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The Council Workshop began at 6:00 P.M.

The following City Council Members were in attendance:

**Mayor:** Christine Hoffman

**Council Members:** Georgette Dumont      Sandy Golding      Dan Janson  
Fernando Meza      Cory Nichols      Chet Stokes

Also present were City Manager Mike Staffopoulos and Agency Consultant Jim Gilmore.

**Purpose of Workshop**

The purpose of the workshop was to discuss the Community Redevelopment Agency (CRA) objectives.

**Objectives**

Mayor Hoffman reviewed the Strategic Plan [on file] with the Council as it tied in with Priority 3: Local Economic Development:

- Goal 1 – Develop a downtown that attracts residents, visitors and commerce.
  - Objective 1 – Develop strategies to stimulate the downtown business district to include mixed use, commercial, retail and living spaces.
  - Objective 2 – Implement the Downtown Vision Plan.

Mayor Hoffman stated clear initiatives and empowerment should be given to the CRA members.

Agency Consultant, Jim Gilmore, stated the CRA's roles and job responsibilities were discussed at the July 26, 2021, CRA meeting. Mr. Gilmore reviewed the process of the CRA implementing the Redevelopment Plan and the flow of the entire project process. Mr. Gilmore stated the CRA developed new working relationships with all the departments within the City over the past year.

Conversation ensued regarding the different versions of the Downtown Redevelopment Plan. The plans and documents [on file] were reviewed and discussed by the Council, and some documents were streamlined.

Mayor Hoffman led a conversation regarding how to prioritize the following Redevelopment Objectives:

- General Objectives
- Economic Objectives
- Land Use Objectives
- Circulation and Parking Objectives
- Utility Objectives
- Urban Design Objectives

The Council agreed the Economic Development Objectives and Land Use Objectives should be top priorities of both the CRA and Council.

### Economic Objectives

The following Economic Objectives were discussed:

- Increase the tax base in the Community Redevelopment Area to assist in financing public actions to support redevelopment.
- Encourage the re-creation of a compact mixed-use code area oriented to recreation, entertainment, specialty retail, tourism, and housing.

A discussion continued about creating and promoting an Incentive Tool Box and ways to attract Private, Public Partnerships for development in the downtown area.

### Land Use Objectives

The following Land Use Objectives were discussed:

- Encourage the development of a mix of activities in the core area, including residential, retail, hotel, and office.
- Stabilize and enhance the predominantly residential portions of the redevelopment area through infill development and rehabilitation activity.
- Expand and enhance usable open space in the community redevelopment area to support and encourage greater pedestrian activity.
- Control the amount of land zoned for commercial use to stabilize predominately residential areas and concentrate commercial activity in the core area.

The Council talked about not adding more hotels in the downtown area, promoting mixed-use opportunities, and enhancing the Latham Plaza area.

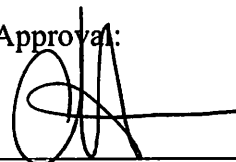
### Additional Topics

Mayor Hoffman asked the Council for their opinions concerning expanding the footprint of the Downtown CRA area across 3<sup>rd</sup> Street to include more historical buildings. Conversation ensued regarding the requirements to expand and to what specific areas. The Council's consensus was to add this topic to a future Council Briefing to discuss the details further.

The workshop adjourned at 7:27 P.M.

Submitted by: Jodilynn Byrd  
Administrative Assistant

Approval:



Christine H. Hoffman, MAYOR

Date:

8/16/21