

VERNON MYERS
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

LEGRA 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
December 8, 2011; 4:00 p.m.

CALL TO ORDER:

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

1. APPROVAL OF MINUTES – 10/13/11

2. PUBLIC COMMENTS - (Speakers limited to three minutes – no action taken on items)

3. CENTRAL BUSINESS DISTRICT:

- *a. **BRANDING PROPOSAL – Approve proposal and authorize execution of contract with Arnett Muldow & Associates** at an amount not to exceed \$8,000, per Main Street Board Recommendation
- *b. **DISCUSSION – Riverfront Park Capital Outlay Projects - City Manager**
- *c. **DISCUSSION – Recruitment Fund Program – City Manager**

*** 4. ADOPTION OF CRA ANNUAL PLAN, including the Central Business District (CBD), North Historic District (NHD) and South Historic District (SHD)**

5. ADJOURN

*Attachment **Separate Cover

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE COMMUNITY REDEVELOPMENT AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE MAY NEED TO INSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. FS 286.105

PERSONS WITH DISABILITIES REQUIRING ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE CITY CLERK'S OFFICE AT 329-0100 AT LEAST 24 HOURS IN ADVANCE TO REQUEST ACCOMMODATIONS.

Agenda
Item

3a

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

City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, CRA Director 

Date: December 2, 2011

RE: Branding Proposal

For some time now, there has been discussion about the identity/branding of the City of Palatka. We have several references that I have heard from the BASS capital of the world to the Gem City to the City of Azaleas and several others. In addition, several logos were developed and are all used interchangeably to identify Palatka. These are all great concepts but there is discussion out there that we should have one moniker that we can all use to reference our great City.

With this said and the with the pending way-finding program about to be unveiled, it was discussed at Main Street that it would be appropriate for the way-finding sign to be punctuated by this new brand/logo. Main Street is recommending that an outside firm with experience in this field be retained to work with all special interest groups and all citizens of the City to develop this concept/brand.

I am in total agreement with this proposal and recommend that the attached proposal be approved and a contract authorized to be entered with ArnettMuldrow & Associates to complete this work. If this is approved, we expect that the first workshops be held in January 2012, with a final concept/brand presented at the end of the first quarter of 2012. The way-finding project will commence shortly thereafter. The expected cost of this study is estimated at \$8,000.

Should you have any questions, please call.



MAIN STREET
Palatka

MINUTES

MAIN STREET BOARD OF DIRECTORS

11/16/2011

4:00 PM to 5:00 PM

Prosperity Bank Conference Room, 205 N. 2nd St.

Present: John Browning, Skip Lorenzen, Jerry Hafner, Susan Lossberg, Robert Taylor, Adam Deputy Woody Boynton, Jonathan Griffith, Charles Rudd, Lavinia Moody, John Hodge, and Jacob Fells

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

Action: Motion S. Lorenzen to approve the October 19, 2011 Minutes, seconded by J. Hafner. **Motion Carried**

Manager's Report:

C. Rudd explained that he was scaling back the amount of material presented to the board in order to allow ample time for discussion and decision making without the meetings lasting for 2 or more hours.

Consequently, the meeting agenda for today contains essentially only two items; the budget request to the CRA, which will require a discussion of branding and the recruitment fund; and the proposed policies and procedures manual, if time permits. The Board meetings over the next few months will gradually deal with the other changes discussed at the November Board meeting in the work plan proposal. He illustrated a planning calendar which would start with new Board members starting in June, developing the work plan proposal in July, a Board planning retreat in August, budget approval in September and the program year starting in October. He suggested starting this with holding the Annual Meeting of the Membership in June, at which time the membership would vote on the slate of Officers and Directors proposed by a nominating committee.

J. Browning asked who would make up the members and what would membership entail.

C. Rudd stated that there would be various types of members. For instance, there would be active volunteers and friends of Main Street who would support the program financially. He showed a diagram that illustrated how the Main Street comprehensive approach is intended to pull together all of the community to revitalize downtown.

W. Boynton asked that this diagram be published in the paper and requested Charles speak with Chris Devitto at the paper to see if they would run a story to get this message out there.

Branding:

C. Rudd stated that at the previous meeting this was discussed and a directive was given to research what previous studies and logo treatments had been done already. Following that meeting it was discussed with Mr. John Hodge, who is familiar with the past studies, about what studies and/or logos has been previously developed.

J. Hodge stated that he was asked to be here to talk about our history with this. He gave a brief history on how the Blue Crab Festival was started and that at the same time a subcommittee was directed with



MINUTES

MAIN STREET BOARD OF DIRECTORS

11/16/2011

4:00 PM to 5:00 PM

Prosperity Bank Conference Room, 205 N. 2nd St.

coming up with an identity or brand for Palatka. Multiple ideas came of that exercise, but nothing was ever settled on.

W. Boynton said we are here because we wanted a historical perspective and some thought we might be able to do this internally. A problem with doing this internally is that it may not be received as well. After the last meeting we could not find any past studies on branding.

J. Hafner said he personally thinks some internally shouldn't handle this and that we need a fresh, outside perspective.

A. Deputy noted that every time someone asks him where Palatka is, he uses the crossroads reference, since it is in the center of everything.

J. Browning said that no matter how good it is, someone will not like it and asked that there be a review or vetting process with whomever is selected to do this, so that there is input throughout the development of the brand.

C. Rudd noted that this is for the entire City and that Main Street will have its own sub-brand that relates to the larger identity.

W. Boynton reiterated that this is not just another study. Main Street is sponsoring Branding for Palatka and Downtown Palatka. This will immediately following by signage and kiosks that help to solidify this identity.

R. Taylor asked how the company was selected.

C. Rudd said that he is familiar with multiple companies that do this type of work and that this company has the best work and track record for communities similar to Palatka.

John Hodge stated that he thinks someone outside of the community should tackle this, but would interested to assist in the process.

W. Boynton assured the board members that if this moves forward, there will be an opportunity to review what direction the firm is headed in prior to final development of the brand.

C. Rudd added that there is a steering committee involved in the process.

Action: Motion W. Boynton to recommend the CRA set aside \$8,000 for branding, second R. Taylor. **Motion Carried**

Action: Motion W. Boynton that Arnett Muldrow be selected to conduct the branding exercise, based upon the recommendation of the Main Street Manager, seconded by J. Hafner. **Motion Carried**



MINUTES

MAIN STREET BOARD OF DIRECTORS

11/16/2011

4:00 PM to 5:00 PM

Prosperity Bank Conference Room, 205 N. 2nd St.

CRA Budget Request:

J. Browning asked that the budget request include the Recruitment Fund, but that it be noted as an approved program and that the line item read "and/or Capital Improvements" next to the Building Improvement Grant Program.

W. Boynton added that the CRA will be considering other items when it sets the Budget for FY 2012, so some of these items may not be realized. The Building Improvement Grant has had mixed reviews and there may be a need to reallocate funds to the Riverfront Construction Project. James Norwood has expressed his concerns with the Building Improvement Grant Program and that the goals and objectives of this program are not clear.

Action: Motion R. Taylor to approve the CRA budget request with suggested revisions, seconded J. Hafner. **Motion Carried**

Billboard:

The consensus was to improve the legibility of the sign by removing the website and limiting the amount of text. It was also noted that the bottom of the sign is much clearer than the top.

Recruitment Fund

*Recruitment fund to be discussed at next months meeting.

Meeting Adjourned 5:30 pm

Respectfully Submitted,
Jonathan Griffith



November 30, 2011

Elwin C. "Woody" Boynton, CRA Director
Palatka Community Redevelopment Agency
201 N. 2nd Street
Palatka, FL 32177

Dear Mr. Boynton,

Attached is the proposed schedule for the branding roundtable focus groups and public input meetings. Our Promotion Committee will be responsible for gathering the necessary documents for the consultant to review prior to their arrival in Palatka.

Thank you for your consideration,

Charles Rudd
Main Street Manager

Information Needs

Please use the following list as a guide only – we realize you may not have all of this and do not need you to hunt too hard for something that is obscure. We will return any items that you need back.

