

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

AGENDA CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY October 10, 2016 at 5:00 p.m.

CALL TO ORDER:

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

APPROVAL OF MINUTES: 06/13/16 Regular; 9/1/16 Budget Workshop

PUBLIC COMMENTS (Speakers limited to three minutes – no action taken on items):

REGULAR AGENDA/TIF REQUESTS

DISCUSSION ITEMS:

- *1. CRA Board Structure/composition (Cont. from 6/13/16)
- **2. CRA Administrator (Cont. from 6/13/16)
3. Plan Revisions and Creation of New Districts (Cont. from 6/13/16)
4. Request for Funding – Rock N Blues Festival – Valerie Ingamel, DPI

OTHER BUSINESS

REPORTS AND RECOMMENDATIONS:

4. (a) Small Business Development Center (Separate Attachment)
- (b) Palatka North TIF District Advisory Committee
 - *1. PHNNA 9/14/16 Memorandum re directives, concerns, comments
- (c) Palatka South TIF District Advisory Committee Report
- (d) Palatka Main Street Report

5. ADJOURN

*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.



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:

DISCUSSION ITEMS:

- * 1. CRA Board Structure/composition (Cont. from 6/13/16)
- **2. CRA Administrator (Cont. from 6/13/16)
- 3. Plan Revisions and creation of new Districts (Cont. from 6/13/16)

TIF REQUEST

- 4. Request for funding: Rock N Blues Festival - Valerie Ingamell, DPI

SUMMARY:

Items #1, 2, & 3 are discussion items.

Item #4 is a funding request from Downtown Palatka, Inc. for the Rock N Blues Festival, which is planned for October 14 and 15, 2016 in Downtown Palatka. The special events permit is up for consideration on the City Commission's 10/13/16 Consent Agenda.

Item #1 was discussed at length on 6/13/16 (see minutes). A memorandum from City Attorney Don Holmes follows this Summary regarding Item #1. The CRA asked for a follow-up memorandum from Mr. Holmes and Mr. Suggs. Staff was also directed to bring back the boundaries of the CRA for discussion purposes. This will be provided as a separate attachment.

Item #2 is carried over from the 6/13/16 meeting.

Item #3 is carried over from the 6/13/16 meeting

Attachments: Don Holmes Memo 6/8/16; Minutes on CRA Board Structure 6/13/16; Lara Diettrich's synopsis of Plan Update workshops 12/15 and 01/16; C. Westmoreland Memorandum 12/11; TIF District Boundary Maps; North Historic District Neighborhood Assoc. Memorandum 9/14/16 for discussion.

RECOMMENDED ACTION:

Discussion and direction on Items.

ATTACHMENTS:

Description	Type
<input type="checkbox"/> City Attorney Memorandum 6-8-16	Discussion
<input type="checkbox"/> Minutes 6-13-16	Discussion
<input type="checkbox"/> synopsis of CBD update workshops 12/14/15 & 1/11/15	Discussion
<input type="checkbox"/> C Westmoreland Memo re CRA board members and grants 12/22/16	Discussion
<input type="checkbox"/> TIF District Combined Boundary Map	Discussion
<input type="checkbox"/> TIF District Boundary Maps	Attachment
<input type="checkbox"/> DPI Request - Rock N. Blues Festival Funding	Discussion

REVIEWERS:

MEMORANDUM

DATE: June 8, 2016
TO: City Commissioners, Mayor, and City Manager
FROM: City Attorney, Don Holmes
RE: Community Redevelopment Agency Board

I have been asked to perform research and then provide an opinion regarding the basic rules and guidelines which apply to the creation and composition of a Community Redevelopment Agency Board. In response, please accept the following:

Chapter 163.356 Fl. Stat. provides general guidance regarding the creation of a Community Redevelopment Agency. Briefly stated, the statute contemplates that a governing body (municipality for purposes of our discussion) establishes the predicate for creating a Community Redevelopment Agency by “declaring the need for a Community Redevelopment Agency” in the form of a **RESOLUTION**. Thereafter, by **ORDINANCE** the governing body may appoint a board of commissioners of the Community Redevelopment Agency, “which shall consist of not fewer than five or more than nine commissioners”. The terms of offices of the commissioners, as well as procedures for filling vacancies in office are all established in Chapter 163.356(2) Fl. Stat.

The statute cited above contemplates that a governing body (City Commission in Palatka’s case) would appoint citizens other than elected officials to the CRA Board. However, as an alternative to appointing “citizens” to the Community Redevelopment Agency Board, the governing body may, as Palatka did, declare itself to be the Community Redevelopment Agency, as authorized by 163.357 Fl. Stat. In the event the governing body chooses this option, when it is functioning as the Community Redevelopment Agency, it is functioning as a legal entity which is separate, distinct, and independent from the governing body. In other words, if, as the City of Palatka chose to do in originally establishing a Community Redevelopment Agency, the City Commission chooses to declare itself to be the Community Redevelopment Agency Board (or at least five members of same), in performing Community Redevelopment Agency responsibilities, the City Commissioners are functioning as a separate legal entity, distinct and independent from the City Commission. In fact, the City Commission is required to designate a “Chair and Vice-Chair” of the CRA Board but the “Chair and Vice-Chair” are not automatically the Mayor or Vice-Mayor of the City Commission. A specific designation by the City Commission of the Chair and Vice-Chair of the CRA Board is required. The above-cited statute authorizes a five-member governing body (City Commission) to appoint two additional persons to act as members of the Community Redevelopment Agency and further provides that, if authorized by an interlocal agreement between the governing body (City) and one or more taxing authorities (Putnam County in our case), a member of the Board of Commissioners of the Community Redevelopment Agency may be a representative of the County, including a County Commissioner (Chapter 163.357(1) b)). As you all know, the Community Redevelopment Agency of the City of Palatka has, in general, functioned as last described above, with the five City Commission members serving as Commissioners of the Community Redevelopment Agency, and with two additional persons serving as members of the Board of the Community Redevelopment Agency. One of the “two additional persons” is a County Commissioner, as authorized by an interlocal agreement between the City and the County, in accord with the cited statute.

