



AGENDA

COMMUNITY REDEVELOPMENT AGENCY

MAY 22, 2023

AT 5:00 PM

COMMISSION CHAMBERS

121 SW FLAGLER AVE.

STUART, FLORIDA 34994

COMMUNITY REDEVELOPMENT AGENCY

Chair - Troy McDonald

Vice Chair - Becky Bruner

Board Member - Eula R. Clarke

Board Member - Christopher Collins

Board Member - Campbell Rich

Board Member - Tom Campenni

Board Member - Micah Hartowski

ADMINISTRATIVE

Interim City Manager, Michael J. Mortell

Interim City Attorney, Paul J. Nicoletti

CRA Executive Director, Pinal Gandhi-Savdas

City Clerk, Mary R. Kindel

Agenda items are available on our website at <http://www.cityofstuart.us>
Phone: (772) 288-5306. Fax: (772) 288-5305. E-mail: mkindel@ci.stuart.fl.us

In compliance with the Americans with Disabilities Act (ADA), anyone who needs a special accommodation to attend this meeting should contact the City's ADA coordinator at 772-288-5306 at least 48 hours in advance of the meeting, excluding Saturday and Sunday.

If a person decides to appeal any decision made by the Board with respect to any matter considered at this meeting, he will need a record of the proceeding, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

(RC) next to an item denotes there is a City Code requirement for a Roll Call vote.

(QJ) next to an item denotes that it is a quasi-judicial matter or public hearing.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES

COMMENTS FROM THE PUBLIC (Non-Agenda Related) (3 Minutes Max.)

COMMENTS BY BOARD MEMBERS (Non-Agenda Items)

ACTION ITEMS

1. DOWNTOWN TRAM WRAP PROGRAM (RC):

RESOLUTION No. 07-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

2. CRA BUDGET AMENDMENT #03-2023 FOR FY 2023 (RC):

RESOLUTION No. 06-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

STAFF UPDATE

ADJOURNMENT

WHAT IS CIVILITY? Civility is caring about one's identity, needs and beliefs without degrading someone else's in the process. Civility is more than merely being polite. Civility requires staying "present" even with those persons with whom we have deep-rooted and perhaps strong disagreements. It is about constantly being open to hear, learn, teach and change. It seeks common ground as a beginning point for dialogue. It is patience, grace, and strength of character. Civility is practiced in our City Hall.

PUBLIC COMMENT: If a member of the public wishes to comment upon ANY subject matter, including quasi-judicial matters, please submit a Request to Speak form. These forms are available in the back of the Commission Chambers, and should be given to the City Clerk prior to introduction of the item number you would like to address.

CONSENT CALENDAR: Those matters included under the Consent Calendar are self-explanatory, non-controversial, and are not expected to require review or discussion. All items will be enacted by one motion. If discussion on an item is desired by any City Commissioner that item may be removed by a City Commissioner from the Consent Calendar and considered separately. If an item is quasi-judicial it may be removed by a Commissioner or any member of the public from the Consent Calendar and considered separately.

QUASI-JUDICIAL HEARINGS: Some of the matters on the Agenda may be "quasi-judicial" in nature. City Commissioners will disclose all ex-parte communications, and may be subject to voir dire by any interested party regarding those communications. All witnesses testifying will be "sworn" prior to their testimony. However, the public is permitted to comment without being sworn. Unsworn testimony will be given appropriate weight and credibility by the City Commission.

**CITY OF STUART, FLORIDA
AGENDA ITEM REQUEST
Community Redevelopment Agency**

Meeting Date: 5/22/2023

Prepared by: Pinal Gandhi-Savdas

Title of Item:

DOWNTOWN TRAM WRAP PROGRAM (RC):

RESOLUTION No. 07-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Summary Explanation/Background Information on Agenda Request:

On April 10, 2023, the City Commission directed staff to bring forward the Downtown Tram wrap concept for consideration. Pursuant to the Board's direction, the staff developed the included vinyl wrap concept with different art elements to make the trams stand out. The goal is to make the program more enjoyable and memorable. The conceptual storyboard is supported by Main Street, Downtown Business Association and The Creek District Boards. The agenda item is seeking direction from the CRA regarding the program. Should the City move forward with the program and, if so, what style is appropriate? Is there a recommended theme that should be followed and what consistency regarding branding is advised?

Funding Source:

CRA TIF Fund Balance

Recommended Action:

Motion to approve Resolution No. 07-2023, implementation of the Downtown Tram Wrap Program.

