.

He spoke about the upcoming basketball tournament at Fern and Prospect Park on May 25, 2019. Officer Hattaway is working with him on this event and he asked Mr. Wegerif for help with lighting.

Councilmember Koss mentioned that at the last meeting Mr. Greenwood brought up the issues of trees. She noted that she had submitted budget proposals and one of those included becoming a Tree City USA again, as the beauty of that program is to educate people about trees and about the ecological and economic benefits that trees provide to all of us. She assured Mr. Greenwood that she would be looking into this going forward.

City Manager Titkanich shared information about HB 1159 which was passed by legislature and prohibits local governments from requiring permits for trees. He stated that he would have to work with the City Attorney to ensure that our ordinance is consistent with what the state is passing. He is waiting to see if the Governor signs the bill.

Mayor Williams thanked the Chief of Police and Deputy Chief Lamm for the National Day of Prayer and mentioned that he had the pleasure of touring the Harmony of the Seas at Port Canaveral. It is absolutely incredible. He also got to tour the Mariner of the Seas.

He reminded all that May 11th is Captain Ed Lanni Day and he is looking for something that can be done for him, such as possibly naming some streets after him and other citizens that have had a vital impact on the community. He mentioned Travis from Travis Hardware and Al Trafford. He knows some have already been recognized with plaques but would like to look into naming streets also.

In closing, he announced that Captain Lanni will be the guest speaker at the upcoming Memorial Day event on Monday, May 27, 2019, and the Cocoa High School Chorus will also be performing.

XI. ADJOURNMENT.

* **MOTION by Councilmember Koss; Seconded by Councilmember Goins, to adjourn the Regular meeting of May 8, 2019.**

AYES: Williams, Warner, Goins, Koss

THE MOTION CARRIED UNANIMOUSLY (4-0)

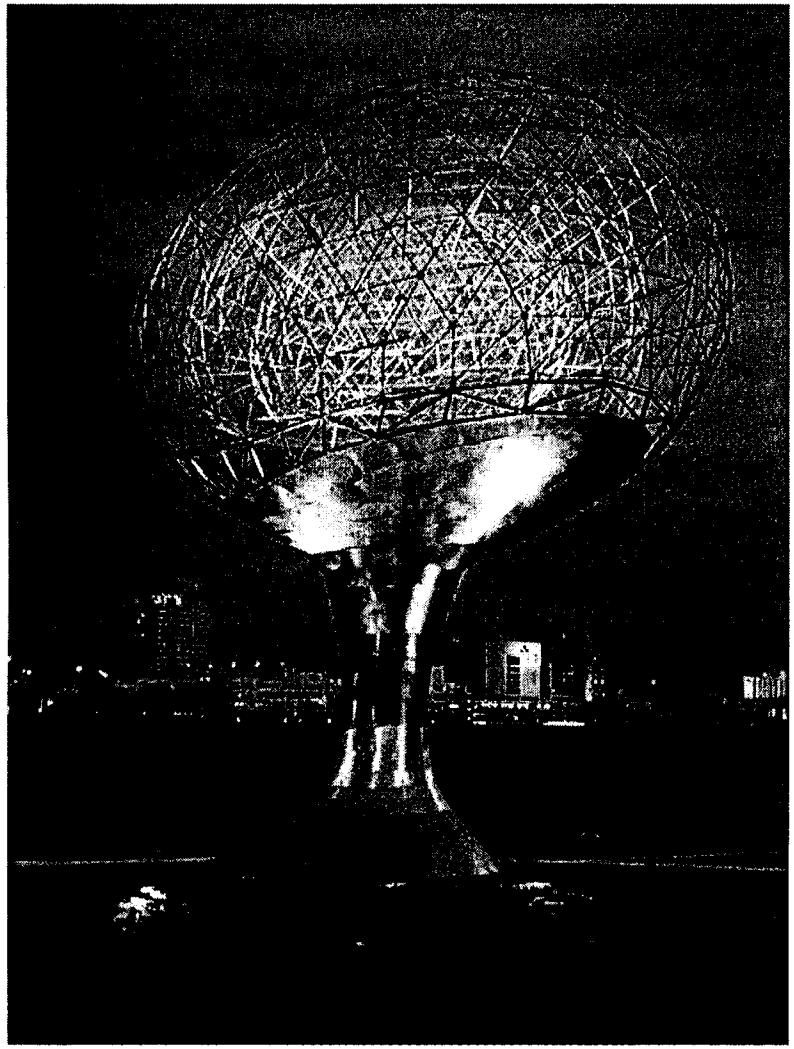
The meeting adjourned at 7:20 p.m.

