

KARL N. FLAGG  
MAYOR - COMMISSIONER

MARY LAWSON BROWN  
VICE MAYOR - COMMISSIONER

LEGRA KITCHENS  
COMMISSIONER

VERNON MYERS  
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  
April 8, 2010; 4:00 p.m.**

1. **CALL TO ORDER**
  - a. Invocation
  - b. Pledge of Allegiance
  - c. Roll Call
2. **STATUS UPDATE** on Main Street Manager position
3. **REQUEST AUTHORIZATION** to terminate Main Street Office Space/Support Services Agreement between the CRA and the Putnam County Chamber of Commerce dated 9/21/09
4. **ACCEPT RECOMMENDATION** from Building Improvement Grant Committee to award Building Improvement Grant(s) per attached
5. **REQUEST AUTHORIZATION** to expend CBD TIF Funds in an amount not to exceed \$9,000.00 to construct the Third & Reid Street Informational Sign
6. **REQUEST AUTHORIZATION** to expend CBD TIF Funds in the amount of \$2,825.00 to reimburse Palatka Main Street for previously incurred costs as follows:
  1. \$2,500.00 Third Street Sign Project
  2. \$ 325.00 St. Patrick's Day Parade
7. **REQUEST AUTHORIZATION** to expend CBD TIF Funds in an amount not to exceed \$ to fund the City of Palatka 4<sup>TH</sup> of July Fireworks Celebration
8. **REMARKS/COMMENTS**
9. **ADJOURN**

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THIS 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*

2

201 N. 2<sup>nd</sup> 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, City Manager  
**Date:** April 2, 2010  
**RE:** Main Street Manager Hiring Status

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The following is a memo I prepared for the Main Street Executive Board:

*As you know, we have taken applications to fill the Main Street Manager's position. We have not yet provided these resumes to the review committee as was discussed at the last CRA meeting. It was my decision not to move these resumes forward at that time. I would like to discuss the necessity of this position before proceeding forward with the selection process. Over the past several months this Board with the support of Downtown Palatka Inc. has done more to make an impact in the downtown area than the previous three (3) Main Street Managers combined. We have little to no in-fighting between personalities and/or boards. To me that says a lot about what has been accomplished.*

*I proposed to you that at this time Main Street is more effective without a manager than it has been with a manager. In addition to the effectiveness of this Board, I am concerned that the nearly \$75,000 that was set aside for a Main Street Manager could be better utilized in programs than in the hiring of one person. It is also a high probability that more could be done with this money in retaining qualified entities or persons to perform some of the functions that we believe the Main Street Manager is responsible for.*

*The other aspect of this is that the CRA funds this position and if the CRA is not extended it could sunset in approximately four years leaving the sole responsibility of funding this position to Main Street. I bring this up for discussion, if we decide that a Main Street Manager is absolutely necessary that is fine and I apologize for not moving forward with the applications. If we choose not to proceed with a Main Street Manager I would like to form a small committee (I know another committee), to look at the various needs of the Main Street Board and the downtown and formulate recommendations back to the Board.*

A motion was made not to hire a Main Street Manager at this time. I realize that the hiring of Main Street Manager is not the CRA's responsibility, but I did want to update you the status of this position. I have attached the minutes from the Main Street Executive Board where this motion was made and passed unanimously. The one concern raised during discussion of this issue was the efforts the Main Street Manager had on promotions and advertising for the Downtown Merchants. The Main Street Board is working to address this issue.

*Agenda  
Item*

3

201 N. 2<sup>nd</sup> 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, City Manager

**Date:** April 2, 2010

**RE:** Request to Terminate Agreement with Chamber as it relates to Office Space for Main Street Manager

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Attached is the Agreement the CRA signed with the Chamber in September 2009. This Agreement compensated the Chamber \$450.00 per month to provide office space for a Main Street Manager. Because a Main Street Manager will not be hired at this time, it was determined that this contract may not be necessary. Currently, with the exception of issues related to the Azalea Festival, all inquiries related to Main Street are being handled by Jonathan at City Hall. The City would not be looking for compensation for maintaining this office.

I have discussed this with Dana Jones, President of the Chamber and she concurs with this assessment. In addition, this request was also approved by the Main Street Executive Board. If approved we will provide the Chamber with the appropriate 30-day termination notice. All calls will be forwarded to Jonathan at City Hall.

## AGREEMENT

This Agreement is made and entered into this 21 day of September 2009, by and between the Palatka Community Redevelopment Agency (CRA) and the Putnam County Chamber of Commerce, Inc. (Chamber) for the provision of office space and support services for the Main Street Program Manager.

The CRA agrees to pay the Chamber \$450.00 per month in exchange for the following:

### A. OFFICE SPACE

The Chamber agrees to provide office space including utilities for the Palatka Main Street Manager.

### B. OFFICE SERVICES

The Chamber agrees to provide support services to the Main Street Manager to include receptionist services. (i.e. answer telephone and assist visitors)

### C. OTHER

The Chamber will provide necessary office supplies and use of office equipment. A copy allowance of 100 copies per month is included in the monthly fee. Bulk copy jobs to be made at City Hall.

### D. ASSIGNMENT

This Agreement is not assignable.

### E. TERMS

The initial term of this Agreement shall be September, 2009 through September, 2010. Thereafter this contract shall renew annually unless either party gives written notice to the other of its desire to terminate the Agreement.