ATTACHMENTS:

1. R07-2023 CRA - Tram Wrap Program
2. Transit Storyboard
3. Letters of Support - DBA, Main Street, Creek District



**BEFORE THE CITY REDEVELOPMENT AGENCY
CITY OF STUART, FLORIDA**

RESOLUTION NUMBER 07-2023 CRA

A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING THE BOARD TO APPROVE IMPLEMENTATION OF THE DOWNTOWN TRAM WRAP PROGRAM TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

* * * * *

WHEREAS, the City of Stuart adopted a Community Redevelopment Plan which supports improving and promoting micro-transit for public benefit in Downtown Stuart; and

WHEREAS, the City is proposing to wrap the trams to increase visibility and attract riders; and

WHEREAS, the artwork/design will be reproduced on vinyl wrap and applied to up to six (6) trams; and

Resolution Number 07-2023 CRA
Downtown Tram Wrap Program

**BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF STUART, FLORIDA** that:

SECTION 1: The Community Redevelopment Agency authorized the Board Chairperson to execute the resolution to implement the Downtown Tram Wrap Program.

SECTION 2: This resolution shall take effect upon adoption.

Board Member _____ offered the foregoing resolution and moved its adoption. The motion was seconded by Board Member _____ and upon being put to a roll call vote, the vote was as follows:

TROY MCDONALD, CHAIRPERSON
BECKY BRUNER, VICE CHAIRPERSON
EULA R. CLARKE, BOARD MEMBER
CHRISTOPHER COLLINS, BOARD MEMBER
CAMPBELL RICH, BOARD MEMBER
MICAH HARTOWSKI, EX-OFFICIO BOARD MEMBER
TOM CAMPENNI, EX-OFFICIO BOARD MEMBER

YES	NO	ABSENT	ABSTAIN

ADOPTED this ____ day of _____, 2023.

ATTEST:

MARY R. KINDEL
CITY CLERK

TROY MCDONALD
CHAIRPERSON

APPROVED AS TO FORM
AND CORRECTNESS:

PAUL J. NICOLETTI
INTERIM CITY ATTORNEY

TRAM REBRAND

MARCH 2023 - PAGE 1 OF 3



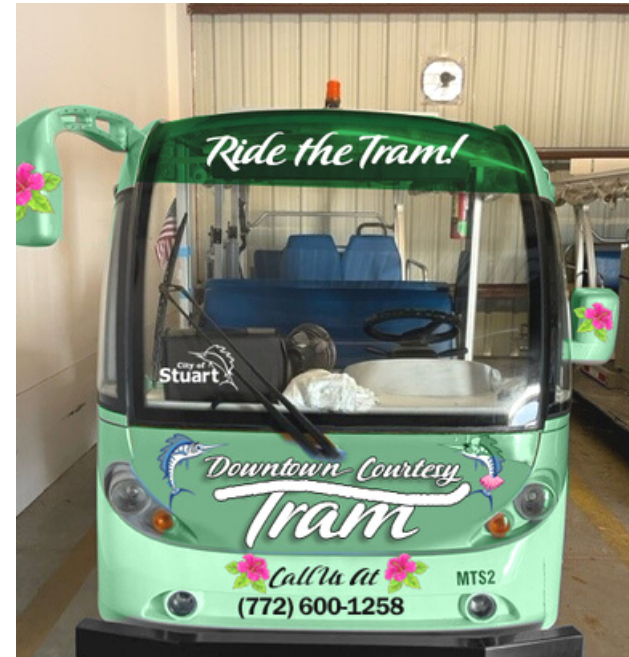
TRAM #1

Two-tone blue with pink hibiscus



TRAM #2

Two-tone pink with green palm trees



TRAM #3

Two-tone green with pink hibiscus



TRAM REBRAND

MARCH 2023 - PAGE 2 OF 3



TRAM #4

Two-tone lime with pink hibiscus



TRAM #2

Two-tone pink with yellow hibiscus



TRAM #3

Two-tone green with yellow



TRAM REBRAND

MARCH 2023 - PAGE 3 OF 3



TRAM #4

Two-tone pink with pink hibiscus

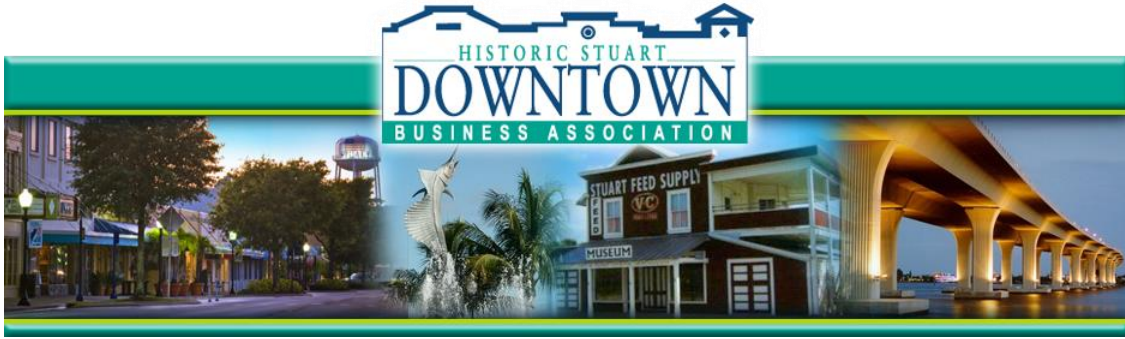


TRAM #2

Two-tone blue with palm trees







April 26, 2023

Pinal Gandhi-Savdas
CRA Administrator City Of Stuart
121 SW Flagler Avenue
Stuart, FL 34994

RE: Tram Rebrand

Dear Pinal,

Thanks for including our organization in your planning for the rebranding of the trams. We always enjoy giving input from the merchant point of view.

The Downtown Business Association of Stuart (DBA) would like to lend its support to the rebranding of the trams with the colorful wrap designs you presented @ our April 26, 2023, DBA meeting. We feel the designs will be eye-catching and create more tram ridership. The designs may invite a cool photo opportunity and will lead to more tram awareness.

The DBA enjoys the collaborative relationship between the City of Stuart CRA and staff. This partnership is critical to the overall well-being of historic downtown Stuart.

Sincerely,

Bill Moore
President, DBA
Owner, Kilwins of Stuart



P.O. Box 3035
Stuart, FL 34995

Board of Directors

Joe Flanagan,
President

Jim Hatch,
Vice President

Brian Ake,
Treasurer

Mike McCarty,
Design Chair

Paul Nunley

Jim McCabe

Cherie White

Michele P. Miller

Gloria Floyd

Director

Candace Callahan

Office

201 SW Flagler Ave.
Stuart, FL 34994
772-286-2848

May 28, 2023

Michael Mortell, City Manager City of Stuart
City of Stuart
121 SW Flagler Avenue
Stuart, FL 34994

Dear Michael,

Stuart Mainstreet was presented the tram wrap design concepts on April 11th. Our board reviewed the designs and provided feedback on the various options. The board all agreed the wrap would enhance the aesthetics of the tram therefore we are in support of the trams wraps.

Thank you,

Mike McCarty,
Design Committee Chair, Stuart Main Street

THE CREEK DISTRICT

of Arts & Entertainment
STUART, FLORIDA

April 27, 2023

Dear City of Stuart Commissioners:

I am writing on behalf of the Board of Directors of The Creek District of Arts and Entertainment, Inc., a not-for-profit organization created with the mission of establishing and promoting a vibrant arts and entertainment district in downtown Stuart, in support of the proposed new tram wraps.

Pinal Gandhi-Savdas attended our most recent Board meeting to present conceptual illustrations of the trams in new, colorful wraps. The response of the members of our Board was immediate and enthusiastic. Certainly in The Creek District we appreciate the trams as they ferry visitors and residents throughout the area. Yet, over time, they tend to fade into the background, both visually and in our conscience. The introduction of color, and the consensus among the Board was the brighter the better, makes the trams more visible, attractive and fun. In this way they will draw more attention to themselves, which, hopefully, will increase ridership and awareness.

We encourage you to approve the proposed design changes and apply them to every tram in the fleet. I suspect you will be rewarded with the smiles and delight of all who watch and wave as the tram passes by.

Most sincerely,



Duncan Hurd, President
Board of Directors

**CITY OF STUART, FLORIDA
AGENDA ITEM REQUEST
Community Redevelopment Agency**

Meeting Date: 5/22/2023

Prepared by: Pinal Gandhi-Savdas

Title of Item:

CRA BUDGET AMENDMENT #03-2023 FOR FY 2023 (RC):

RESOLUTION No. 06-2023 CRA; A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Summary Explanation/Background Information on Agenda Request:

Staff is requesting to allocate \$10,000 to implement the Downtown Tram Wrap Program. The artwork/design approved by the board will be reproduced as vinyl wraps and applied to up to three (3) trams for the initial phase. The estimated cost to wrap each tram is approximately \$2,300. The wraps are intended to last at least 5-7 years but may be removed at any time at the discretion of the board.