Jake Williams, Jr., Mayor

ATTEST:

SEAL

Carie E. Shealy, MMC, City Clerk

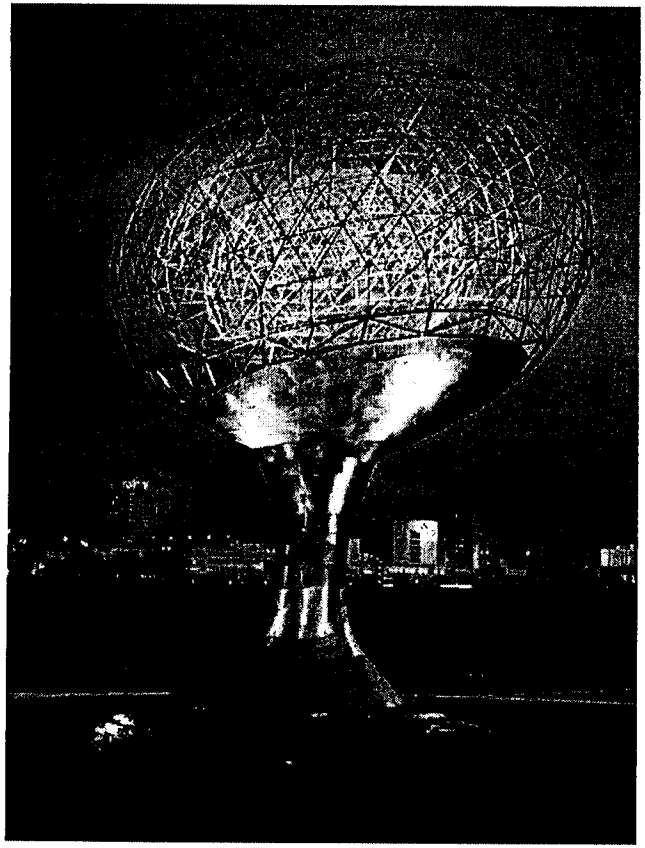


The Power of Public Art

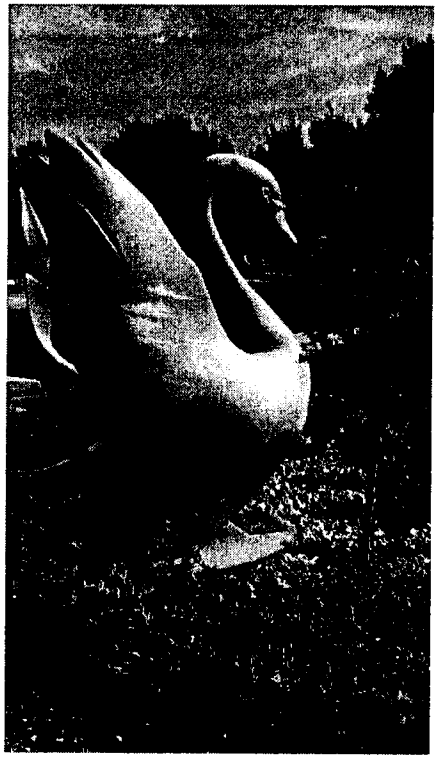
Catherine Alexander, Project Manager,
Alexander Consulting
Alexander.catherine55@ymail.com
City of Cocoa, City Council
MAY 8, 2019

EXHIBIT A: PRESENTATION ON THE POWER OF PUBLIC ART

What is Public Art?



