

**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**

October 13, 2011; 4:00 p.m.

**CALL TO ORDER:**

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

1. **APPROVAL OF MINUTES** – June 9, 2011 & August 25, 2011
2. **PUBLIC COMMENTS** - (Speakers limited to three minutes – no action taken on items)
3. **CENTRAL BUSINESS DISTRICT:**
  - \*a. **MAIN STREET MANAGER INTRODUCTION** – Woody Boynton, CRA Director
  - \*b. **REQUEST** to appropriate CBD TIF funds in an amount not to exceed \$10,834.00 for the local expansion of Small Business Development Center & full-time Certified Business Analyst – Dana Jones, President, Putnam County Chamber of Commerce
  - \*c. **REQUEST** to appropriate \$26,625.00 of CBD TIF funds to the 2011 Building Improvement Grant Program (total of \$116,625 to fund grants) – Kerry Rowell, Palatka Main Street
  - \*d. **CONCUR** on Palatka Main Street recommendation of Building Improvement Grant Awards:
    - a. E.W. Lawson & Sons Funeral Home - \$30,000
    - b. Quality Inn/Beef "O" Brady's - \$30,000
    - c. Ralph's House of Flowers - \$26,625
    - d. Alex and Jeannie Sharp/Palatka Coffee Shop - \$30,000
- \*4. **SOUTH & NORTH HISTORIC DISTRICT REQUEST TO APPROPRIATE** up to \$500 from SHD TIF funds and up to \$500.00 for NHD TIF funds to cover cost of printing Holiday Tour of Historic Homes guide brochures – Roberta Correa and Conraad Van Rensburg, Respective Presidents, Palatka South and North Historic Districts
- \*5. **NORTH HISTORIC DISTRICT - REPORT** – 9/24/11 Civil War Reenactment on Bronson Mulholland House Grounds – Elizabeth Van Rensburg
- \*6. **INTRODUCTION OF RESOLUTION** adopting a CRA Plan Amendment to extend the life of the Community Redevelopment Plan through December 27, 2043 – Lara Dietrich
7. **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

3b

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:** October 6, 2011

**RE:** Support of Small Business Development Center & Full-time Certified Business Analyst

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We are supportive of this program. We believe that the expertise this position could provide to any and all small businesses is extremely valuable. We further believe that it will greatly benefit the Downtown Business District to provide entrepreneurs the technical expertise necessary to develop business plans that will lead to thriving long term businesses downtown. With the recent hiring of a Main Street Manager to expand marketing and promotions downtown, we believe the addition of this resource will enhance the downtown renaissance.

Currently, the CRA has adequate funding to provide the \$10,834.00 request. I am recommending that the money be allocated from the Downtown Business District Tax Increment Fund. Should you have any questions, please call.



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

9/21/2011  
4:00 PM to 5:00 PM  
City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

**Present:** Kerry Rowell, John Browning, Skip Lorenzen, Susan Loosberg, Wayne McClain, Jerry Hafner, Dana Jones, Charles Rudd, Robert Taylor, Terry Turner, and Woody Boynton

**Call to Order:** Chairman Browning called the meeting to order at 4:00 p.m.

**Action:** Motion W. McClain to approve August 17, 2011 Minutes, seconded by T. Turner. **Motion Carried**

### **Main Street Manager Introduction:**

W. McClain introduced Charles Rudd as the new Main Street Manager.

**Action:** Motion S. Loosberg to hire Charles Rudd as the Main Street Manager, seconded by W. McClaine. **All in Favor**

### **Full-Time SBDC Assistant at Chamber Offices:**

Dana Jones of the Putnam County Chamber of Commerce explained that she had previously met with the Economic Restructuring Committee. The Economic Restructuring Committee was in support of partially funding a full-time SBDC staff person at the chamber offices. She is seeking \$10,830 of the \$32,500 they are required to provide as a cash match. If the Board is in support she will be taking this request to the CRA in October.

T. Turner recused himself from voting and discussion, due to his affiliation with the Putnam County Chamber of Commerce.

**Action:** Motion J. Hafner to support funding SBDC staff person, seconded by S. Loosberg.

### **Discussion**

R. Taylor asked when the person would be in place.

D. Jones said, around January 1<sup>st</sup>.

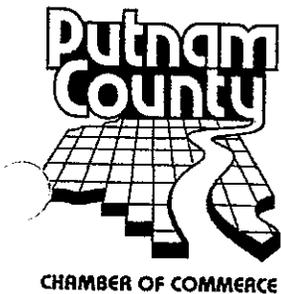
C. Rudd agrees with supporting the program and would promote this resource.

W. Boynton agreed that it was a great program, but the CRA will have to confirm it is in-line with the plan.

### **All in Favor**

### **Building Improvement Grants:**

Beef 'O' Brady's Application:



**MEMORANDUM**

September 29, 2011

To: Community Redevelopment Agency (CRA), City of Palatka  
From: Dana Jones, President, Putnam County Chamber of Commerce  
SUBJ: Small Business Development Center Expansion of Services

ISSUE BRIEF: The Putnam County Chamber of Commerce currently has a partnership with the Small Business Development Center (SBDC) that provides management and technical resources to entrepreneurs, new and existing small business owners/operators. These services are rendered by a Certified Business Analyst scheduled one day per month by appointment.

Due to the great need and demand for small business assistance we began discussions with SDBC representatives on the cost for a full-time SBDC center. This expansion of services could bring new businesses, jobs and possibly save more of our local businesses from closure in this dreadful economy.

I have presented this program to the Main Street Economic Restructuring Committee and the Main Street Advisory Board and both have recommended their support of the program and financial support from the CRA.

The Chamber has approved this proposal, contingent on obtaining funding and is looking for funding partners for one-year commitments. As you will see in the attached program details, the local cash match is \$32,500.

To that end, the Putnam County Chamber of Commerce is asking the CRA and the City of Palatka to consider funding part of the cost for the local expansion of the SBDC services, up to an amount of no more than \$10,834 (1/3 of the total cash match). This amount could be less if more funding partners assist. The Chamber will be providing in-kind office space, office equipment, and a cash contribution equal to the funding partners.

Thank you for consideration of this request.

1100 Reid Street, Palatka FL 32177  
(386) 328-1503  
chamber@pcccf.org  
putnamcountychamber.com





# Small Business Development Center

*Small Business Success Starts Here*

# Small Business Development Center

- Florida SBDC Network part of pilot program in 1976.
- Authorized nationally in 1980 by act of Congress.
- Funded by U.S. Small Business Administration and matched with cash and in-kind from non-federal sources.
- Part of a national and statewide network, with SBDCs in every state.