### F. INCLUSIVE TERMS AND CONDITIONS

This Agreement shall remain in full force and effect until and unless either party shall give written notice to the other party of its desire to terminate this Agreement with or without cause, on a specified time and date thereafter. Such notice shall be given no less than 30 (thirty) days prior to the date of termination.

IN WITNESS WHEREOF, the parties have executed this Contract at Palatka, Putnam County, Florida, this 21 day of Sept. 2009.

**PALATKA COMMUNITY REDEVELOPMENT AGENCY**

ATTEST

Betsy J. Driggers  
Betsy J. Driggers, City Clerk

By: Karl N. Flagg  
Karl N. Flagg, CRA Chairman

**PUTNAM COUNTY CHAMBER OF COMMERCE**

Diane Northrip  
Witness

By: Diane Northrip  
Diane Northrip, Chairman

Nancy P. Linton  
Witness

**STATE OF FLORIDA**

**COUNTY OF PUTNAM**

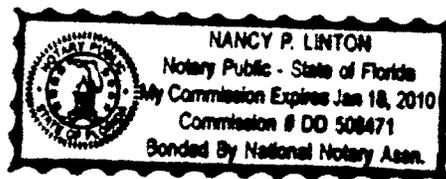
I HEREBY CERTIFY, that on this day personally appeared before me, an officer duly authorized to administer oaths and take acknowledgments, Diane Northrip, to me personally known or who has presented a driver's license as identification and reported to be the person described in and who executed the foregoing lease, and he acknowledged before me that he executed the same for the purposes therein expressed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at Palatka, said County and State, this 21 day of September 2009.

Nancy P. Linton

Notary Public

My commission expires: January 18, 2010



# *Agenda Item*

*4*

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

*City of Palatka*  
*Office of the City Manager*

**To:** Community Redevelopment Agency Board

**From:** Woody Boynton, City Manager 

**Date:** April 2, 2010

**RE:** 2010 Building Improvement Grant First Cycle

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As you know the Building Improvement Grant Program was funded \$200,000 under the line item of Design Guidelines in the 2010 CRA annual Plan. The program was intended to be run in three cycles. The funds however were not divided among three cycles in order to not hinder the potential funding of projects in any given cycle. It just so happened that the 2010 first cycle has produced projects that merit funding totaling \$199,224.40.

Following the adoption of the BIG Program by the CRA on December 10, 2009, Palatka Main Street approved an evaluation committee of three members. These members included; Skip Lorenzen, Kerry Rowell, and Carl Stewart.

The first cycle of the 2010 BIG Program ended on March 2, 2010. Nine applications were received on or before the March 2, 2010 deadline. The evaluation committee met on March 11, 2010 and March 18, 2010. All applications were scored and ranked based upon the criteria outlined in the adopted BIG program. Of the nine applications, six are recommended for funding. The attached spreadsheet outlines the scores, ranks, project costs, pledged applicant match amounts, and recommended award amounts. The table below summarizes the evaluation committee's recommendation.

<b>\$199,224.40</b>	<b>TOTAL amount of CRA funding</b>
\$83,284.60	TOTAL amount of private funds invested
\$282,509.00	TOTAL amount of Funds to be invested in the CRA

It is with pleasure, that I request you to approve the evaluation committee's recommendation to fund these six projects totaling \$199,224.40. If it is decided to fund these projects for the recommended amount, the CRA board should consider appropriating funds for the third cycle of the BIG program. Once the contracts are executed and work begins, on each project, we will assess the program and bring back forth a recommendation on whether additional money should be allocated for the third cycle. In addition and concurrent with execution of the contracts, we will work with the Palatka Daily News to promote this program.

## Building Improvement Grant- Award Breakdown- 2010 First Cycle

Rank	Score	Applicant	Project Description	Total Project Cost	Pledged Match %	Funding Request	Requested Match %	Award Amount	Applicant Match Amount	TOTAL
1	83	Robert & Jana Goodwin	Renovation of 216 St. Johns Avenue Suite 2 ( Old Rainbow Cafe)	\$185,406.00	32%	\$125,875.00	32%	\$125,875.00	\$59,531.00	\$185,406.00
2	81	CRG Architects	ADA Compliant Bathroom Renovation	\$19,630.00	50%	\$9,815.00	50%	\$9,815.00	\$9,815.00	\$19,630.00
3	70	David Harrell	City Cafe Sign and Roof Repair (Roof Repair is RETRO Project = \$7,807)	\$16,157.00	0%	\$16,157.00	48%	\$7,807.00	\$7,807.00	\$16,157.00
4	69	Angela Murrigh	Roof Repair	\$19,500.00	0%	\$19,500.00	10%	\$1,950.00	\$1,950.00	\$19,500.00
5	65	Thomas Kavanagh	Elevator	\$28,716.00	0%	\$28,716.00	10%	\$2,871.60	\$2,871.60	\$28,716.00
6	64	Sue Rostosh	Interior Renovation and Installation of ADA Bathroom in 110 S. 2nd Street	\$13,100.00	0%	\$13,100.00	10%	\$1,310.00	\$1,310.00	\$13,100.00
7	54	Nathan & Sara Jo Clifton	Renovation of 910 & 918 St. Johns Avenue (RETRO Project/ No Proposed Work)	1.2 Million	-	\$25,000.00	-	\$0.00	\$0.00	\$0.00
8	34	Jennifer Sellars	Roof Repair & Interior Renovations 320 St. Johns Avenue (RETRO Project/ No Proposed Work)	\$147,232.88	-	\$0.00	-	\$0.00	\$0.00	\$0.00
9	0	John Lyon	Bathroom Expansion & Roof Repair		-	\$0.00	-	\$0.00	\$0.00	\$0.00

**\$199,224.40 TOTAL \$ Amount of CRA Award**

**\$83,284.60 TOTAL \$ Amount of Private Funds Invested in the Central Business District**

**\$282,509.00 TOTAL \$ Amount Invested in Central Business District**



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

Robert & Jana Goodwin  
216 St. Johns Avenue  
Palatka, FL 32177

Dear Mr. and Mrs. Goodwin:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I am honored to inform you that the evaluation committee has recommended your project for funding.