Tillie K. Fowler Memorial Sculpture in Jacksonville, Fl.

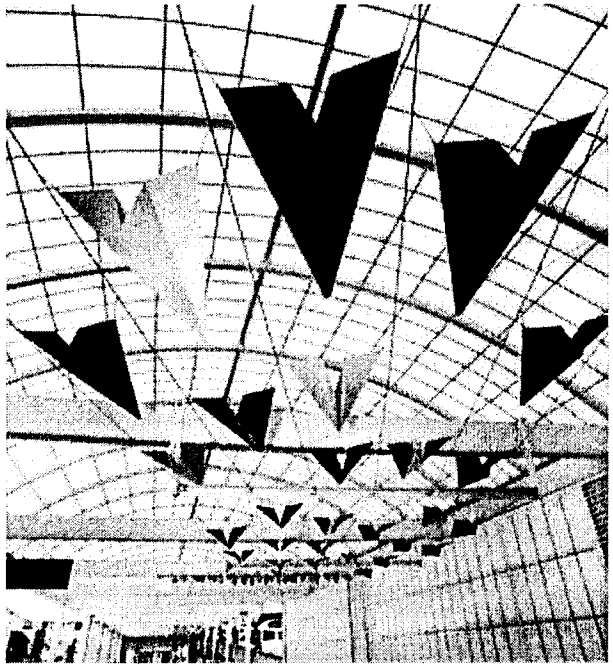


Art Competition with Swan Sculptures in Lakeland Fl.

Airports

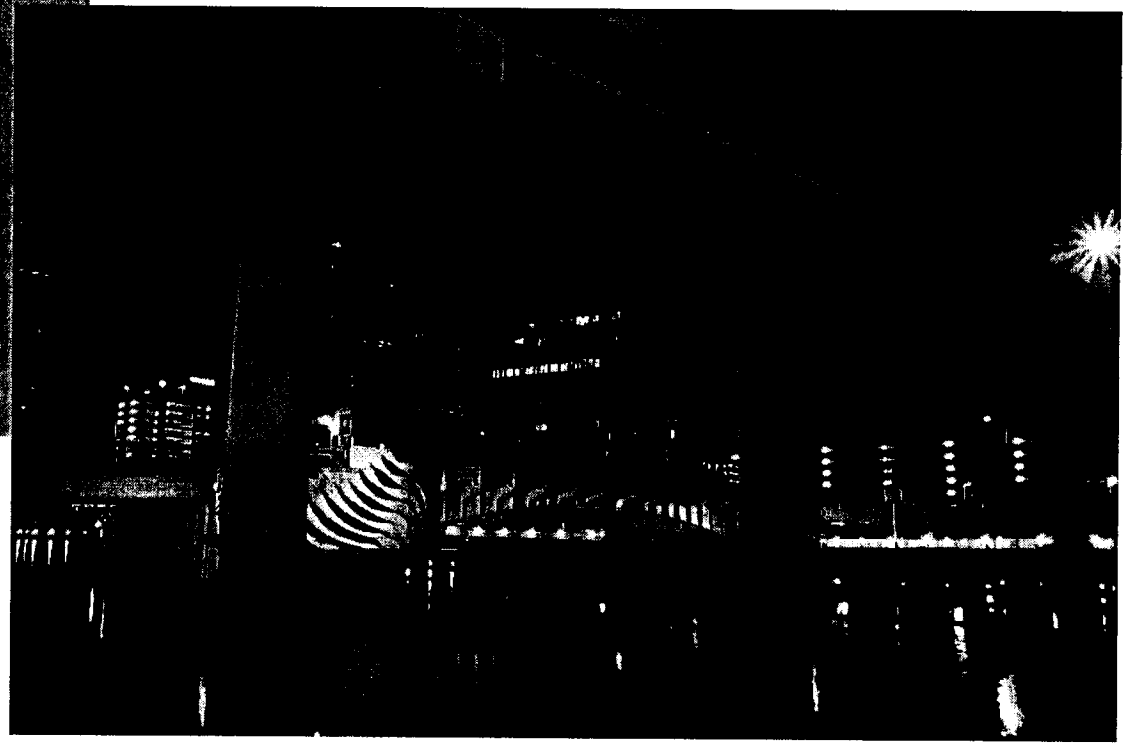


The Public Art Program at Jacksonville International Airport continues to grow and will welcome future generations home to Jacksonville.