# Florida Statutes

## Title XIX

## Chapter 288

### PUBLIC BUSINESS

### COMMERCIAL DEVELOPMENT AND CAPITAL IMPROVEMENTS

## **288.001 The Florida Small Business**

### **Development Center Network;**

### **purpose.--The Florida Small Business**

### **Development Center Network is the**

### **principal business assistance organization**

### **for small businesses in the state.**

# SBDC at UNF: Serving 18 Counties in North Florida

- Vision – To be recognized as North Florida’s “first source” of business assistance.
- Mission – Certified professionals dedicated to providing management advice and training to potential and existing entrepreneurs in North Florida. With this assistance, clients can become more successful and contribute positively to the area’s economic growth and stability.

# SBDC General Business Assistance Activities

- Services include group training, individual counsel and access to private databases and other information resources.
- Assistance is available in business start-up, marketing, accounting/record keeping, cash flow planning, financial analysis, finding capital, general management, business planning and more.

# SBDC Management Tools

- **Pitch then Plan** interactive on-line business and strategic planning tool.
- **Financial Analysis with OPTIMIST®.**
- **Access to a wide range of databases and business resources at no cost to client.**
- **Small Business Resource Network (SBRN).**
- **Procurement Technical Assistance Center (PTAC)**

# Keys to Success

- Accessible, convenient and free counseling.
- Frequent, relevant, and affordable training.
- Confidentiality unless specifically waived.
- Broad network of expertise (SBRN, FSBD, and ASBDC).
- State Certified Business Analysts.
- An effective method of measuring program impact and ROI.
- Leverage resources (federal, state, private).

# SBDC Strategic Focus

- Agribusiness assistance
- Business continuity/turnaround strategy
- Growth acceleration (jobs)
- Selling to the government
- Integrating & implementing technology
- Exporting and export trade missions

# Measuring Effectiveness

- Number of clients and workshop attendees
- Average hours spent per client
- Businesses started
- Capital obtained
- Jobs created/retained
- Sales increases
- Success stories
- Contracts awarded

# Putnam County 2009

## Citrus County 2009

- 1,295 Employer Businesses 2,718
  - 1-4 Employees = 758 (58.5%) 1,753 (64.5%)
  - 5-9 Employees = 274 (21.2%) 487 (17.9%)
  - 10-19 Employees = 142 (11.0%) 261 (9.6%)
  - 20-49 Employees = 82 (6.3%) 137 (5%)
  - 50-99 Employees = 24 (1.9%) 38 (1.4%)
  - Over 100 Employees = 15 (1.1%) 42 (1.6%)
- Non-employers = 3,811 9,292

Source: County Business Patterns

# Non-Employer Businesses

Receipts in Putnam -- \$130.5 million

Receipts in Citrus -- \$396.8 million

- A non-employer business is one that has no paid employees, has annual business receipts of \$1000 or more (\$1 for construction), and is subject to federal income taxes. Most non-employers are self-employed individuals.

# Putnam County 2009

## Citrus County 2009

- **Businesses by Category**
  - 3547 (69.5%) = Services 8336 (69.3%)
  - 678 (13.3%) = Construction 1567 (13.1%)
  - 587 (11.5%) = Retail Trade 1378 (11.5%)
  - 101 (2%) = Agriculture 235 (2%)
  - 95 (1.9%) = Manufacturing 179 (1.5%)
  - 80 (1.6%) = Wholesale Trade 264 (2.2%)
  - 18 (.2%) = Other 51 (.4%)

Source: County Business Patterns

# The SBDC in Putnam County

## 2000-2010

- Without local match, limited ability to provide in-county or on-site services.
- Served 220 Clients
- 12 Businesses Started
- 50 Jobs Created; 16 Jobs Retained
- \$528,500 in Capital Formation
- \$90,000 in Sales Increases

# A “Typical” Putnam County Client

- 40% in business; 60% pre-venture
- 56% female, 44% male
- 5% Hispanic, 27% African American
- 17% Veterans, 2% Disabled Veteran
- 50% service, 31% retail, 6% manufacturing, 10% construction, 3% wholesale, 1% agriculture

# Matching Funds Requirement

- SBDC receives national federal funding
- Funds must be matched by local contribution in order to draw them.
- Provides opportunity to give Putnam County leverage on SBDC funding.

# Matching Funds Proposal

- Provide full SBDC services with a Certified Business Analyst dedicated to Putnam County.
- In addition to services currently provided by Robert Myers once a month.
- Assumes in-kind office and training space provided.

# Matching Funds Proposal

- A full-time CBA can:
  - Manage a client load of 190 clients / year.
  - Present eleven training sessions annually.
  - Is expected to spend 114 hours in varied outreach activities.
    - Phone calls and e-mails with non-clients.
    - Presenting information at local trade shows.
    - Public presentations of business topics.
    - Working with members of local business associations.

# Matching Funds Proposal

Projected for FY 11-12

- A full-time SBDC presence costs \$89,000:
  - \$55,440 (\$42,000 salary; 32% fringe)
  - \$1,200 PD training and annual conference
  - \$1,000 computer, peripherals, & software
  - \$1,500 local travel
  - \$1,800 office expenses
- \$23,435 district & regional office support
- \$4,625 University contract administration

# Matching Funds Proposal

- Program Cost at \$89,000
  - \$33,065 NEW federal funds
  - \$32,500 local cash match (Putnam County)
  - \$23,435 Federal/State match
- Putnam County cost is 37% of total
- Putnam County match ratio is 1.74+ federal and state dollars for each dollar invested in the SBDC program.

## **SBDC Program:**

### **Return on Investment**

- **For every \$1 invested, more than \$3 returned in increases to the tax base through sales increases and jobs created (Independent Study).**
- **Small businesses that benefited from in-depth SBDC assistance experienced more than 17 times the job growth of average businesses**

## **SBDC Program:**

### **Return on Investment**

- **For every \$1 spent on the SBDC network enabled small businesses to access \$16.77 in new capital.**
- **Small businesses that benefited from in-depth SBDC assistance experienced sales growth of 20.2%.**

# Value of Outsourcing Small Business Services to SBDC

- Leverage existing funding
- Leverage existing infrastructure
- Proven economic impact
- Public outreach to business community
- Growth acceleration (jobs)
- Documented return on investment
- Fast response to new federal SBA and economic development programs

Agenda  
Item

3c

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

**To:** CRA Board Members  
**From:** Woody Boynton, City Manager  
**Date:** October 6, 2011  
**RE:** Building Improvement Grants - 2011

Attached are the recommendations for the 2011 Building Improvement Grant Program. As you may remember the CRA Board authorized \$90,000 to this program at the beginning of the cycle. It was believed that this funding could fund up to three projects at the full commitment (\$30,000 per project). The current recommendation from Main Street is that an additional \$26,625.00 be allocated to the program, so that four projects can be funded.

