

VERNON MYERS
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

ALLEGRA KITCHENS
COMMISSIONER

PHIL LEARY
COMMISSIONER

JAMES NORWOOD, JR.
COMMISSIONER



ELWIN C. "WOODY" BOYNTON, JR.
CITY MANAGER

BETSY JORDAN DRIGGERS
CITY CLERK

MATTHEW D. REYNOLDS
FINANCE DIRECTOR

GARY S. GETCHELL
CHIEF OF POLICE

MICHAEL LAMBERT
CHIEF FIRE DEPT

DONALD E. HOLMES
CITY ATTORNEY

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

AGENDA
CITY OF PALATKA
COMMUNITY REDEVELOPMENT AGENCY
February 9, 2011; 4:00 p.m.

CALL TO ORDER:

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

1. **APPROVAL OF MINUTES – 12/8/11**
2. **PUBLIC COMMENTS - (Speakers limited to three minutes – no action taken on items)**
3. **CENTRAL BUSINESS DISTRICT:**
 - *a. **REQUEST TO REALLOCATE FUNDS TO WALKING TOUR PHONE GUIDE** from mural lighting
 - *b. **REQUEST TO ALLOCATE MURAL FUNDS – up to \$7,000.00 for two murals: Annie Oakley Mural and 1909 Train Station Opening – John Alexander, Chairman, Conlee-Snyder Mural Committee**
4. **OTHER BUSINESS/REPORTS**
 - *a. Main Street Recommendation of Façade Grant Award
608 Main Street - Ed Killebrew, Serve Pro, Inc. \$6,442.00
 - *b. Tax Increment Funding Update – CRA Director
5. **ADJOURN**

*Attachment **Separate Cover

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.

Agenda
Item

3a

201 N. 2nd Street
Palatka, FL 32177
Tel. (386) 329-0100
Fax (386) 329-0199

City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, CRA Director

Date: February 3, 2012

RE: Request to Reallocate Funding to Promote a Cell Phone Audio Tour of the Murals

Last year \$2,720 was set aside to light two (2) murals in downtown Palatka. This work has not been completed nor has the lighting agreements with the property owners obtained. I have discussed this with John Alexander of the Conlee Snyder Mural Committee and he has no problem with this project being removed from consideration.

It has been requested that this money be set aside to establish a cell phone audio tour of the murals. I have attached for your review a copy of the proposal and what is being proposed. Of the plans proposed, I am recommending that we select Usage Plan A listed under item 2. This is the minimum cost to start the audio tour. The total minimum cost is \$360. Depending on usage and need, we could opt to the fixed fee of \$60 per month for a total yearly cost of \$720. There is an additional proposal to create a smartphone app; the cost for this could exceed \$3,500 for the year if both iPhone and Android technology is created. This may be an option in the future.

Therefore, based on the options presented, I am recommending beginning with the \$360 per year option and should usage require increase the plan to the fixed fee of \$720 per year.

Should you have any questions, please call.



Palatka Police Department
110 North 11th Street

To: Mary Lawson Brown, Commissioner
From: Gary S. Getchell, Chief of Police *GSG*
CC: Woody Boynton, City Manager
Date: 12/7/2011
Re: Mobile Phone Audio Tour

After further research on obtaining a mobile phone audio tour for the City of Palatka, I have received a price quote from a company called Spatial Adventures, Inc. that appears to be a good fit for the City. I have attached the quote for your review. Basically, there is no set-up fee. They also offer two pricing models - a fixed monthly hosting plan or a usage plan. The fees range in price from \$30 to \$60 per month. This company is very flexible and will allow us to switch from one pricing model to an alternate pricing model simply by notifying them in advance.

One way in which the City could cut down on the monthly reoccurring expense would be to sell advertising at each site. All advertising monies collected would belong entirely to the City and could be used to off-set the monthly charge.

Please let me know if we can be of further assistance.

Corporate

Background

Spatial Adventures, Inc. is a privately held corporation founded in July of 2000. Spatial Adventures has the distinction of being the original U.S. service provider of mobile phone based touring services AND the longest continuously operating mobile phone tour service provider. In the mid-1990s, the founders of Spatial Adventures invented the concept of the mobile phone tour (and, in particular, the concept of location-based tourism). In 2004, Spatial Adventures pioneered the 1st commercial mobile phone tour service. Our service is constantly evolving and currently includes multilingual tours, audio descriptive tours for the visually impaired, text messaging services, mobile advertising, 'do it yourself' (DIY) mobile phone tours, and a wide range of features and services for customers and visitors.

