

**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**  
**PALATKA COMMUNITY REDEVELOPMENT AGENCY**  
December 8, 2011; 4:00 p.m.

Proceedings of a regular meeting of the City of Palatka, Florida Community Redevelopment Agency held on the 8<sup>th</sup> day of December, 2011.

**Present:** Vernon Myers Mayor  
Mary Lawson Brown Commissioner  
Allegra Kitchens Commissioner  
Phil Leary Commissioner  
James Norwood, Jr. Commissioner

**Absent:** 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; Planning Director Thad Crowe

**CALL TO ORDER:** Mayor Myers called the meeting to order at 4:00 p.m.

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

**PLEDGE OF ALLEGIANCE** – Led by Mayor Myers

- 1. APPROVAL OF MINUTES** – 10/13/11 – Commissioner Brown motioned to adopt the minutes as read. Commissioner Kitchens seconded the motion, which passed unopposed.
- 2. PUBLIC COMMENTS** – There were none
- 3. CENTRAL BUSINESS DISTRICT:**  
**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 – Commissioner Norwood motioned to approve. Commissioner Leary seconded the motion, which passed unopposed.

**DISCUSSION** – Riverfront Park Capital Outlay Projects - City Manager Woody Boynton said for several months he has been asked to bring back a cost associated with several capital improvement projects proposed for the Riverfront. The seven projects he has outlined include relocating the clock tower, constructing the water feature and associated amenities near the clock tower, and other improvements as outlined in his memorandum (filed). As to the clock tower relocation and water feature, with an approximate cost of \$185,000, some of that work with money allocated from TIF would put those for completion by early Spring 2012. That is included in the annual plan. The interactive playground is estimated at \$150,000; they are looking at phasing in that project. The playground would go near the location of the 1<sup>st</sup> Presbyterian Church. The first phase is around \$75,000 and includes the core pieces of equipment; the 2<sup>nd</sup> phase would add other elements in 2013. They have \$5,000 already submitted by the Pilot Club as seed money; two other civic organizations have approached him about doing a project on the riverfront to raise money for this. There is a real potential this phase will be funded by civic organizations. He hopes to begin this in the summer or fall. As to expanded boat ramps and restroom facilities, a permitting issue held this up this past year, and permits are now in hand. They are still in the running for grant funds on this. The only caveat on that \$400,000 is that it now requires a 25% match, or \$100,000. The new floating docks at the pier will run around \$700,000. These are two grants; on one grant, they were told the project was too large a scope and accounted for too large a piece of the fund balance. Those floating docks may be a two-year project. As to the last two, refurbishing the amphitheater and 100 block the buildings, he does not yet have a cost associated with those. They are still identifying a direction to move in on those. He hopes to have both a direction and cost by late January or February.

Commissioner Norwood asked how many people the relocation of the Clock Tower will bring to downtown, and then asked if they should consider the interactive water park as the first priority, as that is what will bring people downtown? They can form up the park to be ready to receive the clock tower once it's moved. Mr. Boynton said he'd envisioned doing all this at one time. Two-thirds of the cost of moving the Clock Tower is associated with the demolition of the concrete structure that surrounds it. They could do this in two phases; the clock tower is an integral part of the water feature and to move it later may be more costly in the long run. They are working with the contractor to minimize those costs associated with the concrete base. There is a possibility he could delay that cost of demolition. Commissioner Norwood said he'd like to get the water park underway and completed as soon as possible. Mr. Boynton said, based upon the direction he receives regarding the annual plan, those are budgeted for 2012. The budgeting of this relocation would ensure this water feature would be done correctly. They need to eventually demolish the concrete pad.

Commissioner Kitchens asked if they are going to vote on this item or its components. Mr. Boynton said this is just for information; later in the agenda they address these components as to allocations in the annual plan. This will set the money aside. Commissioner Kitchens asked as to the relocation will it include the cost of repairing the clock; Mr. Boynton said it will. Commissioner Kitchens asked if refurbishment of the amphitheater should be the #1 priority. Mr. Boynton said the only fishing tournament on the amphitheater is Wolfson's, and they can work with the City one more year. They are just concerned about having vehicles on the

amphitheater stage, as it was not built to hold that weight. Commissioner Kitchens said in that case she concurs with making the water feature first priority.

Discussion ensued on prioritization. Mr. Boynton said refurbishment and relocation of the clock tower has already been approved, so he listed it as #1. It makes sense to complete a project once begun. The water feature is overwhelmingly the one component that is needed. He already has the money for the clock tower; he is now allocating money for the water park. The playground phase I can be done with the help of the civic organizations he has spoken to. They need one event down there that is civic minded that will bring all the groups together, and give them ownership. The Rotary Club does this with Triangle Park. They maintain the park as well.

Commissioner Brown asked if some of this will be finished in time for Blue Crab Festival, and if the Festival will be accommodated. Mr. Boynton said mainly the Blue Crab Festival will be impacted as to the entertainment tent. They are in discussion with representatives on this. Everything they are doing will benefit the festivals in the long run. They had a "scoping" meeting with the electrician; by mid-February all electricity should be on and in place for Azalea Festival. This has a late spring completion date, minus the water feature; they may even have the clock tower relocated by February. Commissioner Brown said the water taxis should be ready by late March and asked what dockage will be available. Mr. Boynton said the dockage will be available through FDOT funding; Mr. Cunningham can dock at available facilities for the time being. Commissioner Brown said they need to determine where the docking will be. There are funds included in the grant for dock facilities. Mr. Boynton said he's meeting with FDOT on Monday on plans he, Mr. Cunningham and Mr. Trepper have proposed for docking facilities. Once they come up with a definitive plan, this Commission will be the first to know. Commissioner Brown said many people on the Riverboat Committee gave of their time freely for many years to bring this project to fruition, and they'd like to be kept in the loop on all developments.

Commissioner Leary agreed that the interactive playground/water park is important. He has asked for a report from Blue Crab on their profits. The City charges a minimal fee on festival permits. Some of the money raised by the festivals should be put back into the Downtown improvement fund. The more amenities they can provide, the better. Mr. Boynton agreed and said Blue Crab would be a willing partner. Two years ago this Board funded the Blue Crab Festival significantly as it was not in the black. He believes Blue Crab would be one of the first organizations to step up. Commissioner Leary said all organizations that use the Riverfront should invest in this project.

Commissioner Kitchens said several years back the Blue Crab Committee donated \$10,000 to the City to help with the new bulk head, and donated \$30,000 to the clock tower. They also donated all the electrical improvements they made. She feels they will continue to do so, and concurs they should raise some of the fees. Commissioner Brown said they need somewhere on St. Johns Avenue they need to make reference to Lemon Street, as it was formerly named.

Mayor Myers said they need to move forward with the relocation of the Clock Tower; it is a focal point and is in the middle of the water feature, and Item 2, the water feature and associated amenities. The playground is the perfect project for the civic

clubs to complete. There are a lot of civic organizations in this community and they have undertaken these types of projects in the past.

**DISCUSSION – Recruitment Fund Program –** Mr. Boynton said this is a variation of the BIG program. It's just a one-page synopsis of some criteria and recommendations made by the Main Street Economic Development Committee. If they have an incoming business that could create jobs, but needed an answer quickly to tie down other funding, they can't accommodate that. Their current process, start to finish, takes about nine months. They have to advertise, receive applications and forward those to a review committee, who forward recommendations to the Main Street Board, who then forwards that to the CRA and finally the Commission. He's given this to them in draft form so they can make recommendations to him for refinement by the Main Street organization. If this Commission doesn't agree this is a good method for recruitment, he can relay that back to Main Street. This makes a difference in recruiting and maintaining jobs. The BIG program does not identify goals and objectives clearly; the two goals are job creation and making buildings rentable; they have accomplished the rentable buildings, but did not create many jobs. He'd like to see a new program tied to job creation. He asked them to look this draft over and get back to him with comments.

Commissioner Brown said many people in the Downtown area don't have a great deal of matching funds to put with grants. They need to look at reducing the amount of matching funds required. As to the BIG grants, those may still create jobs, as many people are still in the process of making renovations. They say they want to bring businesses in, but they also need to invest in existing businesses, as they have anchored the Downtown. There are many aspects to running a small business which they do not always understand.

Commissioner Kitchens concurred and said she does not want to take away from the BIG program, which helps existing businesses; she met with the City Manager on this and he has assured her it does not. Commissioner Leary said he was recently in a store downtown where the façade had been renovated and looked great; however, he went into the store and it was not renovated and looked bad. Commissioner Brown said now that this person doesn't have to put money into fixing up the outside, they can put their funds into fixing up the inside, and this gives them the incentive to do so. This renovation inspires others to renovate. Commissioner Leary said there is an aesthetic component to downtown, and an interior component as well. Commissioner Brown said many businesses don't know that they are eligible to apply for other grants made available through the Enterprise Zone designation. Mayor Myers concurred. Commissioner Norwood said whatever program they do, he'd like to see clear goals and objectives, and criteria outlined where goals and objectives can be met. The BIG program didn't stick with goals and objectives and did not create any jobs. The Committee also needs to advise the applicants of tax breaks and other benefits they are eligible for through the Enterprise Zone designation.

4. **ADOPTION OF CRA ANNUAL PLAN**, including the Central Business District (CBD), North Historic District (NHD) and South Historic District (SHD) – Mr. Boynton said he's provided them with the proposal for FY 2012 (filed). He has also included attachments that show last year's expenditures, and those from October through Nov. 15 of this year, and minutes of meetings wherein recommendations were made

by all TIF districts. The proposal for the CBD was developed by him with input from the Main Street Executive Board. The SHD is set to receive \$106,000 in TIF funding, down from \$115,000 last year. NHD will receive around \$51,000, up slightly from \$48,000 they received last year. Accolades go to the TIF/HIP program for those property value increases. The CBD will receive around \$292,000, down from \$380,000 that was received last year.

The SHD is looking to make the allocations as shown for 2012. They propose the following:

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

Each of these programs were preapproved at prior meetings, and they are moving forward with work items. Regarding revisions to the Live Here Work Here program, Mr. Boynton said those revisions were made and approved by Mr. Holmes.

As to NHD, the following recommendations are made:

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

At the last CRA meeting the NHD presented the Reid's Garden designs and kiosk, and all programs have been approved.

As to the CBD, Mr. Boynton read from his memorandum as to major initiatives and their status. He estimates nearly \$800,000 was spent on economic development initiatives in the CBD. A detailed list is attached to his memorandum (filed). They have received \$1 million from outside sources for redevelopment of the Park and expect additional funding for boat launch improvements. The BIG and Façade programs have made buildings more marketable and habitable. The Wayfinding program has been developed and they hope it will commence in early 2012. They believe extending the CRA is of paramount importance in keeping this momentum going. Several pre-approved initiatives will extend into 2012 and have funds that have been committed, but have not yet been expended. His memo includes amounts committed but not yet expended. The following recommendations were made:

Streetscape and Infrastructure:	\$110,000	
Marketing	100,000	
Additional Economic Dev. Funding Mechanisms	<u>158,000</u>	
Subtotal		\$368,000.00
Plus pre-approved or recurring costs:		
Legal Fees (est)	\$ 10,000	
Main Street Manager (est)	<u>70,000</u>	
Subtotal		80,000.00
<b>Total</b>		<b><u>\$448,000.00</u></b>

Jerry Hafner, 122 Hilty Lane, E. Palatka, said "Wayfinding" is a series of signage designed to help attract and guide folks to the Downtown area. The majority will be erected along Reid Street, and some along Crill Avenue. The signs will welcome people into the City and direct them to certain areas and amenities. One reason this program has stalled is to incorporate the "branding" they want to go to, which this Commission just approved. The program will also include a number of kiosks in the downtown for historical information. Mr. Boynton said this program was presented over a year and a half ago, and it has taken some time to put this plan together.

Mr. Boynton said around \$156,000 remains unspent from last year, adding the \$292,000 contributed from tax increment funds brings the total to \$488,000 to be allocated for 2012. They are setting aside \$110,000 for Streetscape and Infrastructure, \$100,000 for Marketing and \$158,000 for additional Economic Development Funding Mechanisms. An additional \$80,000 is set aside for the Main Street Manger and legal fees, bringing the total set-aside to \$448,000.00. He recommends \$60,000 be set aside for the façade improvement program. \$40,000 remains from last year, and he is adding \$20,000 to that for a total of \$60,000. In April they may recommended the BIG or Recruitment program be extended, but are not committing to that at this time.

Commissioner Brown said she asked Mr. Boynton to include in this package information on the telephone walking tour. Chief Getchell has found someone to fund this. This will create more activity in the downtown area.

Regarding marketing, Commissioner Norwood asked if there is a time frame set up for this. Mr. Boynton said he did not include that complete report from Main Street, but the majority of the money for marketing is centered around a monthly street festival and car show the Main Street and CRA would actively sponsor over the next year. This is new and will generate more foot traffic, which is one of the goals of the new Main Street manager. This is also a recruitment tool. The Special Events committee has looked at this and they may be presenting this to the Commission in January. Commissioner Brown said they will be doing the boat launch in March, and she'd like to incorporate this into the calendar.

Commissioner Kitchens said as to the branding, she wants to include the name "Palatka" in the branding. Also, Angel's Diner is not Angel's Café.

Mr. Boynton noted his final paragraph, which thanks all those who have been instrumental in creating and administering these programs across the Districts. Many volunteers make up the committees and organizations involved in the development and implementation of these various programs. All are excited about the prospects of 2012.

Commissioner Norwood moved to adopt the CRA Annual Plan as presented. Commissioner Leary seconded the motion, which passed unopposed. Mayor Myers congratulated all on the progress and improvements made in the downtown and historic districts in the past few years, which is phenomenal.

**REPORTS** – Roberta Correa, 703 Emmett and Elizabeth Van Rensburg, 310 N. 3<sup>rd</sup> St. – Ms. Correa said 192 people visited the City during the last Tour of Homes. Many who came from outside the City were amazed with what the City has to offer. Mrs. Van Rensburg said they contact realtors to put their homes on these tours, and they had a huge response. They thanked the Woman's Club of Palatka for their help. Mrs. Van Rensburg said the districts are bringing back the tradition of Christmas luminaries, which are lit on Christmas Eve. Commissioner Kitchens said they need to contact the Jacksonville stations to cover these Christmas lights, including those downtown. The Commission noted the positive comments received on the Downtown Christmas lights, spearheaded by Mr. Rudd. They also need to publicize the annual Toys for Tots boat races on the St. Johns River, held this past Saturday. This brought people to Palatka who stayed at the Quality Inn and spent money at area restaurants.

5. **ADJOURN** - There being no further business to discuss, the meeting was adjourned at 5:05 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