The findings and recommendation of the evaluation committee will be presented to the Palatka Community Redevelopment Agency (CRA) for final approval on April 8, 2010 at 4:00 p.m. The amount of funding outlined below is contingent on the CRA's approval. A detailed breakdown of the recommended funding is below.

**Evaluation Committee Funding Recommendation**

Project Cost:	\$185,406
Grant Award Amount:	\$125,875
Applicant Match:	\$59,531

Following approval from the CRA, a pre-project meeting will be necessary to execute the necessary contracts and explain required grant procedures.

Congratulations on receiving this recommendation for funding. Your continued interest in revitalizing Downtown Palatka is appreciated.

Sincerely,

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

David Harrell  
P.O. Box 340  
East Palatka, FL 32131

Dear Mr. Harrell:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I am honored to inform you that the evaluation committee has recommended your project for funding.

The findings and recommendation of the evaluation committee will be presented to the Palatka Community Redevelopment Agency (CRA) for final approval on April 8, 2010 at 4:00 p.m. The amount of funding outlined below is contingent on the CRA's approval. A detailed breakdown of the recommended funding is below.

**Evaluation Committee Funding Recommendation**

Project Cost:	\$16,157
Grant Award Amount:	\$8,350
Applicant Match:	\$7,807

Following approval from the CRA, a pre-project meeting will be necessary to execute the necessary contracts and explain required grant procedures.

Congratulations on receiving this recommendation for funding. Your continued interest in revitalizing Downtown Palatka is appreciated.

Sincerely,

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

Jennifer Sellars  
Shelley Building  
320 St. Johns Avenue  
Palatka, FL 32177

Dear Ms. Sellars:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I regret to inform you that the evaluation committee has not recommended your project for funding.

Your application was not recommended for funding, because the entirety of the work has already been completed. The intent of the program is to assist in new projects.

Your continued interest in revitalizing Downtown Palatka is appreciated. Taking into consideration the exceptional quality of the work you have completed, I encourage you to reapply during the next cycle for future projects.

Sincerely,

A handwritten signature in cursive script that reads "Sam Carr".

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

John Lyon  
Lemon Street Bistro  
307 St. Johns Avenue  
Palatka, FL 32177

Dear Mr. Lyon:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I regret to inform you that the evaluation committee has not recommended your project for funding.

Your application was found to be insufficient. No bids were included in your proposal, therefore, no funding could be recommended.

Your continued interest in revitalizing Downtown Palatka is appreciated. Taking into consideration the quality and necessity of the work, I encourage you to reapply during the next cycle.

Sincerely,

A handwritten signature in cursive script that reads "Sam Carr".

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

Nathan & Sara Jo Clifton  
Rivertown Suites  
910 St. Johns Avenue  
Palatka, FL 32177

Dear Mr. and Mrs. Clifton:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I regret to inform you that the evaluation committee has not recommended your project for funding.

Your continued interest in revitalizing Downtown Palatka is appreciated. Taking into consideration the exceptional quality of the work you have completed, I encourage you to reapply during the next cycle for future projects.

Sincerely,

A handwritten signature in cursive script that reads "Sam Carr".

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

CRG Architects  
216 St. Johns Avenue  
Palatka, FL 32177

Dear CRG Architects:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I am honored to inform you that the evaluation committee has recommended your project for funding.

The findings and recommendation of the evaluation committee will be presented to the Palatka Community Redevelopment Agency (CRA) for final approval on April 8, 2010 at 4:00 p.m. The amount of funding outlined below is contingent on the CRA's approval. A detailed breakdown of the recommended funding is below.

**Evaluation Committee Funding Recommendation**

Project Cost:	\$19,630
Grant Award Amount:	\$9,815
Applicant Match:	\$9,815

Following approval from the CRA, a pre-project meeting will be necessary to execute the necessary contracts and explain required grant procedures.

Congratulations on receiving this recommendation for funding. Your continued interest in revitalizing Downtown Palatka is appreciated.

Sincerely,

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

Sue Roskosh  
110 South 2<sup>nd</sup> Street  
Palatka, FL 32177

Dear Mrs. Roskosh:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I am honored to inform you that the evaluation committee has recommended your project for funding.

The findings and recommendation of the evaluation committee will be presented to the Palatka Community Redevelopment Agency (CRA) for final approval on April 8, 2010 at 4:00 p.m. The amount of funding outlined below is contingent on the CRA's approval. A detailed breakdown of the recommended funding is below.

**Evaluation Committee Funding Recommendation**

Project Cost:	\$13,100
Grant Award Amount:	\$11,790
Applicant Match:	\$1,310

Following approval from the CRA, a pre-project meeting will be necessary to execute the necessary contracts and explain required grant procedures.

Congratulations on receiving this recommendation for funding. Your continued interest in revitalizing Downtown Palatka is appreciated.

Sincerely,

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

Thomas Kavanaugh  
107 La Quinta Place  
St. Augustine, FL 32084

Dear Mr. Kavanaugh:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I am honored to inform you that the evaluation committee has recommended your project for funding.

