

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

**Tuesday, October 8, 2019**

**I. CALL TO ORDER**

Meeting was called to order at 3:00 p.m. by Chair Veach. Members present: Ivan Corbin, Forrest Critser, Norbert DeMars, Sheena Stockton, Bill Veach and Becki Weber.  
Staff: Utility Manager Christy Cory

**II. INVOCATION**

**III. PLEDGE OF ALLEGIANCE**

**IV. REORGANIZATION**

**MOTION:** Chair Veach moved to nominate Sheena Stockton for Chair; second by Mr. Critser.

**VOTE:** Motion passed unanimously.

**MOTION:** Chair Stockton moved to nominate Bill Veach as Vice Chair; second by Mr. Critser.

**VOTE:** Motion passed unanimously.

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

**VI. APPROVAL OF MINUTES – September 10, 2019**

**MOTION:** Mr. Critser moved to approve the minutes of September 10, 2019; second by Mr. Veach.

**VOTE:** Motion passed unanimously.

**VII. CRAB MEMBER ITEMS AND REPORTS**

**A. Map**

Mr. Veach offered to research pricing since Mr. Lund did not renew his membership on CRAB. Chair Stockton will contact Chair Goggin from the Public Safety Committee (PSC) regarding signs in bus shelters.

**B. App**

Ms. Weber indicated that it would take her another day or two to finish publishing the app. Chair Stockton bestowed a song to the Town for use with the app. Ms. Weber suggested that staff and Council Members alpha test the app before advertising its existence. Chair Stockton and Mr. Veach agreed.

**C. Brochure** – no update.

**D. Statues** – no update.

**E. Murals**

Mr. Veach was in the process of contacting a representative from CenturyLink. Mr. DeMars indicated that Town Council had to create a code for murals. Mr. Corbin commented that the Lani Kai was one huge mural. He volunteered to research the Punta Gorda mural ordinance.

**F. War Memorial**

Mr. Critser reported that an outside source offered to help when they were ready. He indicated they would discuss plans at the next meeting.

**VIII. ITEMS FOR DISCUSSION – Town Branding**

Manager Cory stated that Chair Stockton was invited to meet the new marketing firm in November. The firm requested specific ideas for marketing in general. Manager Cory suggested that they bring ideas to the November meeting. She will provide the video and statement of work concerning RMA from the Selection Advisory Committee meeting.

Mr. Veach questioned whether they wanted to reach out to the Restore the Arches group. Mr. DeMars read that the group reached an agreement with the County to add a smaller version of the arches at Crescent Beach Park. Discussion was held regarding landscaping side streets.

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

**X. SET AGENDA FOR NEXT MEETING** – add Town branding

**XI. ADJOURNMENT**

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

**VOTE:** Motion passed unanimously.

The meeting was adjourned at 3:44 p.m.

Adopted 11/12/18 with/without changes. Motion by Sheena Stockton  
(DATE)

Vote: 6-0 Signature:   
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