First, I take no exception to the first three projects recommended by Main Street, these projects are within the allocation set by this Board and where all deemed eligible by the review committee. As for the fourth project, I also take no exception to the project requested and am recommending that the additional \$26,625 requested be allocated to the program be approved.

As for the balance in the Downtown Tax Increment Fund (TIF), I have attached last month's memo and account balance. Very little has changed since this overview was presented. At last month's meeting, an additional \$60,000 was allocated to the Façade Grant program to begin a new funding cycle. In addition, we have recently retained a Main Street Manager and have allocated \$55,000 for his salary. I also failed to recognize the \$10,193.00 that was allocated to Lara Dietrich to evaluate and extend the CRA Program. Therefore, I am estimating that of the \$280,000 balance referenced in the August 22<sup>nd</sup> memo, we have approximately \$155,000 remaining to be allocated. I am still awaiting the marketing proposal for the remainder of the fiscal year but do not anticipate this exceeding \$20,000 and I do not believe legal fees will exceed \$5,000. Based on these assumptions, I believe that \$130,000 still remains within the Downtown TIF.

If the \$26,625 is approved, a fund balance of \$100,000 +/- will remain. Again, as stated earlier, I take no exception to the recommendation to increase the BIG program funding.

Should you have any questions, please call.



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

9/21/2011  
4:00 PM to 5:00 PM  
City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

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S. Lorenzen asked Kerry Rowell to be here to present the Evaluation Committees recommendations.

R. Taylor recused himself from discussion and voting on the E.W. Lawson application due to him being under contract for the project.

W. McClain asked if every opportunity was being afforded to the applicants bringing business to the downtown area.

K. Rowell said that the committee was not comfortable funding anything that could be removed from the building.

J. Browning suggested that the board consider funding Beef 'O' Brady's the full amount they requested.

S. Loosberg stated she agrees with Evaluation Committee.

T. Turner said that corporate is requiring a lot of these renovations and recommended the board consider the full amount.

K. Rowell also stated that none of the applicants supply financial information and it makes it difficult to score existing businesses higher based on track record alone without financials.

**Action:** Motion S. Lorenzen to change funding recommendation to \$30,000, seconded by R. Taylor. **Motion Carried**

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### Ralphs House of Flowers Application:

J. Griffith gave a brief overview of the Ralph's project, explaining their intent to subdivide their store space and bring another tenant.

**Action:** Motion W. McClain to recommend approval for \$26,625, seconded by R. Taylor. **Motion Carried**

### Lawson Funeral Home Application:

**Action:** Motion W. McClain to recommend approval, seconded by S. Lorenzen \$30,000.  
**T. Turner Opposed, All others in Favor**

### Palatka Coffee Shop:

J. Griffith clarified that this is not for the old Palatka Coffee Shop.

T. Turner said that this in line with what we are trying to do, if this business failed the space would at least be tenant ready. Does not approve of Lawson grant, because it is not in line with what we are trying to do.

201 N. 2<sup>nd</sup> Street  
Palatka, FL 32177  
Tel. (386) 329-0100  
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*City of Palatka*  
*Office of the City Manager*

**To:** CRA Board Members

**From:** Woody Boynton, CRA Director

**Date:** August 22, 2011

**RE:** Tax Increment Fund Report

Attached is the latest Tax Increment Report dated August 16, 2011. This report contains most if no all transfers and expenditures to date that have been approved. As you can see from the report approximately \$500,000 remains in the account

Of the remaining balance, the following money (estimated) has been allocated but not appropriated:

Façade Grant Program 2010	\$10,000
BIG Program 2010	\$30,000
Promotions 2010	\$20,000
Façade Grant Program 2011	\$60,000
BIG Program 2011	\$90,000
Evaluation of CRA Extension	<u>\$10,000</u>
	<b>\$220,000</b>

We expect that all of this money will be requested and spent over the next 6-9 months (BIG applications are still being received and evaluated). This leaves an approximate fun balance of **\$280,000**. In addition to the above allocations, the 2011 annual plan allocated \$90,000 to be set aside for marketing, an additional \$70,000 was set aside for funding of the Main Street Manager position, \$10,000 was set aside for legal representation. It is not expected that these amounts will be realized this fiscal year. The Main Street program is interviewing eight applicants on August 31<sup>st</sup> for the position of Main Street Manager. We are hopeful that this position can be filled by the end of September 2011.

As for next year, we are expecting that approximately \$350,000 will be added to the CRA through tax increment funds. As is in the past, a plan to expend this money and any reserves will be presented at the December 2011 CRA meeting.

Should you have any questions, please call.

**Tax Increment Report as of 8/16/2011**  
 (10/01/2010 to 8/16/2011)

**Revenues    Expenditure    Balance**

<b>Downtown Redevelopment</b>		
<b>Beginning Balance</b>	<b>\$</b>	<b>831,094.20</b>
<b>REVENUE</b>		
Downtown Redevelopment-County share	\$189,177.40	\$1,020,271.60
Downtown Redevelopment-City Share	\$190,798.64	\$1,211,070.24
Blue Crab Repayment	\$15,000.00	\$1,226,070.24
<b>EXPENDITURES</b>		
<b>Actual Amount Spent</b>		
Mary Lawson Hospital Mural	\$4,907.70	\$1,221,162.54
County Courthouse Parking Area	\$9,729.33	\$1,211,433.21
Kimley-Horn and Associates, Inc.	\$7,494.49	\$1,203,938.72
Department of Community Affairs	\$175.00	\$1,203,763.72
Palatka Daily News	\$939.89	\$1,202,823.83
Downtown Palatka Inc Advertising	\$15,368.39	\$1,187,455.44
Wattles Office Supply-A Frame Signs	\$920.00	\$1,186,535.44
Don Holmes-Legal Costs	\$405.00	\$1,186,130.44
BIG Program	\$213,168.02	\$972,964.42
CBS Outdoor-Billboards	\$9,000.00	\$963,964.42
Preston Electric-Electric upgrades-downtown	\$3,609.38	\$960,355.04
Reimburse DPI for repairs at Azalea Festival	\$507.96	\$959,847.08
Riverfront Stormwater Master Plan-Rourke	\$7,608.90	\$952,238.18
Façade Grant	\$43,113.40	\$909,124.78
Main Street annual membership fee	\$250.00	\$908,874.78
Palatka Waterfront Development	\$2,880.00	\$905,994.78
Bike rack loops	\$1,500.00	\$904,494.78
Outdoor advertising I-95	\$3,218.00	\$901,276.78
Supplies	\$20.79	\$901,255.99
Welcome Center Renovations	\$1,000.00	\$900,255.99
3x15 Banner	\$135.00	\$900,120.99
Recording Fees for Grant Contracts	\$416.50	\$899,704.49
Transfer to Better Place for Loan payment	\$200,000.00	\$699,704.49
Transfer to Better Place for Riverfront project	\$100,000.00	\$599,704.49
Transfer to Better Place for Michael Redd Plan	\$89,480.00	\$510,224.49
Transfer to General Fund for Interim Mainstreet manager's salary	\$10,000.00	\$500,224.49
<b>Bank Balance</b>		<b>\$500,224.49</b>