The findings and recommendation of the evaluation committee will be presented to the Palatka Community Redevelopment Agency (CRA) for final approval on April 8, 2010 at 4:00 p.m. The amount of funding outlined below is contingent on the CRA's approval. A detailed breakdown of the recommended funding is below.

**Evaluation Committee Funding Recommendation**

Project Cost:	\$28,716
Grant Award Amount:	\$25,844
Applicant Match:	\$2,871

Following approval from the CRA, a pre-project meeting will be necessary to execute the necessary contracts and explain required grant procedures.

Congratulations on receiving this recommendation for funding. Your continued interest in revitalizing Downtown Palatka is appreciated.

Sincerely,

A handwritten signature in black ink that reads "Sam Carr". The signature is written in a cursive, flowing style.

Sam Carr  
Economic Restructuring  
Committee Chair



March 30, 2010

Palatka Main Street  
201 North 2<sup>nd</sup> Street  
Palatka, FL 32177

Angela Murtagh  
726 St. Johns Avenue  
Palatka, FL 32177

Dear Mrs. Murtagh:

Your application for the Building Improvement Grant Program-2010 First Cycle, administered by Palatka Main Street has been reviewed. A committee, designated by Palatka Main Street reviewed and scored your application, based on the criteria outlined in the grant description. I am honored to inform you that the evaluation committee has recommended your project for funding.

The findings and recommendation of the evaluation committee will be presented to the Palatka Community Redevelopment Agency (CRA) for final approval on April 8, 2010 at 4:00 p.m. The amount of funding outlined below is contingent on the CRA's approval. A detailed breakdown of the recommended funding is below.

**Evaluation Committee Funding Recommendation**

Project Cost:	\$19,500
Grant Award Amount:	\$17,550
Applicant Match:	\$1,950

Following approval from the CRA, a pre-project meeting will be necessary to execute the necessary contracts and explain required grant procedures.

Congratulations on receiving this recommendation for funding. Your continued interest in revitalizing Downtown Palatka is appreciated.

Sincerely,

Sam Carr  
Economic Restructuring  
Committee Chair

*Agenda  
Item*

**5**

201 N. 2<sup>nd</sup> 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, City Manager

**Date:** April 2, 2010

**RE:** Third Street Entrance Sign

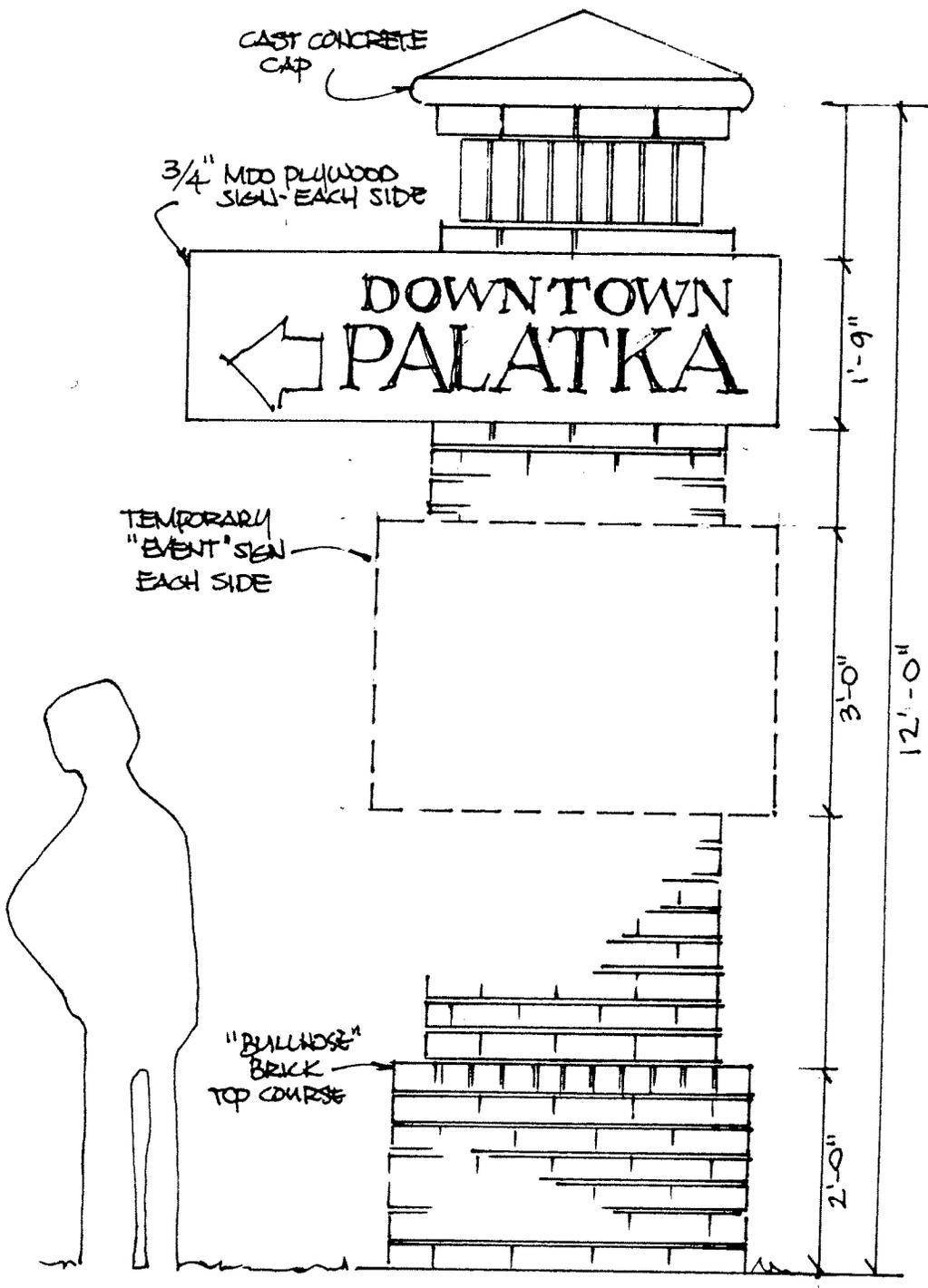
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The following is a memo I prepared for the Main Street Executive Board:

*For some time we have discussed a new sign at the Third and Reid Street intersection. The scope and cost of this project expanded to where the construction costs exceeded \$125,000 +/- . Since that time this corner has gone without any sign changes and just recently I directed crews to remove the old plywood sign that was falling over. I am recommending that a new sign be constructed similar to the attached schematic shown. The cost to construct this sign would be less than \$8,500.00.*

*Therefore, I am requesting authorization to proceed to construction of the sign with a budget of \$8,500.00*

A motion was made to move forward with construction of this sign. The only difference in this request is that I am requesting a budget of \$9,000.00. I want to ensure that if something is encountered during the construction of the foundation that we have a small contingency set aside to cover this. A schematic of the sign is attached. In addition, the minutes of the Main Street Executive Board are attached with Item 3 of this package indicating unanimous support for this sign.



3rd & REID PROJECT



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

3/18/2010

4:00 PM to 5:00 PM

City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

**Present:** Chairman J. Browning, L. Myers, W. Boynton, T. Turner, A. Murtagh, and J. Hafner

**Absent:** M. Rhadigan and B. Taylor

**Call to Order:** Chairman Browning called the meeting to order at 4:05 p.m..

**Action:** Motion Boynton, second Myers to approve the minutes from January 21, 2010.

**Motion Carried.**

### CONSENT AGENDA

- A. **Future Meeting Dates**
  - a. Set future meeting dates.
- B. **Economic Restructuring Committee**
  - a. B.I.G. program status update.
- C. **Main Street Domain Names/Website - Turner**
  - a. Authorize Promotion Committee to solicit design work & form a committee to coordinate appearance and purpose.
- D. **Downtown Advertising**
  - a. Authorize Promotion Committee to evaluate other avenues of advertising to promote Downtown Palatka.
- E. **Downtown Advertising**
  - a. Approve funding for advertising St. Patrick's Day Parade.

**Action:** T. Turner asked to pull item B from the Consent Agenda.

**Action:** Motion J. Hafner to pass consent agenda, with exception of item B, second W. Boynton.

**Motion Carried**

### Reports and Matters Requiring Action

**Main Street Manager Position:** W. Boynton explained why the hiring process for a Main Street Manager had been halted. W. Boynton referenced his memo to the board and suggested a discussion to determine the necessity of the position.

**Action:** Motion T. Turner to not hire unless the committees and progress gets bogged down without a facilitator, second J. Hafner.



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

3/18/2010

4:00 PM to 5:00 PM

City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

**Discussion:** Angela Murtagh commented on the lack of promotions, and that whoever was responsible for facilitating the program should address increased promotions.

**Motion Carried**

**Main Street Office:** A request was made to discuss moving the Main Street Office from the Chamber of Commerce to City Hall. Currently, all Main Street matters are being handled by the City Manager's office at City Hall. A memo was dispersed and outlined the cost-saving benefits.

**Action:** Motion T. Turner to move the Main Street office to City Hall, second J. Hafner.

**Motion Carried**

**Fourth of July Fireworks:** Funding for the Fourth of July fireworks was not included in this year's City Budget. In the past the City funded approximately \$15,000 and local businesses donated the other \$10,000 needed to put on the event.

**Action:** Motion L. Myers that a letter of support be drafted to the CRA for CRA funding of the 2010 Fourth of July fireworks, second J. Hafner.

**Discussion:** W. Boynton said this is strictly about maintaining the Fourth of July fireworks event, and support from Main Street will have an impact on the CRA's decision.

**Motion Carried**

**3<sup>rd</sup> Street Entrance Sign:** Recommend funding of construction of new sign at intersection of 3<sup>rd</sup> Street and Reid Street.

Turner abstained from this matter.

**Action:** Motion J. Hafner to approve and recommend funding of 3<sup>rd</sup> Street sign design, second L. Myers.

**Discussion:** Angela Murtagh requested that other locations for signs be considered.

**Motion Carried**



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

3/18/2010  
4:00 PM to 5:00 PM  
City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

**Funding of Keep Putnam Beautiful Artober Festival:** Recommend funding for local portion of advertising budget for the Artober Fest.

**Action:** Motion T. Turner to recommend CRA approve funding for Artober Fest advertising.

**Discussion:** L. Myers stated that TDC funds apply to local advertising for art.

**Action:** T. Turner withdrew his motion.

**Action:** W. Boynton motioned to request that Keep Putnam Beautiful provide an advertising budget to Main Street for future approval, second L. Myers.