Funding Source:

FROM: CRA Fund Balance - \$10,000
TO: Downtown Tram Wrap - \$10,000

Recommended Action:

Motion to approve Resolution No. 06-2023 authorizing a budget allocation of \$10,000 for the Downtown Tram Wrap Program.

ATTACHMENTS:

1. R06-2023 CRA - Budget Amendment #03-2023 - Downtown Tram Wrap
2. Tram Wrap Estimate Ampersand



**BEFORE THE CITY REDEVELOPMENT AGENCY
CITY OF STUART, FLORIDA**

RESOLUTION NUMBER 06-2023 CRA

A RESOLUTION OF THE BOARD OF COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA, AUTHORIZING BUDGET AMENDMENT #03 TO THE FY 2023 CRA BUDGET TO TRANSFER FUNDS FROM THE CRA FUND BALANCE TO ALLOCATE TO WRAP THE DOWNTOWN TRAMS TO INCREASE VISIBILITY, ATTRACT RIDERS, AND PROMOTE MICRO-TRANSIT SERVICE; PROVIDING FOR CONFLICTS; SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

* * * * *

BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF STUART, FLORIDA that:

SECTION 1: The Community Redevelopment Agency of the City of Stuart hereby authorizes a FY 2023 budget transfer as follows:

FROM: CRA Fund Balance - \$10,000
TO: Downtown Tram Wrap - \$10,000

SECTION 2: This resolution shall take effect upon adoption.

Resolution Number 06-2023 CRA
Budget Amendment #03 to FY 2023 CRA Budget

Board Member _____ offered the foregoing resolution and moved its adoption. The motion was seconded by Board Member _____ and upon being put to a roll call vote, the vote was as follows:

TROY MCDONALD, CHAIRPERSON
BECKY BRUNER, VICE CHAIRPERSON
EULA R. CLARKE, BOARD MEMBER
CHRISTOPHER COLLINS, BOARD MEMBER
CAMPBELL RICH, BOARD MEMBER
MICAH HARTOWSKI, EX-OFFICIO BOARD MEMBER
TOM CAMPENNI, EX-OFFICIO BOARD MEMBER

YES	NO	ABSENT	ABSTAIN

ADOPTED this ____ day of _____, 2023.

ATTEST:

MARY R. KINDEL
CITY CLERK

TROY MCDONALD
MAYOR

APPROVED AS TO FORM
AND CORRECTNESS:

PAUL J. NICOLETTI
INTERIM CITY ATTORNEY



553 S.E. Monterey Rd
Stuart, FL 34994
772-283-1359

Quote: 22343

Date QUOTE: 3/6/23
Completion Date:

Name	Salesperson	Email
Paula Sesta	Brad Love	psesta@ci.stuart.fl.us

City of Stuart
300 SW St. Lucie Avenue
Stuart, FL 34994-2139

Phone	Fax
772-600-1258	

Quote Category
Tram Wrap

Qty	Product ID	Color	Description	Unit Price	Total Price
1	PROOF_SETUP		Proofing Setup	80.00	80.00
1	WRAP_SQFTCU STM		Tram Wrap Sides & Back [728 sqin @13x56]	644.05	644.05
1	WRAP_SQFTCU STM		Tram Wrap - Front & Mirrors [4320 sqin @60x72]	959.04	959.04
1	LABOR Wrap		Wrap Graphics Installation Labor	360.00	360.00
1	LABOR Remove		Graphics Removal Labor	280.00	280.00

Subtotal	2,323.09
Sales Tax	
Shipping	
Total	2,323.09

Note:

Quote valid for 30 days. Hours: Monday - Friday 8:00 AM - 4:30 PM
Orders require a 50% deposit of the quoted amount, to start design work. Projects are not put into the schedule until a deposit is received. By placing the deposit, you are accepting Ampersand Graphics terms and condition*. The remainder of the balance is due on receipt (DOR). No refunds, account credit only. **CASH or CHECK is preferred payment method.**
*If paying with **CREDIT CARD** a 3.5% service charge will be applied by the credit card processing company to card at time of purchase.*
Standard production time is 10 business days from order & design approval. Printing Trade Customs of +/- 10% overage/underage apply. Any charges for dies, screens or designs does not imply the sale or transfer of such equipment or files.

Authorized By: Signature

Printed Name

Title

Date

Report Date: 3/6/2023

Page # 1/1

Page 17 of 17