



**CRA MEETING
ZEPHYRHILLS, FLORIDA**

**Monday, March 23, 2026
5:00 PM**

Please join the GoToMeeting
from your computer, tablet or smartphone:

<https://meet.goto.com/855960693>

or dial in using your phone:

+1 (646) 749-3122- Access Code: 855-960-693

(Please mute your phone unless you wish to speak on a specific item)

**Zephyrhills
City Hall**

**Council
Chambers**

Roll Call — City Clerk Ricardo Quiñones

Call to Order — Commissioner Steven F. Spina, PhD

1. BUSINESS ITEMS

- 1.1 CRA Meeting Minutes - February 23, 2026
 1. 02.23.2026 CRA Minutes
- 1.2 CRA Special Meeting Minutes - March 09, 2026
 1. 03.09.2026 CRA Special Minutes
- 1.3 CRA Master Plan - Draft Update
- 1.4 March 14, 2026 Community Clean Up Report

2. CRA DIRECTOR'S REPORT

3. MAIN STREET ACTIVITY REPORT

4. CITIZEN COMMENTS

ADJOURN

*** PLEASE NOTE: This is a Public Meeting. Should any interested party seek to appeal any decision made by the Council with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based. F.S. 286.0105. If you are a person with a disability which requires reasonable accommodation in order to participate in this meeting, please contact the City Clerk at 813/780-0000 at least 48 hours prior to the public hearing. A.D.A. and F.S. 286.26.**

BUSINESS ITEMS 1.1

CRA Meeting Minutes - February 23, 2026

Issue:

The Community Redevelopment Agency held a regular meeting on February 23, 2026

Background:

Minutes from that meeting were prepared and are presented for the Board's review and approval.

Attachment(s):

1. 02.23.2026 CRA Minutes

Fiscal Impact:

N/A

Staff Recommendation:

Staff recommends approval.

COMMUNITY REDEVELOPMENT AGENCY MEETING

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A Regular CRA Meeting was held on February 23, 2026 at 5:00 PM in the Council Chambers of City Hall and Via GoToMeeting (646) 749-3122 - Access Code: 855-960-693. Vice-Chair Jodi Wilkeson called the meeting to order at 5:02 PM.

Roll call was taken. Present were members Lance Smith, Jodi Wilkeson, Charles Proctor, Kenneth Burgess and Mayor Melonie Monson. City Manager William Poe and City Attorney Matthew Maggard were also present. Steven Spina was not present.

Staff present: Chief of Police Derek Brewer, Public Works Director Shane LeBlance, CRA Director Gail Hamilton, Main Street Zephyrhills Director Antwon Gildon, Planning Director Todd Vande Berg, Principal Planner Rodney Corriveau, Historic Preservation Specialist/Community Planner Will McCaw, Finance Director Ted Beason, Public Information Officer Kevin Weiss and City Clerk Ricardo Quiñones.

1. BUSINESS ITEMS

1.1 Approval of CRA Meeting Minutes - January 26, 2026

Charles Proctor motioned to Approve the January 26, 2026 CRA Meeting Minutes. Seconded by Kenneth Burgess. Motion passed unanimously

1.2 Clock Plaza Construction Documents Scope and Fee

CRA Director Gail Hamilton presented Clock Plaza Concept B, previously selected by the Board, noting the rendering is conceptual and does not include measurements. She explained the project will move into schematic design and full construction documents, where dimensions and refinements will be finalized. The original fountain at the north end was removed to preserve stage sightlines and replaced with a curvilinear water curtain in front of the stage. Commissioners discussed stage design, with staff emphasizing that the new stage must be larger than the previous one and accommodate proper loading, sound, and lighting access. An audio-visual consultant is included in the scope.

Discussion also focused on the proposed removal of eight live oak trees. Relocation was estimated at \$40,000–\$50,000 per tree with no survival guarantee. Replacement trees will meet CRA caliper standards, with consideration for larger trees to provide immediate canopy. Commissioners requested exploration of preserving a corner tree and emphasized shade and heat mitigation strategies, including potential temporary shade systems. To expand usable plaza space, four diagonal parking spaces behind the stage will be removed, while the alley will remain accessible for loading via removable bollards. Construction is anticipated to begin after Founders Day to allow completion before fall events.

Lance Smith motioned to approve moving forward with the construction document process. Seconded by Kenneth Burgess. Motion passed unanimously.

