

# City of Port St. Lucie

## City Council Workshop

### Meeting Minutes - Final

121 SW Port St. Lucie  
Blvd.  
Port St. Lucie, Florida  
34984

Shannon M. Martin, Mayor

Jolien Caraballo, Vice Mayor, District IV  
Stephanie Morgan, Councilwoman, District I  
Dave Pickett, Councilman, District II  
Anthony Bonna, Councilman, District III

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Tuesday, January 16, 2024		9:00 AM	Council Chambers, City Hall
1.	Meeting Called to Order		
	A Workshop Meeting of the CITY COUNCIL of the City of Port St. Lucie was called to order by Mayor Martin on January 16, 2024 at 9:00 a.m., at Port St. Lucie City Hall, 121 SW Port St. Lucie Boulevard, Port St. Lucie, Florida & Zoom.		
2.	Roll Call		
	Council Members Present:		
	Mayor Shannon Martin		
	Vice Mayor Jolien Caraballo		
	Councilman Dave Pickett		
	Councilwoman Stephanie Morgan		
	Councilman Anthony Bonna		
3.	Pledge of Allegiance		
	Mayor Martin led the assembly in the Pledge of Allegiance.		
4.	Public to be Heard		
	There was nothing heard under this item.		
5.	Special Presentations		
5.a	Update on the Status of the Housing Needs Assessment Findings and Draft Recommendations		<a href="#">2023-1074</a>
	Alessandra Tasca, Neighborhood Services Deputy Director, informed the City Council that the item was a county-wide project and the final plan would have specific recommendations for each of the partners including		

[2023-1074](#)

St. Lucie County and Fort Pierce. She explained the three components of the assessment, the timeline and introduced Aaron Finley.

(Clerk's Note: A PowerPoint was shown at this time.) Aaron Finley, TPMA, gave a project overview and explained the collected data regarding City demographics, housing costs and housings demands/issues. He stated that economic sustainability, impacts of service availability and impacts on business operations could be at stake with the housing issue. He reviewed the recommendations which included increasing the housing supply, broadening the housing mix and increasing housing affordability.

The City Council requested that staff compare all local housing ordinances. Vice Mayor Caraballo mentioned that more data was needed but discussions on workforce & market corrections, building/planning & zoning plans, and accessory dwelling units should be part of the specific plan. Councilwoman Morgan discussed the terms attainable vs affordable and added that the word affordable had a negative connotation. She also discussed taxes & insurance costs versus HOA fees in multifamily developments. Councilman Bonna thanked the Affordable Housing Advisory Committee members for their hard work and stated that he looked forward to receiving more information and discussions on the subject. Councilman Pickett discussed redevelopment. Mayor Martin discussed the need for housing for young professionals & workforce housing. She stated that the City needed policies for the usage of AHAC funds and added that staff had to educate the public on why multifamily and apartments were needed in the community. Vice Mayor Caraballo stated that a task list in comprehensive order may be useful for further discussions.

- 5.b** Discuss the National Business Survey and Provide Input on the Survey Questions.

[2024-077](#)

Elijah Wooten, Economic Development Administrator, requested feedback from the City Council on the survey questions which were based on the national template.

Councilwoman Morgan suggested that staff work with the Chamber of Commerce and SBDC for their input. Vice Mayor Caraballo stated that this was the first time the City was implementing the survey and felt that they could use the information collected to go further in detail & revise questions for the next survey.

## 6. New Business

- 6.a** Approve Digital Signage Project and Vote on Orientation and Finish

[2024-055](#)

(Clerk's Note: A PowerPoint was shown at this time.) Avi Monina, Communications Department, Digital Media Production Coordinator, showed different mockups of signs. Mayor Martin stated that she was against the white lettering on the signs. She suggested that staff review the locations of gateway entrance signs, digital signs and Parks & Recreation signs to combine them instead of installing multiple signs in close proximity. She also felt that traffic counts were not a viable source of criteria. Vice Mayor Caraballo suggested that the installation of signs be prioritized since some Parks & Recreation signs had just been replaced with NICE funds. She suggested that staff create a policy with definitions/criteria with rules and locations of signs. Sarah Prohaska, Communications Director, stated that the Communications Department was going to make a policy for their department regarding rules on their signs and added that the Communications Department would work with the Planning & Zoning Department & the Public Works Department on the Sign Program.

The City Manager stated that staff was analyzing & strategically discussing entry signs beautification in certain areas like easements near the Turnpike and I-95 and was also discussing funding. Councilwoman Morgan stated that less would be more on the signs. The City Council discussed various funding options such as the Public Art Fund and TPO/DOT. Colt Schwerdt, Interim Public Works Director, informed the City Council that staff was reviewing guidelines for signs that were placed in the right-a-ways.

The City Council requested that staff come back with a detailed plan after reviewing the old sign locations and funding opportunities. There was City Council consensus to move forward with the brick vertical sign for City Hall and to hold off on the Sportmans Park sign.

Kate Parmelee, Deputy City Manager, requested feedback on the Citizen's Survey, to which the City Council replied that the solid waste question had to be simple and direct. There was City Council consensus to move forward with staff's recommended Citizen's survey questions. The City Council discussed the City Hall mural, to which Deputy City Manager Parmelee advised the City Council that staff could apply for a grant through the National Endowment of the Arts for the City Hall mural.

7. Adjourn

There being no further business, the meeting was adjourned at 10:53 a.m.

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Sally Walsh, City Clerk

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Shanna Donleavy, Deputy City Clerk