- ▶ *Marketing material for the City of Palatka, Palatka Main Street, Downtown Palatka Inc., Putnam County Chamber of Commerce, as well as any other agencies or businesses that market the Palatka community. These materials could include tourism and marketing brochures, wayfinding/gateway plans, historic tours, destinations, etc.*
- ▶ *Information and promotional materials for local events including the annual Azalea Festival, Blue Crab Festival, Bluegrass Festival, and others.*
- ▶ *Marketing and promotional materials for area arts agencies including the Arts Council of Greater Palatka, Palatka Art League, Larimer Arts Center, etc.*
- ▶ *Business recruitment materials such as those produced by the City, Putnam County Economic Development Council, City of Palatka Community Redevelopment Agency, etc. This would include previous market research completed in Palatka or Putnam County.*
- ▶ *History books on Palatka as well as any other information or applicable documentation in the community.*

Suggested Interviews

The following is a list of focus groups we will need to meet with. Ultimately, we anticipate having up to ten focus groups. Ideally, these meetings should include 10-15 people, but we understand that is not always possible. Some stakeholders may also attend more than one meeting, depending on their individual associations. Focus groups slots can be filled in on the following page.

Focus Groups

- Promotions Committee
- Palatka Main Street and its committees
- Downtown Palatka, Inc and Merchants (typically morning meeting on second day)
- Tourist and Historic Destinations
- Events coordinators and volunteers
- Elected leaders
- Community leaders
- Arts Representatives
- Economic Development representatives
- General public (Typically evening meeting of first night)

Resource Visit Schedule

Adjust as you feel necessary. This is a guide only. The only "locked in" times are arrival and departure.

Tuesday, January 10th

11:00 AM	Team arrives in Palatka and meets with client to conduct tour.
12:00 PM	Roundtable One – Promotions Committee
2:00 PM	Roundtable Two _____
3:00 PM	Roundtable Three _____
4:00 PM	Roundtable Four _____
6:00 PM	Roundtable Five – Open Public Meeting

Wednesday, January 11th

8:00 AM	Roundtable Six (This would typically be for merchants)
9:00 AM	Roundtable Seven _____
10:00 AM	Roundtable Eight _____
11:00 AM	Roundtable Nine _____
12:30 PM	Team walks & gathers photos
2:00 PM -	Team works through afternoon and evening
6:00 PM	Roundtable Ten – Open Public Meeting

Thursday, January 12th

8:00 AM -	Team production all day
4:00 PM -	Presentation of conceptual recommendations to client.
5:30 -	Team Departs

Proposal



Community Branding, Marketing &
Economic Development Strategy

Palatka, Florida



ARNETTMULDROW
& ASSOCIATES

ARNETT MULDROW & ASSOCIATES

TOWN PLANNING

ECONOMIC DEVELOPMENT

COMMUNITY BRANDING

September 29, 2011

Charles Rudd, CMSM
Palatka Main Street
201 North Second Street
Palatka, FL 32177

Re: Proposal for Palatka Community Branding & Market Research

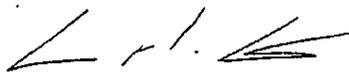
Dear Charles,

I enjoyed speaking with you on the phone last week and appreciate you contacting us regarding the potential work in Palatka. As we discussed on the telephone, I am enclosing a proposal from Arnett Muldrow & Associates for the branding and market research, with associated information about our firm and experience.

Based on our conversation, I've included two separate proposals. The first is a process that focuses on community branding as well as market research and general economic development recommendations. The second is the community branding workshop that concentrates solely on branding. I realize that you all are figuring out exactly what you need, so please understand that we are flexible with the services we provide, as well as the two scopes included here. If you feel that you all need a different process or additional services, do not hesitate to contact me and we can continue this discussion.

If you have any questions or require additional information, please feel free to contact me at 864.915.7101 or by email at aaron@arnettmuldrow.com

Sincerely,



Aaron H. Arnett, AICP
Arnett Muldrow & Associates

Firm Description

Arnett Muldrow & Associates is a city planning and marketing firm based out of Greenville, South Carolina. We specialize in downtown revitalization, economic development, and community branding. As city planners and marketing professionals, we understand the challenges a community faces when projecting a brand identity, and base our recommendations on a foundation of sound planning principles.

Aaron Arnett, AICP, and Ben Muldrow are principals in the firm, and would be directly involved for the Palatka project. Aaron has a background in city planning, economic development, and historic preservation. Ben has a background in advertising and marketing, and has become nationally known in community branding, having completed brand identities for over 200 communities across the country.

References

We have worked in twenty-seven states across the Country. Our experience generally includes small to mid-size communities, Main Street organizations and other non-profit revitalization or economic development agencies.

Each community has unique challenges and our recommendations are tailored to their specific needs. Most of our projects include developing a community brand that seeks to draw from the culture, history and values of the communities. This includes marketing strategies to expand each community's customer base, attract new visitors, and recruit new business based on demand. Representative projects and references are shown below:

Salisbury, NC

Branding and Wayfinding Plan
Joe Morris, Salisbury Planning Director
(704) 638-5230

Travelers Rest, SC

Downtown Plan, Branding, Market Analysis
Diana Turner, Administrator
(864) 834-7958

Big Stone Gap, VA

Downtown Revitalization Plan
Pat Murphy, Town Manager
(276) 523-0115

Staunton, VA

Branding & Marketing Plan
Julie Markowitz, Downtown Manager
(540) 332-3867

Greenwood, SC

Downtown Master Plan
Charlie Barrineau, City Manager
(864) 942-8410

Doraville, GA

Market Analysis & Business Development
Luke Howe, Administrator
(770) 451-8745

Atchafalaya National Heritage Area, LA

Regional Tourism Branding Plan
Debra Credeur, Director
(225) 219-0768

St. Albans, VT

Downtown Market Assessment & Branding
Karen Bresnahan, SAFF Director
(802) 524-1500

Community Branding, Marketing & Economic Development Strategy for Palatka, Florida

PHASE I: BACKGROUND REVIEW & STAKEHOLDER INPUT

Task 1: Information Gathering and Background Review

Arnett Muldrow will begin by reviewing pertinent materials related to marketing, market analysis, and downtown revitalization, including:

- ▶ Marketing material for the City of Palatka, Palatka Main Street, Downtown Palatka Inc., Putnam County Chamber of Commerce, as well as any other agencies or businesses that market the Palatka community. These materials could include tourism and marketing brochures, wayfinding/gateway plans, historic tours, destinations, etc.
- ▶ Information and promotional materials for local events including the annual Azalea Festival, Blue Crab Festival, Bluegrass Festival, and others.
- ▶ Marketing and promotional materials for area arts agencies including the Arts Council of Greater Palatka, Palatka Art League, Larimer Arts Center, etc.
- ▶ Business recruitment materials such as those produced by the City, Putnam County Economic Development Council, City of Palatka Community Redevelopment Agency, etc. This would include previous market research completed in Palatka or Putnam County.
- ▶ History books on Palatka as well as any other information or applicable documentation in the community.
- ▶ Any commonly known plans for Palatka, such as downtown or area master plans, comprehensive plans, historic preservation plans, urban design plans, etc.

Task 2: Project Kickoff and Stakeholder Input

The stakeholder process is critically important to the data we gather. It is through the combination of anecdotal evidence and strong data research that we can provide the best recommendations for the City of Palatka. While input will be gathered throughout the duration of the project, most will occur during an initial three-day workshop to be held at the onset of the planning process, including:

- ▶ A preliminary meeting will be held with a small steering committee of key stakeholders in the community. This committee should include creative individuals and persons who will ultimately be responsible for brand implementation and business development. The committee will provide guidance to Arnett Muldrow and periodically evaluate the progress of the planning process.
- ▶ We will conduct up to 25 one-on-one interviews to assess community leaders' and stakeholder perspectives on how the community is currently marketed, visitor and local perceptions, local economic conditions, the successes in downtown and throughout the City, and potentials for future business and investment. We try to talk with key property owners, business and building owners, real estate professionals, and leaders of community groups. We will work closely with the steering committee to identify the people to be interviewed but

will rely on the City to set the appointment times with the interviewees. These interviews can occur over the duration of the project.

- ▶ We will also meet with selected focus groups to garner input and share progress on the effort. We will work closely with the client to determine which groups to meet with, but typically include a round-table discussion with local merchants, town officials, real estate professionals, cultural and history representatives, event planners, among others. If possible, we also like to meet with the youth of the community to garner their input. We generally meet with six to seven focus groups in addition to the one-on-ones above.
- ▶ Finally, we will wrap up the kick-off session with a public meeting to garner input on the market and image of Palatka. During this open meeting at the end of our initial three days, we will focus on branding opportunities, anecdotal information on business needs, and overall impressions of the community.