Mission

At Spatial Adventures our mission is three-fold:

1. Eliminate the cost barrier that previously limited the opportunity of non-profit organizations and for-profit institutions and corporations to offer self-guided tourism services.
2. Harness the advances in mobile wireless technology to enrich the tourism experience.
3. Strengthen and expand the relationship of our cultural, historical, and educational institutions, our National and State Parks, our environmental and conservation sites, and our convention and visitors bureaus with current visitors and facilitate a new relationship with the next generation of visitors and patrons.

Since the very first commercial mobile phone tour back in 2004, we have offered the ONLY universally affordable self-guided mobile phone tour service engineered to enable ALL venues regardless of size and budget to offer visitors a compelling and informative mobile tourism experience.

[Step 1: Request a Tour Site](#)

[Step 2: Download a Guide](#)

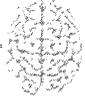
[Step 3: Set Up Your Tour](#)

Contact Us

Copyright © 2011 Spatial Adventures, Inc.
21092 Chickaloan Trail Drive Ashburn, VA 20148

Tel: (703) 637-6370
sales@spatialadventures.com

Why Spatial? It's a 'no-hoper'



We are the only company to offer *simple, rapid, and inexpensive* tour development, launch & hosting

Experience

- We invented mobile phone tours
- We pioneered the 1st commercial mobile phone tour service
- We are the longest continuously operating mobile phone tour service provider

Lowest Price Guarantee

- No set-up fee
- Flexible pricing plans: Fixed hosting plans and Usage-based plans that you customize to minimize your total costs
- Lowest price guarantee: We will offer the best price for hosting your mobile phone tour

1-Stop Full Service Provider

- We offer the complete suite of mobile phone tour services and features (see [Tour Services](#) for greater details)
- Classic mobile phone audio tours
- Bilingual mobile phone audio tours
- Audio descriptive mobile phone tours for the visually impaired
- Non-fee mobile phone audio tours & fee-based mobile phone audio tours
- SMS text message services
- Mobile advertising
- Tourbuilder™: DIY web application for creating & managing your mobile phone audio tour
- Voice portal for recording your mobile phone tour over the phone
- Custom content development services
- Customer web portal: 24/7 access to visitor usage statistics

Satisfaction

- We provide our customers with the most friendly, informative, and helpful service experience
- We achieve a level of customer satisfaction that is unique both within our industry and beyond

Step 1: Request a Tour Site

Step 2: Download a Guide

Step 3: Set Up Your Tour

Mobile Touring Services (MTS)

Mobile Phone Tour Services

- Classic mobile phone audio tour (1 language, 1 track)
- Multilingual mobile phone audio tour (>1 language, 1 track)
- Multiple track mobile phone audio tour (>1 track -- i.e. 2 or more tours on 1 phone number & audio tour site)
- Audio descriptive mobile phone tour (Specialized audio tour for the visually impaired)
- Text services (Event announcements, real-time Q&A, push or pull information, coupons, interactive games/quizzes)
- Fee-based mobile phone audio tours (Visitors purchase tickets with unique access codes or purchase tours using over-the-air credit card transactions)

Step 1: Request a Tour Site

Step 2: Download a Guide

Step 3: Set Up Your Tour

Mobile Phone Tour Features

- Visitor feedback:** At any time during tour, visitor is able to record audio comments.
- Mobile advertising:** Mobile audio advertising functionality is integrated into the mobile phone tour service.
- Unlimited stops:** No limit placed on the number of stops in a tour or on the duration of stops.
- Unlimited concurrent usage:** No limit placed on the number of visitors that can participate in a tour at the same time.

MTS Features

- Web portal:** Customers receive accounts on the web portal and can view a wide range of usage statistics on a 24/7 basis.
- Tourbuilder™:** Tourbuilder is an app that is part of the customer web portal that enables our customers to control and manage their tours. Add/change/delete audio stops, add/change/delete audio content, upload audio files over the web or record audio files over the phone.
- Recording Services:** Spatial Adventures works with a studio whose professional voice talent is available for hire to record audio in a variety of languages. The studio also offers language translations services.



21392 Chickacoan Trail Drive
Ashburn, VA 20148
(p) 703.637.6373
12-07-2011

Palatka, FL Price Quote

A) PRICE QUOTE FOR MOBILE PHONE AUDIO TOUR

SET-UP FEE: \$0

Spatial Adventures does not charge a set-up fee.

AUDIO TOUR HOSTING FEE: 2 Pricing Models

Select the pricing model that best suits your needs

Prior to the start of any month you may switch from your currently selected pricing model to the alternate pricing model. Simply notify Spatial Adventures by email or by U.S. mail of your intention to switch pricing models prior to the first day of the month in which you wish the change to take place.