<b>North Historic District</b>		
<b>Beginning Balance</b>	<b>\$</b>	<b>228,903.83</b>
<b>REVENUE</b>		
North Historic-County Share	\$23,887.68	\$250,791.51
North Historic-City Share	\$24,092.40	\$274,883.91
<b>EXPENDITURES</b>		
<b>Actual amount spent</b>		
518 N 4th St (roofing Armstrong, check #1271)	\$3,150.00	\$271,733.91
417 N 4th St (roofing Armstrong, check #1272)	\$10,200.00	\$281,533.91
518 N 4th St (general contract Mathe, check #1268)	\$2,275.00	\$259,258.91
417 N 4th St (general contract Mathe, check #1282)	\$3,896.00	\$255,362.91
208 Madison St (general contract Mathe, check 1274)	\$7,329.00	\$248,033.91
518 N 4th St (painting M and L, check #1275)	\$5,477.50	\$242,556.41
600 N 3rd St (roofing Armstrong, check #1288)	\$8,255.00	\$236,301.41
417 N 4th St (painting Precision, check #1296)	\$2,600.00	\$233,701.41
303 Bronson St (contractor Mathe, check #1299)	\$1,840.00	\$231,861.41
417 N 4th St (additional painting Precision, check #1300)	\$500.00	\$231,361.41
511 N 3rd St (general contracting Mathe, check #1313)	\$1,220.00	\$230,141.41
508 N 4th St (GC, Synergy, check #1314 change order +\$200)	\$8,779.00	\$221,362.41
511 N 3rd St (painting M&L, signed PO)	\$3,250.00	\$218,112.41
605 N 3rd St (general contract Mathe, signed PO)	\$1,443.00	\$216,669.41
303 Bronson St (painting Massey, signed PO)	\$4,650.00	\$212,019.41
600 N 3rd St (general contract Mathe, check #1308)	\$3,830.00	\$208,189.41
503 N 4th St (painting Precision, check #1309)	\$4,500.00	\$203,689.41
503 N 4th St (contractor Mathe, check #1324)	\$6,160.00	\$197,529.41
303 Bronson St (roofing Armstrong, check #1327, \$3,480 + \$177.50 Change c	\$3,687.50	\$193,841.91
208 Madison St (painting Allnu, check #1341)	\$4,735.50	\$189,106.41
508 N 4th St (general contract Mathe, check #1348, \$10,288 + \$575 Change c	\$10,863.00	\$178,243.41
401 Olive St (painting Precision, check #1349, partial \$3,000 + \$1,400 Change	\$4,400.00	\$173,843.41
407 Olive St (roofing Armstrong, check #1350)	\$2,892.00	\$170,951.41
407 Olive St (painting M&L, check #1351)	\$1,399.00	\$169,552.41
401 Olive St (roofing Armstrong, check #1357 \$8,180 + \$872 Change order)	\$9,052.00	\$160,500.41
401 Olive St (general contract Mathe, check #1352 \$2,750 + \$650 Change orc	\$3,400.00	\$157,100.41
401 Olive St (painting Precision, check #1355, final \$3,500 + \$250 Change orc	\$3,750.00	\$153,350.41
509 N 4th St (general contract Mathe, check #2378)	\$1,935.00	\$151,415.41
515 N 4th St (roofing Armstrong, check #2377)	\$8,310.00	\$143,105.41
515 N 4th St (painting Allnu, check #2378)	\$11,690.00	\$131,415.41
406 Bronson St (general contract Mathe, paid)	\$1,079.00	\$130,336.41
503 N 3rd St (general contract Mathe, 1st draw)	\$4,500.00	\$125,836.41
406 Bronson St (painting Allnu, paid)	\$10,600.00	\$115,236.41
218 Madison St (general contract David Church, PO \$6155.78, CO \$1752)	\$7,907.78	\$107,328.63
503 N 3rd St (roofing Northeast Florida, signed PO)	\$2,400.00	\$104,928.63
509 N 4th St (roofing Northeast FL, signed PO)	\$9,532.50	\$95,396.13
406 Bronson St (roofing Armstrong, signed PO)	\$8,150.00	\$89,246.13
511 N 3rd St (general contract Mathe, signed PO)	\$7,330.00	\$81,916.13
503 N 3rd St (general contract Mathe, remaining signed PO)	\$1,495.00	\$80,421.13
511 N 3rd St (roofing Armstrong, signed PO)	\$925.00	\$79,496.13
503 N 3rd St (painting M and L, signed PO)	\$6,900.00	\$72,596.13
218 Madison St (roofing Tilton Roofing, signed PO)	\$1,800.00	\$70,796.13
400 Olive St (painting M&L, signed PO)	\$8,124.00	\$62,672.13
400 Olive St (general contract David Church, signed PO)	\$5,308.50	\$57,363.63
414 Bronson St (general contract David Church, signed PO)	\$3,873.90	\$53,489.73
420 N 3rd St (Painting Horowitz, signed PO)	\$9,975.00	\$43,514.73
218 Madison St (roofing Tilton Roofing, signed PO, additional)	\$298.11	\$43,218.62
Letter of Interest for Contractors advertisement	\$17.71	\$43,200.91
Logo and Brand development for Reid's Gardens	\$750.00	\$42,450.91
<b>Bank Balance</b>		<b>\$42,460.91</b>
<b>Allocated but unspent</b>		
414 Bronson St (roofing Northeast Florida, signed PO)	\$7,200.00	\$35,250.91
<b>Balance</b>		<b>\$36,250.91</b>