Task 3: Palatka Photo Reconnaissance

Also during this trip, we will conduct a detailed professional photo shoot of Palatka and the surrounding area. All of the photos will become the property of the City of Palatka and can be used to assist in the ongoing implementation of the marketing strategy. This stock of professional-quality photos can be used in creating brochures, advertisements and reference materials that prove to be long-term assets.

PHASE II: MARKET ANALYSIS

Task 4: Retail Market Assessment

We will conduct a detailed market assessment of Palatka. The market assessment will analyze several components and will require the assistance of as many businesses as possible. Business participation is critical to the remainder of the process.

- A. We will conduct an examination of the existing retail mix in Palatka and surrounding region.
- B. We will conduct a zip code analysis to determine where Palatka customers are coming from. We will rely on the cooperation of local businesses to track customers over the period of one week. The more businesses we have participate, the more thorough our results will be. By engaging downtown businesses as well as those outside, we will have multiple data sets to compare, while getting a better understanding of the overall market.

Arnett Muldrow will prepare all analysis related to the zip code survey and will work with local business groups to help them conduct the survey. We will rely on the assistance of the City to help coordinate an initial work session with the business owners and operators to discuss the project goals, conducting the zip code survey, as well as gathering retail and business related input.

- C. Based on the zip code survey, we will determine a geographic trade area for Palatka and its downtown. Using this trade area, we will evaluate sales information for appropriate retail market segments as well as a retail leakage and gap analysis that will indicate in which categories Palatka is leaking sales to other communities. We will also conduct two capture scenarios whereby specific retail opportunities will be identified.
- D. We will conduct a retail shares analysis to determine how Palatka is performing in a regional perspective in all retail categories. This analysis will support the previous gap analysis while also suggesting specific retail clusters that Palatka may want to build upon. This is particularly helpful in identifying destination-based visitor niches.
- E. We will predict detailed space demand for various retail uses by conducting retail capture scenario, translating demand into square footage for individual retail categories.

Task 5: Demographic Analysis

Using the trade area information identified in the previous task, we will track population, employment, income growth and project demographic changes in the future. We will also compare these demographic results with peer cities so Palatka can understand how it compares with communities in similar situations. A market segmentation report will also be completed during this task to give a better idea of the make up and spending habits of the residents living in the primary and secondary markets. This analysis breaks down the counts and percentages of social group cluster and will help identify customers based on their demographic groupings including age, gender, income, education, occupation, and ethnic group. Each cluster group will desire specific products and services.

Task 6: Market Report and Presentation

Arnett Muldrow will issue a Market Report and make a brief presentation of findings to date to the Steering Committee and any other interested parties. The progress report will be a presentation format that will detail the market analysis findings, initial business and market opportunities, and will begin to suggest some economic development strategies for Palatka. Also during this visit, Arnett Muldrow will conduct one-on-one consultations with any business wishing to review their individual zip code survey results as it compares to Palatka as a whole. This is an added "thank you" for the businesses for tracking customer zip codes and many businesses have found it a valuable tool in developing their own marketing strategies.

PHASE III: COMMUNITY BRANDING AND MARKETING

Task 7: Marketing Concepts Development

The retail market assessment, market definition, and demographic data coupled with the community input will form the foundation for a thorough and thoughtful image and branding effort for the Palatka Community that will include new logo concepts and tag lines. The brand will then be applied to a variety of uses depending on the needs of the community. These will definitely include marketing concepts, as well as other potential items such as brochure templates, banners, wayfinding signs, website portals, gateways, letterhead, business cards, and others as needed by the community. We typically deliver between 15 and 20 distinct applications of the logo design for each community.

The branding process will be the beginning of a campaign whereby Palatka will systematically market to its local trade areas, regional geographies, and visitor market. The campaign will not only focus on attracting customers, but also on recruiting the types of businesses detailed in the market analysis opportunities. Quite often, marketing strategies could include recruiting desirable investments, business, and even downtown residents.

We will pay particular attention to creating a brand image and message for Palatka that will allow it to promote itself in conjunction with the various visitor destinations, events, and activities that exist in the community.

Task 8: Marketing Concept Presentation

Arnett Muldrow will present the concepts and strategies developed in previous tasks to Palatka for refinement and review. This is the point where we gather buy-in for the recommendations and agree on a consensus strategy for implementation. Where necessary, preferred directions will be chosen for the effort.

PHASE IV: MARKETING & ECONOMIC DEVELOPMENT STRATEGY

Task 9: Business Development Strategy

Based off of the needs determined through the earlier tasks, a key component of the economic development strategy will relate to business development. Strategies would rely on local resources and community needs and could include business recruitment, business retention, workforce training, marketing strategies, grant and loan assistance programs, etc.

Task 10: Implementation Strategy

We are committed not only to the research involved in understanding the local market, but also in the implementation of the recommendations of our studies. Because of this commitment, we will evaluate organizational, programmatic and funding issues that will be necessary for the successful implementation of the branding strategy, market assessment, and marketing campaign.

Task 11: Final Marketing Concepts & Economic Development Plan

The project team will refine the marketing graphics developing the final versions of the concept advertisements, collateral, logos, and tag lines that appropriately position Palatka to capture its market opportunities. We have found that these marketing materials are extremely valuable in explaining to the public and business owners the results of the study.

These will be supported with what we call a "Strategy Board" that will outline specific recommendations for implementation that identify projects, establish short, medium and long term time frames, suggest lead organizations and ensure accountability. The "Strategy Board" condenses all of the recommendations of the project to one easy-to-use sheet.

PROJECT TIMELINE

We anticipate a timeline of four months to complete the project. Actual dates will depend on initial client scheduling.

FEE & PROJECT DELIVERABLES

Fee for the completion of the Plan including professional services would be \$16,000. Expenses would be billed separately as they are incurred. Any work required outside the scope of this contract shall be compensated at an hourly rate to be negotiated by task in writing.

Based off the scope, deliverables will include:

- Market Analysis Report:
 - Input summary
 - Market Definition
 - Tourism/Local Market Study
 - Retail Leakage
 - Retail Shares
 - Space Demand Study
 - Demographics & Market Segmentation
 - Market Analysis presentation in PowerPoint format
- Community Brand Report:
 - The Palatka Brand Logo, Tagline, and Brand Statement
 - Brand Extension for Events, Activities, Partners & Peer Groups
 - Marketing Collateral Concepts (Typically web site portal, brochure covers, wayfinding system, custom banners, advertisement & ad templates)
 - All related photography on CD
 - Logo resource CD with all deliverables in a variety of file formats
 - Brand Style Guide for Implementation
 - Brand presentation in PowerPoint format
- Marketing & Economic Development Strategy
 - Phased recommendations for marketing, promotion, business recruitment & retention
 - Strategy Board for implementation

Community Branding Strategy for Palatka, Florida

BRANDING WORKSHOP

Task 1: Information Gathering and Background Review

We will review relevant promotional and marketing materials for the City of Palatka including:

- ▶ Marketing material for the City of Palatka, Palatka Main Street, Downtown Palatka Inc., Putnam County Chamber of Commerce, as well as any other agencies or businesses that market the Palatka community. These materials could include tourism and marketing brochures, wayfinding/gateway plans, historic tours, destinations, etc.
- ▶ Information and promotional materials for local events including the annual Azalea Festival, Blue Crab Festival, Bluegrass Festival, and others.
- ▶ Marketing and promotional materials for area arts agencies including the Arts Council of Greater Palatka, Palatka Art League, Larimer Arts Center, etc.
- ▶ Business recruitment materials such as those produced by the City, Putnam County Economic Development Council, City of Palatka Community Redevelopment Agency, etc. This would include previous market research completed in Palatka or Putnam County.
- ▶ History books on Palatka as well as any other information or applicable documentation in the community.

