



Martin County Community Redevelopment Agency Meeting Minutes

Commission Chambers, Martin County-Admin Building
2401 South East Monterey Road, Stuart, Florida

Monday, April 27, 2026

PRESENT

Position	Name	Term Expiration
Chair	Michael Readling	January 13, 2029
Members	Saadia Tsafarides	January 13, 2029
	Robert Krebs	January 27, 2027
	Jamie Rolle Taylor	December 31, 2027
	Chuck Smith	January 13, 2027
	Rex Sentell	January 13, 2029

ABSENT

Position	Name	Term Expiration
Vice Chair	Cindy Hall	January 13, 2029

STAFF PRESENT

Position	Name
CRA Director	Susan Kores
CRA Assistant Manager	Jordan Pastorius
CRA Specialist	Dianne Racek
CRA Program Manager	Joy Puerta
CRA Program Manager	Jana Cox
Senior Assistant County Attorney	Sebastian Poprawski
Assistant County Administrator	George Stokus

* Indicates a motion

** Indicates a vote

*** For the record comment

CALL TO ORDER Meeting was called to order at 3:01 PM.

DISCLOSURE OF CONFLICTS OF INTEREST None

APPROVAL OF MINUTES

Agenda Item: 26-0826, Draft Meeting Minutes – March 23, 2026

MOTION

* S. Tsafarides to approve the proposed March 23, 2026 meeting minutes as presented.

**J. Rolle Taylor seconded, and the motion carried UNANIMOUSLY

COMMENTS

PUBLIC- None

PRESENTATIONS

Agenda Item: 26-0828, CRA – PORT SALENRO OPEN SPACE PLAN

Jessica Seymour, Principal Program Coordinator of the Treasure Coast Regional Planning Council presented the Port Salerno Open Space Plan, including existing conditions, connectivity analysis, and conceptual recommendations.

COMMENTS

R. Krebs- The plan is well developed and comprehensive. Port Salerno should be excited about this project. What feedback was received from the NAC?

J. Rolle Taylor- The primary concern is maintenance. We cannot even get the palm trees trimmed, so sustainability is a concern. The community wants to see cleaner water and natural plants instead of invasive ones to help reduce maintenance. There are properties that need to be purchased for connectivity.

J. Seymour- Public input emphasizes passive open space. Maintenance is a consistent concern. Connectivity brings awareness, which brings more attention and helps with maintaining the area.

J. Rolle Taylor- There is concern about spending money without long-term maintenance.

R. Krebs- Maintenance should guide design decisions. Natural materials and low-maintenance plants should be prioritized.

J. Rolle Taylor- Natural walkways should be prioritized instead of concrete pathways.

R. Krebs- Concrete can sometimes be lower maintenance than gravel.

J. Rolle Taylor- Yes, in some areas. Ripple is a good example of natural elements.

R. Krebs- Will this be done for all CRAs?

S. Kores- Yes, next will be Golden Gate.

R. Krebs- It will be interesting to see the other designs.

S. Kores- Each area will have different priorities. Port Salerno is focused on waterways and property acquisition.

E. Asselin- Stated that unpaved roads should be a priority. She noted the NAC reduced the open space budget from \$400,000 to \$100,000 and reallocated funds to roads. Sewer and unpaved roads are identified as the main concerns, along with maintenance issues and the Salerno Basin.

G. Ehrler- Questioned funding sources and property acquisition. He stated there is still significant work to do before planning and emphasized maintenance, sewer, and roads as priorities.

M. Reading- Did this pass at the NAC?

J. Rolle Taylor- No. It was presented and discussed. The community wants improvements but has other priorities first. Maintenance is the biggest concern.

C. Smith- Does the funding come from the NAC?

S. Kores- Funding is secured for unpaved roads, with work beginning next year. Additional roads may be considered in the future. The open space plan goes to the NAC for information only, as it is already in the comprehensive plan. Today's motion is to adopt it into the plan, not to approve a project. \$4 million in CRA funds is being allocated to the sewer fund.

R. Krebs- This is long-term planning. It does not take away from other projects. It improves quality of life.

S. Kores- This shows what is possible and identifies assets, challenges, and opportunities.

J. Rolle Taylor- The community does like it. They just want priorities respected.

J. Seymour- The plan allows the CRA and County to pursue grants once adopted.

M. Reading- What are the next steps?

S. Kores- Golden Gate will begin next. The plans will then be used to guide future efforts.

J. Rolle Taylor- The community will still have opportunity for input and making recommendations. There are some properties we do not own and that needs to be considered.

J. Seymour- Some properties are private but included due to water connectivity. This is the beginning.

J. Rolle Taylor- The community needs to know that.

S. Kores- The community has made it clear that they want passive community amenities and that is what we are bringing them.

MOTION

* R. Krebs motioned to adopt the proposed open space plan for Port Salerno as presented.

**R. Sentell seconded, and the motion carried UNANIMOUSLY

Agenda Item: 26-0834, CRA METRICS PROJECT

Kevin Crowder, owner of BusinessFlare, presented an overview of the upcoming data analysis initiative focused on developing a comprehensive methodology for tracking performance across all six community redevelopment areas. The project will incorporate economic intelligence, performance metrics, and data-driven insights to support measurable growth, continuous improvement, and informed economic direction.

The initiative will utilize the BusinessFlare® Street Economics™ platform and its integrated methodology, which combines data analysis, storytelling, and measurable outcomes. This approach is designed to deliver not only technical performance metrics but also clear, compelling narrative and visual tools that make the data accessible and meaningful to elected officials, stakeholders, investors, and residents.