If, as is presently the case with the City of Palatka, the governing body (City Commission), pursuant to Chapter 163.357, declares itself to be the Community Redevelopment Agency, then the entire governing body (City Commission) must serve as the Community Redevelopment Agency Board of Commissioners. It is **NOT** permissible for the City Commission to declare itself to be an Agency and then allow one or more of the members of the City Commission to resign from the Community Redevelopment Agency Board while still retaining his or her seat on the City Commission. *See* AGO

1998-16; AGO 1997-04.

Conversely, if the City Commission opts not to declare itself to be the Agency, but instead chooses to appoint a “Citizen” Board of Commissioners in accord with Chapter 163.356, then **NO** City Commissioner, Mayor, or other “office holder” may serve on the Community Redevelopment Agency Board. See AGO 1997-04; AGO 1999-65; AGO 1998-36; Chapter 163.367(3) Fl. Stat. In fact, Chapter 163.367(3) specifically states that “no Commissioner or other officer of any Community Redevelopment Agency, Board, or Commission, exercising powers pursuant to this part shall hold any other public office under the County or Municipality, other than his or her commissionership or office with respect to such Community Redevelopment Agency Board or Commission. As noted by the Attorney General in its opinion numbered 98-36, Chapter 163.357, Fl. Stat. expressly authorizes the governing Board of the City or County which creates a Community Redevelopment Agency to sit as that Agency’s Board of Commissioners. This statutory authorization operates as an exception to the general prohibition contained within Chapter 163.367(3) (prohibiting dual office-holding). However, as the Attorney General noted, “no such exception exists for the appointment of individual members of the County Commission or for the Mayor”. Accordingly, it appears clear that if the Palatka City Commission determines to cease operating as five members of the Community Redevelopment Agency as authorized by Chapter 163.357, then no member of the City Commission, Mayor, or elected County Official/Commissioner may serve on the appointed Community Redevelopment Agency Board.

If the City of Palatka determines to appoint a Community Redevelopment Agency Board other than the City Commission, then any person who resides or is engaged in business within the area of operation of the agency is eligible for appointment. The “area of operation of the Agency” is described as being “co-terminus” with the area of operation of the... municipality.” See AGO 1990-19, in which it is stated that “an appointed Commissioner of a municipal Redevelopment Agency must reside or be engaged in business within the area of operation within the Agency, that is, within the municipality”. The opinion further explains “clearly, the area of operation for a municipal redevelopment agency is within the territorial boundaries of the municipality itself, although the community redevelopment area may represent a smaller area within the municipality”. AGO 1990-19. The term “engaged in business” is defined as meaning “owning a business, practicing a profession, or performing a service for compensation, or serving as an officer or director of a corporation or other business entity so engaged, within the area of operation of the Agency...”. (163.356(3)(b) Fl. Stat.)

Miscellaneous directives found within the Statutes reviewed during my research also revealed the following:

1. It is for the Agency to employ, if it so desires, an Executive Director, Technical Expert, or other agent and employees, permanent or temporary as it requires (not the governing body of the Municipality). (163.356(3)(c)). In other words, if the City Commission determines to re-constitute the CRA Board and City Commissioners are no longer CRA Commissioners, then the CRA Board, not the City Commission would possess the authority to hire whatever employees or consultants it believed necessary, including an Executive Director.
2. The CRA shall file with the governing body, on or before March 31 of each year, a report of its activities for the preceding fiscal year, which report shall include a complete financial statement setting forth its assets, liabilities, income, and operating expenses as of the end of such fiscal year. At the time of filing this report, the Agency shall publish in a newspaper of general circulation in the community a notice to the effect that such report has been filed with the County or Municipality and that the report is available for inspection during business hours... (It is my opinion that this requirement applies regardless of whether the governing body operates as the Agency or if an appointed Agency is utilized, since the governing body, if acting as the Agency, is operating as a separate legal entity, independent of its capacity as the governing body of the Municipality).
3. Municipalities are not authorized to change composition of Board of Commissioners of the Community Redevelopment Agency from that prescribed by Statute. See AGO 1984-74.
4. It is a decision for the governing body of a City to determine whether promotional

expenditures may be included in the Community Redevelopment Agency budget. *See* AGO 2010-40.

5. While the primary focus of a Community Redevelopment Agency is to eliminate and prevent the development or spread of slums and blight, this may be accomplished by reducing or preventing crime; by providing affordable housing; clearing slums and redeveloping in a community redevelopment area; or by rehabilitating or conserving in a community redevelopment area; or any combination or part thereof. *See* AGO 2010-40.

With regard to the question of the procedure to be utilized by the City, should it determine that it no longer wishes for the City Commission to serve as a primary component of the Community Redevelopment Agency Board, Chapter 163.356(2) Fl. Stat. indicates that the governing body should adopt a **RESOLUTION** declaring the need for a Community Redevelopment Agency and then, by **ORDINANCE**, appoint a Board of Commissioners of the Community Redevelopment Agency. However, Chapter 163.357, Fl. Stat. states that if the governing body determines to declare itself as the Agency, it may do so by **RESOLUTION** (163.357(1) Fl. Stat. In sum, while it appears that the City Commission is authorized by **RESOLUTION**, to declare itself to be the primary component of the Community Redevelopment Agency Board, it appears that an **ORDINANCE** would be required to change the composition of the Community Redevelopment Agency Board from one in which the City Commission is the primary component to one in which no "Officers" (City or County) are members. While nothing in my research established a particular procedure for accomplishing this task, it would appear to me that so long as the original enabling resolutions and ordinances are cited, there is nothing to prohibit the City Commission from adopting an **ORDINANCE** which changes the composition of the Community Redevelopment Agency Board from one on which the City Commissioners serve as the primary component to one on which there is no City Commissioner, Mayor, County Commissioner, or other "Officer" as defined above.