Task 2: Public Input

The majority of the creative work will occur during a three-day design workshop. This charrette-style process will include a high level of public input with the first day and a half concentrating on engaging stakeholders in a discussion about community values, perceptions, and assets that need to be promoted. We generally meet with:

Branding Steering Committee
Palatka Main Street
Merchants
Tourist and Historic Destinations
Arts Representatives
Community Youth

Downtown Palatka, Inc
Elected leaders
Community leaders
Events coordinators and volunteers
Economic Development representatives
General public

These input sessions would be facilitated focus groups sessions as well as concurrent one-on-one interviews. During the initial day and a half, we project to be able to conduct between 10 to 12 focus groups.

Task 3: Public Meeting

On the evening of the first day, we would want to invite the general public to a meeting to get more generalized input as to the image of the Palatka community. This meeting is important to gauge public perception of the community, local assets and imagery, and community values.

Task 4: Branding Concepts

Arnett Muldrow will examine the community's existing branding including a study of the logos and taglines used in the city, nearby communities, and the region. We will also examine any other entities that have created any sort of brand and marketing message. This information, along with the results of the public input, will be used to create a new brand identity for Palatka and its partners that will form the basis of the marketing and brand implementation.

The development of the brand will evolve throughout the three days we are spending in the community. We will work with the city and its partners to develop a working brand by the end of the second day. At this time, we will meet with a small committee to share the draft brand imagery and discuss strategic directions. This meeting will be critical to ensure that the brand is moving in the right direction, prior to development of the final concept. The final day can then focus on brand refinement as well as continued production of marketing concepts and brand extension.

Task 5: Marketing Concepts and Branding Implementation

Developing the brand itself is the first step to unveiling a thorough and thoughtful marketing plan. The implementation strategy will include: brand-launch elements such as promotional items, website and brochure designs, marketing concepts and placement ideas, and wayfinding sign design concepts for the community. The goal is that a seamless marketing package is developed that can be implemented over time. The first implementation pieces will be simple and easy to implement while setting the stage for more complex initiatives to follow.

Task 6: Final Presentation

All of the Arnett Muldrow's recommendations will be rolled out in a thorough presentation to the community at the end of the third day of the workshop. Our goal is to leave the community with a variety of tools to help implement the marketing and branding strategy.

Task 7: Report

After the workshop, Arnett Muldrow will post the presentation and recommendations to our website, and allow Palatka a two week period to provide input and comments. We will use this input to prepare final revisions, and draft a report that documents the findings in a clear manner including a detailed schedule for the implementation of the findings. The report would be delivered within four weeks of the completion of the branding workshop.

PROJECT TIMELINE

We anticipate a timeline of five weeks to complete the project. Actual dates will depend on initial client scheduling.

FEE & PROJECT DELIVERABLES

Compensation for the completion of the Plan including professional services would be \$8,000. Expenses would be billed separately as they are incurred. Any work required outside the scope of this contract shall be compensated at an hourly rate to be negotiated by task in writing.

Based off the scope, deliverables will include:

- Community Brand Report:
 - The Palatka Brand Logo, Tagline, and Brand Statement
 - Brand Extension for Events, Activities, Partners & Peer Groups
 - Marketing Collateral Concepts (Typically web site portal, brochure covers, wayfinding system, custom banners, advertisement & ad templates)
 - All related photography on CD
 - Logo resource CD with all deliverables in a variety of file formats
 - Brand Style Guide for Implementation
 - Brand presentation in PowerPoint format
- Marketing Strategy
 - Phased recommendations for marketing and promotion
 - Implementation schedule

*Agenda
Item*

3b

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

City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, CRA Director

Date: December 2, 2011

RE: Capital Outlay Projects

I have been requested to bring back before the Board the costs associated with proposed or conceptualized capital improvement projects on the riverfront. The following is a list of priority projects in no particular order. We understand there may be other projects required or requested, however the following list is what we are considering our initial priorities.

- | | |
|--|-----------|
| 1. Relocate and refurbish clock tower | \$ 45,000 |
| 2. Construct Water feature and associated amenities near clock tower | \$140,000 |
| 3. Construct interactive playground | \$150,000 |
| 4. Construct expanded boat launch and new restroom facilities | \$400,000 |
| 5. Construct new floating docks at City pier | \$700,000 |
| 6. Refurbish amphitheater | unknown |
| 7. 100 Block buildings | unknown |

In the proposed annual plan, we are proposing to allocate money to complete items 1 and 2 above. We believe that is necessary to make all these changes and improvements at one time and not have to come back at a later date and reconstruct these areas. If the annual plan is approved, we fully expect to these projects completed by spring 2012. The clock tower relocation is a critical element in that all other elements are centered on this. I have attached a cost estimate and schematic to this memo that details these expenditures.

The interactive playground is proposed near the First Presbyterian Church, the overall cost is estimated at \$150,000; however, we are looking at completing this in phases. Our initial concepts have the first phase construction costs estimated at \$75,000. We are currently working with two playground equipment suppliers to provide additional design, layout and cost information. There is currently \$5,000 committed to this project by the Pilot Club. We are working with other service groups to see if the initial allocation of \$75,000 can be through their organizations. Until we can gauge the participation of these groups, we are not recommending any funding be appropriated for this project at this time. It is expected that a proposal for this project will be available by spring 2012. At that time we will bring this back before the Board for further consideration. Should you have any questions, please call.

The expanded boat launch and new restroom facilities at the north end of the park is vital to the overall success of both current and proposed fishing tournaments. With an expanded boat launch, large tournaments can more quickly launch the boats from one location. We believe this element will make the City of Palatka an ideal location for future tournaments. The cost of this project is \$400,000. We have applied for a grant to complete

this work. If awarded the grant is for 75% of the cost of the project, meaning that \$100,000 will need to be allocated by the City.

We were anticipating that a grant would pay to construct the floating docks at the City. However we did not have all the necessary permits in place at the time the grants were awarded. In addition, it was indicated by the grant agency that our grant request was on the high side and that next year's application should request that one-half the floating docks be requested for construction. With that said, in the spring of 2012 we will again apply for a grant to complete some portion of the floating docks at the City pier. All permits are now in place and we are confident that if the funding source is still available that at least one-half of the docks shown can be constructed. The grant we applied for last year did not require a match.

The existing amphitheater needs to be refurbished in the near future. The amphitheater is in fair condition but will no longer support vehicular traffic. We have requested quote from a marine contractor to refurbish the amphitheater but as of this memo, the pricing has not been received. When this information is received, I will forward a copy to each commissioner. In the meantime, we are restricting the use of the amphitheater to pedestrian traffic only. We are working with the Wolfson Bass Tournament sponsors regarding configuration of their weigh-in.

The 100 Block buildings are another project that may require a capital investment. At this time, we are not sure what that investment will be. We do know that Community Development Partners had set aside approximately \$3.2 million to reconstruct this block. This cost including maintaining the current facades but renovating the interior of the buildings to current standards.

As I indicated above, this is a priority list of projects that we have envisioned that need financing over the next 1-3 years. We believe that grant funding will be available for the boat launch and floating docks. We will continue to look for grant funding to complete the other projects. Money may be available but it will most likely require a grant match of at least 25%. Another scenario, for major capital outlays would be the financing of project but that would require the CRA to be extended beyond next year. It may also require a significant percentage of the TIF to be allocated to debt repayment. We would have to be sure that this investment was a sound investment and that the return on the investment would cover the costs associated with the debt.

