

**MINUTES**  
**FORT MYERS BEACH**  
**Community Resource Advisory Board (CRAB)**  
Council Chambers  
2525 Estero Boulevard  
Fort Myers Beach, FL 33931

**Tuesday, September 10, 2019**

**I. CALL TO ORDER**

Meeting was called to order at 3:00 p.m. by Chair Veach.

**II. INVOCATION**

**III. PLEDGE OF ALLEGIANCE**

**IV. ROLL CALL**

Members present: Forrest Critser, Norbert DeMars, Sheena Stockton, Bill Veach and Becki Weber.  
Excused: Ivan Corbin and Michael Lund  
Staff: Utility Manager Christy Cory  
Council Liaison: Joanne Shamp

**V. PUBLIC COMMENT** – no public comment.

**VI. APPROVAL OF MINUTES** – August 13, 2019

**MOTION:** Chair Veach moved to approve the minutes of August 13, 2019; second by Mr. Critser.

**VOTE:** Motion passed unanimously.

**VII. CRAB MEMBER ITEMS AND REPORTS**

**A. Map**

Chair Veach noted that the Public Safety Committee (PSC) recommended installing interactive signs in bus shelters. He questioned how the signs would perform in the environment. Council Member Shamp commented that the signs seemed to be doing well in similar locations. She noted that a map of recommended trolley stops would be available for viewing soon. Discussion was held regarding advertising on benches. Ms. Weber suggested that one map be available for the entire Town. Manager Cory noted that the new marketing firm, RMA, might take on the project. Ms. Weber indicated she could forward her PowerPoint presentation.

**B. App**

Town Manager Hernstadt stated that CRAB would meet with RMA to discuss their projects and RMA would move forward with the app. Ms. Weber stated that the app was almost complete, but it had to be named. She brought up using a drone to shoot a video of the beach and linking it to the app.

**MOTION:** Chair Veach moved to name the app Visit Fort Myers Beach; second by Ms. Stockton.

**VOTE:** Motion passed unanimously.

Chair Veach suggested that they offer their app to the County to install in bus shelters. Discussion was held regarding branding. Ideas and images included: person sitting on a beach chair with a Margarita; downtown with shopping and other activities; a shrimp boat; the bridge; shape of the Island; vibrant and relaxed community with a small-town feeling; sunset; diversity; pier with boat and wildlife. Chair Veach suggested naming different areas of the beach. Ms. Stockton noted that RMA's job was to find a symbol that represented the beach.

**C. Brochure**

Council Member Shamp suggested linking the brochure to the app. Chair Veach offered to link previous articles to the app. Ms. Weber noted that once the app was published, they could try out several ideas like walking tours to see what worked with the public. Chair Veach will forward experimental content to Ms. Weber. Ms. Stockton will provide contact information regarding the drone.

**D. Statues – no update.**

**E. Murals**

Chair Veach stated that Council was investigating whether murals conflicted with the sign ordinance. Council Member Shamp noted that the legal department would create a mural ordinance separate from the sign ordinance. She discussed potential mural guidelines.

Ms. Stockton indicated that she will meet with the Sidney Berne Davis group in the near future. Chair Veach described the camouflaged Century Link building and indicated that he expected to hear back from them next week concerning their building.

**F. War Memorial – no update.**

**VIII. ITEMS FOR DISCUSSION**

Chair Veach noted that CRAB reorganization was scheduled for October.

**IX. PUBLIC COMMENT – no public comment.**

**X. SET AGENDA FOR NEXT MEETING – no change.**

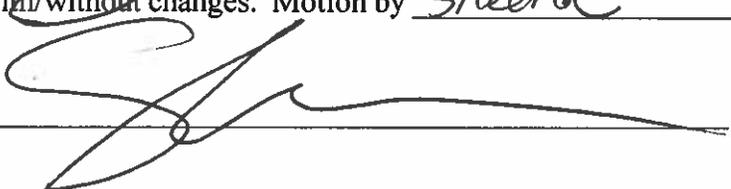
**XI. ADJOURNMENT**

**MOTION:** Chair Veach moved to adjourn; second by Mr. Critser.

**VOTE:** Motion passed unanimously.

The meeting was adjourned at 4:07 p.m.

Adopted 10/8/19 with/without changes. Motion by Sheena  
(DATE)

Vote: 6 Signature: 

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