It is my opinion that the "history" of the creation of the CRA merits further review in order to assure that there is technical consistency between the **RESOLUTIONS** which declared the need for a CRA and the **RESOLUTIONS** by which the City Commission was designated as the CRA Board. The Palatka City Commission, on November 10, 1983, designated itself to be the Downtown Redevelopment Agency for the City of Palatka (**Resolution 4-12**) This designation was based upon the finding of **NEED** within **Resolution 4-7** and **RESOLUTION 4-11**, adopted respectively on September 8, 1983, and November 10, 1983. **Resolutions 4-7 and 4-11** found that the **NEED** existed as to "certain areas" within the "Downtown Palatka" area, specifically described as an area "bounded on the north by Madison Street; on the west by the SCL Railroad; on the South by Crill Avenue and Laurel Street east of Seventh Street; and on the east by the St. Johns River". The **RESOLUTION** by which the City then declared the City Commission to be the Redevelopment Agency for the "Downtown area" (**Resolution 4-12**) accordingly, in my opinion, designates and authorizes the City Commission as the Redevelopment Agency **ONLY** for the described area. On December 27, 1983, **Resolution 4-14** was adopted for the apparent purpose of adopting a development plan **for the area specifically described and referenced above**, with the plan being entitled the "Palatka Center City Redevelopment Plan".

In 1984, an Ordinance was adopted (Ordinance 84-4) for the apparent purpose of defining the boundaries of the "Palatka North Historic District" and the "Palatka South Historic District". I assume that the boundaries of the North and South Historic Districts is outside of the area specifically described within the resolutions adopted in 1983 and referenced above. However, nothing within Ordinance 84-4 vested the City Commission to act as the CRA Board with respect to the North and South Historic Districts.

In 1985 Resolution 4-38 was adopted for the apparent purpose of extending the Palatka Center City Redevelopment Plan which was originally adopted by Resolution 4-14, with modifications referenced as the "1985 Plan". However, there is no mention within Resolution 4-38 of any expansion of the geographical area for which a **NEED** for redevelopment was originally determined or an expansion of the area for which the City Commission was declared to be the CRA. The "1985" plan

was not attached to the copy of the Resolution provided me for review.

Finally, by Resolution 9-18, the City in 2012, amended and extended the life of the CRA plan. It was noted within the Resolution that the Community Redevelopment Area is comprised of three Tax Increment Finance districts (North Historic, Central Business, and South Historic). It is stated that these three districts are governed by the CRA and guided by the Community Redevelopment Area Plan. The geographical boundaries of the districts, or area, are not described.

In sum, it is necessary to assure that the area first designated as an area of NEED within the resolutions adopted by the City in 1983 totally encompass what is known as the North Historic, Central Business, and South Historic Districts. If not, the original findings of NEED contained within the resolutions adopted in 1983, and the corresponding declaration of the City Commission's authority to act as the CRA with respect to the area, would not apply to the "outside area" and would not technically vest the City Commission with the authority to act as CRA with respect to same. I will ask the City Planning Director to confirm boundary consistency.

It was not my intent in this memo to attempt to cover any possible question or issue pertaining to or regarding the operation of the Community Redevelopment Agency Board. Instead, it was my intent to clarify some matters about which there appears to have been confusion arising from my understanding of information provided in the past to the City Commission by one or more individuals, and, to offer an opinion as to the methodology which the City Commission might utilize should it desire to change the composition of the Community Redevelopment Agency.

END OF MEMO

Sincerely,

Donald E. Holmes, Esquire
City Attorney

Mr. Suggs announced that Thad Crowe, Planning Director had a family emergency and would not be present.

REGULAR AGENDA/TIF REQUESTS/DISCUSSION ITEMS:

CRA BOARD STRUCTURE/COMPOSITION – Mr. Holmes said he had distributed a memo (filed) to the CRA Board members highlighting the results of his research and providing an opinion regarding the basic rules and guidelines which apply to the creation of a CRA Board. He discussed the Florida Statutes and City of Palatka Resolutions that were used to create the current CRA Board. As previously discussed, he confirmed that all members of the City Commission must be on the CRA Board or none could be members of the CRA Board. He also noted that if the City Commission is not the CRA Board, then a County Commissioner cannot serve on the board.

The boundaries of the CRA were also discussed. Mr. Holmes stated that he cannot find the geographical boundaries of the districts. He has asked Mr. Crowe to provide him with the boundaries but has not yet received them.

Commissioner Norwood said he previously didn't mind restructuring the CRA Board, but after hearing Mr. Holmes report that the non-City Commission CRA Board does not have to report to the City Commission for final decision he feels differently now. Commissioner Norwood made a motion for the Planning Director, City Manager, and City Attorney to bring back the boundaries of the Tax Increment Districts before they make any decisions. Commissioner Campbell seconded the motion, which passed unanimously. Mr. Holmes confirmed that an appointed CRA Board would function as an independent board with its own budget. Mayor Hill asked if the City Manager could serve on the CRA Board and Mr. Holmes replied yes, as he is not an officer.