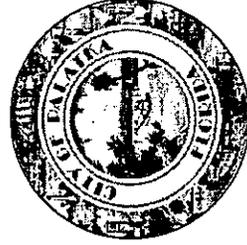
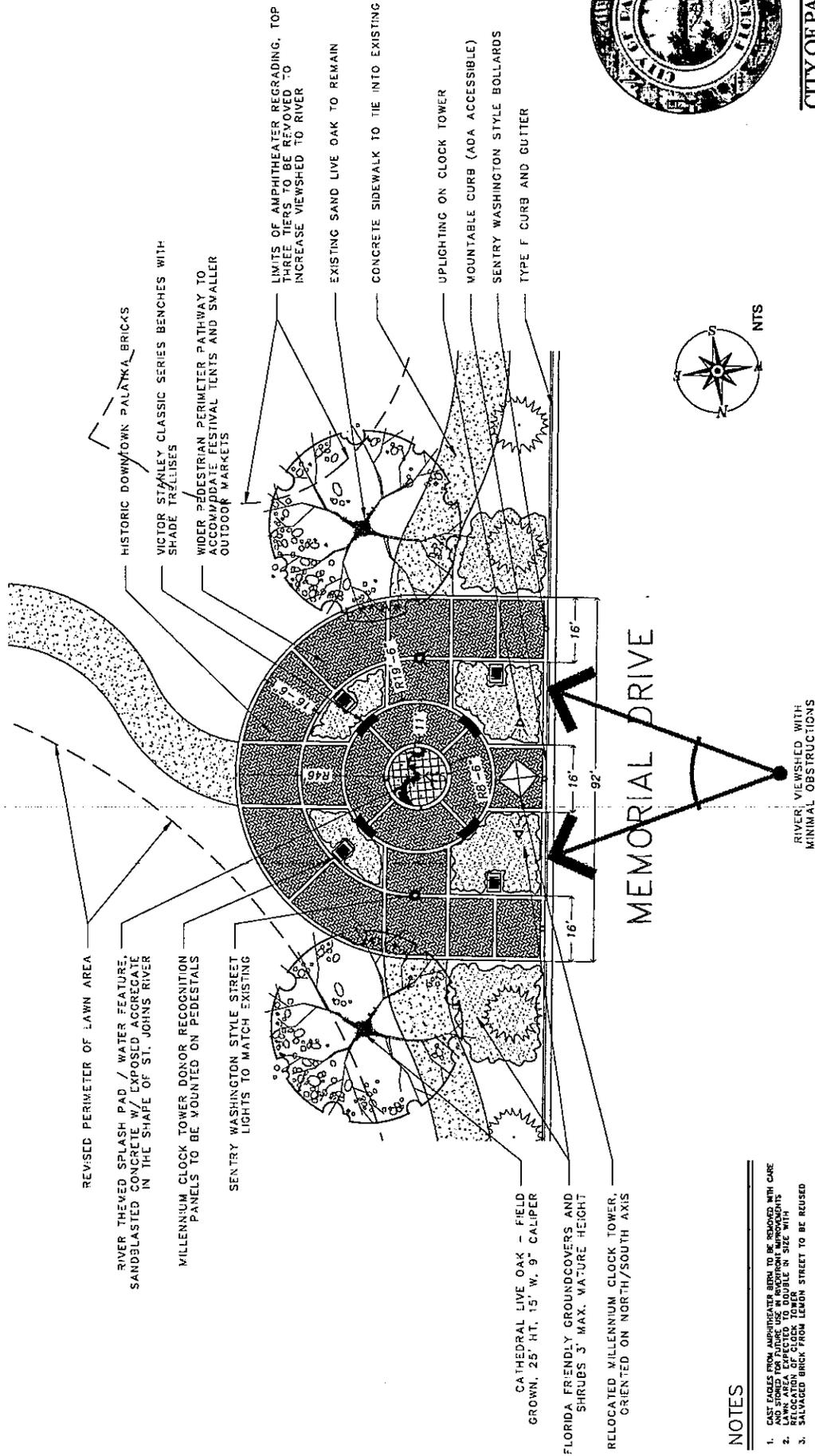
Should you have any questions, please call.

COST ESTIMATE

Program Elements	Amount
Participatory Interactive Fountain	\$75,000
Differing jets with flush mount lights.	
Brick Pedestrian Walks	\$18,000
Herringbone Pattern with Historic Lemon Street Brick	
Concrete Work	\$25,000
Sandblasted River and Compass Feature	
Sandblasted "Millennium Clock Tower 2000" in Radius	
Site Amenities	\$17,000
Benches, Trash Receptacles, and Lighting	
SUBTOTAL	<u>\$135,000</u>
 Relocate & Refurbish Clock Tower	 \$45,000
Relocated on North Axis like intended	
TOTAL	<u>\$180,000</u>

LEMON STREET PLAZA

Millennium Clock Tower and Fountain
 City of Palatka, FL



CITY OF PALATKA
 201 North Second Street
 Palatka, FL 32909
 TEL: (888) 234-1177
 FAX: (888) 234-1198

NOTES

1. CAST TABLES FROM AMPHITHEATER SEEN TO BE REMOVED WITH CARE
2. LAWN AREA EXPECTED TO DOUBLE IN SIZE WITH LIGHTS
3. SALVAGED BRICK FROM LEMON STREET TO BE REUSED

*Agenda
Item*

3c

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City of Palatka
Office of the City Manager

To: CRA Board Members

From: Woody Boynton, CRA Director 

Date: December 2, 2011

RE: Recruitment Fund Program

There have been some concerns that the CRA cannot act quickly enough in some instances to truly attract new business to the downtown area. These concerns are based on the fact that our processes take several months to complete and that there are times when businesses need answers or commitments much quicker than that. To that end the Main Street Economic Development Committee has been working on a Recruitment Fund Program that would streamline this process.

Attached is a draft of the criteria being considered. I bring this before the Board so that input on this program can be solicited and forwarded to the Economic Development Committee as they work to finalize this program. Your comments are welcomed during the meeting but are not necessary at that time. It is expected that the Economic Development Committee will continue to work on this through January 2012 and is expecting to deliver a finished product including application at the February 2012 meeting of the CRA.

Should you have any questions, please call.

RECRUITMENT FUND PROGRAM

Criteria

1. 50% Applicant Match
 - a. Matching funds may include; permanent improvements, furniture, fixtures, and equipment
 - b. Matching funds may not include; business operating, or material costs
2. \$50,000 Maximum Grant
3. Proposed business must maintain a minimum staff of 2 full time equivalents
4. Eligibility is only for occupation of storefronts that have been vacant or for the expansion of existing businesses into adjacent unoccupied or underutilized space.
5. Use must be an acceptable use as outlined in the City of Palatka Municipal Code for the Downtown Riverfront and Downtown Business Districts.
6. Require a Business Plan detailing at a minimum:
 - a. Description of business including product/service and target market
 - b. Monthly pro forma for the 1st year
 - c. Owner/Manager experience for past 3 years
 - d. Signed financial statement

Additional Recommendations

1. Include the statement, "While fulfillment of the above criteria qualifies an applicant for review under the CRA Expedited Recruitment Fund, it does not qualify an applicant for funding. The Evaluation Committee reserves the right to determine if an application warrants funding based on the quality of the proposed project and degree to which the project contributes to the Economic Revitalization of Downtown Palatka."
2. Should the owner transfer, sell, divest themselves of their interest in the subject property or business, or fail to maintain the renovations and improvements during the five-year period following receipt of the grant funds, the Grantee shall return/repay the grant funds as outlined in the BIG program.
3. Applicants are required to occupy the space Thirty (30) Days following completion of the grant improvements
4. Selection Committee to be made up of the City of Palatka Mayor, CRA Director, Main Street Executive Board, and Main Street Manager

Agenda Item

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City of Palatka
Office of the City Manager

To: Community Redevelopment Area Board Members

From: Woody Boynton, City Manager

Date: December 1, 2011

RE: Tax Increment Funds – 2012 Anticipated Expenditures

Each year the Tax Increment Funds (TIF) for the upcoming year need to be assigned by December 31st prior to the beginning of the new year. These funds include monies set aside for the North and South Historic Districts as well as the Central Business District. I have included three (3) attachments in support of the allocations with this memo. The first attachment is a copy of each funds' financial summary sheets prepared by City staff that lists all expenditures and revenues for fiscal year beginning October 1, 2010 to September 30, 2011 and from October 1, 2011 to November 15, 2011. The expected revenues for each TIF for FY 2012 are shown on the October 1, 2011 to November 15, 2011 spreadsheet.

The second two attachments are minutes of meetings held by the South and North Historic Districts requesting specific or intended use of TIF monies. I have reviewed these minutes and take no exception to the *tentative* allocation of monies. The intended expenditure of Central Business District money is contained in this memo. It is expected that the South Historic District will receive approximately \$106,000.00 (down from \$115,000 last year), the North Historic District will receive approximately \$51,000.00 (up from \$48,000 last year and the Central Business District will receive approximately \$292,000.00 (down from \$380,000 last year).

Some of the proposed funding requests have previously been discussed and approved. For example the South and North Historic Districts received authorization from the Community Redevelopment Area Board to proceed with the home improvement grant program and Live Here Work Here program. Much of their intended expenditures are allocated to these programs. It should also be noted that any current balance forward is represented in the allocations shown below. Please note that the totals are estimates and rounded to the nearest thousand.