<u>South Historic District</u>		
<b>Beginning Balance</b>	<b>\$</b>	<b>58,189.65</b>
<b>REVENUE</b>		
South Historic-County Share	\$ 57,253.68	\$115,443.33
South Historic-City Share	\$ 57,744.34	\$173,187.67
<b>EXPENDITURES</b>		
<b>Actual Amount Spent</b>		
HIP 603 Emmett St.	\$5,200.00	\$167,987.67
HIP 215 Dodge St.	\$3,875.00	\$164,112.67
HIP 703 Emmett St.	\$4,550.00	\$159,562.67
Hammock Hall Interior	\$89.95	\$159,472.72
HIP 528 Kirby St.	\$1,000.00	\$158,472.72
HIP 328 River St.	\$8,000.00	\$150,472.72
HIP 419 Emmett St.	\$10,250.00	\$140,222.72
HIP 116 Hotel St.	\$2,860.00	\$137,362.72
HIP 528 Kirby St.	\$7,500.00	\$129,862.72
HIP 116 Kirkland St.	\$4,768.00	\$125,094.72
HIP 117 Hotel St.	\$1,150.00	\$123,944.72
HIP 528 Kirby St.	\$250.00	\$123,694.72
HIP 328 River St.	\$2,945.00	\$120,749.72
HIP 507 Laurel St.	\$5,550.00	\$115,199.72
Laurel St-Winters-M and L Painting	\$4,850.00	\$110,349.72
HIP Laurel St-Winters-David Church	\$619.92	\$109,729.80
HIP 817 Emmett St-Thompson-David Church	\$1,369.00	\$108,360.80
HIP 817 Emmett St-Thompson-Precision	\$3,600.00	\$104,760.80
HIP 817 Emmett St-Thompson-Precision	\$4,000.00	\$100,760.80
HIP 817 Emmett St-Thompson-Precision	\$5,000.00	\$95,760.80
Letter of Interest for Contractors advertisement	\$17.71	\$95,743.09
Hammock Hall	\$1,925.00	\$93,818.09
<b>Bank Balance</b>		<b>\$93,818.09</b>
<b>Allocated but unspent</b>		
<b>(Signed Purchase Orders)</b>		
HIP (Allocated but unassigned to any project)	\$50,667.79	\$43,150.30
Historic Bronze Marker	\$5,000.00	\$38,150.30
Hammock Hall Interior (remaining allocation)	\$1,860.20	\$36,290.10
<b>Balance</b>		<b>\$36,290.10</b>

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

**To:** CRA Board Members  
**From:** Woody Boynton, City Manager  
**Date:** October 6, 2011  
**RE:** Building Improvement Grants - 2011

\*  
Attached are the recommendations for the 2011 Building Improvement Grant Program. As you may remember the CRA Board authorized \$90,000 to this program at the beginning of the cycle. It was believed that this funding could fund up to three projects at the full commitment (\$30,000 per project). The current recommendation from Main Street is that an additional \$26,625.00 be allocated to the program, so that four projects can be funded.

First, I take no exception to the first three projects recommended by Main Street, these projects are within the allocation set by this Board and where all deemed eligible by the review committee. As for the fourth project, I also take no exception to the project requested and am recommending that the additional \$26,625 requested be allocated to the program be approved.

As for the balance in the Downtown Tax Increment Fund (TIF), I have attached last month's memo and account balance. Very little has changed since this overview was presented. At last month's meeting, an additional \$60,000 was allocated to the Façade Grant program to begin a new funding cycle. In addition, we have recently retained a Main Street Manager and have allocated \$55,000 for his salary. I also failed to recognize the \$10,193.00 that was allocated to Lara Dietrich to evaluate and extend the CRA Program. Therefore, I am estimating that of the \$280,000 balance referenced in the August 22<sup>nd</sup> memo, we have approximately \$155,000 remaining to be allocated. I am still awaiting the marketing proposal for the remainder of the fiscal year but do not anticipate this exceeding \$20,000 and I do not believe legal fees will exceed \$5,000. Based on these assumptions, I believe that \$130,000 still remains within the Downtown TIF.

If the \$26,625 is approved, a fund balance of \$100,000 +/- will remain. Again, as stated earlier, I take no exception to the recommendation to increase the BIG program funding.

Should you have any questions, please call.



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

9/21/2011  
4:00 PM to 5:00 PM  
City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

S. Lorenzen asked Kerry Rowell to be here to present the Evaluation Committees recommendations.

R. Taylor recused himself from discussion and voting on the E.W. Lawson application due to him being under contract for the project.

W. McClain asked if every opportunity was being afforded to the applicants bringing business to the downtown area.

K. Rowell said that the committee was not comfortable funding anything that could be removed from the building.

J. Browning suggested that the board consider funding Beef 'O' Brady's the full amount they requested.

S. Loosberg stated she agrees with Evaluation Committee.

T. Turner said that corporate is requiring a lot of these renovations and recommended the board consider the full amount.

K. Rowell also stated that none of the applicants supply financial information and it makes it difficult to score existing businesses higher based on track record alone without financials.

**Action:** Motion S. Lorenzen to change funding recommendation to \$30,000, seconded by R. Taylor. **Motion Carried**

Ralphs House of Flowers Application:

J. Griffith gave a brief overview of the Ralph's project, explaining their intent to subdivide their store space and bring another tenant.

**Action:** Motion W. McClain to recommend approval for \$26,625, seconded by R. Taylor. **Motion Carried**

Lawson Funeral Home Application:

**Action:** Motion W. McClain to recommend approval, seconded by S. Lorenzen \$30,000. **T. Turner Opposed, All others in Favor**

Palatka Coffee Shop:

J. Griffith clarified that this is not for the old Palatka Coffee Shop.

T. Turner said that this in line with what we are trying to do, if this business failed the space would at least be tenant ready. Does not approve of Lawson grant, because it is not in line with what we are trying to do.



# MINUTES

## MAIN STREET BOARD OF DIRECTORS

9/21/2011  
4:00 PM to 5:00 PM  
City of Palatka Mayor's Office, 205 N. 2<sup>nd</sup> St.

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**Action:** Motion W. McClain to recommend approval, seconded by S. Lorenzen. T. Turner Opposed, All others in Favor

**Action:** Motion T. Turner to request an additional \$26,625 allocation to the B.I.G. program, seconded by R. Taylor. **Motion Carried**

**Keep Putnam Beautiful Request:**

**Action:** Motion T. Turner to fund the request, seconded by S. Lorenzen. **Motion Carried**

**Old Business:**

T. Turner asked what the status of the Closing Fund is.

S. Lorenzen said the E.R. Committee is currently researching this so that when the attorney responds, it can be acted on quickly.

W. McClain stated that his term as a board member expires in October and asked that the board consider Adam Deputy as a replacement.

