



MINUTES

WILTON DRIVE IMPROVEMENT DISTRICT

Wednesday January 13, 2021

6:30 Virtual Hybrid Meeting

CALL TO ORDER

Chair LoGrande called the meeting to order at 6:31PM.

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present

Chair Tony LoGrande - In person
Vice Chair Doug Blevins – In person
Vicki Baisden – Virtual
Mitchell Bloch - Virtual
Claudia
Virtual
Matthew Dreger – In person
Paul Hugo – In person

Members Not Present

Castillo

Staff Present

Assistant City Manager Pamela Landi
Legal Counsel Ginger Wald

COMMENTS FROM THE PUBLIC

Chair LoGrande opened the floor to public comment.

Jo Imbrogno, 611 NE 29 Drive, a hospitality management expert who is interested in being involved in the community.

There being no further public comment, Chair LoGrande closed the public comment period.

APPROVAL OF MINUTES

December 9, 2020

Moved by Member Castillo Seconded by: Member Bloch
Passed Unanimously

OLD BUSINESS

Safety

Discussion of Outstanding Safety Issues on Wilton Drive

David Moore and Adolfo Prieto of Florida Department of Transportation Safety Division offered a summary of pending issues. Utilities Director Dave Archacki also joined the conversation.

The first item of discussion was the existing crosswalk between 9th and 11th Avenue and the need for reflective beacon. Mr. Moore and Mr. Prieto indicated a study was about to commence which would indicate whether or not the reflective beacon was justified. Member Dreger asked about the timeline. Mr. Prieto indicated the report could be issued by April 2021.

Chair LoGrande asked if FDOT would consider an additional crosswalk, and that ideally no one would ever have to walk two or three blocks to cross the street.. Mr. Prieto indicated a study

would be conducted NE 7 Avenue and 8 Terrace to determine the need for an additional crosswalk. Chair LoGrande asked for written confirmation of the timeline involved. Director Archacki mentioned that due to the pandemic he asked FDOT to hold off on the study, since traffic was down.

Vice Chair Blevins asked if additional flexible bollards could be added and Director Archacki agreed to review the possibility.

Discussion of Possible Pilot Parking Program

Chair LoGrande asked if reverse diagonal parking could be implemented in a few spots as a pilot to see if it might be useful and safe. He also indicated that he thought there might be room for one or two spaces on the drive between Thai Me Up and the Wilton Collective, as well as at Belle Isle. Mr. Moore indicated he would look into it.

Chair LoGrande also mentioned the need for gas lines on Wilton Drive. Mr. Moore indicated he would look into it.

Pamela requested a status update on the lighting repairs which were needed during the roadway construction and are not yet complete. Mr. Archacki indicated he believed progress was imminent.

***Marketing & Beautification**

Discussion of Digital Marketing

Andy Perrott of Lightship media provided an update on his effort to create a digital marketing campaign for the WDID. Mr. Perrott indicated that the most likely markets were Philadelphia, Charlotte, Dallas, Chicago, Tampa, Orlando and Miami. He has been in contact with DataClique and Iheart Media for research-- minimum spend is \$10,000, and would want to limit it to two cities to maximize the effort. Key would be to target an audience--foodies, boutique shoppers, art lovers, LGBT, etc. Then, target the geography where they live. Then, target apps people have on their phones.

Discussion ensued. There was consensus among the board that they could consider a \$10,000 expenditure.

Small Signature Event Collaboration with WMEG

Member Dreger gave a brief update, referring to the backup material. Going forward, Member Castillo will be the liaison to WMEG. Member Dreger will be Member Castillo's backup, but they won't work together.

2020 Holiday Lighting Contest Wrap Up

Member Castillo provided the Board with a final update on the Wilton Drive Holiday Lighting Contest. There was consensus that the event was a success.

NEW BUSINESS

Wilton Drive Holiday Decorations 2021

Member Dreger described the scope of work for the coming year, and the formation of a volunteer committee.

Phase 3 Design

Benches, trash bins, ash urns and lighting were discussed. Discussion ensued. Vice Chair Blevins will serve as the lead in the pursuit of a good design.

Resignation

Member Baisden shared that she will be leaving Grass River and as a result will be resigning from the board.

ADJOURNMENT

Meeting adjourned at 8:04pm.
The next meeting will be February 10, 2021 at 6:30 PM.

Tony LoGrande
Tony LoGrande, Chair

4/19/21
Date