The following is an overview of the proposed 2010 assignment of funds by District:

South Historic District

Home Improvement Grant Program	\$120,000.00
Live Here, Work Here Program	\$ 20,000.00
Pedestrian Kiosk	\$ 5,000.00
Reserve Funds (estimated)	\$ 42,000.00
	\$187,000.00

North Historic District

Home Improvement Grant Program	\$ 62,000.00
Reid Garden Designs/Christmas Tour	\$ 5,000.00
Reserve Funds (estimated)	<u>\$ 16,000.00</u>
	\$ 83,000.00

It should be noted that approval of the above assigned funding does not preclude each District from modifying their request. . It simply indicates that a plan for the upcoming year has been developed. Assignment of funds is a fluid process and will change as projects are completed and/or new projects are proposed. Any request for modification or reassignment of funds would first come back before this Board before the expenditure is approved

Central Business District

In 2011 several major initiatives were continued and or commenced. These include the redevelopment of the riverfront, continuation of the Building Improvement (BIG) and Façade Grant programs, tree planting at the County Courthouse parking area and electrical upgrades along St. Johns Avenue. In addition, the Central Business District continued to support marketing efforts including painting of murals, the 4th of July fireworks, BASS tournament, continuation of the billboard program, Welcome Center renovations, lighting of St. Johns Avenue and other miscellaneous programs to support the economic development of the downtown area. A detailed list of all expenditures is contained within the attached spreadsheets. It is estimated that nearly \$800,000 was spent in the Central Business District to support economic development of this area

The riverfront project started with a vision and a plan presented by Michael Redd and Associates. This plan has led to a \$1,000,000 in funding from outside sources to redevelop the riverfront, St. Johns Avenue, Second Street and the parking area behind Angel's Cafe. We have also have applied for and expect to receive additional funding for an expanded boat launch and restroom facilities at the south end of the riverfront park. This would not have been realized if not for the visioning and planning that was completed just two short years ago.

The BIG and façade programs have made a tremendous difference in the curb appeal of several buildings and assisted several building owners in making interior upgrades and renovations to their businesses. It is hoped that these improvements have made the building space more marketable and affordable to both new and existing tenants.

Several of the above initiatives will continue into fiscal year 2012. These projects are listed below. Of these projects, we are excited about the way-finding program that has been developed and are hoping that this project can commence in the first quarter of 2012. We also believe that extending the CRA for an additional 30-year period is paramount for the continued growth and economic development of the Central Business District.

Small Business Analyst	\$10,834
Traffic Actuators – St. Johns Avenue	\$12,000
Extending CRA Contract – Lara Diettrich	\$ 4,516
BIG Program	\$86,625
Façade Program	\$44,794
Main Street Manager Salary (to end of year)	\$13,750
Bill Board (to June 2012)	\$ 7,000
Way-finding Program	\$40,000
Lighting of mural(s)	\$ 2,720
Promotions (to end of year)	\$13,000
Reserve/Contingency for above programs	\$20,000

With the above assignment of funds, it is estimated that approximately \$156,000 remains unspent from last year. In addition to this amount, it is estimated that \$292,000 will be contributed from tax increment funds for a total of \$448,000 to be allocated for fiscal year 2012. Since 2009, the tax increment contribution for the Central Business District has decreased by over \$120,000 and by over \$90,000 from last year. As the saying goes we are trying to do more with less.

Based on the expected contribution and the amount carried forward we are proposing the following critical elements noted in the Needs Assessment be funded as shown:

Land Use and Zoning	\$	0.00
Directional Signage and Way-finding	\$	0.00
Streetscape and Infrastructure	\$	110,000.00
Parking	\$	0.00
Design Guidelines	\$	0.00
Historic Preservation	\$	0.00
Riverfront, Parks and Open Space	\$	0.00
Public Investment Properties	\$	0.00
Public Involvement	\$	0.00
Marketing	\$	100,000.00
Additional Economic Development Funding Mechanisms	\$	158,000.00
		\$368,000.00

Pre-approved and/or Recurring costs include the following:

Legal fees (est.)	\$	10,000.00
Mainstreet Manager (est.)	\$	70,000.00
		\$80,000.00
Total:		\$448,000.00

The Streetscape and Infrastructure set aside is for completion of the riverfront improvements including change orders, electrical improvements, moving of the clock tower and the construction of a water feature east of St. Johns Avenue. In addition to the \$110,000 being allocated from the Downtown TIF, we will also be allocating a similar amount from the Better Place fund to complete this project. We believe the completion of this project is the number one priority for the City of Palatka in 2012.

Of the \$158,000 set aside for Additional Economic Development Funding Mechanisms, we are recommending that \$60,000 be set aside for FY 2012 for the Façade Improvement program. This set aside includes any reserves that were allocated last year but not allocated. I am not requesting at this time that any money be set aside for the BIG program, but I am requesting that the BIG program be sent back to the Main Street Economic Development Committee for evaluation and modification including clearly identifying the goals and objectives of the BIG program. These should be clearly stated on the application. I am asking that the Board seriously consider the Recruitment Fund Program presented under a separate item. We believe that this program can be more effective in responding quickly to applicants who can truly generate jobs within the Central Business District.

Within the Marketing critical element it is envisioned that marketing and promotional ideas would be funded including but not limited to: street festivals, car shows, 4th of July fireworks, billboards, brochures, web hosting, radio and television advertising, etc. A more complete breakdown of the proposed marketing plan is also attached with this memo. With the hiring of a Main Street Manager, we are focusing our mission on bringing

people to the downtown area. We believe the more activities we can have within the Central Business District the more likely businesses are to succeed.

As I have stated in the past, assigning funds to a particular element does not necessarily mean that any or all of the assigned monies must be spent in this category, it merely means that these areas were a priority and it was envisioned that the money should be assigned in these areas. Monies may also need to accumulate in order to accomplish a particular goal; therefore monies may be assigned to a particular element with the purpose of setting money aside for a long range project (i.e. redevelopment of the 100 Block, interactive playground, etc.

I cannot say enough about the increased involvement by our businesses and citizens in bringing these programs to the City and the CRAs. Memberships and participation in the North and South Historic Districts continue to increase thanks to the leadership of Roberta Correa and Elizabeth Van Rensburg. Programs that were once questioned including the Home Improvement Program and Live Here Work Here program have had unprecedented success under their leadership. Main Street Committee Chairmen including Robert Taylor, Jerry Hafner and Skip Lorenzen have also fostered major programs for the betterment of the Central Business District. The strong and steady leadership of John Browning, Wayne McLain, Terry Turner, Linda Myers and Susan Loosberg within the Main Street program have furthered the goals of the Central Business District. They have recognized the needs of the District and have acted accordingly. The BIG program, façade program, billboards (conceived and developed by Downtown Palatka) and the pending way-finding program have all been implemented under the guidance of these volunteers. Downtown Palatka Inc.'s willingness to step up and take over the Promotions aspect of the program also cannot be overlooked. Sam Deputy and Angela Murtaugh continue to be strong advocates for the overall success of downtown. With this leadership and the inclusion of Charles Rudd, Mainstreet Manager, the countless volunteers that make-up each committee, the downtown merchants and owners; we are excited about the prospects of 2012.