**Meeting Adjourned around 5:10 pm**

Respectfully Submitted,  
Jonathan Griffith

# Building Improvement Grant 2011 First Cycle Award Recommendations

Overall Rank	Average Score	Applicant	Total Project Cost	Applicant's Pledged Match % (25% Required)	Funding Request	Award Amount
1	69.00	E.W. Lawson Funeral Home	\$56,000.00	46%	\$30,000.00	\$30,000.00
2	65.33	Quality Inn / Beef 'O' Brady's	\$45,337.82	34%	\$30,000.00	\$30,000.00
3	60.67	Ralph's House of Flowers	\$35,500.00	25%	\$26,625.00	\$26,625.00
4	60.33	Alex Sharp & Jeannie Ely / Coffee Shop	\$45,286.00	34%	\$30,000.00	\$30,000.00
5	59.33	St. Johns Super Center	\$51,788.00	42%	\$30,000.00	\$0.00
6	58.67	David Church 627 St. Johns Avenue	\$50,000.00	40%	\$30,000.00	\$0.00
7	46.00	Downtown Blues Bar	\$13,500.00	25%	\$10,125.00	\$0.00
8	45.67	Kiddie Kampus	\$950.00	25%	\$712.50	\$0.00
			<b>TOTAL \$ Recommended Amount of CRA Award for the 2011 Building Improvement Program First Cycle</b>			
				<b>\$116,625.00</b>		
			<b>TOTAL \$ Amount of Private Funds to be Invested in the Central Business District for the 2011 Building Improvement Program First Cycle</b>			
				<b>\$65,498.82</b>		
			<b>TOTAL \$ Amount to be Invested in Central Business District for the 2011 Building Improvement Program First Cycle</b>			
				<b>\$182,123.82</b>		

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October 4, 2011

**To:** Palatka CRA Board Members

**From:** Roberta Correa, President/ Palatka South Historic District  
Coenraad Van Rensburg, President/Palatka North Historic District

**Subject:** Request for TIFF monies to cover the Holiday Tour of Historic Homes guide booklet publication costs

The Home Tour Committee had discussed moving this event from December to April and ultimately decided to do so. Since a final decision had not been made by the summer; information was submitted to national publications as this must be done several months in advance. Last month a phone call was received from Southern Living Magazine. The magazine is planning to publish an article on "Holiday Tours of Historic Homes in the South" and include Palatka in the story. The Committee feels this will provide an excellent opportunity to showcase both historic districts as well promote downtown Palatka. The Committee is going to seek sponsorship(s) to publish the tour booklet since there is minimum time to solicit ad sales and the TDC grants have already been awarded for this cycle. SHNA and NHNA would like to request a total of \$1000.00 (\$500.00 from each TIFF District account) to cover this cost in case this effort is unsuccessful. If even one vacant house is sold as a result of this event it is one more step toward reducing blight in the city and we want to take full advantage of this promotional opportunity via Southern Living Magazine.

Thank you in advance for your continued support!

*Agenda  
Item*

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# Palatka Historic Northside Neighborhood Association

P.O. Box 2536 Palatka, Florida 32178

September 27, 2011

City of Palatka – City Manager & Parks Department

201 North 2<sup>nd</sup> Street

Palatka, Florida 32177

Dear Sirs,

Thank you for your investment in our organization and the Civil War living history event we sponsored on September the 24<sup>th</sup> at the Bronson-Mulholland House & Museum. As a neighborhood association, PHNNA and its members strive to draw attention to our historic district through functions and events open to the public. Our recent "Occupation of Palatka 1864" highlighted the lives of Civil War Union soldiers during their time in our city during the spring of that year. We worked with a group of dedicated re-enactors who actually camped the entire weekend on the grounds- all the while deeply immersed in their respective characters. This educational and informative event was open to the public throughout the day on Saturday and an event report and summation are attached.

We thank you for your generous donation of the Bronson-Mulholland house grounds as the venue for the event. Furthermore, we greatly appreciate your loan of the golf cart and event tent and your gift of the United States Flag. For your records we have put a dollar amount on these donations and have listed them in our event report.

Along with our gratitude for your support, we are pleased to provide you with this letter of donation should you wish to utilize the tax advantages of donating to a charitable organization.

We look forward to partnering with you for the 2<sup>nd</sup> Annual Occupation of Palatka in 2012.

With Kind Regards,

Elizabeth van Rensburg



PHNNA/Reid's Garden Event Coordinator

## **Palatka Historic Northside Neighborhood Association – Reid’s Garden**

### **Occupation of Palatka 1864 Living History Event**

**Saturday, September 24<sup>th</sup>, 2011**

#### **Event Report**

Re-enactors from the 48<sup>th</sup> New York Regiment began arriving at the Bronson-Mulholland House on Friday afternoon. Six soldiers camped on the grounds throughout the weekend while three took accommodations in Palatka. The event opened to the public at 10:00am on Saturday with a flag raising, pledge of allegiance, welcome from the Mayor of Palatka and Civil War prayers given by Father James Dorn.

As the day progressed, visitors interacted with the soldiers and learned of their everyday activities using frequently asked questions from the event program. Firing demonstrations and military drills were conducted all through the day. Mail call and the disbursement of rations began at 11:30. The soldiers then cooked a traditional stew of salt meat, potatoes and onions over an open camp fire. The children were particularly impressed when the soldiers added a pinch of sand to the stew, explaining that they had no pepper on hand.

One of the day’s highlights was a Civil War style baseball game played with visiting children of all ages. The game might have continued for hours if the ball had not gotten stuck in a large palm tree.

The event concluded at 4:00pm.

#### **The Numbers:**

Two hundred and seventy seven visitors came the event throughout the day. At least one hundred and fourteen toured the Historic Society Museum, sixty took guided tours of the Bronson-Mulholland House and a like number visited St. Mark’s Episcopal Church.

Seven members of PHNNA made up the planning committee and they met weekly from June to September.

Thirty two volunteers were on hand in various capacities: Crowd control, parking, food and beverage sales, information desk, tour guides and re-enactor hospitality. One volunteer was tasked with counting visitors using a “clicker” to ensure a correct count.

### The Sponsors and Partners:

The event was hosted by the Palatka Historic Northside Neighborhood Association.

The Re-enactors were the gentlemen and ladies of the 48<sup>th</sup> New York Regiment

Our event Sponsor was Center State Bank.

Partners: The City of Palatka, Palatka Police Department, Putnam County Historical Society and St. Mark's Episcopal Church.

### Advertising and Promotion:

A four by eight foot banner was created and hung on the east side of the 100 block for nearly a month.

An ad was purchased in the Palatka Daily News and a full page, front page article was in the PDN on the Wednesday before the event.

The event was also featured on September 10<sup>th</sup> in the "At the Library" section.

The Crescent City paper ran two articles.

The event was promoted on the local AM Radio stations three times during the month of September.

Over 1000 event flyers were distributed throughout Putnam County.

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Event information was hand delivered to the Chamber, Palatka Welcome Center, area Realtors and every hotel and motel in the Palatka area.

Walking tours of Reid's Garden Homes and Event Programs were created and distributed

Facebook, Twitter and email promotions.

### The Donations:

#### Cash Donations:

Center State Bank - \$330.00

#### Volunteer Hours:

Planning: 94 hours

Advertising & Promotion: 16 hours

At the Event: 144 hours

Re-enactors: 266 hours

Total Volunteer Hours: 410 @ \$10.00 p/h = \$4,100.00

In-kind & Items Donated:

Event Venue; the grounds of the Bronson-Mulholland House: \$1,400.00

Golf Cart: 8 hours @ \$50.00 p/h = \$400

St. Mark's Bathroom Facilities all Weekend = \$120.00

Roll-Out Trash Receptacles: 4 @ \$15.00 p/d for 2 days = \$120.00

Tent for Vending: \$125.00

Parking Barricades: 4 @ 6.50 each = \$26.00

American Flag: \$65.00

Chairs and Tables: \$125.00

PPD Decoy Car on Site for Weekend: 72 hours @ \$23 p/h = \$1,656.00

Water and Soda: \$92.00

Cord of Wood for Campsite: \$80.00

Donuts and Coffee: \$25.00

Black Powder for Muskets: \$70.00

Hospitality Items for Re-enactors: \$65.00

Radio Promotions three @ \$20.00 = \$60.00

Newspaper Promotions (based on ad size/cost and area of article): \$1,650.00

Post-event Newspaper Promotions (based on ad size/cost and area of photos): \$825.00

Total Cash, In-kind & Items Donated: \$7,234.00

Total Volunteer Hours Equivalent: \$4,100.00

Total Donations: \$11,334.00

**Post Event Clean-up:**

Following the event on Saturday, the field was cleaned by volunteer staff. All tables and chairs were stacked and returned to the rear of the property. At the end of the event on Sunday morning, volunteers again swept the grounds. The trash cans and recycle bins were collected and brought to the street for Monday pick-up. Unused wood was also moved to the street and a special pick-up was arranged. The campfire was doused with ten gallons of water. Later Sunday morning, the campfire was dismantled. The bathroom facilities at the church were checked for operability and cleanliness. On Monday morning, the empty trash receptacles were returned to the rear of the property.

*Agenda*  
*Item*

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## CRA PLAN RESOLUTION, EXHIBIT AND ORDINANCE SCHEDULE

**\*NOTE:** The resolution is to be presented, reviewed and approved/amended/denied by the CRA Agency and then that recommendation is forwarded to City Commission. The resolution AND the ordinance are to be presented and voted on by the City Commission. The CRA Agency has no purview over the Comprehensive Plan and its amendments and ordinances.

This schedule assumes that the January 2012 meeting will take place on the second Thursday (1/12/2012).

- **September 1, 2011:** Drafts of the resolution and ordinance are sent to City Staff to review and comment. Staff returns with comments, if any, **prior to** October 10, 2011.
- **October 13, 2011:** Lara presents resolution to CRA Agency.
- **October 13, 2011:** Lara presents ordinance\* to the City Commission for review and transmittal to DCA/DEO. [NOTE: DCA/DEO should return fairly quickly, if not, the ordinance can drag behind the resolution schedule without harm]
- **October 14, 2011:** resolution and ordinance forwarded to B&Z for review and comment.
- No later than **October 31, 2011:** (technically B&Z has 60 days to review and return) B&Z returns resolution to CRA Agency with comments. \*[Also, return ordinance with comments to Lara **NOT** the CRA Agency]
- **November Planning Board Meeting:** Lara presents ordinance with DCA/DEO comment. [IF we do not have DCA/DEO comments back yet, we hold only the ordinance back]
- **December 8, 2011:** Lara presents the final version of the resolution to the CRA Agency for approval/amend/denial.
- **December 9, 2011:** Resolution is placed on the City Commission agenda for the January 12, 2012 meeting. ALSO, the resolution is forwarded to Putnam County Commission for their January 10, 2012 meeting for their review, comment, approval and return prior to January 12, 2012 CRA and City Commission meetings.
- NOTICES MAILED TO PUTNAM COUNTY **15 DAYS PRIOR** TO JANUARY 12, 2012 PALATKA CRA AND CITY COMMISSION MEETINGS. (MAIL ON: **December 28, 2011**)
- NOTICE PLACED IN PALATKA DAILY NEWS **10 DAYS PRIOR** TO CRA AND CITY COMMISSION MEETINGS. (AD IN PAPER ON: **January 2, 2011**)
- **January 12, 2012:** Lara presents final resolution and ordinance to the City Commission for approval/amend/denial.

- **NOTE:** IF ordinance has yet to be returned from DCA/DEO at this time, we continue forward with resolution and put the ordinance on the City Commission agenda upon receipt.

This instrument prepared by:  
Lara Diettrich  
Diettrich Planning LLC  
1332 Avondale Avenue  
Jacksonville, FL 32205

**ORDINANCE NO. 11 -**

**AN ORDINANCE OF THE CITY OF PALATKA, FLORIDA, PROVIDING THAT THE FUTURE LAND USE ELEMENT OF THE ADOPTED COMPREHENSIVE PLAN BE AMENDED TO ALLOW FOR THE COMMUNITY REDEVELOPMENT AREA PLAN TO BE EXTENDED THROUGH NOVEMBER 10, 2043 (POLICY A.1.2.2), PROVIDING FOR SEVERABILITY AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, Subsection 163.187(3), Florida Statutes, as amended, provides for the amendment of an adopted comprehensive plan, and

**WHEREAS**, Section 163.3187(3)(b)1-4, Florida Statutes, as amended, provides that the City Commission may transmit the proposed amendment ordinance and supporting data and analysis to state reviewing agencies and any other local government or governmental agency that has filed a written request with the governing body, and

**WHEREAS**, Section 163.3187(3)(b)2-4, Florida Statutes, as amended, provides that state agencies shall transmit to the City of Palatka comments regarding adverse impacts on important state resources and facilities by the amendments, and

**WHEREAS**, Section 163.3187(3)(c)1, Florida Statutes, as amended, provides that the City Commission shall hold a second public hearing to adopt the amendment within 180 days after receipt of agency comments, and

**WHEREAS**, the Planning Board conducted a public hearing on (ENTER DATE OF PLANNING BOARD MEETING IN NOVEMBER 2011), and recommended approval of this amendment to the City Commission, and

**NOW, THEREFORE, BE IT ENACTED BY THE PEOPLE OF THE CITY OF PALATKA, FLORIDA:**

Policy A.1.2.2

The City has one Community Redevelopment Area that is comprised of three Tax Increment Finance (TIF) districts: North Historic District, the Central Business District, and the South Historic District. These three TIF districts are governed by the Community Redevelopment Agency and guided by the Community Redevelopment Area Plan. This plan's original sunset of November 10, 1983 has been extended by the Agency and the City Commission to continue with an amended sunset of November 10, 2043. (NOTE: 163.362(10), F.S.)

Section 3. Effect on the Comprehensive Plan

The remaining portions of said adopted comprehensive plan of the City of Palatka, Florida, which are not in conflict with the provisions of this Ordinance, shall remain in full force and effect.

Section 4. Severability

Should any section, subsection, sentence, clause, phrase or portion of this Ordinance be held invalid or unconstitutional by any Court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision and shall not affect the validity of the remaining portion.

Section 5. Effective date

This Ordinance shall become effective thirty-one (31) days after notification by the state land planning agency notifies the City of Palatka that the plan amendment is complete, or if timely challenged when the state land planning agency or the Administration Commission enters a final order determining the adopted amendment to be in compliance.

**PASSED AND ADOPTED** by the City Commission of the City of Palatka on this \_\_\_ day of \_\_\_\_, 2011.

**CITY OF PALATKA**

BY: \_\_\_\_\_  
Its Mayor

**ATTEST:**

RESOLUTION NO. (ENTER NUMBER)

A RESOLUTION OF THE PALATKA CITY COMMISSION AMENDING AND ADOPTING THE COMMUNITY REDEVELOPMENT AREA PLAN AMENDMENT BY WAY OF THIS RESOLUTION AS ATTACHED HERETO AS EXHIBIT "A"; PROVIDING SEVERABILITY AND AN EFFECTIVE DATE.

**BE IT ENACTED BY THE PEOPLE OF THE CITY OF PALATKA, FLORIDA:**

**WHEREAS**, on September 8, 1983, the City Commission adopted Resolution 4-7 finding the existence of blighted areas in the City of Palatka; finding the need for rehabilitation, conservation or redevelopment; to establish a community redevelopment area as provided in Part III, Chapter 163, Florida Statutes (The "Redevelopment Act"); and establishing boundaries for the redevelopment area specified as the downtown Palatka area (NOTE: Now known in the Plan as the Central Business District); and

**WHEREAS**, on November 10, 1983, the City Commission adopted Resolution 4-11 finding the need for the creation of a Community Redevelopment Agency to carry out the Community Redevelopment purposes as provided in Part III, Chapter 163, Florida Statutes (The "Redevelopment Act"); and

**WHEREAS**, on November 10, 1983, the City Commission adopted Resolution 4-12 declaring itself to be the Community Redevelopment Agency and to carry out the Community Redevelopment purposes; and

**WHEREAS**, on December 27, 1983, the City of Palatka adopted Resolution 4-14 adopting the Community Redevelopment Area Plan (NOTE: original Plan referred to as the Center City Plan); and

**WHEREAS**, on March 22, 1984, the City of Palatka adopted Ordinance 84-4, which added Section 14-61 to the Code of Ordinances of the City of Palatka, that established the boundaries of the North Historic District and the South Historic District to be added to the Community Redevelopment Area; and

**WHEREAS**, on February 14, 1985, the City of Palatka amended the Community Redevelopment Area Plan; and

**WHEREAS**, on September 10, 2009, the City of Palatka amended the Community Redevelopment Area Plan, expanding the Plan to incorporate more comprehensive Critical Elements and Recommendations; and Goals, Objectives and Implementation Items for Action Plan; and

**WHEREAS**, the Community Redevelopment Agency has determined that the Amended Plan requires a further amendment; and

**WHEREAS**, the City of Palatka's Building and Zoning Department, as the local planning agency for the City of Palatka, has reviewed the proposed amendment to the Plan for consistency with the City's Comprehensive Plan and has submitted comments, if any, to the Community Redevelopment Agency; and

**WHEREAS**, the Community Redevelopment Agency has considered the proposed amendment to the Plan and the Building and Zoning Department comments, if any, and has recommended to the City Council that the proposed Plan amendment be approved; and

**WHEREAS**, the Palatka City Commission, upon the recommendation of the Community Redevelopment Agency, deems it necessary or desirable to amend the Palatka Community Redevelopment Area Plan;

**NOW THEREFORE, BE IT ENACTED BY THE PEOPLE OF THE CITY OF PALATKA, FLORIDA, THAT THE FOLLOWING COMMUNITY REDEVELOPMENT PLAN AMENDMENT TO EXTEND THE LIFE OF THE COMMUNITY REDEVELOPMENT PLAN THROUGH DECEMBER 27, 2043 SHALL HENCEFORTH BE DEEMED.**

**SECTION 1.** The City Commission does hereby find, based upon information presented to the City Commission at the public hearing, the proposed amendment to the Community Redevelopment Area Plan, a copy of which is attached hereto as Exhibit "A", that the Plan Amendment:

- a) Conforms to the Comprehensive Plan of the City of Palatka pursuant to the Local Government Comprehensive Planning and Land Development Regulation Act;
- b) The Plan Amendment conforms to the general plan of the municipality as a whole;
- c) The Plan Amendment will afford maximum opportunity, consistent with the sound needs of the municipality as a whole, for the rehabilitation or redevelopment of the Community Redevelopment Area by public and private enterprise.

**SECTION 2.** That the Community Redevelopment Agency recommended to the City Commission an amended Community Redevelopment Plan, and the Palatka City Commission, finding it necessary or desirable to amend such Plan, does hereby amend the Community Redevelopment Plan as attached hereto as Exhibit "A" and incorporated herein by reference. Said Amended Community Redevelopment Plan is hereby adopted as authorized by the Community Redevelopment Act, as amended, Chapter 163, Part III, Florida Statutes.

**SECTION 3.** The Community Redevelopment Agency is hereby authorized and directed to proceed with the implementation of the Plan Amendment.

**SECTION 4.** If it becomes necessary or desirable to subsequently amend or modify the Amended Plan, the City Commission may amend such plan upon the recommendation of the Community Redevelopment Agency. The City Commission shall hold a public hearing on the proposed modifications to the Community Redevelopment Plan after public notice thereof by publication in a newspaper having a general circulation in the area of operation of the Community Redevelopment Agency. The City Commission may adopt an amended plan by ordinance or resolution. (NOTE: The original Community Redevelopment Area Plan was adopted by Resolution 4-14 on December 27, 1983, therefore, it must be amended by resolution).

**SECTION 5. Severability.** In the event that any portion or section of this resolution is determined to be invalid, illegal or unconstitutional by a court of competent jurisdiction, such decision shall in no manner affect the remaining portions or sections of this resolution which shall remain in full force and effect.

**SECTION 6. Effective Date.** This resolution shall take effect immediately upon its adoption by the Palatka City Commission.

**PASSED AND ADOPTED BY THE CITY COMMISSION OF THE CITY OF PALATKA, FLORIDA ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2011.**

**CITY OF PALATKA**

**BY: \_\_\_\_\_**  
**It's Mayor**

**ATTEST:**

\_\_\_\_\_  
**City Clerk**

**APPROVED AS TO FORM AND CORRECTNESS:**

\_\_\_\_\_  
**City Attorney**

**EXHIBIT "A"**

The City has one Community Redevelopment Area that is comprised of three Tax Increment Finance (TIF) districts: North Historic District, the Central Business District, and the South Historic District. These three TIF districts are governed by the Community Redevelopment Agency and guided by the Community Redevelopment Area Plan. This plan's original sunset of November 10, 1983 has been extended by the Agency and the City Commission to continue with an amended sunset of November 10, 2043. (NOTE: 163.362(10), F.S.)