COMMENTS

R. Krebs- Are there differences in analyzing small versus large communities? As far as wild cards, what is your goal?

K. Crowder- The goal is to identify the wild cards and improve visibility. Data availability is more limited in smaller communities. The platform creates a visibility audit. Today, about 70% of searches happen through ChatGPT and TikTok rather than Google. Communities need to optimize for that.

R. Krebs- Visibility of what the community looks like?

K. Crowder- Visibility is the first level of due diligence someone does when finding out about a community. It is their first introduction to the community and their findings online. Funky Buddha, a successful brewery, is a result of the owner watching a CRA board meeting in Oakland Park at 2am. Optimization of the community online is key to economic development and attracting opportunities.

J. Rolle Taylor- You are looking at how to use the tools.

K. Crowder- Yes, how to use data to support planning and decision-making.

S. Kores- Kevin will be returning in the future for further updates.

R. Sentell- You analyze how we are doing compared to what we planned on doing.

K. Crowder- Yes, we look at the implementation side and what measures we could improve and how it is influenced by external factors. This will help guide you on how to evaluate external factors and deployment of resources moving forward.

Agenda Item: 26-0829, CRA – SOCIAL MEDIA OVERVIEW

Elise Raffa, Community Development Coordinator, introduced the new social media page, communication goals, and strategies for the CRA.

Agenda Item: 26-0827, CRA CAPITAL PROJECTS REVIEW- APRIL 27, 2026

Susan Kores provided the Board with a review of capital projects including the Jensen Beach Church Street Re-Design. Joy Puerta presented an update on the Golden Gate Landscape Vision plan.

COMMENTS

S. Tsafarides- Indian Street needs attention, including landscaping and lighting.

J. Puerta- Maintenance will be reviewed. The freeze did affect the landscaping and some of it died. Field Ops may have to replace some of it.

S. Tsafarides- Tall grass plants are a concern. Snakes and rats hide in it.

J. Puerta- Field Operations guides plant selection and it is taken into consideration. The community will choose from options at the open house. Indian Street is not part of this design.

C. Smith- Who maintains the landscaping?

J. Puerta- Field Ops, a division of Public Works.

R. Krebs- Why are the crosswalks staggered?

J. Puerta- For pedestrian/cycling safety. It requires stopping at the median and activating signals. The crosswalks will remain unchanged. Overall safety in the area will be enhanced.

M. Readling- Who selected the plants originally?

S. Kores- Field Ops and the CRA worked on Indian Street. Medians were part of Public Works.

M. Readling- Who selects them now?

S. Kores- Field Ops with community input.

M. Readling- Plants are being replaced too often.

J. Puerta- Selection will be guided by consultants and Field Ops.

R. Krebs- Is Coteleur & Hearing doing the design?

J. Puerta- Yes.

J. Rolle Taylor- Joy I appreciate the analysis being done first. Ever project should be done that way.

S. Tsafarides- What is the status of the grant?

J. Puerta- Submitted. We must wait until July 1.

M. Readling- What is the status of Rio Marine Village?

J. Pastorius- The southeast portion and the road has begun.

S. Kores- Annual Reports will be available next month. We welcome Sebastian Poprawski back as our legal counsel. He will be the NAC meetings as well.

COMMENTS

1. Public-

G. Ehrler- Requested clarification on the Open Space Plan process and why it was added without an NAC vote. He also raised concerns about funding allocation. He expressed his concern over a pending property sale and the length of time for the sale. He noted that the \$100,000 allocated in our budget for that property should be used to pave Lincoln and Flounder.

E. Asselin- Raised concerns about water quality systems, how it will be cleaned, and lack of maintenance, noting pumps have not worked for years.

2. Members-

J. Rolle Taylor- Maintenance is ongoing problem and on page 26 there is language regarding maintenance. Can we address it at the next NAC meeting? Is there a stipulation that can be put into place for ongoing maintenance for any projects that we implement?

S. Poprawski- The County is responsible for maintenance. There is no additional legal mechanism to require more.

J. Rolle Taylor- That is the community's biggest concern.

S. Poprawski- Legally since it is a county owned property there is not any additional language that can be added to strong arm the county to do more because it is already obligated to maintain its assets. There is no additional agreement or document in place as it is already responsible for the maintenance. We can review maintenance schedules and identify issues.

C. Smith- Why is maintenance split between County and contractors? Could poor contractors be replaced?

S. Kores- That is managed by the County. We can give input and make suggestions.

J. Rolle Taylor- There needs to be a solution.

R. Krebs- In Hobe Sound for the Murals, we do have a budget item to help with maintenance. Could a maintenance budget be created like in Hobe Sound?

S. Kores- CRA cannot fund County operations but can assist with improvements. This project could help that.

J. Rolle Taylor- The community does want the project, but they want it done properly and maintained.

C. Smith- Maintenance requires proper planning and knowledge.

J. Rolle Taylor- Maintenance is an issue throughout Martin County. If we are putting money into projects, we need to know how to maintain it.

S. Tsafarides- Waste management needs to do their job. Trash is not being picked up and property conditions are an issue and need enforcement.

R. Sentell- The CRA is here to help the community. Long-term planning is necessary even with short-term needs. Projects must be planned years ahead otherwise they will never get done.

J. Rolle Taylor- With maintenance included.

3. Staff- None

ADJOURN – Meeting adjourned at 4:21PM.

Recorded and prepared by:

Dianne Racek, Community Development Specialist

Michael Reading, Chair

Date

Date

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