1. Fixed Monthly Hosting Plan

Palatka, FL has approximately 11,000 residents and somewhere on the order of 40,000 cars driving through on a daily basis. Normally, a potential addressable market of 40,000 visitors/day would correspond to a very sizable fixed monthly price quote however in this case it is understood that only a fraction of that number stop in Palatka. Therefore, Spatial Adventures is quoting a fixed monthly hosting fee of \$60 for the City of Palatka mobile phone audio tour.

The fixed monthly hosting fee covers all visitors participating in the tour during the month and an unlimited number of concurrent visitors.

2. Usage Plans

2a. Usage Plan A { \$30 minimum }

Minimum monthly fee: \$30 provides for 600 visitor minutes

Visitor usage in excess of 600 minutes in any given month is priced at 5 cents/minute.

2b. Usage Plan B { \$40 minimum }

Minimum monthly fee: \$40 provides for 800 visitor minutes

Visitor usage in excess of 800 minutes in any given month is priced at 5.3 cents/minute.

All Usage Plans support an unlimited number of concurrent visitors.

Services Included In Mobile Phone Audio Tour Price Quote

Multiple tours

Multiple languages

Visitor feedback

Mobile advertising

Unlimited number of tour stops



21392 Chickacoan Trail Drive
Ashburn, VA 20148
(p) 703.637.6373
12-07-2011

- Unlimited number of concurrent users
- Hosted cell phone audio tour site & dedicated tour phone number with local area code
- Account on customer web portal
 - Tourbuilder™: Integrated app on web portal for creating/managing tour
 - Audio file upload over web portal
 - Voice portal for recording audio stops
 - 24/7 monitoring of visitor usage over web portal

B) PRICE QUOTE FOR SMARTPHONE APPS

Spatial Adventures offers a smartphone app service for creating and releasing tours as apps for iPhones and Android phones.

The process for creating a smartphone app for the customer tour is simple and straightforward:

1. Customer receives an account on app web portal
2. Customer creates content for their tour: audio files, images, text, maps
3. Customer uploads content over the app web portal
4. Spatial Adventures compiles the content and releases the app

iPhone App Pricing

Production and release of iPhone app: \$1450
Annual maintenance fee: \$ 350

Android App Pricing

Production and release of Android app: \$1450
Annual maintenance fee: \$ 350



Guide to Tourbuilder

What is Tourbuilder?

Tourbuilder is an application located on your web portal that provides you with complete control over your tour starting with initial tour creation and encompassing additions/changes/deletions of stops, audio content, and prompt content.

Tourbuilder comes with a set of online tutorials. This Guide presents a quick overview of the steps for implementing 8 common activities performed using Tourbuilder.

How to Access Tourbuilder

- A) Log onto the customer web portal using the username and password previously provided by a member of Spatial Adventures sales team.
- B) The first time you log in you are sent to the web page titled, "Getting Started with the Tour Builder". After you have started creating your tour, the Tourbuilder page becomes your default login page.

Note: A default tour site reflecting your initial feature requirements such as a capability to receive, store, and retrieve visitor comments or to play audio advertisements has been created prior to your first login. You can use Tourbuilder to change your default tour settings at any time.

8 Common Tourbuilder Activities

1. Add a New Stop

- A) On the left-hand side of the page click on the box ">> >> Default Stops" (under the heading "Basic Setup")

Note: If you do not see the box ">> >> Default Stops" then you are not on either of the "Getting Started" page or the "Tourbuilder" page; please click on the box labeled "Tourbuilder" on the menu bar located near the top of the page and then click on the box ">> >> Default Stops" (under the heading "Basic Setup").

- B) Click on "New Stop"
- C) Enter a name for the stop
- D) The box next to the word 'Number' indicates the number the visitor will enter to listen to the audio content at this stop. By default, Tourbuilder assigns '1' to the first stop you create but if you would like the visitor to press a different number, for example 101, in order to hear the audio at this stop then delete '1' and enter 101
- E) A symbol or number can be used by the visitor to advance from one stop to the next. The default symbol is '*' but you can change the symbol or choose to forego this feature altogether. Once you have created at least two stops you can select a Stop from the dropdown menu (located next to "Previous Stop") to be the stop that precedes the current stop.



Example: Let's say your tour has 3 stops and when the visitor is at stop 1 you would like the visitor to be able to press the "*" key to advance to stop 2 and when the visitor is at stop 2 you would like the visitor to be able to press the "*" key to advance to stop 3. When you create stop 2 simply select stop 1 from the dropdown menu and when you create stop 3 select stop 2 from the dropdown menu. Now when a visitor taking the tour listens to stop 1 the visitor can press "*" to go to stop 2. When the visitor listens to stop 2 the visitor can press "*" to go to stop 3.

