

CITY OF MELBOURNE, FLORIDA
MINUTES – SPECIAL MEETING BEFORE CITY COUNCIL
APRIL 14, 2005



A special meeting of the City Council was held in the City Council Chamber, 900 East Strawbridge Avenue, and was called to order at 6:30 p.m. by Mayor Harry Goode.

1. Pledge of Allegiance
2. Roll Call.

Present:	Harry C. Goode, Jr.	Mayor
	Richard Contreras	Vice Mayor, District 1
	Mark LaRusso	Council Member, District 2
	Kathy Meehan	Council Member, District 3
	Grace Walker	Council Member, District 4
	Cheryl Palmer	Council Member, District 5
	Loretta Isenberg-Hand	Council Member, District 6
	Jack M. Schluckebier, Ph.D.	City Manager
	Suzanne Novak	Assistant City Attorney
	Cathleen A. Wysor	City Clerk
	Amy W. Elliott	Assistant City Manager

3. ORDINANCE NO. 2005-24: (Public Hearing/First Reading) An ordinance amending Chapter 28, "Streets, Sidewalks and Other Public Places," by changing the name of Apollo Boulevard to Dr. Martin Luther King, Jr. Boulevard; providing that the name change applies to the full length of Apollo Boulevard, from Fee Avenue to north of Sarno Road, and any future extension of the road to Eau Gallie Boulevard.

Assistant City Attorney Suzanne Novak read the ordinance by title. City Engineer Howard Ralls provided an overview of the request and the location.

Mayor Goode referenced the correspondence received by the City regarding this subject (summarized below):

SUPPORTING THE NAME CHANGE

LETTERS

<u>NAME</u>	<u>ADDRESS</u>	<u>DATE RECEIVED</u>
William & Pauline McCarty	650 E. Strawbridge Avenue, Melbourne	April 13, 2005

E-MAILS

<u>NAME</u>	<u>E-MAIL ADDRESS</u>	<u>DATE RECEIVED</u>
Brian Fitzpatrick	brianfitzpatrick@cfl.rr.com	April 14, 2005
Cammie Donaldson	cammiedonaldson@earthlink.net	April 14, 2005
Carol Luntz	cataluntz@wmconnect.com	April 14, 2005

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OPPOSED TO THE NAME CHANGE

LETTERS

<u>NAME</u>	<u>ADDRESS</u>	<u>DATE RECEIVED</u>
Bradley P. Grant, MD	1626 Apollo Boulevard, Melbourne	April 4, 2005
Ernest L. Howering	3683 Kestrel Court, Melbourne	April 5, 2005
Al O'Connell, Chief Administrative Officer	MIMA 200 E. Sheridan Road, Melbourne	April 6, 2005
Thomas Smith	Unknown	April 7, 2005
Susan Johnston, Arlene Norris and Timothy Short	Pathways Therapeutic Massage 1611 S. Apollo Boulevard, Melbourne	April 11, 2005
Krista and Majed Soboh, Owners	Benzena Capital Enterprises, Inc. 601 S. Babcock Street, Melbourne	April 11, 2005
Howard Glenn Inman, President	Hidden Harbour Homeowners' Association 1625 Sweetwater Bend, Melbourne	April 12, 2005
Sadalia B. Gross, Administrator	Melbourne Kidney Center, Inc. 1400 S. Apollo Boulevard, Melbourne	April 12, 2005
Ellen Brinkoetter	2382 Pawnee Drive, Melbourne	April 13, 2005
Tina Zielnik, Owner	The Golden Hanger Consignment Shop 629 Apollo Boulevard, Melbourne	April 14, 2005
Norma Smith	1051 Tortoise Cove, Melbourne	April 14, 2005

E-MAILS

<u>NAME</u>	<u>E-MAIL ADDRESS</u>	<u>DATE RECEIVED</u>
Tom Savarese	tom.savarese@ngc.com	April 12, 2005
Marlene C. Semple	dmsemple@bellsouth.net	April 12, 2005
Dave Bray	brayd53Wwmconnect.com	April 13, 2005
Ray Harmer	justaflyin@msn.com	April 13, 2005
Harold Burke	stuffer1@juno.com	April 13, 2005
Diane and Trevor Morgan	dintre@aol.com	April 14, 2005
Elizabeth Allewelt	shuttlemom214@juno.com	April 14, 2005
Ron Van Dyke	paradoxman@bellsouth.net	April 14, 2005
Margo Petranek	fronush@cfl.rr.com	April 14, 2005
James Grantham	wb4zmx@msn.com	April 14, 2005

PHONE CALLS

<u>NAME</u>	<u>PHONE NUMBER / ADDRESS</u>	<u>DATE RECEIVED</u>
Anonymous		April 12, 2005
Betty Kimball	984-0459	April 12, 2005
Dottie Gaunce	721 Walnut Drive, Melbourne	April 14, 2005
Agnes Brogan	2756 Corbusier Drive, Melbourne	April 14, 2005

PETITION

<u>FROM</u>	<u>NUMBER OF SIGNATURES</u>	<u>DATE RECEIVED</u>
Various	174	April 14, 2005

Mayor Goode opened the public hearing.