Bridges, Buildings

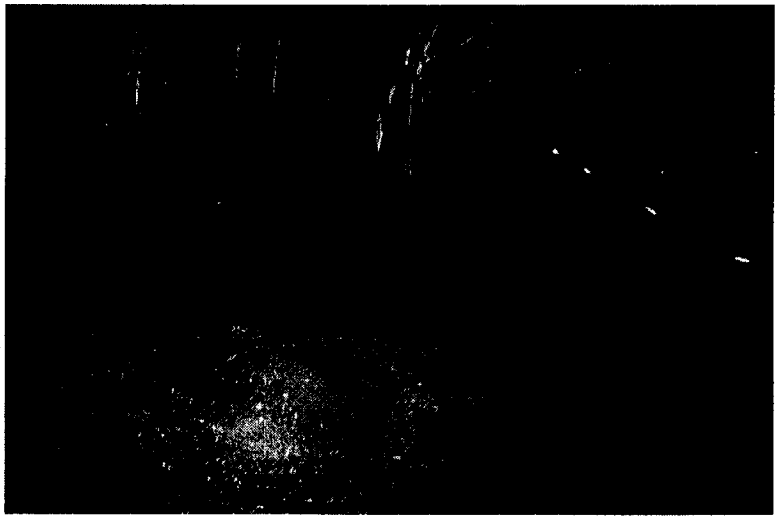




Photographic Exhibits

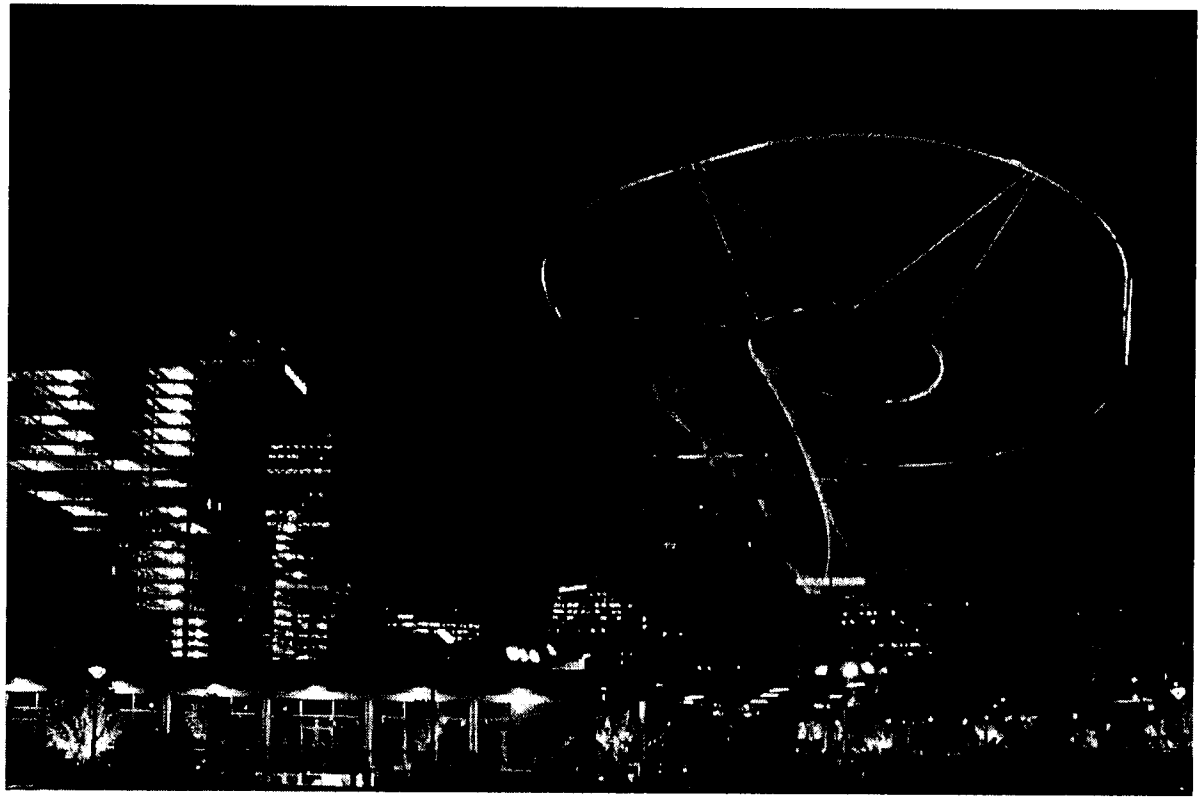






John Moran
Florida's "Photographer Laureate"
Exhibit at the Florida State Building
in Tallahassee

“Her Virtue is Patience”, Phoenix center city park installation, Artist - Echelman Studios



Local Public Art ..



Emory L. Bennett statue
in Cocoa's Riverfront Park



Melvin Morris statue in
Cocoa's Riverfront Park

ART WORKS!

- **National Assembly of State Arts Agencies**, *"Why Should Government Support the Arts?"*
  - ✓ Improves the Impact of Other Public Policies
  - ✓ Dynamic Contributor to the Small Business Sector
  - ✓ Public Art Attracts Investment and Locally Recirculates Income
  - ✓ Creativity is a Competitive Advantage
- **National Governors Association,** *"Five Roles for Art, Culture and Design"*