Laura Dietrich, 1332 Avondale Avenue, Jacksonville, FL 32205 said that Mr. Holmes is correct in that all or none of the City Commission can serve as the CRA Board; she confirmed this with Carol Westmoreland. She also stated that it was wrong to exclude Commissioner Brown for applying for grant money to use for her funeral home renovations. She could recuse herself from voting on the matter. She also went on to say that when she wrote the City of Palatka CRA plan, the boundaries were outlined at that time. Commissioner Brown said there was a funeral home in Kissimmee where a business owner resigned from the Board and paid back the money because of the Division of Ethics and the comments he received when he did receive the grant money. Mr. Holmes stated he disagreed with Ms. Dietrich concerning Commissioner Brown's exclusion from receiving TIF-funded grants, saying it is not as simple as recusing yourself from voting.

Mr. Suggs said at the last CRA meeting he was directed to find out about restructuring the CRA; he, Don Holmes and Betsy Driggers spent a tremendous amount of time researching the statutes and gathering applicable Resolutions.

Commissioner Norwood asked if the City Commission could act as an appellate board. Mr. Holmes said the rules could be tailor-made and set by ordinance to set forth operating procedures. Mr. Holmes reminded him that the CRA has a budget process, i.e. CRA platform of programs, if there is one that you don't like, then more than likely it won't get funded. Commissioner Flagg said there is already a road map for the CRA to have oversight; you just need to find a working example.

The Mayor asked as to the next step in the process and whether or not the board composition should appear on the next agenda. Commissioner Flagg said assignments need to be completed by the City Manager and City Attorney; then they will present a follow-up report. Mr. Holmes asked specifically what Commissioner Flagg wants explored. Commissioner Brown said there has to be different ways to set up CRA boards. They should look at successful ones and find out what is working for cities similar to Palatka. Mayor Hill asked them to look at the appellate capacity and look at Commissioner Flagg's request in a uniform method. Look at different communities to see how their CRAs function and which ones are working. Commissioner Flagg said that Ms. Westmoreland needs to be in attendance at the next CRA meeting. Mr. Suggs said he will email her tomorrow and make that request.

CRA PLAN REVISIONS AND CREATION OF NEW DISTRICTS – this item was removed from Consideration until the next CRA meeting

REQUEST FOR GRANT MATCH FUNDS - Bethel AME Church of Palatka; Gary McGriff, 500 Magnolia Street, Palatka, Florida, said his church needs to be renovated by replacing stain glass windows, doors, replace the roof on the fellowship hall, and painting. He said since his church was recently put on the register of historical places, he believes this makes the Church eligible for grant money. He has asked for private donations to no avail. He is here requesting a commitment letter from the CRA. The match money needed is \$39,000.00 and he would appreciate any help that the CRA can provide. Mr. Deputy said there are nine or ten non-profit historic churches in downtown; if they all applied that would take the CRA funds every year. His understanding is if they did not pay taxes they should not receive a grant.

Mr. Griffith said the BIG (Building Improvement Grant) has money but they must advertise that the money is available before anyone could apply. Mr. Suggs said this came to the City's attention last week. Commissioner Norwood asked the reason why the church hasn't done fund raisers. Reverend McGriff said they were just made aware of grants. Mr. Deputy asked Mr. Griffith what the budget has been for CRA since he's been on board. Mr. Griffith replied there is \$107,000.00 in redevelopment incentives available. Commissioner Flagg said there is a vetting process to meet protocol before applications come to the CRA. The program must be advertised so that anyone can apply for these funds.

Mayor Hill said that they are not at a point to consider this request. They will have staff advertise; once the program has been advertised Mr. McGriff can come back and make his application again.

OTHER BUSINESS

REPORTS

Small Business Development Center – Cheryl Lynch, 1100 Reid Street, said they have made building loans of \$1.5 million dollars this year. She noted that she is now a certified QuickBooks Online Pro Advisor. She stated that the program is in jeopardy of leaving Palatka due to funding.

Palatka North TIF District Advisory Committee Report – Elizabeth Van Rensburg, 310 N. 3rd Street, Palatka, welcomed the City Manager to the northside. She said the Holiday Tour of Homes is back on track and will be occurring this year. The TIFF-HIP program is doing well and they will be looking for money for sidewalks and curbs, even if they have to do a section at a time. Mr. Suggs agreed that sidewalks and curbs need some attention, his recently wife tripped over an uneven sidewalk.



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, Senior Planner

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.



MEMORANDUM

Subject: City of Palatka's Community Redevelopment Area Plan – Central Business District Review and Potential Update Public Meeting January 11, 2015

Date: January 12, 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 & Grant Coordinator

This memorandum summarizes the public meeting that was held on 1-11-16.

- Over view of the 12.14.15 CRA Workshop and the priorities that were identified through consensus of the stakeholders in attendance (see sign in sheets).
 - Wayfinding to draw attention to St. Johns Avenue off of Reid Street.
 - Control signals may be unsynchronized on Reid Street to slow traffic and create a more pedestrian friendly corridor.
 - Lighting in corridor areas (e.g. Reid Street, St. Johns Avenue) is insufficient. Terry Suggs, City Manager, will take the lead on this by contacting FPL.
 - Residential parcels located within the Central Business District (CBD) have not been recognized adequately in the CBD CRA Plan, as there are boundary issues that preclude residents from being able to participate appropriately. There is a "Noted Recommendation from the North Historic District" located in the "Housing" section of the CBD CRA Plan as a resolution. Revisit this recommendation to assess if this is currently the most effective method; discuss any other remedies; and then take action on the item with the CRA Board and City Commission.
 - Communication, signage, information sharing in multiple ways with the public. Impact and engage those who are unaware of the CRA Districts they reside in and the CRA Plan and how it works. Outreach should be traditional (websites, emails, e-surveys) and non-traditional methods such as: church, parks, events, market places, congregation areas.