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Dorothy Gaunce, 721 Walnut Drive, said she can't imagine the expense to homeowners and businesses as a result of a name change. She added that she always thought the road was named to honor the Apollo I mission and the three astronauts who died on the launch pad in 1967. She asked Council to vote no on the name change.

James Cundiff, owner, Safe Harbor Financial, 675 South Apollo Boulevard, stated that he is not here to challenge the great achievements of Dr. King. He said that a street name change will cause headaches and, in some cases, a financial burden. Brochures, stationery, web sites, etc. would have to be changed and customers will have difficulty adapting. Mr. Cundiff said that the money it would cost to change the name could be used to build a park or community education center. Dr. King wanted to impact lives, not advertise. He concluded by asking if there is an acceptable compromise. NASA and Apollo Boulevards have been associated with the Space Coast for years and are home to industries that provide thousands of jobs.

Carl Finerson, past president, NAACP, stated that although it would be very unpopular for Council to vote in favor of renaming Apollo Boulevard in honor of Dr. Martin Luther King, it would be the right thing to do. Dr. King stood for justice for all and Council has disenfranchised itself from the black community. He asked Council to do the right thing and demonstrate recognition for this great man.

Elaine Hoffmann, Atlantic Respiratory Physicians, 1401 South Apollo Boulevard, stated that she is concerned about the expense related to an address change for the office. She noted that they have three separate practices and the change would affect stationery, a massive amount of paperwork, business cards, web sites, yellow pages, etc. She stressed that she is opposed to the request.

Shawn Dougherty, Project Response, Inc., 745 South Apollo Boulevard, stated that before he began researching Dr. King, he had no clue as to his depth, brilliance and compassion. He stated that Dr. King was a great American leader. He encouraged Council to change the name and said he would derive pleasure from working on Dr. Martin Luther King, Jr. Boulevard.

Pat Poole, 805 East Palmetto Avenue, referenced the petition she submitted signed by people opposed to the renaming. Mrs. Poole stated that it would be disgraceful to take away the name of a street that honors the Apollo mission and the three astronauts who died. She added that there are three streets in Crown Heights Subdivision named after the three astronauts; however, they are stub out streets that will never be connected to the adjacent subdivision. Therefore, she does not believe that these can be called actual streets. Mrs. Poole recommended that Palm Bay consider naming one of its streets or that supporters talk to developers and have a new street named. She asked Council not to change the name of this historic street.

Leonard Ross, 448 Coach Road, Satellite Beach, President of the Martin Luther King Coalition, said he knew that his suggestion to rename Apollo would be met with fierce opposition. He agreed that those who are directly impacted have legitimate financial

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concerns. Therefore, he recommended that Council consider a transitional period of one – three years. This would significantly reduce the cost to residents and businesses. Mr. Ross referenced the history of the naming of Apollo and pointed out that the resolution does not mention the space program. He asked Council to take a stand and make its decision, regardless of how unpopular.

Council Member Cheryl Palmer asked Mr. Ross why he doesn't pursue naming a street in Satellite Beach. Mr. Ross said that he represents the MLK Coalition and the majority of its members live in Melbourne.

Sadalia Gross, Melbourne Kidney Center, 1400 South Apollo Boulevard, presented a petition signed by 38 people who work on Apollo Boulevard opposed to the renaming.

Joseph McNeil, 804 Poplar Lane, submitted a letter from Reverend Hartford Lee, Greater Allen Chapel AME Church, 2416 Lipscomb Street, encouraging Council to approve the renaming of Apollo Boulevard.

Continuing, Mr. McNeil said that he believes many people still use "Eau Gallie" Florida as their address. Therefore, people who are opposed because of the cost are using that as a ploy. He agreed with having a transitional period so the cost and disruption would be minimized.

Julius Montgomery, 2744 Carlton Circle, Melbourne, said he is a former City Council Member. He noted that there seems to be controversy over the renaming of Apollo; therefore, there should be a compromise and another street selected. He added that he worked at the Space Center for 33 years and he grieved when the three astronauts died.