South Historic District		
Beginning Balance	\$	92,056.09
REVENUE		
South Historic-County Share	\$ 52,727.29	\$144,783.38
South Historic-City Share	\$ 53,179.16	\$197,962.53
EXPENDITURES		
Actual Amount Spent		
415 Kirby St-Northeast Florida Roofing	\$10,275.00	\$187,687.53
		\$187,687.53
		\$187,687.53
		\$187,687.53
		\$187,687.53
		\$187,687.53
		\$187,687.53
		\$187,687.53
Bank Balance		\$187,687.53
Allocated but unspent		
(Signed Purchase Orders)		
HIP (Allocated but unassigned to any project)	\$40,392.79	\$147,294.74
		\$147,294.74
Signage	\$5,000.00	\$142,294.74
Hammock Hall Interior (remaining allocation)	\$98.20	\$142,196.54
Balance		\$142,196.54

<u>North Historic District</u>		
Beginning Balance	\$	32,010.91
<u>REVENUE</u>		
North Historic-County Share	\$25,338.02	\$57,348.93
North Historic-City Share	\$25,555.17	\$82,904.10
<u>EXPENDITURES</u>		
<u>Actual amount spent</u>		\$82,904.10
		\$82,904.10
Bank Balance		\$82,904.10
<u>Allocated but unspent</u>		
Reid Garden Designs	\$4,250.00	\$78,654.10
Christmas Tour	\$500.00	\$78,154.10
Balance		\$78,154.10

Tax Increment Report as of 9/30/2011
 (10/01/2010 to 9/30/2011)

Revenues Expenditure Balance

Downtown Redevelopment		
Beginning Balance	\$	831,094.20
REVENUE		
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
EXPENDITURES		
Actual Amount Spent		
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	\$16,413.39	\$1,186,410.44
Wattles Office Supply-A Frame Signs	\$920.00	\$1,185,490.44
Don Holmes-Legal Costs	\$405.00	\$1,185,085.44
BIG Program	\$223,678.02	\$961,407.42
CBS Outdoor-Billboards	\$9,000.00	\$952,407.42
Preston Electric-Electric upgrades-downtown	\$3,609.38	\$948,798.04
Reimburse DPI for repairs at Azalea Festival	\$507.96	\$948,290.08
Riverfront Stormwater Master Plan-Rourke	\$7,608.90	\$940,681.18
Façade Grant	\$67,142.91	\$873,538.27
Main Street annual membership fee	\$250.00	\$873,288.27
Palatka Waterfront Development	\$2,880.00	\$870,408.27
Bike rack loops	\$1,500.00	\$868,908.27
Outdoor advertising I-95	\$4,827.00	\$864,081.27
Supplies	\$69.29	\$864,011.98
Welcome Center Renovations	\$8,303.56	\$855,708.42
3x15 Banner	\$135.00	\$855,573.42
Recording Fees for Grant Contracts	\$416.50	\$855,156.92
Award Notice	\$36.25	\$855,120.67
Transfer to Better Place for Loan payment	\$200,000.00	\$655,120.67
Transfer to Better Place for Riverfront project	\$100,000.00	\$555,120.67
Transfer to Better Place for Michael Redd Plan	\$89,480.00	\$465,640.67
Transfer to General Fund for Interim Mainstreet manager's salary	\$10,000.00	\$455,640.67
Transfer to General Fund for July 4th Fireworks	\$15,000.00	\$440,640.67
CRA Sunset Extension-Dietrich Planning	\$5,677.40	\$434,963.27
Bank Balance		\$434,963.27

<u>South Historic District</u>		
Beginning Balance	\$	58,189.65
REVENUE		
South Historic-County Share	\$	57,253.68
South Historic-City Share		\$115,443.33
	\$	57,744.34
		\$173,187.67
EXPENDITURES		
Actual Amount Spent		
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 326 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 326 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 617 Emmett St-Thompson-David Church	\$1,369.00	\$108,360.80
HIP 617 Emmett St-Thompson-Precision	\$3,600.00	\$104,760.80
HIP 617 Emmett St-Thompson-Precision	\$4,000.00	\$100,760.80
HIP 617 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
Hammock Hall (M&L Painting)	\$1,762.00	\$92,056.09
Bank Balance		<u>\$92,056.09</u>
Allocated but unspent		
(Signed Purchase Orders)		
HIP (Allocated but unassigned to any project)	\$40,392.79	\$51,663.30
415 Kirby St-Northeast Florida Roofing	\$10,275.00	\$41,388.30
Signage	\$5,000.00	\$36,388.30
Hammock Hall Interior (remaining allocation)	\$98.20	\$36,290.10
Balance		<u>\$36,290.10</u>

<u>North Historic District</u>		
Beginning Balance	\$	226,903.83
REVENUE		
North Historic-County Share	\$23,887.68	\$250,791.51
North Historic-City Share	\$24,092.40	\$274,883.91
EXPENDITURES		
<u>Actual amount spent</u>		
516 N 4th St (roofing Armstrong, check #1271)	\$3,150.00	\$271,733.91
417 N 4th St (roofing Armstrong, check #1272)	\$10,200.00	\$261,533.91
516 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
516 N 4th St (painting M and L, check #1275)	\$5,477.50	\$242,556.41
600 N 3rd St (roofing Armstrong, check #1288)	\$6,255.00	\$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	\$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	\$10,863.00	\$178,243.41
401 Olive St (painting Precision, check #1349, partial \$3,000 + \$1,400 Chang	\$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 o	\$3,400.00	\$157,100.41
401 Olive St (painting Precision, check #1355, final \$3,500 + \$250 Change o	\$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 #2376)	\$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)	\$6,150.00	\$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)	\$296.11	\$43,218.62
503 N 3rd St (general contract Mathe)	\$3,540.00	\$39,678.62
414 Bronson St (roofing Northeast Florida, signed PO)	\$6,900.00	\$32,778.62
Letter of Interest for Contractors advertisement	\$17.71	\$32,760.91
Logo and Brand development for Reid's Gardens	\$750.00	\$32,010.91
Bank Balance		\$32,010.91
<u>Allocated but unspent</u>		
Reid Garden Designs	\$4,250.00	\$27,760.91
Christmas Tour	\$500.00	\$27,260.91





SOUTH HISTORIC DISTRICT
PALATKA, FLORIDA

Southside Historic Neighborhood Association
PO Box 2507
Palatka, Florida 32178

November 22, 2011

Woody Boynton
Palatka City Manager
201 North 2nd Street
Palatka, FL 32177

Re: Southside TIF Funds Budget (January 2012-December 2012)

Dear Mr. Boynton:

The Southside Historic Neighborhood Association (SHNA) anticipated South TIF District expenditures through December 2012 are listed below:

1. Continuation of the TIF/HIP > \$, 40,392.00 remaining balance plus an **additional allocation of \$80,000.00**
2. "Live Here, Work Here" program > \$20,000.00
3. Purchase of a pedestrian kiosk (SHNA's participation in the Main Street Program Wayfinding and Signage effort throughout the city) > \$5,000.00

This budget is based on the 2012 estimated TIF revenue of \$105,758.00. Items number 2 and 3 were reviewed and approved previously by the CRA Board and City Commission. Beyond these expenditures, a balance of approximately \$42,192.00 in non-allocated monies (\$16,407.00/2011 balance and 25,785.00/2012 estimate) would remain in the South TIF District account.

Sincerely,

Roberta Correa
SHNA President
rmlcorrea@yahoo.com

Attachments: November 2011 SHNA Newsletter (provides notice of meeting to discuss South TIF District monies)
November 21, 2011 SHNA meeting minutes
November 21, 2011 SHNA meeting sign-in sheet

cc: Matt Reynolds, Palatka Finance Director

SOUTHSIDE HISTORICAL NEIGHBORHOOD ASSOCIATION

Monday, November 21, 2011

Call to Order: the meeting was called to order at 7:00 pm by president, Robbi Correa. The minutes for October 2011 were read and accepted. Lucille Estes, treasurer, presented her report. SHNA is solvent. The report was accepted.

Discussion about the South TIFF Budget

TIFF/HIP: approximately \$40,400.00

Live Here Work Here program: \$20,000.00

pedestrian kiosk: \$5,000.00

South TIFF balance:

estimated 2012 revenue: \$105,000

2012 Budget recommendation: allocate additional \$80,000.00 to TIFF/HIP with remaining balance in South TIFF budget of . A motion to accept proposed TIFF South District budget for 2012 was moved, seconded and approved unanimously.

CRA scheduled to sunset in 2013 though there is intent to submit a request for a 30 year continuance. If not continued the district must spend possibly to buy and restore property. We may be able to get help from Home Depot.

Discussion regarding 424 Emmett: Mellon Foundation might be willing to refurbish and give to the city.