- Rebranding of Palatka is critical. A consultant prepared the tag line and branding book for the City but it was never implemented.
- There are three critical items that need to be confronted to be successful:
 1. **People:** Who is your audience? Who are your consumers? Who are your residents? Who are your local stakeholders, not the obvious ones but the neighborhood leaders?

There are four categories of consumers: Local, County-wide, Regional, and Visitors. The locals will sustain the businesses for the regional and visitors to enjoy. Engage the Downtown and County-wide residents and workers.
 2. **Perception:** Rebranding with the all of the Northeast Florida Chambers, JAXUSA Partners, must be done to help change the perception that is being perpetuated by locals and outsiders. Walk the walk, talk the talk – word of mouth is powerful and is the most accepted promotion of all.
 3. **Place:** Creating a sense of place, activity zones, pedestrian corridors, and coordinated efforts with public and private organizations to “make a scene”. Does not have to be brick and mortar but regular events such as, but far from limited to: 5K runs through downtown, along riverfront and through historic neighborhoods; a farmer’s market every Saturday coordinated with the First Coast Fresh Co-Op Farms in Putnam, Hastings, and St. Johns Counties; a First Thursday night concert with food trucks; outdoor tables on St. Johns Avenue after 5pm to promote an “Eat Street” concept.
- Main Street Program and its operations, funding, process, and structure needs to be reviewed and held to the standards established by the State of Florida through its laws and rules of the program. Lara Dietrich, CRA Consultant, will forward those regulations and state contact to Terrill Hill, Mayor and Terry Suggs, City Manager.
- The City of Palatka must convene with its private sector partners, service providers, and state legislators to develop stronger relationships to take the holistic approach to improvements, investments and leadership.
- St. Johns Avenue merchants need to become aware and familiar with their audience, their consumers. Hours of operation are a practical approach to capturing customers who, for the most part, have hours that coincide with the merchants; therefore, not being able to shop in their stores.
- Cross marketing businesses that can enhance one another’s services and products.
- Free downtown Wi-Fi with hot spots identified that are coupled with pop up parks, cafes, coffee/tea shops, etc. Confirm the cable that is laid in the St. Johns Avenue corridor area and what other amenities are present.

- A special meeting should be called between the City Commission, City Manager and the lending institutions in Palatka (e.g. Ameris, VyStar, City, TD, BoA, credit unions) to discuss local investments, grant programs, small business loans, and community redevelopment program.
- 200 Block South 7th Street, “Old Campbell Building” would make a great use converted to multi-family dwelling units (MF DU’s). Proposed are 25 MF DU’s with 36,000 sf.
- What residential “group” is desired to target? Retirees, millennials, students, young families, professionals, or working class residents? It is vital to evaluate the pros and cons of each group prior to strategizing a method to engage and attract any of these groups. For example, young families need schools, parks, and activities; retirees need adult services, senior centers, and extended health care.
- Merchants may consider giving credit to locals who sign commitments to pay (e.g. Chip Laibl’s tire store).
- Low income residents have incomes and spend their incomes on neighborhood services. Attracting them will be competitive with big box and national low cost retailers. Perhaps a BOGO day of the week, sidewalk sales, compete as best as possible, and make it known that while a local small boutique sized business does not automatically equate to higher prices. **INFORM YOUR LOCAL CONSUMERS!**
- A grocery store and pharmacy are needed with Downtown; five mile drive to west side for neighborhood services, rendering Downtown a food desert.
- Artist live/work lofts. This was a priority in the original plans and Lara Diettrich had researched with John Hodges on successful programs around the country and shared that information with the City. This needs to become a **TOP PRIORITY** as the largest artist residential community is in Putnam County and spilling over into the surrounding counties. In addition, the Florida School for the Arts, the Greater Arts Council and numerous professional and amateur artists’ organizations are represented and need to be coordinated and engaged to make this effort a reality.
- Pop-Up restaurants (e.g. national current #1 is pop-up Ramon Noodle). Soul food, bbq, country kitchen, farm to table, etc. all would be appealing locally. This allows exposure to the chef and team, activates an empty space, creates a buzz, may lead to “seed money” to become a tenant, and energizes the spaces around it. The City could assess the spaces and allow for special use permits at a low cost and coordination with health and fire department requirements.
- **Next meeting February 8, 2016 at 5:00PM.** Discussion will finalize the action items to occur immediately following this third workshop. Those are to include but may not be limited to: Main Street Program evaluation and determination; and RFP or RFQ to be prepared and posted to update the CRA Plans, assess a boundary amendment, and reprioritization of action items.

MEMORANDUM

Shepard, Smith & Cassady, P.A.
2300 Maitland Center Parkway, Suite 100
Maitland, Florida 32751
Telephone (407) 622-1772
Facsimile (407) 622-1884

To: Carol Westmoreland
From: Cliff Shepard
Subject: CRA Board Members and Grants, Loans or other benefits.
Date: December 22, 2011

What is the proper course of action for CRA board members regarding applying for their businesses or associates, or relatives, to receive CRA funded grants, loans or other incentives? Are they permitted to vote on issues that benefit the CRA and its property owners generally?

Fla. Stat. § 112.313(7)(a) states, “[n]o public officer or employee of an agency shall have or hold any employment or contractual relationship with any business entity or any agency which is subject to the regulation of, or is doing business with, an agency of which he or she is an officer or employee, excluding those organizations and their officers who, when acting in their official capacity, enter into or negotiate a collective bargaining contract with the state or any municipality, county, or other political subdivision of the state; nor shall an officer or employee of an agency have or hold any employment or contractual relationship that will create a continuing or frequently recurring conflict between his or her private interests and the performance of his or her public duties or that would impede the full and faithful discharge of his or her public duties.” This clause clearly prohibits any public officer or employee of an agency from contracting or doing business with his or her own agency.

