

Mr. Alexander said their mission statement states they work to accurately depict the past and present of Putnam County through murals, as well as an appreciation of the heritage and community. They enhance the history of Palatka through their murals. When they filled out the agenda item they only had cost estimates on one mural. They have now received the amount on the 2nd mural and the total for both murals will exceed \$7,000.00. One mural will depict the 1909 opening of the Union Station Train Depot. The Annie Oakley mural will depict her visit to Palatka in 1908 and will be located on the side of the gun range downtown. She and her husband performed at the Riverfront. They would like to incorporate some of the 100 Block buildings into the mural. There is a 3D effect to this. The wall is 13' x 39' and the mural will cost \$6,100.00

Mr. Alexander said, as to the mural depicting the 1909 opening of the Palatka Union Depot, that will be located on the Welcome Center at 9th Street and it will be 9' 5" high by 30'8" long. This was an exciting day in Palatka. There was a large crowd gathered to greet the train. The proposal came in at \$3,150.00, for a total price of \$9,250.00 for the two murals. The Train Station is on the national registry of historic places. These are appropriate murals for Palatka.

Mayor Myers asked if the Mural Committee has a budget in place, and asked if the murals have had a specific amount in the past allocated to them. He noted economic constraints on all budgets. Mr. Boynton said in the last 12 to 15 months the CRA has spent upwards of \$12,000 on murals. They used to allocate \$15,000 each year for murals. Mayor Myers asked if they have done any projections on future mural expenses for refurbishment and how many murals now exist. Mr. Alexander said there are currently 21 murals in Palatka. They refurbish murals every 2 years, depending upon when the mural was painted. This money comes from fundraisers and donations. They have a mural maintenance account.

Dr. Judy Rothschild, 233 Davis Lake Road, Conlee-Snyder Mural Committee, said so far they haven't asked the City for any money towards maintenance of the murals, even the ones located on City buildings.

Commissioner Kitchens said people come from all over the country to take the mural tours, by boat and by car. There are tourists continually coming to look at the murals. This fits into the CRA's purpose and scope. The murals are heavily advertised at the Florida Welcome Center and rest areas. She supports this 100%. Commissioner Norwood concurred and said he understands the economic constraints. He'd like to see that everything that is to be brought by organizations that will come before the CRA be included in the budget at the beginning of the year. In that way, when it comes before the CRA it is just a formality. Commissioner Kitchens concurred, and said the best the Mural Committee can do is provide an estimate. When they plan a mural they receive RFPs from artists all over the country. It is hard to pinpoint an amount in advance. Commissioner Norwood said he'd like to see a "not to exceed" figure provided for budget purposes. Per Mrs. Rothschild's question, Mayor Myers said the amounts in the budget don't carry over from year to year. There is nothing to prohibit them from providing an estimate. Ms. Murtagh said these murals bring foot traffic to downtown and that's what this is all about. She applauded the Mural Committee for their work. They generate tours from retirement communities, which generate business for restaurants, hotels and other businesses.

Commissioner Brown moved to approve the request for \$9,250.00 for the Annie Oakley and Train Station Opening murals. Kitchens seconded the motion, which passed unopposed.

Mr. Boynton asked when the Mural on 3rd street will be completed, noting there are still two squares missing. Mr. Alexander said Betty Sutliff, who commissioned it, passed away. The squares were assigned to various artists. He spoke to the Art League about this last week and they are attending to it. Mr. Boynton said there is liability associated with the scaffolding in the parking lot. Mayor Myers said, regarding his question concerning the economic side of this, he just wanted them to be sure they continue to be good stewards of taxpayer funds.

REQUEST TO REALLOCATE FUNDS TO WALKING MURAL TOUR PHONE GUIDE from mural lighting - Mr. Boynton said last year they set aside \$2,700.00 to light two murals. That project has not moved forward. At the behest of Commissioner Brown, Chief Getchell put together some information on the cost of a phone narrative for a walking tour. The starter program costs around \$360.00; if they want to go to the larger program they can go to the \$720.00 program. An app for a Smartphone costs considerably more. He recommends reallocating the funds necessary for this purpose. This will facilitate a walking tour of the murals; you will dial a number and a recorded narrative will tell you about the mural. People want to know the history behind the murals. The Mural Committee does not object to this reallocation.

Judy Rothschild, Conlee-Snyder Mural Committee, said they are in the process of putting together a booklet that will include a detailed narrative of each mural, and suggested the Mural Committee takes part in this and give people a two or three paragraph general idea of what the mural is about, and the narrative should suggest people purchase the booklet to get more information. Commissioner Brown said people have questions about the murals and they need to give people enough information as to give them an understanding of why the mural depicts Palatka history. Mrs. Rothschild said that is all included in the narratives. This is a history of Palatka that explains why Palatka is unique. The booklet will fill in the details. Mr. Alexander said they hope to develop walking tours on the murals. Commissioner Brown said she'd like to introduce them to some people who can provide good historical information.

Commissioner Kitchens moved to approve the reallocation of funds from mural lighting to establish a cell phone audio tour for the murals. Ms. Murtagh seconded the motion, which passed unopposed.

4. **OTHER BUSINESS/REPORTS**

Main Street Recommendation of Façade Grant Award - 608 Main Street - Ed Killebrew, Serve Pro, of Putnam County, Inc. - \$6,442.00 – Mr. Boynton said this is for their information. There will be a public hearing on this during tonight's City Commission meeting.

Tax Increment Funding Update – CRA Director – Mr. Boynton said, as to expenditures, there have been few expenditures for the fiscal year to date. Expenditures will increase as the Riverfront Project progresses.

5. **ADJOURN** – There being no further business to discuss, the meeting was adjourned at 4:35 upon a motion by Commissioner Norwood.