

The following members acknowledged receipt of the foregoing notice of a special meeting on the 6th day of February, 2009.

/s/ Mary Lawson Brown
COMMISSIONER

/s/ Allegra Kitchens
COMMISSIONER

/s/ James Norwood, Jr.
COMMISSIONER

/s/ Vernon Myers
COMMISSIONER

/s/ Sam Deputy
PRESIDENT
DOWNTOWN PALATKA, Inc.

/s/ Harry Eaken
MAIN STREET MANAGER

INVOCATION – Commissioner Norwood

PLEDGE OF ALLEGIANCE – As a group

2. **APPROVAL OF MINUTES – 2/5/09** – Commissioner Kitchens moved to adopt the minutes as read. Commissioner Myers seconded the motion, which passed unopposed.
3. **COMMUNITY REDEVELOPMENT PLAN AMENDMENT** – Recommendation to add component to fund requests for sustainable events in the Central Business District – Mr. Boynton noted a correction to his memorandum (filed); the document being amended is the Palatka Center City Redevelopment Plan, 1985, adopted November 27, 1985. Commissioner Brown moved to recommend the amendment of the Palatka Center City Redevelopment Plan, 1985, to add elements and provisions to fund sustainable events, by inserting the following language, as outlined in Mr. Boynton's and Ms. Dietrich's memorandums (filed), dated February 16 and February 12, 2009, respectively:

Marketing is a tool that increases visibility for the City of Palatka and is critical for the vitality of its Central Business District (CBD). In order for marketing to succeed, the community stakeholders, business and property owners, merchants, local organizations, the City of Palatka and the Putnam County Chamber of Commerce should come together to establish, develop and foster a unified vision and approach.

To succeed in building long term economic success for the CBD, festivals and sustainable events are opportunities that reinforce a District's positioning and branding. That means they must be targeted at appropriate audiences, communicated using local, regional and statewide multi-media resources, and designed to support, not compete with, the permanent businesses of the District. Sustainable events further the exposure to the existing businesses in the area by: bringing in first-time tourism, generating repeat visits, and providing for local resident activity and interaction.

Commissioner Kitchens seconded the motion.

Robert Griffith, 510 Mulholland Park, spoke on his experience at the State Main Street convention in Kissimmee. He said at that time Harry Eaken was the Main Street Manager and Commissioner Myers was the Main Street President. They

were all in a seminar being conducted by Jeannette Peters, who does seminars on 501c-3s and is considered an expert in the State. She said every city needs a qualified 501c3 to raise money. They are expected to restore this town, and the very tool they need is not in existence. He understood that Mr. Fulgham's group was given the opportunity to become a 501c3 so they could raise money. There is a lot of confusion about that as it was thought that Downtown Palatka was a 501c3. Because they had learned from the Main Street experts on how to establish a Main Street program, they did not want this program to go to the Chamber. Mr. Deputy made the motion to move the Main Street program to the Chamber. At the seminar, Mr. Eaken asked Ms. Peters how you would operate a 501c3 under a 501c6. Her answer was you can't, and that would be fraud. After that, the Main Street 501c3 was put on the shelf, and Main Street has been operating under the Chamber ever since. He is not criticizing how the Chamber has operated Main Street. They can't raise money without a 501c3 designation. There is not one in existence. Since they first learned about how to operate a CRA, he remembers there was a problem within the Main Street organization because the manager was spending more time on the riverfront project than on Main Street business. Mr. Bush said it was because she also gets her funding from CRA, not Main Street, and was also the CRA Manager. When they heard about the CRA, they did research on what a CRA was. He told Mr. Deputy and Mr. Laibl a CRA fund existed, which they did not know about. He is saying this because he wants this on the record. They cannot continue to go downhill without a 501c3 and a Main Street standing alone to raise money, so money can come in. What happens today will be good, and he is not against this action, but now is the time to clarify direction. These decisions are hard ones to make because of personalities. He finds it exciting that they are in one of the poorest communities in the State, and have a beautiful downtown town, and have funds to do projects. If the focus is putting together a total package similar to the one he received from Winston-Salem, NC, that is good. He appreciates all the work that has been done. At a meeting with downtown property owners, Wes Larson said they all need to drop their own personal agendas and work towards transforming this City.

Mayor Flagg said in the past they had asked one person to wear both the Main Street Manager and CRA Director "hats" and likely not everyone totally understood the differences between those two roles. Today they are better informed on the delineation of those two programs, and they are ready to move forward.

There being no further discussion, A roll call vote was requested and taken, with the following results: Mr. Deputy, Commissioners Brown, Kitchens, Myers, Norwood, and Mayor Flagg, yes; Nays none. The motion was declared passed.

- 4. REQUEST FOR Central Business District Tax Increment Funds:** 2009 Blue Crab Festival Sponsorship; up to \$50,000 (tabled from 2/5/09) – Mr. Deputy moved to approve up to \$50,000 from the Central Business District TIF funds to fund the 2009 Blue Crab Festival. Commissioner Norwood seconded the motion. There being no further discussion, A roll call vote was requested and taken, with the following results: Mr. Deputy, Commissioners Brown, Kitchens, Myers, Norwood, and Mayor Flagg, yes; Nays none. The motion was declared passed.

Commissioner Brown said the City has always been partners with Blue Crab Festival; in the past when the City has asked them for funding, they have provided it. A former Mayor approached them about funding for his Clock Tower project, and they obliged.

5. **APPROVAL OF INVOICES: Preston Electric:** \$2,075.31 for Downtown Lighting Expense – Mr. Boynton pulled this from the agenda. It is now his understanding that this is a maintenance expense, and is being paid from the downtown lighting fund.
6. **REMARKS/COMMENTS** – There were none.
7. **ADJOURN** – There being no further business to discuss, the meeting was adjourned at 4:20 p.m. upon a motion by Commissioner Norwood, seconded by Commissioner Brown.

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