1.3 Alice Hall Update

Ms. Hamilton provided an update on Alice Hall. She reported that staff met with Aaron Banks of Furr & Wegman Architects to discuss potential building locations and programming needs. The discussion focused on identifying locations above the 81-foot flood elevation and ensuring the facility could serve long-term, multi-functional uses. Considerations included banquet seating for up to 300 people, the ability to divide the space for smaller gatherings, classroom-style uses, a catering kitchen, and storage. Commissioners discussed the pros and cons of movable wall systems, including cost and maintenance concerns, as well as the potential for outdoor patio or porch space integrated with surrounding garden areas. City Manager Poe shared, preliminary conversations have also occurred with the Pasco County School Board and YMCA regarding possible shared-use space at West Elementary. Commissioners discussed concession opportunities near Zephyr Park and the potential use of CRA-owned property to complement future development.

COMMUNITY REDEVELOPMENT AGENCY MEETING

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1.4 Commercial Improvement Grant \$1.99 Cleaners 4932 Gall Blvd.

Ms. Hamilton presented a Commercial Improvement Grant application submitted by Mr. Hernandez for improvements to \$1.99 Cleaners at 4932 Gall Boulevard. The project includes construction of a rear addition to create a covered loading and unloading area and installation of fencing. Staff confirmed that three estimates were provided and that the application meets grant requirements. Landscaping and fencing must comply with CRA standards, including material requirements and appropriate screening. Commissioners requested that future applicants be present during consideration of grant requests.

Kenneth Burgess motioned to Approve the Commercial Improvement Grant for \$1.99 Cleaners. Seconded by Charles Proctor. Motion passed unanimously.

2. CRA DIRECTOR'S REPORT

During the CRA Director's Report, Ms. Hamilton provided updates on several initiatives. She reminded the Board of the upcoming Community Cleanup scheduled for March 14, 2026, at Zephyr Park, explaining that the event will operate as a drive-through service where residents remain in their vehicles while staff unload materials. Tires will be accepted provided they are manageable in size. Code Enforcement has been notifying residents and will delay citations until after the event to allow compliance. She reported that new playground equipment installations are complete at all parks except Depot Park, which is awaiting final parts. Replacement landscaping along Fifth Avenue will be coordinated with Clock Plaza construction to improve efficiency and cost. Oakside Cemetery improvements are underway, and 8th Street work will begin following the BBQ and Blues event. Staff is coordinating a 100-tree planting initiative in rights-of-way and parks with contractor installation and a one-year warranty. Ms. Hamilton also noted that a coffee roaster and coffee shop, as well as a Pilates studio, are opening in the Zephyr Park neighborhood. Staff continues to evaluate options for a downtown sound system, including hardwired versus Wi-Fi solutions.

3. MAIN STREET ACTIVITY REPORT

Main Street Director Antwon Gildon presented the Main Street Activity Report. He provided updates on Founders Day planning, including the music festival, parade, fish fry coordinated by the Quarters Foundation, car show, Fancy Flea vendor market, Kid Zone, and live music acts. Mr. Gildon stated that a minimum of 30 parade entries is required and that participation numbers are currently low. Commissioners discussed marketing efforts and the possibility of re-evaluating the parade component in future years. Mr. Gildon highlighted the new marketing partnership with HCP Marketing, which assists with event branding, maps, website landing pages, and promotional materials. Mr. Gildon reported that the event calendar has generated approximately 36,000 views. SummerFest is scheduled for June 27, 2026. Mr. Gildon also reminded the Board that Pigs in Z'Hills is upcoming on February 28, Mayor Monson stated volunteers and youth grill competitors are still needed. Social media metrics were shared, reflecting a 240% increase in Facebook views and a 372% net follower growth increase, totaling 184 new followers, with Instagram approaching 2,000 followers.

4. CITIZEN COMMENTS - NONE

ADJOURN 5:58 PM

Submitted by Ricardo Quiñones

BUSINESS ITEMS 1.2

CRA Special Meeting Minutes - March 09, 2026

Issue:

The Community Redevelopment Agency held a special meeting on March 09, 2026

Background:

Minutes from that meeting were prepared and are presented for the Board's review and approval.

Attachment(s):

1. 03.09.2026 CRA Special Minutes

Fiscal Impact:

N/A

Staff Recommendation:

N/A

COMMUNITY REDEVELOPMENT AGENCY MEETING

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A Regular CRA Meeting was held on March 9, 2026 at 5:00 PM in the Council Chambers of City Hall and Via GoToMeeting (646) 749-3122 - Access Code: 855-960-693. Commissioner Dr. Steven F. Spina called the meeting to order at 5:01 PM

Roll call was taken. Present were members Lance Smith, Jodi Wilkeson, Charlie Proctor, Ken Burgess, Steve Spina and Mayor Melonie Monson. City Manager William Poe and City Attorney Matthew Maggard were also present.