In concert with this prohibition is the additional voting conflict edict which prevents public officers from voting on any measure that may provide them, their relatives and/or associates with any special private gain or loss. *Fla. Stat.* § 112.3143(3)(a). However *Fla. Stat.* § 112.3143(3)(b) provides a limited carve out for CRA board members. Specifically, the statute directs that “*a commissioner of a community redevelopment agency created or designated pursuant to s. 163.356 or s. 163.357, or an officer of an independent special tax district elected on a one-acre, one-vote basis, is not prohibited from voting, when voting in said capacity.*” In CEO 98-3, the Florida Commission on Ethics concluded that the CRA voting conflict exemption **does not** trump the restrictions of *Fla. Stat.* § 112.313(7)(a). The Ethics Commission’s opinion concluded that a CRA board member could not receive a low interest loan funneled through the CRA for his business located within the CRA’s jurisdiction. Accordingly, the emphasis is not on abstention from voting *per se*. Rather, it is on the CRA board member’s preclusion from contracting with his or her own agency. In conclusion, it would be improper for a CRA board member to both vote on and/or to accept a grant, loan or other incentive from the CRA.

According to the current Commission on Ethics staff,¹ the CRA voting conflict carve-out in §112.3134(3)(b) was enacted to allow CRA board members to vote on projects, grants, loans, etc., within the CRA that may generally benefit but not specifically or solely benefit their own property and/or businesses. Without this carve-out, it would be difficult for any CRA board member, particularly in small CRAs, to vote on most matters coming before the board. Although the Commission on Ethics has not rendered a formal or informal opinion on this particular issue, I have concluded that the CRA voting conflict exemption also applied to voting on grants, loans or other incentives which directly benefit relatives of CRA board members. From a purely statutory interpretation, the CRA voting conflict exemption is a subsection (*Fla. Stat.* § 112.3134(3)(a)) of the provision which prohibits voting on matters that may inure special private gains and losses to board members, their families and associates (*Fla. Stat.* § 112.3134(3)(b)). However, the full scope of § 112.3134(3)(b) has not been defined by the Commission on Ethics or the courts. If a situation arises in which a CRA member is asked to vote on a matter which may impact a close relative, you may want to seek further counsel. I would advise local

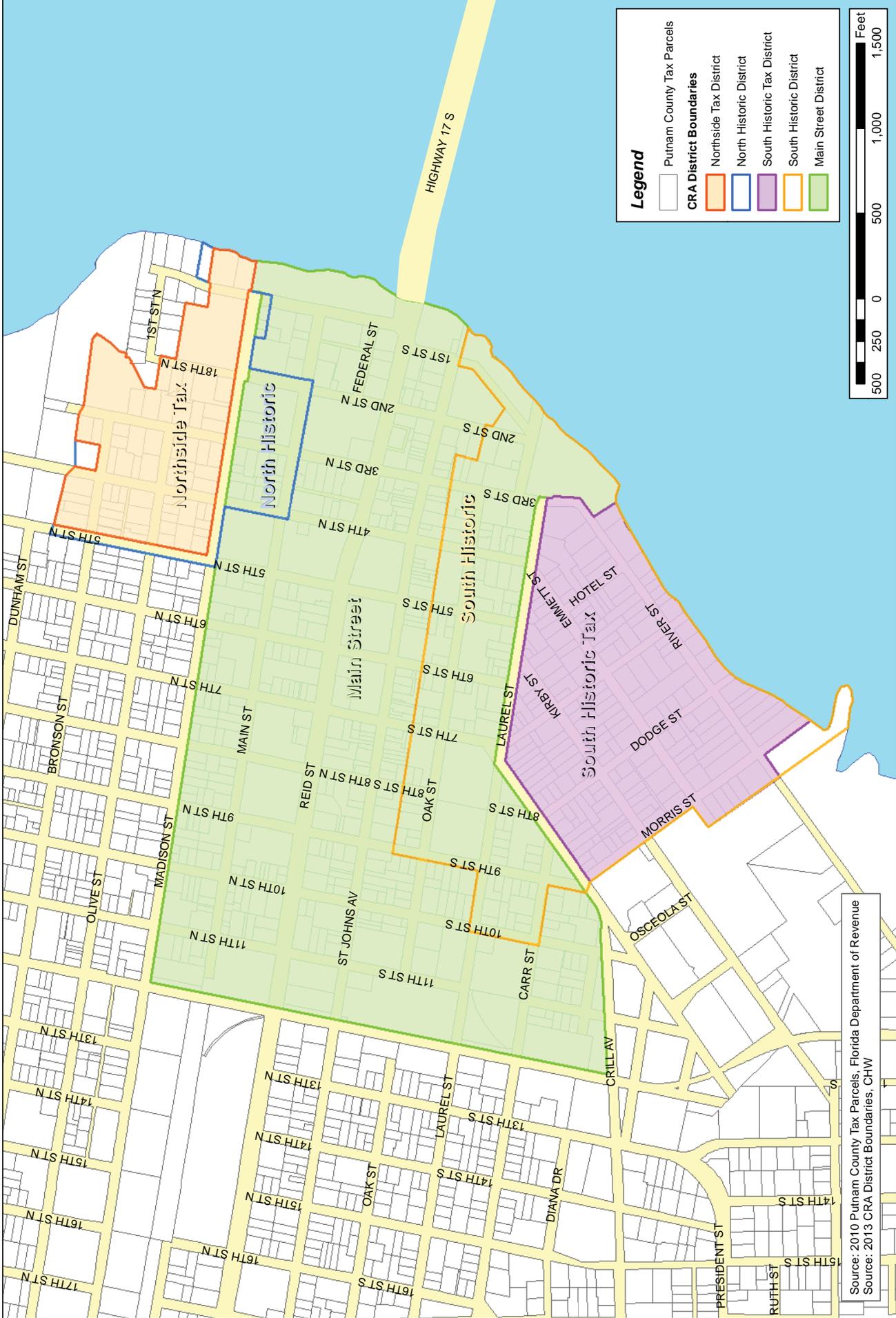
¹ Specifically, Julie Costas in the Commission on Ethics office.

governments to err on the side of caution and contact their legal counsel or the Florida Redevelopment Association.