F) Click the 'Save' button and you have now created a stop on your tour.

Note: You will see a table with the name of the stop, the tone code (which is the number the visitor presses to listen to this stop), the name of the previous stop (for stop 1 this is '<None>'), whether Advertisements have been enabled for this site, and an "Edit" box and a "Delete" box that enable you to edit the stop or delete the stop, respectively.

2. Upload an Audio File to a Stop

The audio file for a cell phone tour MUST be an 8,000 Hz, 16-bit, mono wav file.

The filename must not have any spaces in it.

For example: TheRedWagon.wav ← OK

The Red Wagon.wav ← Not OK

Note: Commonly used audio recording software can be used to create or convert audio files to 8,000 Hz, 16-bit, mono (e.g. Audacity, NCH Wavepad, Sony Acid Music Studio – to name a few)

- A) Click on the box ">>> Default Stops" (under the heading "Basic Setup")
- B) Find the stop to which you wish to add the audio file and click on "Edit"
- C) Click on the green box labeled "Audio Clips"
- D) Click on the box with the word "<none>" which is next to the word 'English' and browse your computer and select the 8,000 Hz, 16-bit, mono audio file you wish to upload to the stop. The word 'uploading' will appear in the box and when uploading completes then the filename will appear. At this point go to step E to save the new file to the stop.
- E) Click the box labeled 'Save' and you have completed uploading the audio file to the stop.

3. Record an Audio File over the Tourbuilder Voice Portal

- A) On the left-hand side of the page click on the box labeled ">> Site" (under the heading "Basic Setup")
- B) The Portal Key displayed in the upper left rectangle is a 6-digit number unique to your portal which you will enter whenever you dial into the Tourbuilder voice portal to record audio files
- C) To record audio over the phone dial the Tourbuilder voice portal phone number: (978) 848-4031 from a wireline phone (for best results do not call from a cordless phone or from a cell phone)
- D) The voice portal prompts you for your 6-digit Portal Key and then prompts you to make a recording. After you have completed the recording press the '#' key. You will be prompted to either (1) Hear the recording, (2) Save the recording, or (3)



Discard the recording. When you press (2) to save the recording you are prompted to enter a 1 to 3-digit number that will be used to identify this particular recording. You may make multiple recordings on the voice portal and then disconnect when you are finished

Note: The maximum length for audio files recorded using the Tourbuilder voice portal is 5 minutes.

Note: The Tourbuilder voice portal has a 5-second inactivity timer. If a caller goes silent for approximately 5 seconds then the voice portal prompts the caller to either (1) Hear the recording, (2) Save the recording, or (3) Discard the recording.

- E) On the web portal, click the box ">>> Default Stops" (under the heading "Basic Setup")
- F) Find the stop to which you wish to add the audio file and click on "Edit"
- G) Click on the green box labeled "Audio Clips"
- H) Click on the dropdown menu where you see the phrase, "Use Recording Made at", select the recording you wish to assign to this stop and click the 'Save' button. The system will assign a new unique number to the audio file

RECOMMENDATION: After saving a voice portal recording to a stop, save a copy of the recording to your computer as described below in 'Step 5: Download an Audio File to your Computer'.

4. Replace the Audio File at an Existing Stop

If you want to replace the current audio file with a different audio file located on your computer:

- A) Click the box ">>> Default Stops" (under the heading "Basic Setup")
- B) Find the stop whose audio file you wish to replace and click "Edit"
- C) Click on the green box labeled "Audio Clips"
- D) Click on the box to the right of the word 'English' that has the filename of the current wav file assigned to the stop, browse your computer, and select a replacement audio file. Once the new file has finished uploading click the "Save" button

If you want to replace the current audio file with a new phone recording:

- A) Record the audio file over the Tourbuilder voice portal
- B) Click the box ">>> Default Stops" (under the heading "Basic Setup")
- C) Find the stop whose audio file you wish to replace and click "Edit"
- D) Click on the green box labeled "Audio Clips"
- E) Click on the dropdown menu where you see the phrase, "Use Recording Made at", select the new recording from the dropdown menu and click the 'Save' button.

5. Download an Audio File to your Computer

- A) Click the box ">>> Default Stops" (under the heading "Basic Setup")
- B) Find the stop whose audio file you wish to update and click "Edit"
- C) Click on the green box labeled "Audio Clips"



D) Click "Download" and save the file on your computer

6. Delete an Audio File from a Stop

- A) Click the box ">> >> Default Stops" (under the heading "Basic Setup")
- B) Find the stop whose audio file you wish to update and click "Edit"
- C) Click on the green box labeled "Audio Clips"
- D) Click the word "Deleted" located to the right of the word "Download"

WARNING: When you delete an audio file from a Stop the audio file is permanently deleted from the web portal server. You may want to download a copy of the audio file to your computer before deleting the audio file.

