



Commercial Corridor Revitalization

Develop North Fort Myers

April 26, 2018 11:30 AM

I. **CALL TO ORDER / INTRODUCTION**

The Meeting was called to order at 11:30 AM by Develop North Fort Myers Chair, John Gardner

II. **Marketing Report**

Rebecca Czyz presented an update on the Develop North Fort Myers social Media accounts. The full report can be [found here](#): Ms. Czyz also did a short run through of the new Develop North Fort Myers web page on [developnfm.com](#). Interactive tools and resources on this website include: information about North Fort Myers incentives, investment activity maps, meeting minutes, information on North Fort Myers community plan, North Fort Myers development code, North Fort Myers town center, a history of North Fort Myers, Quality of life information, demographics, available commercial property, and new businesses in the area.

III. **Subcommittee Update**

Randy Krise provided an update on the North Fort Myers Subcommittee. The subcommittee has plans to work with the Salvation Army to address homelessness in North Fort Myers, and help individuals get the assistance they need.

IV. **Videos**

Rachel Busch presented a draft version of a video that promotes North Fort Myers as an area to develop and shows what is possible to develop with the newly expanded Mixed Use Overlay. Ms. Busch stressed that the video is not a plan or the county's intentions, it is simply highlighting what is possible to develop in Mixed Use Overlay areas.

V. **Business Retention & Expansion Efforts**

VI. **Article for Royal Palm Coast Realtors Association Newsletter**

Each month, the Develop Lee Committees submit an article to the royal palm realtors association providing a general update on activities in the three geographies.

VII. AJOURN

With no further business to discuss, the meeting adjourned at 12:30Pm