

**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.*

**MINUTES**  
**CITY OF PALATKA**  
**COMMUNITY REDEVELOPMENT AGENCY**  
October 13, 2011; 4:00 p.m.

Proceedings of a regular meeting of the City of Palatka, Florida Community Redevelopment Agency held on the 10<sup>TH</sup> day of October, 2011

Present:   Vernon Myers                   Mayor  
          Mary Lawson Brown       Commissioner  
          Allegra Kitchens         Commissioner  
          Vernon Myers             Commissioner  
          James Norwood, Jr.       Commissioner  
          Angela Murtagh          President, Downtown Palatka, Inc.  
          Chip Laibl                Commissioner, BOCC

Also Present: City Manager Elwin C. Boynton, Jr.; City Clerk Betsy Jordan Driggers; Finance Director Matthew Reynolds; Assistant to the City Manager Jonathan Griffith; City Attorney Don Holmes; Police Chief Gary Getchell; Lara Diettrich, Planner

**CALL TO ORDER** – Mayor Myers called the meeting to order at 6:00 p.m.

**INVOCATION** - Commissioner James Norwood, Jr.

**PLEDGE OF ALLEGIANCE** – City Attorney Don Holmes

- APPROVAL OF MINUTES** – June 9, 2011 & August 25, 2011 – Commissioner Laibl moved to adopt the minutes as read. Commissioner Brown seconded the motion, which passed unopposed.
- PUBLIC COMMENTS** – There were none
- CENTRAL BUSINESS DISTRICT:**  
**MAIN STREET MANAGER INTRODUCTION** – Woody Boynton, CRA Director, introduced Charles Rudd, saying he was selected as Main Street Manger two weeks ago. He provided resume' information and noted he is certified in downtown management and has been working with the Main Street approach since 1997. He is now living in the Downtown Palatka area.

Mr. Rudd provided an overview of what he's been working on for the past few weeks. He's produced a quarterly events poster and has been doing a lot of planning and coordinating volunteers on the 2012 work plan. The Main Street board will consider it next week.

**REQUEST** to appropriate CBD TIF funds in an amount not to exceed \$10,834.00 for the local expansion of the Small Business Development Center & full-time Certified Business Analyst – Dana Jones, President, Putnam County Chamber of Commerce, said she is excited about this program. There is a need for this program today. This is the most beneficial way to bring help at no cost to those who need it the most. This will help local existing businesses as well as proposed business, and this will help the newly unemployed. They need someone working in this capacity every day they can send into the business community. This person will be housed at the Chamber, but the goal is to push them into the community to find those who need help. They need as many partners as possible to help introduce this person to the business community and potential entrepreneurs. There is much work to do. This job will be advertised locally and internally through the University of N. Florida system. This person is an employee of the Small Business Development Center and will report to the Small Business Development Counselor that currently visits Putnam County every month. The SBDC has a reporting system that will measure the success of this program. This is a one-year commitment; it could be renewed if Washington renews the SBDC program. Putnam County and PCDA are partners in this. She is meeting with Crescent City and Pomona Park, and they are working with some businesses on contributions. Commissioner Kitchens asked if the CRA plan allows this. Mr. Holmes said there is no issue with using part of the funds for salaries provided the position being funded is related to a goal of the plan. Ms. Westmoreland has been contacted regarding her opinion; she felt that page 60 of the Plan covers this where the City will partner with the Chamber on business outreach opportunities. He believes this ties in with the Plan and Ms. Westmoreland, an expert of the CRA, concurs. Commissioner Brown said this is a stepping stone to get a business incubator into this community, which is something she has been talking about for a long time. Mayor Myers concurred, and said he is very interested that this person reaches out to all segments of the community. To some people, the Chamber is a little intimidating, and they need to make this program user-friendly. They should meet with people wherever they are comfortable meeting.

Mr. Homes said since they are working with CBD TIF funds, he asked if they can incorporate something where there is at least a focus on the CBD, even if it is not an exclusive focus, such as a list of properties provided to people in the CBD that are available, or a mail-out to those in the CBD. They need to make sure there is some nexus between the CBD and this program. Ms. Jones said they can work this out; most of the businesses will be located in the CBD. They can add this to the MOU. Commissioner Leary noted the priority should be the CBD and there should be a specific amount of time out of the work week that is allotted to this area. Mayor Myers noted, retail properties could be inventoried and presented to applicants.

Lara Diettrich, Diettrich Planning, said as to the TIF funds for the CBD, it does need to be located in the TIF district. As this small business facility is going to be working with the other TIF areas, she recommends most of the funds go to the CBD and as to the money contributed by other entities, she recommends that those funds to go outreach beyond the area. Ms. Jones said the amount she's requesting is only 25% of the total cost of this program. They have 75% of the funds already committed. This money goes to the SBDC program and covers salary, equipment, support services, etc. Per discussion, Ms. Jones said the office space and office supplies and furniture are an in-kind donation by the Chamber.

Christy Sanford, 312 Dodge, said this is a wonderful idea. When she looked up the SBA website and centers the primary partnership is between government and colleges and universities, and asked if the Chamber had contacted SJRSC for funding. She read from a list of questions. She does not believe any of the TIF money can be used outside of the TIF district it is designed for unless you are doing some promotional work for an event. She asked if someone from the TIF district will be on the hiring committee and if progress reports will come to the CRA. If the CBD TIF funds aren't tapped, CBD entrepreneurs would still be eligible to use this program. Mayor Myers said this program is part of the University of N. Florida and a person from this program has been visiting the County one day per month. Ms. Jones said the cash match is 1/3 of the cost of the program; the program costs \$89,000. The SBDC is leveraging their funds to match this. They are only contributing 1/3 of the cost. They have no say-so on the hiring or the supervising of this person. The Chamber office is in the CBD. Ms. Jones was asked to meet with Ms. Sanford to answer any questions. Mr. Holmes said the City's contributing only a portion is an additional bonus, as the contribution is leveraging other contributions, and you get more "bang for the buck." Ms. Jones said this is only about 10% of the total cost and it will be of tremendous benefit to the CBD. Commissioner Brown said the County's contribution will cover all other portions of the County. Commissioner Norwood said they should put out a schedule to notify Palatka people when they will be available in Palatka. Ms. Jones said the office will be open during business hours Monday through Friday. They will contact every faction they can.

Commissioner Leary moved to appropriate CBD TIF funds in an amount not to exceed \$10,834 for the local expansion of the Small Business Development Center and full-time Certified Business Analyst. Commissioner Kitchens seconded the motion, which passed unopposed.

**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) - Commissioner Brown recused herself from voting and discussion as her business has applied for a grant. Commissioner Leary recused himself from voting and discussion noting conflict with items (3) (d) & (c).

Mr. Rowell said they had four good applications but only had funds to fund three of them, so are bringing a request for additional funds to allow funding of all four. Commissioner Kitchens moved to appropriate an additional \$26,625 to the BIG program for a total of \$116,625 to fund grants. Commissioner Norwood seconded the motion, which passed unopposed.

**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

Commissioner Brown recused herself from voting and discussion as her business has applied for a grant. Commissioner Leary recused himself from voting and discussion noting conflict with items (3) (d) & (c). Commissioner Norwood moved to concur on Palatka Main Street recommendation on Building Improvement Grant Awards. Commissioner Kitchens seconded the motion, which passed unopposed. Mr. Taylor recognized the presence of Emily Blevins and Bob Goodwin, members of the Main Street Committee.

4. **SOUTH & NORTH HISTORIC DISTRICT REQUEST TO APPROPRIATE** up to \$500 from SHD TIF funds and up to \$500.00 from 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 – Mrs. Correa said they received notice from Southern Living’s Holiday Homes Tours of the South that they want to come to Palatka. They are trying to get this home tour, which they had moved to the Spring, together for the holidays. They normally obtain a sponsor for the brochures, but need a back-up plan. This will draw a lot of people. Commissioner Kitchens asked if they get a sponsor will they return the money? Ms. Correa said they just won’t use it. Mr. Van Rensburg had nothing to add. As to a recommendation from the CRA Director, Mr. Boynton said the request came in at the last minute and it’s a small amount. Commissioner Norwood asked if the CRA director has any spending authority to approve a small request like this. Per discussion, this will be looked into; Mr. Boynton said this falls under promotions, but given proximity to the meeting, he felt it would be good for them to talk about this. Commissioner Brown moved to approve the South and North Historic Dist. Request to appropriate up to \$500 to cover cost of printing Holiday Tour of Historic Homes guide brochures. Commissioner Leary seconded the motion, which passed unopposed.

5. **NORTH HISTORIC DISTRICT - REPORT** – 9/24/11 Civil War Reenactment on Bronson Mulholland House Grounds – Elizabeth Van Rensburg, 310 N. 3<sup>rd</sup> Street, provided a report on the living history event, a first annual event. She distributed an event report and discussed the high points. This was a civil war reenactment of camp life and living history, as there was no battle that took place on the Bronson House lawn. It was used as a campsite. They geared this towards students and children. They had great coverage from the Palatka Daily News. This event was put together through the cooperation of many entities including the City and PD. They had 277 visitors that day, which was good for a first time event and a record for the Museum. There were 32 volunteers throughout the weekend. The event sponsor was Center State Bank. The cash donation requested was \$10.00. They received donations of \$11,334. They will expand the event and broaden advertising to outlying areas. They will apply for a TDC grant.

Mayor Myers thanked Mrs. Van Rensburg and the N. Historic District for a successful event.

6. **INTRODUCTION OF RESOLUTION** adopting a CRA Plan Amendment to extend the life of the Community Redevelopment Plan through December 27, 2043 – Lara Diettrich, Deittrich Planning, LLC, Jacksonville, said this is being introduced to them, but is not agendaed for action today. The amended resolution was distributed prior to the meeting (filed). This draft is being taken in by the CRA, and is to be transmitted to B&Z for staff review and comments, and he will return the resolution to the CRA with comments, and she will receive those and any comments from the CRA. They will take action on the resolution at that future meeting.

Commissioner Kitchens said she’d had some questions put to her about the Sunset date, but she’s contacted Mr. Holmes regarding these and her questions were answered. Mr. Holmes said they are within the law to ask for a 30-year extension. Ms. Diettrich said this is addressed by FS 163.387 and FS 163.361 in plain language. Ms. Diettrich read the statute. It can be amended to be extended to 60 years past the date first enacted. This CRA was established December 27, 1983; therefore, this CRA can be extended for an additional 30 years. Mayor Myers noted this requires no official action.

**OTHER BUSINESS** – Commissioner Norwood asked if the CRA Director had developed a list of projects that could be funded through CRA TIF funds. Mr. Boynton said this was discussed at the last Commission meeting. They’ve spent most of the money for this fiscal year through existing programs and allocations. There aren’t a lot of funds available moving forward. Those

numbers will be assembled for the December report. The biggest project they have to fund is the relocation of the Clock Tower and water park at a cost of around \$175,000. There is another potential project being contemplated with Georgia-Pacific. This is a significant project worth several hundred thousand dollars that GP wants to expend on the Riverfront. This entails conversations with FDEP and St. Johns River Alliance. In the GP pipeline project permit application, they had to provide an education element. This was issued before 9.11. They need to look at other projects in Putnam County and possibly outside as security measures have now changed at GP plant. They have chosen the Palatka riverfront. This will involve several habitat components, including wetlands, midlands and upland vegetation treatments. Other components involve an expansion of restrooms and a fairly large pavilion on the south side of the project. This would also lead them into the Children's Playground, which is a \$150,000 project. He may want to reallocate money, depending upon how this project evolves. They are still negotiating with FDEP on this and there will be an on-site meeting next week. By this time next year they expect this project will be constructed and on the ground.

Regarding the FEMA Drainage Project on St. Johns Avenue, the Commission will be extending that contract until Dec. 1. The project manager was relocated to Vermont for several months and this project is sitting on her desk awaiting her return. All permits are in place. The construction aspect can then move forward.

7. **ADJOURN** – There being no further business to discuss, the meeting was adjourned at 4:55 p.m. upon a motion by Commissioner Brown, seconded by Commissioner Kitchens.

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

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