7. Delete a Stop

- A) Click the box ">> >> Default Stops" (under the heading "Basic Setup")
- B) Click on the word 'Delete' for the stop you wish to permanently remove; a pop-up box appears and click 'OK'

WARNING: When you delete a Stop then the audio file assigned to that Stop is permanently deleted from the web portal server. You may want to download a copy of the audio file assigned to the Stop to your computer before deleting the Stop.

8. Replace the Audio File of an Existing Tour Prompt

The audio clip for the prompt **MUST** be an 8,000 Hz, 16-bit, mono wav file.
The filename must not have any spaces in it.

Note: At minimum, you will want to create an audio file for the 'Welcome' prompt and you may want to create an audio file for the 'Instructions' prompt and/or 'Introduction1' prompt.

If you want to replace the current audio file of a tour prompt with a different audio file located on your computer:

- A) Click the box ">> Prompts" (under the heading "Advanced Topics")
- B) Find the prompt whose audio file you wish to update and click "Edit"
- C) Click the box to the right of the word 'English' that has the filename of the current .wav file assigned to the prompt, browse your computer, and select a replacement audio file. Once the new file has finished uploading click the "Save" button

If you want to replace the current audio file of a tour prompt with a new phone recording:

- A) Record the audio file over the Tourbuilder voice portal
- B) Click the box ">> Prompts" (under the heading "Advanced Topics")
- C) Find the prompt whose audio file you wish to update and click "Edit"
- D) Click on the dropdown menu where you see the phrase, "Use Recording Made at", select the new recording from the dropdown menu and click the 'Save' button.



21392 Chickacoan Trail Drive
Ashburn, VA 20148
(p) 703.637.6373

Audio Editing Tool

Repurpose an Audio File using Tourbuilder Tools

Tourbuilder provides you the capability of performing basic audio editing functions on files that you have either directly uploaded to a stop or recorded over the Tourbuilder voice portal and assigned to a stop.

Please see the online tutorial:

Click on the box “>>Getting Started” (under the heading “Help”) then go to the 3rd bullet and press the word ‘here’

AIA Scenic and
Historic Coastal Bwyway

Cell Phone Audio Tour

Call 904.596.0029

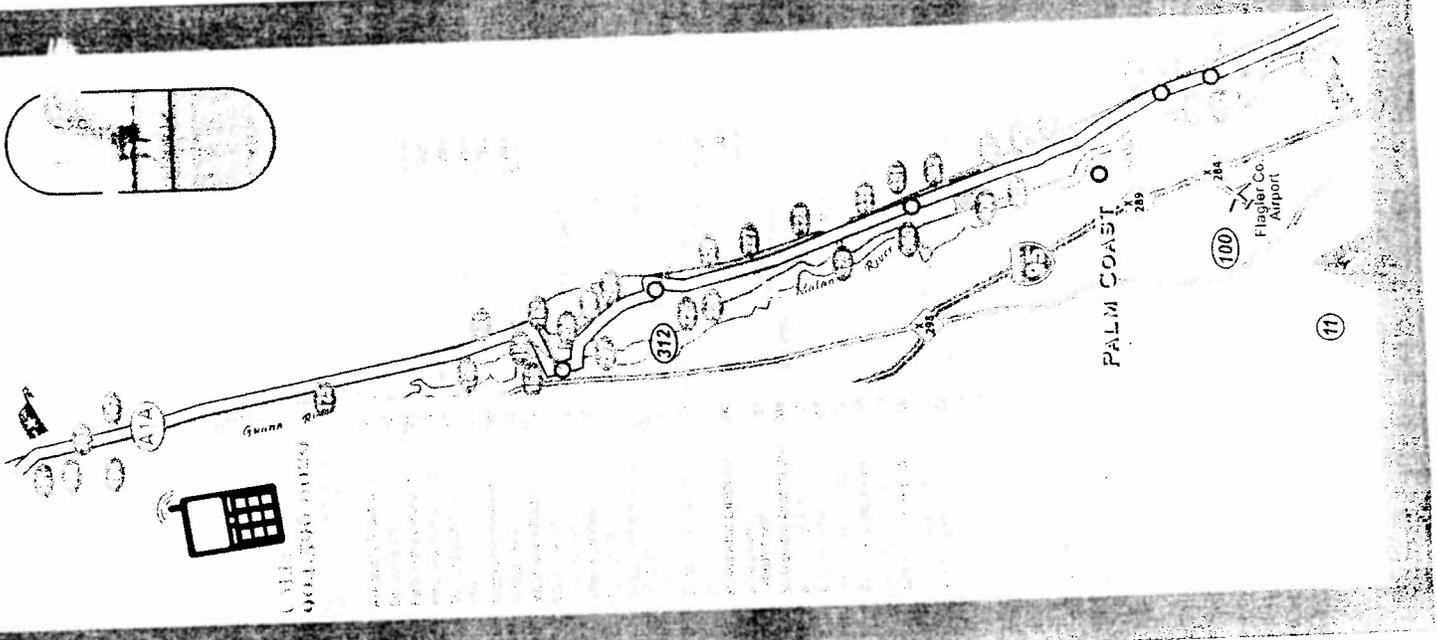
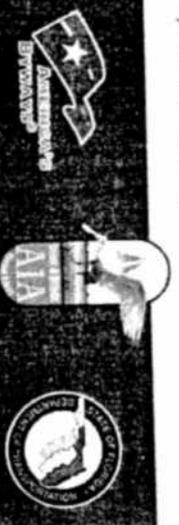


Friends of AIA Scenic and Historic Coastal Bwyway invites you to enjoy the 72 mile corridor of coastal treasures found along the Bwyway. Designated in 2002 as a special destination in America's Bwyways® collection of scenic routes, the AIA route is renowned for its coastal recreation. Bwyway recreational amenities abundantly line the corridor's width from the Atlantic Ocean to the Intracoastal Waterway and its length from St. Johns to Flagler County. Discover little known facts about the Bwyway by using the site stop number (see map) when you call (904) 596-0029.

Bwyways place great emphasis on experiencing rather than traveling or just visiting unique places. While the program operates within the US and state departments of transportation, Bwyways are as much about stopping as they are about going. Bwyway travelers are provided with information and opportunities to pause, get out of their cars and absorb the qualities of the place. Wayfarers are offered opportunities to connect with the people who live and work or who once lived and worked along the Bwyway. They are encouraged to hear the stories, inhale the aromas, taste the food, dance the dance and to sense the intrinsic wonders of the place.

Enjoy your discovery along Florida's Historic Coast driving the AIA Scenic and Historic Coastal Bwyway and enjoy the relaxing side of Old Florida remembered for a lifetime!

Spanish translation option included.



Agenda
Item

3b

201 N. 2nd Street
Palatka, FL 32177
Tel. (386) 329-0100
Fax (386) 329-0199

City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, CRA Director

Date: February 3, 2012

RE: Request for Funding - Murals



Attached for your review is a request to fund two (2) murals from the Conlee Snyder Mural Committee. This request is for \$7,000 and will fund an Annie Oakley mural on the east wall of the Gun Shop on St. Johns Avenue and Train Station Opening circa 1909 to be placed on the east wall of the Welcome Center also on St. Johns Avenue.

The CRA has been supportive of this program for the past several years, including providing over \$8,000 for the Lawson-Brown mural in 2010/2011 and an additional \$3,900 to recondition the murals on City Hall in 2011. We are recommending that this request be approved and that the money be allocated from the \$158,000 that was set aside for additional economic development funding mechanisms.

Should you have any questions, please call.

VERNON MYERS
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

ALLEGRA KITCHENS
COMMISSIONER

PHIL LEARY
COMMISSIONER

JAMES NORWOOD, JR.
COMMISSIONER



ELWIN C. "WOODY" BOYNTON, JR.
CITY MANAGER

BETSY JORDAN DRIGGERS
CITY CLERK

MATTHEW D. REYNOLDS
FINANCE DIRECTOR

GARY S. GETCHELL
CHIEF OF POLICE

MICHAEL LAMBERT
CHIEF FIRE DEPT

DONALD E. HOLMES
CITY ATTORNEY

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

REQUEST TO BE PLACED ON CITY COMMISSION AGENDA

NOTE: Regular City Commission meetings are held on the 2nd and 4th Thursdays of the month at 6:00 p.m. If you wish to appear on the Palatka City Commission meeting agenda, you should submit this request form, together with any attachments or backup material that would help the Commission to better consider your request, to the City Clerk's office either in person, by mail (201 N. 2nd Street, Palatka 32177), fax (386-329-0106) or e-mail (bdriggers@palatka-fl.gov). Please note that without adequate supporting documentation or information, it is unlikely that the Commission will be in a position to take any action on your request.

