

**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

**JASON L. SHAW, SR.**  
CHIEF OF POLICE

**MICHAEL LAMBERT**  
CHIEF FIRE DEPT.

**DONALD E. HOLMES**  
CITY ATTORNEY

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

Proceedings of a Called Meeting of the Palatka Community Redevelopment Agency, Palatka, Florida, held on January 11, 2016:

**PRESENT:**

Terrill L. Hill	Chairman/Mayor
Mary Lawson Brown	Commissioner
Justin Campbell	Commissioner
Rufus Borom	Commissioner
James Norwood, Jr.	Commissioner
Karl N. Flagg	Commissioner, Putnam County BOCC
Sam Deputy	DPI, Inc., President

Also Present: City Manager Terry Suggs; City Attorney Don Holmes; City Clerk Betsy Jordan Driggers; Projects Manager Jonathan Griffith; Fire Chief Mike Lambert; Police Chief Jason Shaw; and Resource Coordinator Mandi Tucker

**CALL TO ORDER** & Reading of Meeting Call – Mayor Hill called the meeting to order at 5:00 p.m. and read the following Meeting Call, which was issued on December 30 and revised on 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. 2<sup>nd</sup> 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 3<sup>rd</sup> 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

The following members acknowledged receipt of a copy of the foregoing Notice of Called Meeting of the Community Redevelopment Agency on the 30<sup>th</sup> day of December, 2015 and Revised Notice on January 6, 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

**INVOCATION AND PLEDGE OF ALLEGIANCE** – Commissioner Justin Campbell

1. **PUBLIC COMMENTS** – There were none.

2. **REQUEST FOR CONCURRENCE** on relocation and consolidation of the Third Friday Street Party and Downtown Cruise In to the Riverfront Park – Mr. Jerry Hafner said the 3<sup>rd</sup> Friday and 4<sup>th</sup> Saturday events have been combined into one event; Main Street Board is requesting to relocate these events to the 100 Block to draw attention from the bridge traffic. Commissioner Flagg asked how moving this event will help the downtown merchants. Mr. Hafner said they will never be able to serve all 11 blocks with this event. There are two events that encompass all of St. Johns Avenue in the CBD, which are the wine strolls; so far this year there are 15 – 16 merchants participating. Mayor Hill said he heard criticism that when the Cruise In was in the 10<sup>th</sup> block, Pizza Boyz was the only business that benefited from the Cruise In. Mr. Hafner said they cannot satisfy all business in Downtown Palatka; they plan to decrease the number of events and do quarterly events so that they can make bigger and better events. This will save \$400/month which can be used for other things. Discussion ensued as to whether or not businesses were polled as to relocation of the event, pros and cons of consolidating event, purpose of event and need for other types of events. Mr. Deputy said this did not come before DPI.

Roberta Correa said they need to address signage so that people can see from Highway 17/100 that an event is taking place on St. Johns Avenue. Mr. Deputy suggested that if the event is held to benefit Downtown Palatka, they should move it to the courthouse area to benefit businesses in both directions, and rotating the event to different locations along St. John Avenue. He then asked if this is a fundraiser or an activity. Mr. Hafner replied it is a fundraiser and an event that draws people to downtown. Fundraising is a secondary function of the event. Ms. Dietrich said the CRA cannot fund these types of events. Commissioner Norwood asked why DPI wasn't a part of the decision making on the change of location. Mr. Hafner said a representative of DPI serves on their Board. Mayor Hill said they need "walking and shopping" opportunities and to have vendors open during events. The purpose of events is to draw shoppers to the area to benefit the merchants. Commissioner Flagg said there is disconnect between involved parties and the workshop needs to refocus CRA, Main Street and DPI so that everyone is on the same page.

Mayor Hill received consensus to finish discussion on this item following Item 3, Workshop. Mr. Hafner said the focus of the Main Street program is not on this event; they try to hold a variety of events. The Wine Stroll is an example of this, where participants visit participating merchants' stores during the event and have an opportunity to purchase merchandise or see what is available.

Mr. Holmes said when these events come up for funding they need to ask what part of the CRA Plan does the event further.

**3. WORKSHOP: JOINT PLANNING SESSION** with Downtown Palatka, Inc. and Palatka Main Street – Lara Diettrich, Planner, referred to the summary of the past meeting which was distributed in the Agenda Package, noting some of those items are critical.

Ms. Diettrich said there is a massive misunderstanding on the separation of CRA and Main Street. She took the prior Main Street Manager and Planner to speak to the Main Street Board to hear it from them. Main Street cannot receive any money from CRA TIF funds. It has to operate and function on its own accord for its own purposes. The merging of the CRA and Main Street is dangerous; they are not the same. If Main Street wants to do something that happens to benefit the CRA that is fine. Those operations and procedures are separate. This includes funding the position of Main Street Director. As to the statute, she will provide that by email. Anyone can contact her for that information in order to become better educated on the law.

CRA can provide better wayfinding signage, and there is definitely a “vehicular tube” which channels people from one area from the other that is missing from St. Johns Avenue. This can be accomplished through traffic calming, timing of the traffic lights, and other ways. There is a science to this and placement and lettering of the signs, timing of lights, and FDOT is familiar with these principals. As to Reid Street lighting, that can be accomplished by the City of Palatka; the City Manager can reach out to Florida Power & Light on this issue. They need to use non-traditional methods to encourage people to congregate in the downtown area.

Discussion ensued on setting goals, objectives and priorities for benefits geared toward residential properties within the CBD. Ms. Diettrich said Plan amendments can be added to the Plan administratively via a recommendation from the City to the Commission. The City Manager can assign staff to make these recommendations.

Coenraad Van Rensburg, N. Historic District, said the CRA should be comprised of individuals who live or work in the CBD, not five representatives from the City Commission, one from the County and one from DPI.

Mr. Griffith said rebranding occurred in 2011 but didn't result in marketing; it just got them a logo - how to use it and how not use it. The logo is “Palatka, it's our Nature”.

Richard V. Jones, Jr., Consultant, spoke on “People, Perception and Place” noting the audience is the key. Who lives here, who are the customers – it's not numbers, its qualitative – local, county, and region and people passing through; it's the locals that need to be involved. Palatka needs employment. They should identify where they want it to go and how it would be serve Palatka. The dollars are available, but people do not know how and where to get them. A concise document that supports what you want the CRA to do is needed.

Mr. Alex Sharp said that the “Old Campbell School Building” would make a great use converted to multi-family dwelling units, the building is 36,000 square feet and 25 living units could be created. Ms. Diettrich said if CIP is identified by CRA, it has to be taken out of the CRA plan for three years before it can be funded. Mr. Jones said an understanding of all of the funds is needed – they either are creating jobs or creating an environment to create jobs. There is no clear path in decision making. Who can pay for what must be mapped out? Power companies, Comcast, and banks need to be at this table and be a part of the decision making. Any event that occurs should be supported by business owners – they must make a commitment to support each event. Commissioner Brown said a grocery store and a pharmacy are needed downtown.

Mayor Hill thanked Ms. Dietrich and Mr. Jones for their facilitation on Workshop discussions and planning.

**SUMMARY ATTACHED** - A summary of the January 11<sup>th</sup> meeting and workshop together with participant sign-in sheets was provided by Ms. Dietrich, which is attached hereto and made a part of these minutes by reference.

2. **REVISITING REQUEST FOR CONCURRENCE** on relocation and consolidation of the Third Friday Street Party and Downtown Cruise In to the Riverfront Park – Mayor Hill asked for Commission action on this matter. Commissioner Campbell moved to table item 2 until the information that they have gathered can be incorporated and a CRA Plan finalized. The motion was seconded by Commissioner Flagg, which passed unanimously.
  
4. **MAIN STREET FUNDING** – There was consensus to hold a workshop on this topic so that they operate within the law. Commissioner Norwood made a motion to declare the item as an emergency item, seconded by Commissioner Flagg, which passed unanimously. Commissioner Brown moved to abstain from any funding for Main Street until all items were worked out between DPI and Main Street. Commissioner Borom seconded the motion, which passed unanimously.

**OTHER BUSINESS:**

Mr. Deputy made a request to receive information for these meetings in a more timely manner.

It was noted that a document entitled Putnam County Needs Assessment was distributed to provide a reference point for upcoming discussions. Ms. Dietrich noted she sent out the December 14, 2015 summary of the meeting and it was part of the agenda package. Ms. Dietrich said she will send out her summary of this meeting tomorrow. The next CRA meeting is scheduled for February 8, 2016 at 5:00 p.m. Attached to the Agenda Package is Ms. Dietrich summary of the meeting held on December 14, 2015 (filed).

**ADJOURN** – There being no further business to discuss, the meeting was adjourned at 6:55 p.m. Mayor Hill.

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