**Motion Carried**

### New Business

**Purchase of Blue Crab and Azalea Websites:** Browning read a list of websites he recently purchased with private funds. The websites are:

bluecrabfestival.net  
bluecrabfestivalpalatka.com  
palatkabluecrabfestival.com  
Bluecrabfestivalllc.com  
azaleafestivalpalatka.com  
palatkaazaleafestival.com  
azaleafestivalllc.com  
azalaefestival.net

W. Boynton suggested that John Browning be reimbursed for the \$80.00 required to purchase the websites listed above.

**Wayfinding & Signage Update:** Hafner told the committee that the Organization Committee is on schedule in preparing a Wayfinding & Signage Plan. A preliminary plan will be available by late May.

**No-Parking /Tow Away Zone Behind James Hotel:** W. Boynton passed out a letter from a visitor during the azalea festival. The letter addressed the vehicles towed from behind the James Hotel. L. Myers



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

3/18/2010

4:00 PM to 5:00 PM

City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

suggested, to W. Boynton, that the City rope off that parking lot or place a sign at the entrance to resolve any confusion visitors might have.

**Azalea Festival:** J. Browning reported that the Azalea Festival was profitable. He suggested that the Board draft a letter to the Chamber & the City thanking them for their combined efforts.

**Adjournment:** Being no further business, Chairman Browning adjourned the meeting at 5:15 p.m.

Respectfully Submitted,

Jonathan Griffith

City of Palatka

*Agenda  
Item*

6

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

*City of Palatka*  
*Office of the City Manager*

**To:** Community Redevelopment Agency Board  
**From:** Woody Boynton, City Manager  
**Date:** April 2, 2010  
**RE:** Third Street Entrance Sign, 2008 Expense Reimbursement

---

Main Street Palatka on May 15, 2008 incurred a \$2,500 cost for the architectural and engineering services for a proposed sign to be located at 3<sup>rd</sup> and Reid St.. A copy of the check and invoice is attached. It is not known if this was a preapproved expense although it is known that a new 3<sup>rd</sup> St. sign was contemplated by the CRA.

As you may remember, the scope and cost of this project expanded to where the construction costs exceeded \$125,000 +/- . Consequently, a new sign with a lesser construction costs awaits your approval.

Palatka Main Street is requesting to be reimbursed for architectural and engineering expenses in the amount of \$2,500. This money will be placed in the Main Street account to assist in future programs endorsed by Main Street.

Robert E. Taylor  
AIA Architect PA  
710 St. Johns Ave.  
P.O. Box 267  
Palatka, Florida 32177

Robert E. Taylor, Architect  
FL Corp Reg. No. AAC000589  
GA Reg. No. RA007674  
NCARB No. 40804

13 May 2008

Mr. Wes Larson  
Palatka Main Street  
Putnam County Chamber of Commerce  
P O Box 550  
Palatka, FL 32178-0550

Subject: Sign for Downtown Palatka  
Palatka Main Street  
Palatka, Florida 32177  
Architect's Project No. 0813

Invoice No. 0813-01

INVOICE

*There is now due for Architectural Services the Sum of:*  
*Two Thousand Two Hundred and 00/100 Dollars* ..... \$ 2,200.00

Agreement dated 15 February 2008

Lump Sum Fee .....	\$ 2,500.00
Less Retainer .....	* Check No. 1513 dated 1 April 2008 .....
TOTAL .....	\$ (300.00)
	\$ 2,200.00

**TOTAL AMOUNT NOW DUE** ..... \$ 2,200.00

RET/th

*\* This Retainer has been credited to this invoice\**

Phone:  
386-325-7341

Fax:  
386-325-0608

Web Address:  
www.ret-tbd.com

E-mail:  
ret@ret-tbd.com

PALATKA MAIN STREET, INC  
AZALEA FESTIVAL FUND  
201 N 2ND STREET  
PALATKA, FL 32177

1060  
63-68/631  
BRANCH 025

DATE May 15, 2008

PAY TO THE ORDER OF Robert E. Taylor - AIA Architect PA

\$ 2200.00

Two thousand two hundred 00/100

DOLLARS



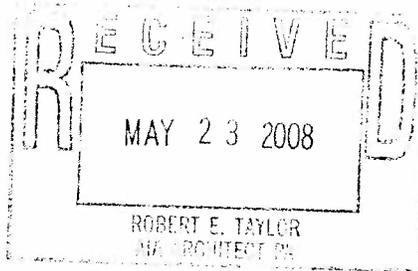
PALATKA MALL OFFICE  
PALATKA, FL

FOR Remaining Balance due on 3rd Street Sign

*Robert E. Taylor*

⑈001060⑈ ⑆063100688⑆

2501675901⑈



PUTNAM COUNTY  
 CHAMBER OF COMMERCE INC.  
 PO BOX 550 PH. 386-328-1503  
 PALATKA, FL 32178

1513

63-68/831  
 BRANCH 024



DATE 4-1-08

PAY Three Hundred 300/100 DOLLARS \$ 300.00

TO THE  
 ORDER OF

AIA Architect PA  
 710 St. Johns Avenue  
 Palatka, FL 32177

*[Handwritten Signature]*  
 Allraun



⑈00001513⑈ ⑆063100688⑆ 2406881901⑈

DETACH AND RETAIN THIS STATEMENT  
 THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW. IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.  
 DETACH AND RETAIN THIS STATEMENT  
 THE ATTACHED CHECK IS IN PAYMENT OF ITEMS DESCRIBED BELOW. IF NOT CORRECT PLEASE NOTIFY US PROMPTLY. NO RECEIPT DESIRED.  
 PUTNAM COUNTY CHAMBER OF COMMERCE INC.

DATE	DESCRIPTION	AMOUNT
4-1-08 	Main Street Sign Retainer 531-33  <div data-bbox="776 1052 1193 1318" style="border: 1px solid black; padding: 5px; text-align: center;">           RECEIVED            APR - 4 2008            ROBERT E. TAYLOR            AIA ARCHITECT PA         </div>	300.00  

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

*City of Palatka*  
*Office of the City Manager*

**To:** Community Redevelopment Agency Board

**From:** Woody Boynton, City Manager

**Date:** April 2, 2010

**RE:** St. Patrick's Day Parade Advertising Expenses

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Attached is a memo from Downtown Palatka Inc. outlining expenses associated with Advertising for the 2010 St. Patrick's Day Parade.

The Main Street Board reviewed the expenses and endorses reimbursement to Downtown Palatka Inc. Therefore, I am requesting authorization to reimburse Downtown Palatka Inc. for \$325.00 in advertising related expenses.

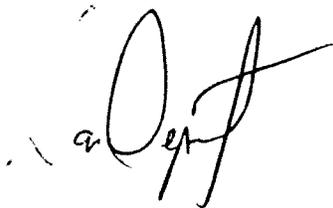
**Downtown Palatka Inc.**  
*A Business and Professional Association*

**Memo:**

*To: Main Street Board*  
*From: Downtown Palatka Inc.*  
*Date: March 1, 2010*  
*Re: Advertising for St. Patrick's Day Parade*

Downtown Palatka Inc, is requesting the concurrence of the Main Street Board for funding from the Central TIFF for advertising for the St. Patrick's Day Parade.

Specifications: \$325.00 for 7,000 two sided flyers printed, packaged by school population and delivered to the schools of Putnam County inviting the public to the Parade.

A handwritten signature in black ink, appearing to be "a. O. J.", written in a cursive style.

Date: 3/3/10 No. \_\_\_\_\_  
Phone.# \_\_\_\_\_  
Name St Pat's flyers  
Description 7000-  
Quantity \_\_\_\_\_  
Size 8 1/2 x 11 - 2 sides  
Paper \_\_\_\_\_  
Ink \_\_\_\_\_