Meeting agendas close at 10:00 a.m. on the Wednesday one week prior to the next regularly scheduled Thursday City Commission meeting. Please verify the closing date for agenda items with the Clerk's office, as meeting dates are subject to change. Staff will make every attempt to accommodate a request for a specific agenda date, but all requests will be handled on a case-by-case basis and may be assigned to a commission meeting to be held at a future date. *If your request can typically be handled by a City department or staff member, you will be referred to the appropriate department or staff member.*

Name of Individual, Organization and/or Group making presentation or request:

John Alexander - Conlee Snyder Mural Comm.

Address: 919 Carr St. Palatka, FL e-mail _____

Daytime Phone 325-4266 Other ph. _____ Fax _____

Requested meeting date: 2-9-12 Meeting date assigned: _____

(For Clerk's Office Use Only)

Request for Commission Action; OR Presentation Only; no action required

Subject Matter you wish to address: Funds for two murals from the CRA (1) Annie Oakley Mural (2) The Historical Palatka Train Station mural

(attach additional sheet if necessary)

Commission Action Requested, if any: _____

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE CITY COMMISSION 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.

Request to be placed on the agenda at the next CRA meeting scheduled for Feb. 9, 2012 by the Chairman of the Conlee-Snyder Mural Committee.

The Committee is in hopes that we will be able to complete two (2) murals that are a part of the history of Palatka.

1. The Annie Oakley mural to be painted on the east wall of the Gun Shop on St. Johns, ave. Size - 13' x 39'.

a. Miss Oakley visited and put on a show in Palatka in 1908 at the river front. We would like to depict that event.

2. The opening of the train station in 1909.

a. This mural will depict an exciting time with a lot of people, horses and buggies, and a train carrying the first passengers.

b. We hope to paint this mural on the east wall of the welcome center on St. Johns, ave.

Size - 9' x 5" high / 36' x 8" long.

Total cost for two - \$ 7,000.00

We need the CRA to help make it happen.

Thank you

John Alexander

Chairman

Conlee-Snyder Mural Comm.

386-325-4266

Agenda
Item

4a

Main Street Board of Directors Meeting
January 18, 2012
4-5 pm
Prosperity Bank Conference Room, 205 N. 2nd St.

Present: Jonathan Griffiths, Jerry Hafner, Skip Lorenzen, Lavinia Moody, Charles Rudd, Robert Taylor, Terry Turner

Absent: John Browning, Adam Deputy

Late arrival: Woody Boynton

Call to order: Robert Taylor called meeting to order at 4:00 pm

Robert Taylor called for approval of minutes of December 14, 2011

Action: Motion by Terry Turner to accept as presented
Seconded by Skip Lorenzen

Motion carried

Blue Crab presentation tabled till next meeting.

Financial Report

Charles Rudd substituted for Adam Deputy

Presented annual budget for Main Street as a basis for accounting history which was received as a good step. Budget only reflects Main Street funds and not CRA funds, which include Charles's salary and Promotion expenses. Charles also presented a report of monthly income and expenses compared to budget and year-to-date as compared to budget.

Suggested Main Street participate in Azalea Festival with a food booth manned by Main Street volunteers to generate some revenue. Consensus was to do the booth.

Manager Report

Charles announced some upcoming events and seminars

National Main Street Meeting Conference April 1-4 Baltimore

Florida Main Street Conference Mar 21,22 Eustis

Road trip to Eustis Mardi Gras Feb 3

Unfinished Business

Recruitment Fund—Skip Lorenzen requests board support for the ERC recommendations for the goals of the fund. Motion to approve ERC recommendation and forward to City Manager for approval and presentation to the CRA Board.

Action: Motion by Lavinia Moody
Seconded by Jerry Hafner

Discussion on full time employee qualification and if the goals needed further review by the City Manager, Jonathan Griffiths felt that the goals are ready to go forward in concept. Motion to approve ERC recommendation and forward to City Manager for approval and presentation to the CRA Board.

Action: Motion by Terry Turner Armstrong
Seconded by Jerry Hafner

Motion carried

* next page *

Policies & Procedures—Charles Rudd advised that the City Attorney had reviewed the manual and had no problem with it if Main Street didn't fall under the Florida Sunshine Law. Palatka Main Street does not fall under the Sunshine Law as it was not formed by legislative act, the Board members are not appointed by the City Commission or the CRA Board and neither the City Commission nor the CRA Board has delegated legislative authority to the Main Street Board.

--Robert Taylor was concerned the Mission Statement was watered down; Jonathan Griffiths suggested the mission statement be revisited after the branding process had been completed.

Discussion on budgeting timeline and its alignment with the City's fiscal year Oct 1-Sept 30, board time line runs differently to fiscal, office manager is a clause for the future needs of the organization.