Ruth Robinson, Don's Famous Hoagies, 784 South Apollo Boulevard, stated that they have been at this location for the past 19 years and are opposed to the name change not because they don't agree that Martin Luther King was a great man. She said that naming the lake at the library or a park on the river – a place of reflection and meditation – would be a greater honor to a great, peaceful man. Mrs. Robinson agreed that a name change would be a financial burden to every business along Apollo Boulevard.

Bennie Hopkins, 624 Williams Street, South Brevard Civic League, stated that they have attempted to rename a street in honor of Dr. King since 1987. He noted that the strong opposition won't change, whether it's five years from now or 10 years from now. Opponents will come up with all kinds of reasons why the name change should not take place. Mr. Hopkins pointed out that street name changes have taken place all over our country smoothly and within a given amount of time. He asked Council to not fail Dr. King and make the sacrifice, which will bring about progress throughout Brevard County.

Charles Favors, 3722 Peacock Drive, West Melbourne, Florida, president of the NAACP, stated that Martin Luther King died in 1968, yet we are in 2005 talking about naming a street in his honor. He added that people are talking about the money involved, but there are no dollar signs when talking about history. Mr. Favors said that any street proposed

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will have some form of opposition. The best way to handle this is to get on board and vote for the name change.

Janet Dyki, 1615 South Apollo Boulevard, said she has lived at this location for 35 years – since the street was originally named Maple. She commented that Maple was a lovely name; however, Apollo is a greater name. Ms. Dyki said that the first name change involved tons of paperwork and took over a year to straighten out. She asked Council to leave the name as is.

Beverly Vaughan, 1623 Apollo Boulevard, said she has lived in this same house for 51 years. She also remembers when the street was named Maple and she is against renaming Apollo.

Cammie Donaldson, 2112 Helen Street, representing the Space Coast Progressive Alliance, said that 163 people in their organization live in Melbourne and support the name change. She added that she appreciates and understands the cost involved; however, not all decisions in our life are based solely on cost. Apollo is a great name but it is a great street to choose. She does not want Lipscomb Street renamed because naming a road for MLK in an isolated, lower income black community limits the honor for Dr. King and says something about our City.

Continuing, Ms. Donaldson said that when a street is named it is not named after that one person, it is named after the whole movement. There are tens of thousands of streets in our country named for Washington, Jefferson, Adams and Kennedy. When she sees a street named Washington, she thinks of the American Revolution and the birth of our nation. She pointed out that Apollo runs through every walk of life. She asked Council to embrace this request and make the change.

Reverend S. J. Spradley, Macedonia Baptist Church, said that it is the hope of the church members and others in the community that Council approve the renaming of Apollo in honor of Dr. King.

Vice Mayor Richard Contreras asked Reverend Spradley the number of members he represents. Reverend Spradley replied 650 – 700.

Spence Guerin, 2112 Helen Street, said he remembers when Melbourne was segregated. Martin Luther King helped make a change for the benefit of all – not just black people. And, he gave his life to change the injustice of our time. Mr. Guerin applauded those who say it is a small price to pay to honor this man to change their stationery. It is obviously not easy to name a street after Martin Luther King, yet it is easy to name a street Apollo. He encouraged Council to change the name of Apollo.

Cleave Frink, 3215 South Redwood Lane, stated that this item will not go away. It will be here until everyone realizes that we are in this together. Mr. Frink stated that the request is fair and not out of the ordinary. He informed Council that he marched with Dr. King and he marched in the streets of Melbourne. He added that he has been obediently

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-serving this City for more than 20 years. He asked Council to have the courage to be fair and do the right thing.

Dani Clevens, 1344 South Apollo Boulevard, representing Dr. Ross Clevens, Center for Facial Cosmetic Surgery, agreed that this is not an “us/them” issue. She stated that they oppose changing the name of Apollo Boulevard to anything. They have patients from all over the country and they constantly hear comments about how wonderful it is to have Apollo Boulevard on the Space Coast.

Rose Reed, 633 South Apollo Boulevard, stated that she lives on the Space Coast and she is opposed to changing the name of Apollo Boulevard.

Richard Parker, 417 Magnolia Avenue, Melbourne Beach, said his business is located on Apollo Boulevard. He agreed that this is not a black/white issue and he disagreed that we are dishonoring the black community by not renaming the road. Mr. Parker stated that he grew up in a divided south and, today, some of his best friends are black. He added that he believes Martin Luther King was the greatest man that lived in this country. It is easy for people to say that the cost involved in changing the street name is a small price to pay when it is not their money.

Continuing, Mr. Parker stated that this is the Space Coast. Apollo Boulevard was named after three astronauts who gave their life. He pleaded with Council not to take away the street name and the image that they have built this many years simply for a name change.

Norma Abarq, 1400 South Apollo Boulevard, Melbourne Kidney Center, stated that the majority of opposition is from people and businesses who have capital invested in being on Apollo Boulevard. The majority who support the change has no connection to the street other than living in the City or the County. She added that if the proposal were to change the name to Kennedy Boulevard or Led Zeppelin Boulevard, she would still be opposed. She recommended that the City stop trying to rename an existing street and concentrate on naming the beltway in the future.

Craig Deligdish, 1344 South Apollo Boulevard, said that he represents Physician Management Corporation and owns several properties on Apollo Boulevard. Additionally, he represents Omni Healthcare. He stated that he is opposed to changing the name of the road to any name. In his opinion, the move is irresponsible. There are plenty of opportunities in Brevard County; therefore, the Apollo program and its astronauts should not be dishonored by a name change. Thousands of patients identify where these businesses are located based on the name.

Mr. Deligdish submitted a petition signed by 139 people who work on Apollo Boulevard opposed to the name change.

In response to Council Member Kathy Meehan, Mr. Deligdish said 500 people work for Omni Healthcare. He added that it is not just the time and cost involved in changing the

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name – it is that they have branded these locations over a period of 10 years.

That concluded comments from the public. Mayor Goode closed the public hearing.

Moved by Hand/Contreras for approval of Ordinance No. 2005-24.

Council Member Loretta Hand said she has been on Council for approximately 27 years and she has heard through the years the request to name a street in honor of Dr. Martin Luther King. She said she feels strongly about supporting the request. This will be a hardship for the businesses; however, it could be transitioned over a period of several years.

Mrs. Palmer said that Council previously considered this issue and took several things to heart: we do need to honor the memory of Martin Luther King; we do need to choose a street that is not a side street in a predominantly black area; and we need to name a new street. The proposed Melbourne Palm Bay Beltway was selected. She added that although funding, design and construction will take time, it is in the works.

Mrs. Palmer said that perhaps the reason everyone has been “fighting” this is because we have been trying to rename a street. This is an issue of fairness and it is not fair for government to go to these small businesses and say you must bear the financial burden of this change. This is not a racial issue and there is no reason to say you must name or rename a roadway or you are a racist.

Mrs. Palmer concluded by saying she is willing to name a road in honor of MLK; however, she is not willing to rename Apollo.

Mrs. Meehan said she can't support the name change because of the expense to the business owners on Apollo Boulevard. Her husband owns and operates a business in Downtown Melbourne and a road name change would be devastating for his business. Mrs. Meehan said that she has supported the South Melbourne community since 1992 when she participated in her first anti drug march. She elaborated on her civic involvement and recommended that a committee be formed that will review the issue and return to Council with recommendations.

Council Member Grace Walker said that her husband was active in the space program and was present when the explosion occurred that took the lives of the three astronauts. She agreed that we need to honor Dr. King, but not by changing the name of Apollo Boulevard. She recommended that the beltway or a new street be considered.

Council Member Mark LaRusso referenced comments made by several speakers and agreed that we need a task force comprised of community stakeholders to look at this. He added that he has spoken to numerous community leaders and the information is conflicting.

Vice Mayor Contreras said he understands the issue regarding cost. However, as a 27-

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year veteran he transferred every two – three years and had to change everything. Therefore, he doesn't take stock in the expense issue. He understands it, but doesn't buy it. The need, desire and want to honor Dr. Martin Luther King has been echoed by the majority of Council Members. And, he will still continue to provide his support in honoring Dr. King relative to a street name in the City of Melbourne.

Mayor Goode said that his father sat on a committee that helped integrate the community and there was an orderly transition when Melbourne was integrated. During the election he said he would not sponsor legislation to name a street after Dr. King. He added that he said he would support the renaming of University Boulevard from U. S. 1 to Babcock Street. It is very clear that we need to name something after Dr. King.

Regarding a task force, the Mayor said he is not sure whether that is the answer. The proposed beltway from Palm Bay to Melbourne would be one of the greatest streets in this community. He concluded by saying he is prepared to vote no on this item.

The question was called. The roll call vote was:

Aye: Hand and Contreras

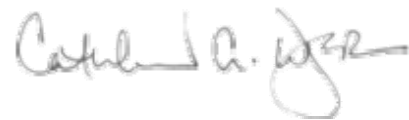
Nay: LaRusso, Meehan, Walker, Palmer and Goode

Motion failed.

4. ADJOURNMENT

Moved by Contreras/Walker to adjourn. Motion carried unanimously.

The meeting adjourned at 8:00 p.m.



City Clerk – 4/21/2005

Approved by Council: April 26, 2005