**QUOTE**

7000 Flyers  
225<sup>00</sup>  
no tax  
Pass out through schools

950

one page Ad for  
Palatka Daily News

\* NEEDS TO GO TO SCHOOL SYSTEM  
BEFORE 11<sup>TH</sup>

\* PAPER ASAP

Thank you for  
the opportunity  
to be of service to you

Quote By: \_\_\_\_\_

**Graphics II**

# MEET ME IN DOWNTOWN PALATKA



For the  
**St. Patrick's Day  
Parade**

**March 17, 6:00 p.m.**

**St. Johns Avenue**

Brought to you by the over 200 Businesses located in Downtown Palatka

*Come and shop or dine in Downtown Palatka  
before or after the parade*

# Over 200 businesses, churches and organizations invite you "To Meet Me In Downtown Palatka"



- |  |                                   |                                      |                                     |
|--|-----------------------------------|--------------------------------------|-------------------------------------|
| John Mussoline                               | Mortgage Center                   | Jack Massey Jewelers                 | Patty Banks Accounting              |
| Dowda and Fields                             | Hale Realty                       | Ralphs House of Flowers              | Community Legal Service             |
| John Sproull                                 | CRG Architects                    | Ruby Slippers                        | St. Johns River Baptist Association |
| Treasure Chest                               | Robert Taylor Architects          | The Art Shoppe                       | Matthews Moving                     |
| Angela's of Palatka                          | Palatka City Hall                 | Ride Solutions                       | Synergy Construction                |
| Decks to Go                                  | Palatka Planning and Zoning       | Union Station - Amtrak               | The Pink Door                       |
| Speedy Cash Pawn                             | Alliance Realty and Management    | Comcast                              | City Dock Snack Stand               |
| Sunrise Easy Food Mart                       | Palatka Post Office               | Eagle Strategies Corp.               | Art League                          |
| CV Discount Beverage                         | Price Martin Community Bldg.      | Boathouse Marine                     | Elks                                |
| Advance Business Support                     | Florida Department of Corrections | Lightfoot Fire Extinguishers         | Art's Council of Greater Palatka    |
| SMA Behavioral Healthcare                    | Putnam County Tax Collector       | Palatka Gas Authority                | Spurs                               |
| Utility Workes Union                         | Putnam County Property Appraiser  | ATT Main Building                    | Brickhouse                          |
| Bruckman and Wasiewicz, PA                   | Palatka Police Station            | Accent Reporting                     | Steamboat Willies                   |
| Apply Network                                | Palatka Fire Station              | Palatka Rental                       | Bingo Place                         |
| Family Medical Administration                | Fred Green Park                   | RMCA                                 | DJ Billiards                        |
| Pacific Pride                                | Riverfront Park                   | Bread of Life                        | Downtown Blues                      |
| Rozor's Oil                                  | Dr. Coleman                       | Human Resources                      | Lawson Funeral Home                 |
| Capitol City Bank                            | Dr. Seijas                        | Push Care                            | Kim Styles                          |
| Larimer Arts Center                          | Monahan Chiropractic              | GBS                                  | Simple as You                       |
| A-Auto Insurance World                       | Cypress Point                     | North Florida Psychological Services | City Barber                         |
| Florida Cash Advance                         | Sound Garden                      | Ginn Financial Services              | C-Crets                             |
| Enterprise                                   | Bryant Upholstery                 | Brown's Support Services             | Sunshine Nails                      |
| Laibl Tires                                  | TR Vacuum Repair                  | ARL Konsultants                      | Pretty as a Picture                 |
| St. Johns Superstore                         | South TV Repair                   | CAN                                  | O'Neil Repair Shop                  |
| Kimbill and Snyder                           | Roeders Applicances               | David Church Construction            | Wallace Auto                        |
| The Life Insurance Agency                    | Badcock Furniture                 | Graphics II Printing                 | Real Motorcars                      |
| Stephen Hilker PA                            | Garry's Treasurer Chest           | Spanish Towers                       | Tire Kingdom                        |
| Pain Relief Center                           | Putnam Bicycles                   | Florida Guardian Ad Libem            | Happy Tails                         |
| Johnson Used Auto Parts                      | CMG                               | Guide Post                           | Love Your Pets                      |
| Heart of Putnam Service Center               | Lemon Street Studio               | Advantage Court Reporters            | Soul Food                           |
| Academy of Hope                              | River City Gun Chop               | Wm. Tilton Investigators             | Pizzaboyz                           |
| The Hub                                      | Belladonna Candleworks            | Wild Money                           | City Cafe                           |
| Dollar General                               | Pink Icing Consignment            | Strength in Movement                 | Dairy Queen                         |
| Citgo  | Noah's Ark Consignment            | Putnam Safety Association            | Angel's Diner                       |
| Laundrymat                                   | Wattles Office Supply             | Business Solutions                   | Subway                              |
| D. A. Boyd Funeral Home                      | Palatka Auction                   | Brain Education System Training      | Quality Inn                         |
| Rotary Park                                  | The Cooking School                | Xtreme Ink Tattoo                    | Azalea House                        |
| John Campbell School Administration Building | Buddy's Rentals                   | The Ice Machine                      | William Penn Motel                  |
| Farm Credit                                  | A Color In Time                   | First Presbyterian Church            | Attorneys                           |
| First Federal Savings                        | Elsie Bells Antiques              | Calvary Missionary Baptist Church    | Don Holmes                          |
| Prosperity Bank                              | ATT Phone Store                   | New Creation Christian Center        | Rachel Murphy                       |
| State Farm                                   | Computer Guys Sales               | Bethlehem Baptist Church             | James Pageatt                       |
| Riverside Realty                             | McKinnon's Furniture              | St. Marks Episcopal Church           | Jean Moyer                          |
| William Snyder Land Surveyor                 | Atomic T's                        | Emmanuel United Methodist Church     | Monahan and Daily                   |
| Earl Wallace Surveying                       | Kiddie Kampus                     | St. James United Methodist Church    | Clark and Roberts                   |
| Guaranty Title Company                       | River City Surplus                | St. Monica's Catholic Church         | John Key                            |
| Palatka Abstract                             | Family Shoe Store                 | St. Mary's Episcopal Church          | Caron Speas                         |
| Gullett Title                                | Guidepost Christian Bookstore     | Bethel A.M.E. Church                 | Gary Wood                           |
|  |                                   | First Baptist Church                 |                                     |

*Agenda  
Item*

7

201 N. 2<sup>nd</sup> Street  
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*City of Palatka*  
*Office of the City Manager*

**To:** CRA Board Members

**From:** Woody Boynton, City Manager

**Date:** March 11, 2010

**RE:** Fourth of July Fireworks

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The following is a memo I prepared for the Main Street Executive Board:

*This is for discussion and a recommendation. As many of you know the City of Palatka does not intend to underwrite the cost of the July fourth fireworks this year. The total cost of the fireworks in the past has approximated nearly \$25,000.00; \$10,000 of which was usually covered by donations from area businesses. The net to the City of course is approximately \$15,000.00.*

*This was one of the few items that were not included in this year's budget as the City began to explore ways of saving money. Last year, we did ask the County to provide up to one-half of the cost of the fireworks but never received a response from them. We have not approached them this year. We do not have the contingency to cover this cost as we are continuing to look for ways to reduce spending to cover costs associated with unexpected expenses or lower than expected revenues. I have been asked to approach Main Street for their opinion on whether or not this program should be supported by TIF funds.*

*If approved, I would recommend up to \$15,000.00 be appropriated. We would have City staff proceed with the solicitation of donations to fund the additional cost (FPL has already committed \$5,000.00 for the fireworks. The cost of the fireworks is pretty much two-fold: the cost of the fireworks and the barge in which the fireworks are displayed. Any difference would be covered by the City.*

*If approved I would take this to the CRA Board for concurrence at their next meeting on April 8, 2010.*

This was approved by the Main Street Board. I am recommending that we move forward with the allocation of \$15,000 to fund the fireworks. This is a City sponsored event and endorsed by our Downtown Merchants. If approved I will direct Jeff Norton to begin the soliciting for sponsorships of this event. Jeff and I will also begin negotiations with vendors for the actual fireworks and barge rental. It is apparent that this is an acceptable use of CRA money as other cities have funded the fireworks display using CRA money. I have attached an article from Fort Pierce that indicates that in the past they have used CRA money for a fireworks display (article actually references that the program is being cut due to budget concerns)



FORT PIERCE — Facing a \$2.6 million deficit this year, the city's Community Redevelopment Agency suspended its support for several programs and projects for the next few years.

The agency's board voted 3-1 in a special Tuesday meeting to cut annual money for the community policing program, Police Athletic League, Fourth of July fireworks, holiday lights in July and December, Lincoln Theatre reconstruction, old St. Anastasia Catholic School repairs, Fort Pierce Jazz & Blues Society and Zora Fest.

Posted March 16, 2010 at 7:19 p.m