Action: Motion to accept Policies & Procedures by Jerry Hafner
Seconded by Lavinia Moody

Motion Carried

New Business

Façade Grant for 608 Main Street

Discussion of some concern there might not be agreement by the owner for the possibility of a lien on the property as a result of the grant, which might preclude approval. Robert Taylor suggested the presentation be made so the Façade Committee could move forward if appropriate. After presentation motion was made to approve painting the exterior building and fence, repair canopy and gutters and new sign for \$6,442.00.

Action: Motioned by Lavinia Moody
Seconded by Skip Lorenzen
Terry Turner abstained

Motion carried

Membership

Jerry Hafner presented a structure for the public to participate in MS.

Discussion was opened by Terry Turner who objected to the potential of general membership being permitted to vote for new Board members at an annual meeting and motioned to accept the plan without voting rights mentioned now, but to be addressed later. Jerry hoped that to be in a timely manner.

Action: Motioned by Terry Turner
Seconded by Lavinia Moody

Motion carried

ERC Report

Recruitment Fund was the focus of the committee this month.

Design

Upcoming seminars open to the public

Historic Preservation Feb 4

Disaster Mitigation, Carpentry and Masonry for Historic Structures at the Larimer Feb 4

Organization

New date for meetings- First Thursday of the month

Promotion

Branding went well

Marketing pieces for events distributed

Cruise in and Street Party in planning stages

City Report

Riverfront work expected to wrap up end of January

Phase II end February

Clock will not move till later in the year

DPI

Azalea Festival in full swing planning

Next meeting February 15

Meeting adjourned 5:15 pm.

Respectfully Submitted,

Susan Loosberg
Secretary

*Agenda
Item*

4b

201 N. 2nd Street
Palatka, FL 32177
Tel. (386) 329-0100
Fax (386) 329-0199

City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, CRA Director 

Date: February 3, 2012

RE: Tax Increment Funding Update

Attached for your review are spreadsheets of each tax increment fund indicating revenue and expenditures to date for the current fiscal year. All expenditures have been previously approved and are in accordance with the annual plan approved in December 2011.

Should you have any questions, please call.

| | | |
|--|-------------|--------------------|
| North Historic District | | |
| Beginning Balance | \$ | 32,010.91 |
| REVENUE | | |
| North Historic-County Share | \$25,338.02 | \$57,348.93 |
| North Historic-City Share | \$25,555.17 | \$82,904.10 |
| EXPENDITURES | | |
| Actual amount spent | | |
| 414 Bronson St-AllNu painting, Gooding | \$9,226.00 | \$73,678.10 |
| 419 Bronson St-Northeast Fl Roofing | \$9,850.00 | \$63,828.10 |
| 412 Madison St-Northeast Fl Roofing | \$8,828.00 | \$55,000.10 |
| 508 N. 2nd St-Neil Strickland Roofing | \$10,250.00 | \$44,750.10 |
| | | \$44,750.10 |
| | | \$44,750.10 |
| | | \$44,750.10 |
| | | \$44,750.10 |
| Bank Balance | | \$44,750.10 |
| Allocated but unspent | | |
| Reid Garden Designs | \$4,250.00 | \$40,500.10 |
| Christmas Tour | \$500.00 | \$40,000.10 |
| Reid Garden Designs-signs | \$884.00 | \$39,116.10 |
| Tour of Homes | \$299.50 | \$38,816.60 |
| Balance | | \$40,000.10 |

| <u>South Historic District</u> | | |
|---|--------------|----------------------------|
| Beginning Balance | \$ | 92,056.09 |
| REVENUE | | |
| South Historic-County Share | \$ 52,727.29 | \$144,783.38 |
| South Historic-City Share | \$ 53,179.16 | \$197,962.54 |
| EXPENDITURES | | |
| Actual Amount Spent | | |
| 415 Kirby St-Northeast Florida Roofing | \$10,275.00 | \$187,687.54 |
| | | \$187,687.54 |
| | | \$187,687.54 |
| | | \$187,687.54 |
| | | \$187,687.54 |
| | | \$187,687.54 |
| | | \$187,687.54 |
| | | \$187,687.54 |
| Bank Balance | | <u>\$187,687.54</u> |
| Allocated but unspent | | |
| (Signed Purchase Orders) | | |
| HIP (Allocated but unassigned to any project) | \$40,392.79 | \$147,294.75 |
| Live Where You Work | \$20,000.00 | \$127,294.75 |
| Tour of Homes | \$299.50 | \$126,995.25 |
| Signage | \$5,000.00 | \$121,995.25 |
| | | \$121,995.25 |
| Balance | | <u>\$121,995.25</u> |