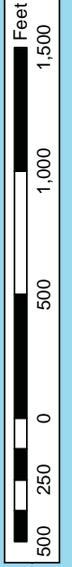
Prepared by: Engineers Inc.
 Palatka, Florida 32909
 Project No.: 15000
 Project Name: CRA District Boundaries
 Date: September 16, 2013

Causseaux, Hewett, & Walpole, Inc.
 Engineering - Surveying - Planning - CEI
 132 NW 76th Drive, Gainesville, FL 32607
 Phone: (352) 331-1976 Fax: (352) 331-2476
<http://www.chw-inc.com>
 CCI: No. 15000, Amendment: 1983
 License No. 15000
 State of Florida
 Professional Seal: 15000000
 State of Florida
 License No. 15000
 State of Florida
 License No. 15000

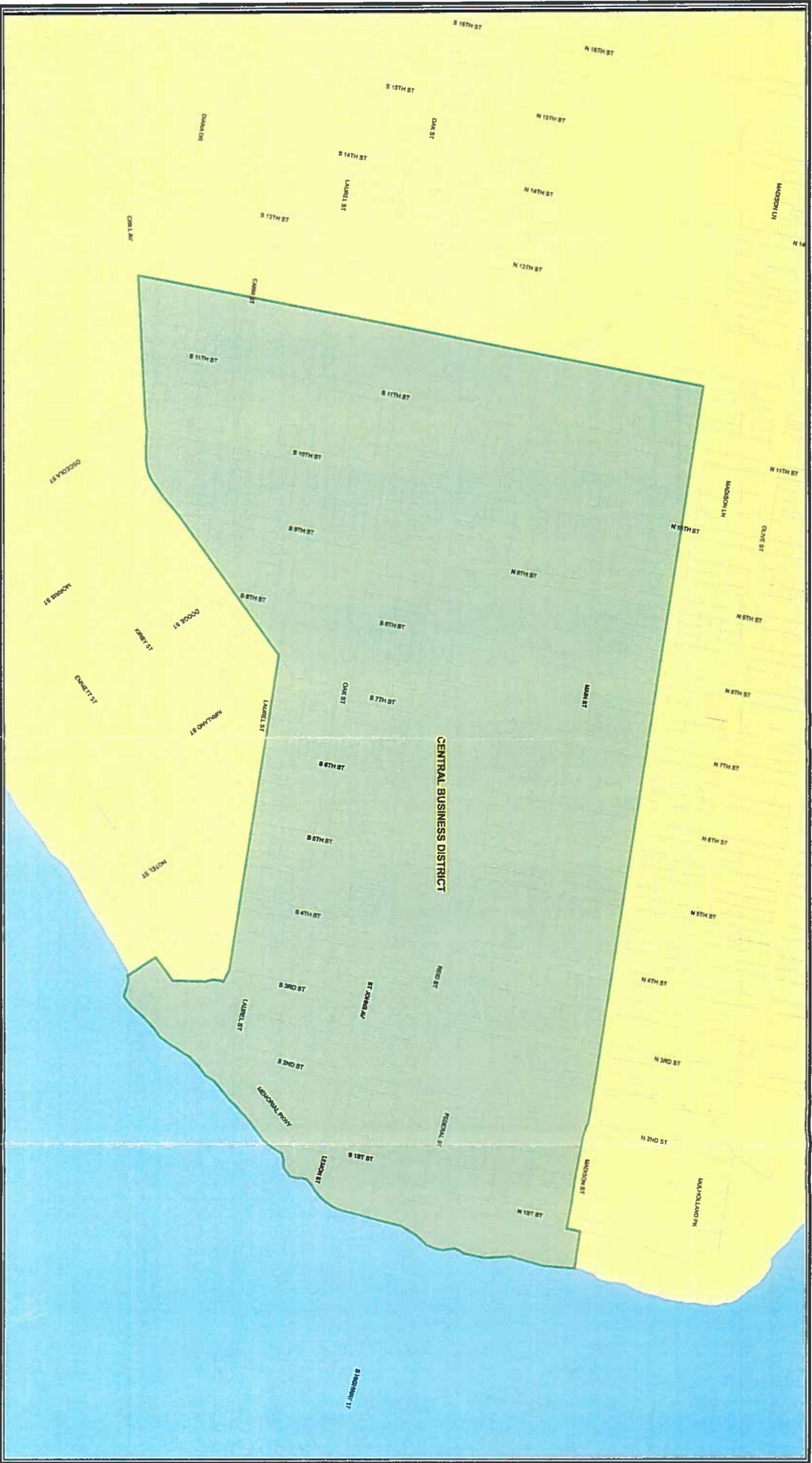


Legend

- Putnam County Tax Parcels
- CRA District Boundaries**
- Northside Tax District
- North Historic District
- South Historic Tax District
- South Historic District
- Main Street District



Source: 2010 Putnam County Tax Parcels, Florida Department of Revenue
 Source: 2013 CRA District Boundaries, CHW



Central Business District

District Boundary

CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY

PUTNAM COUNTY, FLORIDA

CONTACT: LANA DUE THURCH (904) 828-3900



Putnam County, Florida logo: A stylized 'P' and 'F' with 'Putnam County, Florida' text.

Urban Resource Group logo: A stylized 'U', 'R', and 'G' with 'Urban Resource Group' text.

Kimley-Horn and Associates, Inc. logo: A stylized 'K' and 'H' with 'Kimley-Horn and Associates, Inc.' text.



Central Business District

Aerial Exhibit

CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY

PUTNAM COUNTY, FLORIDA



DATE: AUGUST, 2009
 QUINN MCDONALD GROUP, 2009



CONTACT: LARA DITTRICH (904) 828-3900
 AERIAL FLIGHT DATE: APRIL, 2008

URBAN RESOURCE GROUP
 A DIVISION OF SUNLIT NORTH AND ASSOCIATES, INC.

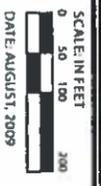


North Historic District

Aerial Exhibit

CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY

PUTNAM COUNTY, FLORIDA



DATE: AUGUST 1, 2009

© URBAN RESOURCE GROUP, 2009



CONTACT: JANA DETTRICH, 904-829-3900
AERIAL FLIGHT DATE: APRIL, 2008

URBAN RESOURCE GROUP
A DIVISION OF KINLEY-HORN AND ASSOCIATES, INC.



South Historic District

Aerial Exhibit

CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY

PUTNAM COUNTY, FLORIDA



DATE: AUGUST 2009

QUADRAWNSOURCE GROUP 2009

CONTACT: LARA DETTRICH 1-904-828-3000
AERIAL FLIGHT DATE: APRIL 2008



URBAN RESOURCE GROUP
A DIVISION OF CHRISTENSEN AND KIMLEY-HORN, INC.

Betsy Driggers

From: Wendy Beeson [wendybeeson10@gmail.com]
Sent: Wednesday, October 05, 2016 4:47 PM
To: Betsy Driggers
Subject: CRA Monday Meeting Agenda

Valeria Ingamell would like to be on the Monday Meeting Agenda of the CRA Board to talk about The Rock n' Blues BBQ BASH sponsored by Downtown Palatka, Inc. to ask for money to support the BASH. Please respond to Valeria Ingamell at VGI0212@aol.com Thank you.



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:

AND RECOMMENDATIONS:

- a. Small Business Development Center Report – Cheryl Lynch (Sep. Att)
- b. North TIF District Advisory Committee Report
 - 1. PHNNA 9/14/16 Memorandum re directives, concerns, comments
- c. South TIF District Advisory Committee Report
- d. Palaka Main Street Report

SUMMARY:

Item b(1) comes from the North Historic District Neighborhood Association and will be addressed by Elizabeth van Rensburg. A copy of that memorandum follows this summary.

RECOMMENDED ACTION:

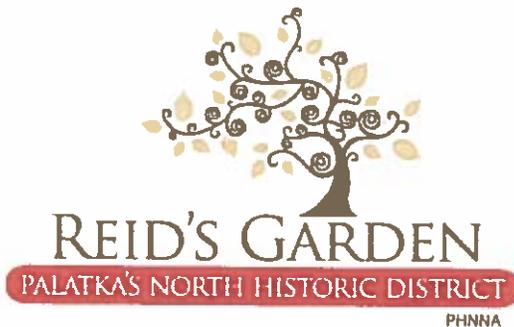
Reports require no action. PHNNA memorandum is for discussion and request for action.

ATTACHMENTS:

Description	Type
☐ PHNNA Memorandum 9/14/16 for discussion	Discussion

REVIEWERS:

Department	Reviewer	Action	Date
City Clerk	Driggers, Betsy	Approved	10/4/2016 - 6:59 PM



P.O.Box 2536, Palatka, Florida, 32178

501(c)(3) nonprofit organization

email: Palatkanorthside@gmail.com

14 September, 2016

Members of Community Redevelopment Agency Board,

cc: Palatka City Manager

North Historic District Tax Increment Fund Comments

The Palatka Historic North Neighborhood Association held its regular monthly meeting at 1830 on Monday, 12 September 2016 and would like to share the following directives, concerns and comments with the Community Redevelopment Agency Board:

- The PHNNA unanimously opposes the 'CRA Administrator' position as currently presented in the budget. No input was asked of either the North or South Historic Districts and the 'CRA Administrator' item was not inserted into the budget until a week before its first reading and subsequent approval.
- The Historic Districts and residents of the Central Business District have no representation on the CRA Board that made this recommendation. No information is available on what type of position this will be or what the job description of this person is and yet a significant part of the tax increment funds are dedicated to it with no chance for any input from the citizens the Board is charged to represent.
- The 'CRA Administrator' budget item allots 30% (\$9,985.00) of the North Historic District's projected income for 2017. \$12,810.00 is slated for 'Home Improvement' which is the only part of the 2017 budget requiring administration. Standard practice for grants only allows up to 10% of grant money to be spent on its administration and PHNNA strongly feels this practice should be followed if an administrator is hired.
- PHNNA suggests that, if against its opposition, the administrator is hired it should be a position of contract type and not employee type. A low base salary with incentives, i.e. percentage of grant funds administrator acquires, would be an adequate compromise.
- PHNNA suggests that additional CRA districts be created. As an example the area stretching from N 5th Street to N 11th Street north of Madison Street. For the CRA Administrator to be involved in this process, a percentage of his compensation would have to be covered by the General Fund as existing tax increment funds are not allowed to be spent outside the CRA districts.

Regards,

Elizabeth van Rensburg, President