  - ✓Art and Design are critical ingredients for innovative place and can catalyze community revitalization
- **Americans for the Arts** - The Arts are Economic Drivers, Educational Assets, Support Health and Wellness, Serve as Civic Catalysts, and Preserve Cultural Legacies

Why I Care About Public Art... and Why It Matters

Art Works - it is an Economic Engine for Growth

- **Grow the Tax Base** by attracting high tech businesses
- **Revitalize older neighborhoods and address crime and poverty**
- Educate Youth in the Industries of Tomorrow (STEAM)
- Revive manufacturing, providing good jobs for all our citizens
- Attracts Tourists

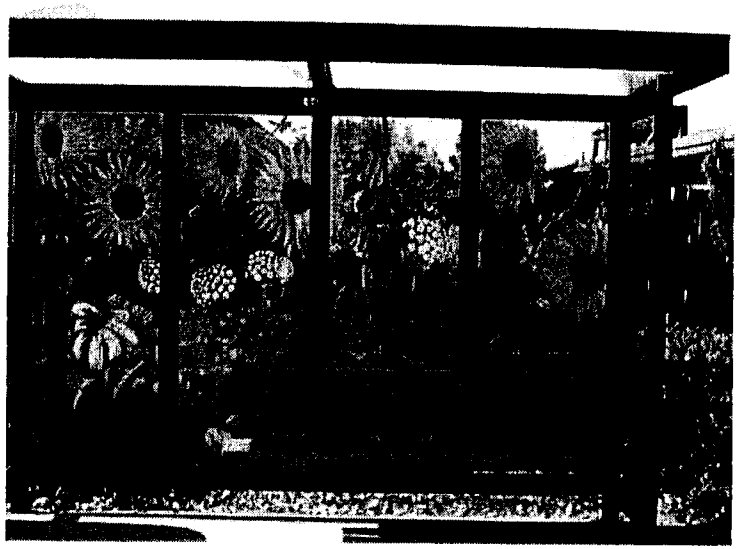
- **Placemaking – "Branding"**
- **Public Art provides a Sense of Place for Citizens and Visitors**



WHAT'S NEXT?