- Homeowners insurance was discussed again and various members will call. TIFF funds can't be used for group insurance because it's a recurrent cost. Bates Insurance deals with an insurance company that will take on historic homes and offer a reasonable rate.
- Tour of Homes will be Dec. 3 10AM-4PM. Southern Living may include Palatka's Holiday Tour of Homes. The Women's Club will again provide continental breakfast and sell tickets. Ted H. volunteered to be docent for Linda Crider's house. Neighborhood luminaries will be distributed by Lucille for the night of Dec.4. Lucille has bags and candles. Gas lights cost over \$600 last year and did not work well Gary volunteered to work on lamps. It was decided to have the gas lights on just for the December billing period without the inclusion of Thanksgiving.
- The holiday meal will be the 3rd Monday starting with appetizers at 6:30 pm. Suzanne Jacob will coordinate with Ted's help Robbi, Mike, Ted, Linda, Gary and Susan will set up tables. Lucille will get ham and turkey.
- "This Place Matters" campaign Sunday, December 4 at 3:00 pm. To save the hundred block building, the oldest (1885) commercial building in downtown Palatka. There was a discussion of possible uses and how to make it more attractive.
- Friends of Sam Deputy will hold a silent auction at 7 pm at the Women's Club Nov. 29. The group decided to donate 3 to 4 hours use of Hammock hall as a bidding item. Other items include vacation stays, floral arrangements, Palatka Daily News Ads, recreational opportunities.
- Linda Crider presented photos of a riverfront trail and park system in Chattanooga and again brought up the possibility of a roundabout for River St. Owners may donate necessary land, matching funds, cost estimates to be obtained.
- Lawn care was discussed. Robert will do for \$1100 per year. Possibly Department of Corrections could do it. It was decided to Robbi will contact Woody about the lawn care issue including land around Lion's Club.

The meeting adjourned at 8:18 pm.

Southside Historic Neighborhood Association

September 2011

Volume 8

www.shna.net

429 Kirby Street

P.O. Box 2507

Palatka, FL 32178

Don't forget our meeting on Monday, September 20, at 7 -8:30PM. Agenda preview:

- SHNA By-laws Review Committee update
- Appointment of SHNA Officers Nominating Committee

Upcoming events include:

Arts Council oil painting classes resume in October> Luke Taft on Wednesdays @ 1:00PM, Patrick Rausch on Thursdays @ 1:00PM at the historic Larimer Arts Center. Address: 216 Reid Street Palatka, FL 32177 <> Phone: (386) 328-8998

E-mail artsinputnam@aol.com or visit www.artsinputnam.org

September 24th> Lee Conlee House Golf Tournament at Palatka Municipal Course. Call (386) 325-4447 for information.

Saturday, October 8th> Artoberfest downtown Palatka on the riverfront. 9 to 6 pm. harvest market, car show, live entertainment, recycling regatta, kids' zone, arts & craft show and fishing tournament. Contact the Palatka Art League, Valeria Ingamell 386-546-5545 or Keep Putnam Beautiful, Ramicah Watkins 386-325-998 for application forms for vendors.

October 7th & 8th> Quiltoberfest at the Tilghman House. This is a judged show and quilters will be exhibiting their works throughout the house. Quilts can be viewed, and can be purchased after the show.

October 15th & 16th> Art & Wine Show at Tangled Oaks Vineyard, Grandin.

November 18th (Opening Gala) to Dec. 24th> Holiday House at the Historic Tilghman House.

Hammock Hall is available for rent for birthdays, receptions, showers, etc. Call Michael Gagnon, our rental chairman, at 386-325-9418 for information.

Information on the Southside Historical Neighborhood Association Tax Increment Fund (TIF) is available on our website www.shna.net. If you do not have internet access, please contact either Roberta Correa/Michael Gagnon at (386) 325-9418.

Please let me know of news of interest to SHNA. E-mail me at susann1940@gmail.com



SOUTHSIDE HISTORIC NEIGHBORHOOD ASSOCIATION SIGN-IN SHEET

DATE: 11-21-11

NAME

E-MAIL ADDRESS

- 1 Susan Graftweg SallyCannonson@yahoo.com
- 2 Gary Graftweg
- 3 Carter Malinda Pacheco
- 4 Pat Amodia
- 5 Lynda Heine
- 6 Robert Emmons
- 7 Linda Gruber
- 8 Sam Harris
- 9 Suzanne Jacob
- 10 Ted Hoengel
- 11 Jane Kasper
- 12 MICHAEL GAERU
- 13 ~~Gene Hanson~~
- 14/13 Lucille Estes
- 15 ~~H. Sam Thede~~
- 16 Barb Wayne
- 17 Rebbi Carr



**PALATKA HISTORIC NORTH SIDE
NEIGHBORHOOD ASSOCIATION (P.H.N.N.A.) AGENDA
MEMBERSHIP MEETING – NOVEMBER 28TH, 2011**

CALL TO ORDER

READING AND APPROVAL OF MINUTES

TREASURER'S REPORT

SOCIAL REPORT

MEMBERSHIP REPORT

FUNDRAISING REPORT

POLICE REPORT

OLD BUSINESS:

- *2011 Holiday Home Tour*
- *Directory*
- *Reid's Garden t-shirts*

NEW BUSINESS:

- *CRA & TIFF-HIP budget*
- *Board member vacancy*
- *Luminaries December 24, 2011*
- *Monday meetings to other date*

OPEN DISCUSSION

ADJOURN

REID'S GARDEN
PALATKA HISTORIC NORTHSIDE
NEIGHBORHOOD ASSOCIATION (P.H.N.N.A)

Membership Meeting November 28, 2011

In attendance: Coenraad van Rensburg, Don Gooding, Mike Tarter, Kingsley Plimpton, Annie Svetlik, Daniel Horowitz and Sue Cothron.

The President called the meeting to order at 6:35 pm.

Sue read minutes of August 29, 2011 meeting, and with a motion by Kingsley (1st) and Don (2nd) the minutes were approved as read.

Treasurer's Report presented by Annie, motion to approve was made by Kingsley (1st), Sue (2nd).

Social Report - next meeting

Membership Report – letters to members regarding renewal will be sent in January, 2012.

Fundraising Report – none

Police Report – none

Directory – next meeting

Old Business:

- 2011 Home Tour – December 3

Reid's Garden T-shirts –there are a few still available

New Business:

- CRA & TIFF/HIP Budget – motion made by Kingsley (1st) to allocate 80% - TIFF/HIP, 20% to Neighborhood usage Sue (2nd).

Sue made a motion (1st) to send letters to neighborhood informing residents, Don (2nd) there are six applications approved for this year. No new applications will be accepted until these homes are completed.

Board Member Vacancy – Daniel (1st) nominated Mike Tarter, Kingsley (2nd)

Luminaries – December 24 –Block captains will pick up material 7-10.
Sue made motion (1st) to allocated \$300 for luminary supplies, Annie (2nd)

Page 2

Monday meetings to other date – Coenraad said he would like us to think about moving the meetings from the 4th Monday of the month to another one.

Adjourn: motion made by Kingsley (1st) Daniel (2nd).

See Cathron

COMMITTEE GOAL: To attract residents and visitors into the downtown area in order to build commerce and community use of the area through (1) special events, (2) retail events and business activities (in the role of facilitator), and (3) image enhancement (marketing).

OBJECTIVE: Marketing and Special Events

PROJECT / ACTIVITY: Marketing/Events Summary

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	PERSON RESPONSIBLE	START DATE:	END DATE:	EXPENSE:	INCOME:
Create Brand for Downtown Palatka	Arnett/Muldrow	January	February	\$8,000.00	
Balance of Billboard contract	Main Street Manager	January	August	\$5,600.00	
Update Billboard for Azalea Fest/Street Party/Cruise-in	Main Street Manager	January	March	\$0.00	
Update Billboard for Brand/Crab Fest/Street Party/Cruise-in	Main Street Manager	March	August	\$0.00	
Produce/Distribute Quarterly Events Calendar posters	Main Street Manager	Jan.,Apr.,July,Oct.	Quarterly	\$940.00	
Produce/Distribute Quarterly Events Calendar Table Tents	Main Street Manager	Jan.,Apr.,July,Oct.	Quarterly	\$360.00	
Renovate Main Street Website with Branding	Main Street Manager	March	May	\$2,500.00	
Downtown Christmas Lights	Main Street Manager	October	November	\$7,500.00	
Advertising	Main Street Manager	January	December	\$7,000.00	
Produce 3rd Friday Downtown Street Party (11 events)	Main Street Manager	February	December	\$42,000.00	
Produce Downtown Cruise-in (10 events)	Main Street Manager	January	October	\$11,000.00	
			Budget:	\$84,900.00	\$0.00

Anticipated Results / Achievement Measure: