

TERRILL L. HILL
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

RUFUS J. BOROM
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

JAMES NORWOOD, JR.
COMMISSIONER



CITY of Palatka
FLORIDA

Regular meeting 2nd and 4th Thursdays each month at 6:00 p.m.

TERRY K. SUGGS
CITY MANAGER

BETSY JORDAN DRIGGERS
CITY CLERK

MATTHEW D. REYNOLDS
FINANCE DIRECTOR

JAMES A. GRIFFITH
INTERIM CHIEF OF POLICE

MICHAEL LAMBERT
CHIEF FIRE DEPT.

DONALD E. HOLMES
CITY ATTORNEY

AGENDA
CITY OF PALATKA
COMMUNITY REDEVELOPMENT AGENCY – CALLED MEETING
January 11, 2016 at 5:00 p.m.

CALL TO ORDER & Reading of Meeting Call – Mayor Hill

- a. Invocation
- b. Pledge of Allegiance
- c. Roll Call

1. **PUBLIC COMMENTS** (Speakers limited to three minutes – no action taken on items):
- *2. **REQUEST FOR CONCURRENCE** on Relocation and consolidation of the Third Friday Street Party and Downtown Cruise In to the Riverfront Park
- *3. **WORKSHOP: JOINT PLANNING SESSION** with Downtown Palatka, Inc. and Palatka Main Street

OTHER BUSINESS

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*attachment

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE COMMUNITY REDEVELOPMENT AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE MAY NEED TO INSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. FS 286.105

PERSONS WITH DISABILITIES REQUIRING ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE CITY CLERK'S OFFICE AT 329-0100 AT LEAST 24 HOURS IN ADVANCE TO REQUEST ACCOMMODATIONS.

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January 6, 2016

TO CRA MEMBERS: MARY LAWSON BROWN, JAMES NORWOOD, Jr.,
RUFUS BOROM, JUSTIN CAMPBELL, SAM DEPUTY
AND KARL N. FLAGG:

You are hereby notified that a special called meeting of the Palatka Community Redevelopment Agency (CRA) has been called to be held on Monday, January 11, 2016, at the regular meeting place at City Hall, City Commission Chambers, 201 N. 2nd Street, Palatka, FL. The meeting is called to commence at 5:00 p.m.

The purpose of the meeting is to hear a proposal regarding the location of Main Street 3rd Friday events and hold a workshop/joint planning session to discuss in more detail those common goals and issues voiced at the December workshop. This workshop shall focus on the Central Tax Increment District.

Please govern yourselves accordingly.

/s/ Terrill L. Hill

Terrill L. Hill, MAYOR/Chairman

We hereby acknowledge receipt of a copy of a revised Notice of Called Meeting of the Community Redevelopment Agency on the 6th day of January, 2016 .

/s/ Mary Lawson Brown

COMMISSIONER

/s/ Rufus Borom

COMMISSIONER

/s/ James Norwood, Jr.

COMMISSIONER

/s/ Justin Campbell

COMMISSIONER

/s/ Sam Deputy

REPRESENTATIVE
DOWNTOWN PALATKA, Inc.

/s/ Karl N. Flagg

PUTNAM COUNTY BOCC
DISTRICT 3 COMMISSIONER

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PHONE: (386) 329-0100

201 N. 2ND STREET • PALATKA, FLORIDA 32177
www.palatka-fl.gov

FAX: (386) 329-0106



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:

REQUEST FOR CONCURRENCE on Relocation and consolidation of the Third Friday Street Party and Downtown Cruise In to the Riverfront Park

SUMMARY:

Palatka Main Street has proposed to consolidate the Third Friday Street Party and Cruise In into one event and to relocate it to the Riverfront Park. As you are aware, the CRA funds both events as part of its promotions and marketing strategy. The FY 2016 budget was approved with the assumption that the two events would continue in their current locations (i.e. 300 Block and 900 Block). Palatka Main Street is requesting CRA concurrence on the move. No budget amendments are necessary.

RECOMMENDED ACTION:

Concurrence on recommendation

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	1/5/2016 - 3:22 PM



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:

WORKSHOP: JOINT PLANNING SESSION with Downtown Palatka, Inc. and Palatka Main Street

SUMMARY:

WORKSHOP AGENDA:

1. Summary of December Planning Meeting
2. Discussion regarding revising the plan and/or developing Business Investment Strategy
3. Next Steps

RECOMMENDED ACTION:

N/A - Hold Workshop

ATTACHMENTS:

Description	Type
<input type="checkbox"/> December Meeting Summary	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	1/6/2016 - 10:36 AM



MEMORANDUM

Subject: City of Palatka's Community Redevelopment Area Plan – Central Business District Review and Potential Update Public Meeting December 14, 2015

Date: January 5, 2016

To: Mayor Terrill L. Hill, Esquire
Terry K. Suggs, City Manager

From: Lara K. Diettrich, CRA Consultant and Facilitator

Copies to: Thad Crowe, AICP, Building and Zoning Department
Jonathan C. Griffith, Project Manager/Grants Administrator

This memorandum summarizes the public meeting that was held on 12-14-15.

- Over view of the CRA Plan three districts, history of involvement and what the status is now.
- Review of the CRA Plan sections for the Central Business District (CBD).
- Land Use and Zoning:
 - Parking exemption provided for downtown businesses in CBD.
 - Landscaping exemption provided for downtown businesses in CBD.
- Signage:
 - Better wayfinding needed still to direct traffic and pedestrians from Reid Street to St. Johns Avenue as well as within the CBD to public amenities, parking, riverfront access, businesses, restrooms, etc.
 - Plan but no funds available for implementation.
- Infrastructure:
 - Reid Street softening towards the riverfront.
 - Store owners should be asked to provide potted plants and discuss further tree mitigation.
 - Reid Street lighting should be addressed by FPL. Other cities are receiving enhancements.
- Parking:
 - Mobility Master Plan needs to be performed.
 - Pedestrian connectivity better addressed and provided for.



- Destination for CBD, more walkable.
- Communication/signage/education/information sharing CRITICAL!
- Walking not as frequent for ADA and aged but younger pedestrian.
- Design guidelines:
 - Façade program has worked somewhat but no more funds available.
 - Communication re: the Façade Program not promoted effectively to merchants, property owners, and residents.
 - Communication/signage/notification/education/information sharing CRITICAL!
 - Non-local absentee property owners not contributing nor are aware possibly of programs.
 - Eligibility for TIF funds for elected officials came into conflict for more than one Commissioner as they sit on the CRA Agency Board as well as on the City Commission. Small town, elected officials are small business owners and serves as a conundrum for running for office and having a business while always being exempt. Explore other cities and how they handled this situation.
 - Façade program needs to be addressed, advertised (door to door, mailers, and paper) for a reorganization and replenishment.
- Education:
 - Cheryl Lynch, Small Business Development Center at the Putnam County Chamber of Commerce and partner of UNF has worked with merchants.
 - Further effort needs to be fostered with elementary schools, middle schools, high schools and the Community College to further education, provide mentors and encourage entrepreneurship with the local youth.
 - Workshops for local adults at the PCCC to provide assistance on starting a small business.
 - Reach out to business leaders in the community to share testimonials of how they started their businesses.
- Housing:
 - TIF HIP (2012) preformed numerous housing improvements which may have extended beyond the CRA allowances.
 - CBD needs to address the residential properties located within the CBD boundary but are not addressed in the CRA Plan's District goals, objectives and action items.
- Marketing:
 - A rebranding of Palatka was prepared but never followed through with in rolling it out and activating it regionally and statewide.
- Comprehensive Plan:
 - CRA Districts/Plan was included through the GOP's and Text Amendments into the Comp Plan.



- Economic Development:
 - Economic development vision, education, and an action plan needs to be addressed and created to take the CRA Plan beyond its abilities to further job growth, profit increase, new small business owners and entrepreneurialism.
 - Expand and/or create a new CRA district to address the western residential and commercial neighborhoods west of 11th Street, on the north side of Reid Street.
 - Unified approach to improving the small business climate, marketing mechanisms, grassroots awareness, and education.
 - Practices, policies, planning are **CRITICAL IN WORKING TOGETHER!**
- Growing businesses' marketing effort has been the least cohesive and unorganized effort.
- Dysfunctional, repetitive approaches need not be repeated; actions not words. At the end of the day, **LOCAL BUSINESS MUST DRIVE!**
- CRA Agency needs to be reorganized per the F.S. to remove elected officials and replace with residents, present property owners, merchants, and key stakeholders. The City Commission has the final action of all CRA and TIF actions, therefore; duplicative bodies serves no purpose and disenfranchises the community in the decision and recommendation process.
- Agree to disagree as we are all together, the City and the County are intertwined in success and failures equally.
- **CONSTANT RECURRING ITEM: lack of education, information sharing, advertising and notification by multiple effective methods, and inclusion for all.**
- Next meeting to be announced to further the discussion on updating the existing CRA Plans for the CBD, NHD, and SHD; discussion to amend the CBD boundary and/or policies to address residential properties that reside in the CBD currently; and the potential creation of a new CRA District west of the NHD.