



## COMMUNITY ADVISORY COMMITTEE MEETING

Wednesday, January 17, 2024, at 4:30 p.m.  
Tampa Municipal Office Building (TMOB) – 306 E. Jackson St., 2<sup>nd</sup> Floor

### MINUTES

1. **Call to Order and Roll Call** – Thomas Murphy, Chair, called the meeting to order at 4:35 p.m.
2. **Public Comment**
3. **Reports**
  - 3.1. **Wayfinding Signage Project** – John Scheffel, api+ Vice President and Director of Visual Design, Erin Konley, Design Services  
Scheffel provided a PowerPoint presentation of the analysis performed to arrive at the three final concepts being provided today for input. Several comments were made in general like appreciation for the musical notes that reference Central Park; if there'd be an integration of smart signs; parking directions; dynamic technology; maintenance; updates for discontinued businesses/places; and if all signs will be replaced (yes). Kunisch mentioned incorporating on the backside neighborhood specific references instead of generically 'Tampa.' There was a lot of discussion centered around the lavender color shown for Central Park versus an historic green once discussed. An explanation was provided that the Tampa Downtown Partnership's neighborhood branding project and its icons and color selections was a separate project from this city wayfinding signage study, which later would involve color selection. Orr offered to reach out the Partnership and have Chairman Murphy join in a meeting to understand how their process unfolded and how outreach was communicated to the neighborhood. There was much confusion around what seemed to be an exclusion from the Partnership's project that the proposed meeting hopefully would help resolve.
  - 3.2. **Community Redevelopment Plan Visioning Component** – Trent Green, USF Associate Professor of Urban and Community Design and Jalessa Blackshear  
Green and students displayed large-scale printouts of placemaking imagery to gather the CAC's thoughts on current conditions. He suggested some ideas to get the group thinking like a heritage village; land assemblage for a location of casitas to help enhance redevelopment; open space features; an amphitheater at Perry Harvey Park.  
Parks described the communication effort for the upcoming community workshops like mailers and social media. The group was encouraged to attend and share the information.
    - 3.2.1. Survey and Timeline
    - 3.2.2. Community Visioning Workshop – Feb. 15, 2024, from 5:30 to 6:30 p.m.  
Orr reported the date and time, plus location (Encore's The Reed), of the community visioning workshop.
4. **Action Items**
  - 4.1. Approval of the November 30, 2023, Meeting Minutes  
Item moved to the February CAC meeting.
5. **New Business**
  - 5.1. GasWorx and Encore's Lot 10 and 12 Updates

Orr reported that both requests were denied by the CRA in December. A moratorium is currently in place on such future requests. Staff is to present to the CRA on March 21, 2024, a new approach, that could involve an RFP process, for similar asks.

**6. Unfinished Business**

- 6.1. Perry Harvey Park Update – CRA Manager Courtney Orr
- 6.2. Johnson Homes – David Hollis
- 6.3. 100-year-old Church Bell – Hollis
- 6.4. Tampa Housing Authority Monthly Newsletter CAC Inclusion
- 6.5. Paradise Missionary Baptist Church

**7. Announcements/Discussion**

- 7.1. Next CAC Meeting – Feb. 21, 2024, at 4:30 p.m., TMOB – 306 E. Jackson St., 2nd Floor
- 7.2. Next CRA Board Meeting – Jan. 18, 2024, at 9 a.m., Old City Hall – 306 E. Jackson St., 3rd Floor

**8. Adjourned at 6:27 p.m.**

**CAC Attendance**

Thomas Murphy  
Ersula Odom  
Andrew Kunisch  
Travis Malloy  
Danielle Joyce – V

**Guests**

Be Parks  
Matt Sauvron – V  
Professor Trent Green, Jalessa Blackshear and three USF students