Staff present: Chief of Police Derek Brewer, Public Works Director Shane LeBlanc, Building Official Calvin Switzer, Airport Manager Nathan Coleman, IT Director Mike Panak, CRA Director Gail Hamilton, Main Street Zephyrhills Director Antwon Gildon, Planning Director Todd Vande Berg, Principal Planner Rodney Corriveau, Community Planner Will McCaw, Finance Director Ted Beason, Public Information Officer Kevin Weiss, and City Clerk Ricardo Quiñones.

1. SPECIAL MEETING ITEM

1.1 Home Theatre Presentation

Main Street Zephyrhills Director Antwon Gildon introduced representatives from KMF Architects, who presented conceptual designs for the proposed redevelopment of the Home Theatre property as a multicultural arts center. The presentation outlined a conceptual three-story facility featuring a restored historic façade, flexible theater space with approximately 150 seats on the main floor, multipurpose rooms, banquet and meeting spaces, a rooftop patio and garden, and a potential food service component. The design emphasized flexibility to accommodate a variety of community uses including performances, classes, and events. Architects stated for clarification that the renderings presented are conceptual in nature and do not represent final design or construction documents. Final dimensions, materials, and detailed refinements will be developed during subsequent design phases. It was further clarified that the project is anticipated to be constructed in phases, dependent upon available funding.

Discussion occurred regarding historic preservation elements, including maintaining the front façade and reconstructing portions of the structure to meet current codes. The project team clarified that the rear Quonset hut structure is proposed for removal due to structural limitations; however, efforts will be made to document and commemorate its historical significance. Main Street Zephyrhills President Linda Stark Kerns clarified that approximately \$2.5 million in state appropriations has been secured for initial phases of the project, including demolition, stabilization, and design. She further stated that the total estimated project cost is approximately \$15 million, with additional funding to be pursued through fundraising efforts and partnerships.

City Manager William Poe clarified for the record that the project is not a City-led initiative and that the City of Zephyrhills is not being asked to provide funding for the project. Commissioners asked questions regarding project costs, phasing, long-term operations, and parking availability. Planning Director Todd Vande Berg clarified that there are no minimum parking requirements within the downtown district. Public comment included both support and concerns.

Multiple attendees spoke from the floor. Speakers expressed excitement about increased downtown activity, cultural opportunities, and community gathering space. Concerns were raised regarding parking, building scale, historical preservation, design elements, and long-term sustainability of the project.

ADJOURN 6:07 PM

Submitted by Ricardo Quiñones

BUSINESS ITEMS 1.3

CRA Master Plan - Draft Update

Issue:

Staff will provide a presentation outlining the 2026 Zephyrhills CRA Masterplan and ask for input from the CRA Board of Commissioners.

Background:

The CRA Masterplan is a long-term strategic document that outlines specific goals, projects, programs, and funding strategies to eliminate "slum and blight" as defined in Chapter 163 Part III of the Florida Statutes. Its purpose is to guide the transformation of a specific area or district into a functional and attractive area that market forces will continue to invest, redevelop and grow. The Masterplan needs to be updated as projects, programs, incentives or the market itself changes. It acts as a framework, establishing the overall vision for redevelopment and creating guidelines to ensure consistent visual character and high-quality design is implemented. While the CRA does not set overall city policy, it operates as a distinct entity implementing this redevelopment plan and the plan must be consistent with the local government's overall comprehensive plan.

Attachment(s):

None

Fiscal Impact:

Not applicable

Staff Recommendation:

Staff asks for input or comments on the CRA Masterplan.

BUSINESS ITEMS 1.4

March 14, 2026 Community Clean Up Report

Issue:

Staff will report on the Spring 2026 Community Clean-Up.

Background:

July 25, 2015, was the first Community Clean Up by the Rocky Rooster Clean Up Team. We brought Rocky Rooster back for 2026 and expanded our team; Public Works 3 divisions, Parks, Streets and Sanitation, along with city department directors, our code enforcement officers, the Youth Council and Mayor Melonie. The crew handled 240 drop-offs and collected over

Attachment(s):

None

Fiscal Impact:

Staff will provide up-to-date information on cost and tonnage collected at the Community Clean-Up.

Staff Recommendation:

For Information Only