More and **Better** Bus Shelters in Cocoa

- Utilize **Design Themes** Unique to the City and the community
- Address under-served areas of your community

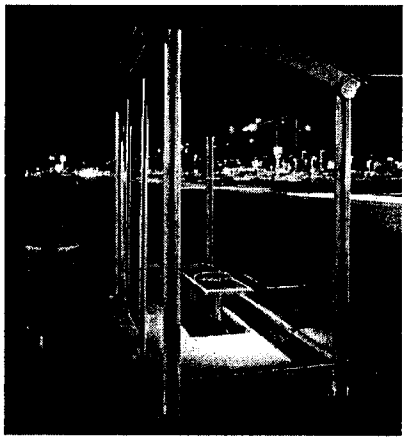


Bus Shelter with Custom Graphic



Bus Stop

- **Unique Design for the City – Branding Opportunity**
- **Wind Rated to 140 MPH +**
- **Integrated Solar and LED Lights**



How Would You Market the City of Cocoa on Your Bus Shelter?

- HISTORIC COCOA VILLAGE ?
- RIVERFRONT PARK?
- Historic Buildings?
- Orange Groves ?
- Oak Trees ?
- ????

LET'S START WITH ONE SMALL STEP...

IMPROVED BUS SERVICE AND Bus Shelters For Brevard

A Marketing Opportunity in Partnership with Transit

Expanded Branding for the City of Cocoa

Build on your current efforts to upgrade bus stops for ADA compliance

Next Steps For Cocoa?

- **Develop a Strategic Plan for Public Art as it relates to BUS ROUTE EXPANSION and Bus Shelters**
- **Integrate Bus Shelter Pads into all "Complete Street" Upgrades**
  - ✓ Incorporate Shelters with Unique Designs that reflect the City's culture and History
  - ✓ Strengthen Existing Partnerships – Housing Authority, CRAs, Cocoa Artists, Schools to advocate
  - ✓ Work with SCAT to Identify High Priority Locations for expansion (Clearlake Rd., Rosa L Jones, etc.)
  - ✓ Investigate **Opportunity Grants (2019)** to improve transit opportunities
  - ✓ Provide for waste removal within your existing contracts

Approximate Cost to Add Art to a Shelter

$ 600 – Custom back panel with permanent design (City Logo?) embedded in the back panel of the shelter

OTHER OPTIONS

- $ 300 – Art wrap depicting local artist's work reflecting the unique qualities of your community, installed for a 6 month period, ex. Student art installed on a temporary basis
- Who can fund it – TDC, City, Main Street, Private Business and Non-Profits
- **QUESTIONS/DISCUSSION**

BACKUP SLIDES

- Research with Sources
- Brainstorming for Art Themes

Survey Results, continued

Key Elements Of A Successful Public Art Program

- Inclusive and collaborative **strategic planning** for a comprehensive program
- Select public art that reflect the **unique character** of the community
- Provisions for on-going **maintenance**
- A **dedicated funding** source

Public Art Works

Best Practices Research Included in Developing This Report:

- Americans for the Arts – "Public Art by the Book"
- National Assembly of State Arts Agencies – State Policy Brief- "Why Should Government Support the Arts"
- **National Governors Association – "New Engines for Growth – Five Roles for Art, Culture and Design"**
- Public Art Review by the Forecast Public Art
- BCA Survey of communities across the U.S., similar in population to Brevard (500,000)

And Also, Events







Magic Carpet installation,
Fairmont Park, Philadelphia, Pa.

Art in Public Places Advisory Committee Survey Results

A majority of the respondents identified **positive impacts** on the community as a result of their public art project:

- Increase in number of visitors to the community,
- Increase in economic development
- Increase in the number of citizens participating in cultural events

- 14% of respondents acknowledged that it is difficult to quantify the impact
- Respondents specifically identified the following **challenges or lessons learned** associated with their public art program:
  - Wavering support from council members for art work that was not figural or nature based. Abstract art is not as well understood or received,
  - Public art is frequently misunderstood and runs the risk of being seen as an unnecessary addition to an already costly project,
  - Working with diverse agencies to accomplish the project,
  - Safety, Cleaning and Maintenance of installations

Cocoa Village



