

TERRILL L. HILL
MAYOR - COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

TAMMIE MCCASKILL
COMMISSIONER



DONALD E. HOLMES, ESQ.
CITY MANAGER

JEFF RAWLS
BOCC REPRESENTATIVE

VALERIA BLAND THOMAS, ESQ.
CITY ATTORNEY

LAUREN SHANK
FINANCE DIRECTOR

Regular meeting 2nd Monday bimonthly each even month at 5:00 p.m.

AGENDA COMMUNITY REDEVELOPMENT AGENCY April 11, 2022

The minutes of the proceedings of the regular meeting of the Community Redevelopment Agency held on April 11, 2022, at Palatka City Hall, 201 N. 2nd St., Palatka, FL 32177. The meeting begins at 41 minutes 18 seconds on the YouTube recording: <https://www.youtube.com/watch?v=IM8RI71Qx5g> In accord with the State of Florida's retention schedule, this link will expire after two years.

I. CALL TO ORDER at 5:00 PM

1. **Pledge of Allegiance** led by Mayor Hill.
2. **Invocation** led by Chaplain Mulberry.
3. **Roll Call**

Mayor Terrill L. Hill – Present
Commissioner Tammie McCaskill – Absent – excused absence
Commissioner Will Jones – Present beginning at 5:17 PM
Commissioner Justin Campbell – Present
Commissioner Rufus Borom – Present
County Commissioner Jeff Rawls - Present

Also present: Don Holmes, City Manager; Sunni Krantz, Interim City Clerk; Valeria Bland Thomas, City Attorney; Lauren Shank, Finance Director; Matt Newcomb, Police Captain; Lisa Walsh, Planning Director; Jonathan Griffith, General Services Director; Marcia Lane, WPLK/WIYD radio; Allegra Kitchens, former City Commissioner; Rick Paul, Small Business Development Center; Robbi Correa; Dale Taylor; Annie Svetlik, and Bridget Heenan. Also present via telecommunications technology: Sunshine Nealy, Planner; Alonzo Mulberry, City Chaplain; Mandi Tucker, Project Manager/Grants Administrator

II. APPROVAL OF MINUTES

1. **February 14, 2022, Meeting**

Motion to approve by Commissioner Campbell, Second by Commissioner Rawls. Motion passed unanimously, 3 – 0.

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

The floor was opened to public comment. Hearing none, the floor was closed to public comment.

IV. REGULAR BUSINESS

1. **Tax Increment Fund Financial Report and Budget Update-** FY 2021-2022 as of March 2022 - Lauren Shank, Finance Director

Ms. Shank provided the budget update. The year-to-date balance does reflect us moving the Building Improvement Grant into each perspective area. Ms. Shank advised that there is no comingling of the grants.

Motion to approve the report as presented by Commissioner Borom. Second by Commissioner Campbell. Motion passed unanimously.

2. **Discussion/Direction** - Building Improvement Grant Cost Share Program Addendum

Ms. Tucker advised in creating the addendum there were questions from citizens that need clarification. Does the CRA wish to make multiple awards on multiple applications, such as multiple units and/or multiple buildings on one parcel. We may have the scenario where a property owner owns multiple properties. Mr. Griffith advised in the past, multiple applications were allowed, however it was taken into consideration at the time of award. Staff has also received a question concerning land clearing. Staff is proposing that land clearing is not an eligible expense and that we add demolition and construction as terms of eligibility.

Agency discussion commenced. Commissioner Rawls expressed that multiple awards should be taken on a case-by-case basis. He suggested eligibility based upon tax parcel in addition to the number of applicants. Commissioner Rawls further indicated, it is based on parcel, not the individual. The individual would not be impacted if they had multiple parcels. Mayor Hill expressed we should look at it as one per owner or one per property. Commissioner Borom suggested case by case basis and scoring.

Mr. Holmes advised the for a project to be eligible, the project must not have received TIF funding in the past 10 years

Motion by Commissioner Rawls to define multiple awards on parcel ID not on individuals and that the 10-year funding restriction be upon the parcel not the individual, and to add language for construction and demolition, not allow land clearing. Second by Commissioner Borom. Motion passed unanimously.

3. **Direction** on business specific wayfinding signage in the Downtown corridor.

Mr. Griffith addressed the Agency. Staff was directed to get quotes on business specific wayfinding. Staff has determined that if the agency wishes to move forward with something along the lines of kiosks, it would be around \$6,160 and would require a budget amendment from another line.

In her experience, Ms. Walsh has seen business specific signage become problematic as it requires regular changing. The other consideration in the design of the sign would be who the target audience is. For example, is it for someone passing by in a vehicle? If so, the wording would need to be quite large.

Commissioner Jones asked for visual examples of what Staff is proposing to purchase. He expressed he does not wish to vote on something without seeing it. Mr. Griffith advised that the Staff can bring back a proof. However, if the Agency wishes the signs to cover the entire CRA area there will be very many signs, he estimated about 20 - 30 placards at every intersection. Staff is suggesting a kiosk, but Staff does not think it is necessary.

Commissioner Rawls suggested we define a pedestrian district for this type of signage. He asked about a wayfinding app that businesses could contribute to. Mr. Griffith advised this type of cell phone application is a paid subscription program. Mr. Griffith advised there are other resources available, such as Google maps. Mr. Griffith suggested educating businesses on the benefits of updating their Google listing. Commissioner Rawls said the app he is suggesting would be better than "Whats App". He indicated the Chamber of Commerce should take the lead in this. Commissioner Borom agreed the Chamber to lead the drive as they know about all the events in the region. Mayor Hill indicated there is an opportunity to work with the County on the "Visit Putnam" app and put a link on there.

The floor opened to public comment

Ms. Bridget Heenan 115 Southwind Cir., St. Augustine FL 32080 spoke regarding "Stuff to do" page on Instagram. She says pictures can be posted.

The floor was closed to public comment.

Mayor Hill spoke regarding the slogan "it's our nature", which was researched and adopted. Trails and ecotourism have been a draw to the community.

The Mayor advised we should let staff come back with additional information and additional options. Commissioner Campbell asked if Staff would bring the Agency examples of what Staff sees in other areas, so that the Agency can see options from other areas.

Motion by Commissioner Campbell for Staff to bring back options for the wayfinding at the next CRA meeting. Second by Commissioner Rawls. Motion passed unanimously.

V. REPORTS

1. Small Business Development Center (SBDC) Report

Mr. Paul has been making progress consulting with small businesses. He has 2 clients at the finish line and one more coming in tomorrow. He defines reaching the "finish line" as creation of a loan preparation package. Although this is the "finish line" with him, it is their starting line, as there are lots of things the client will need to do to secure a loan. He hopes that the relationship they have will help them get through the loan process

Mr. Paul spoke regarding the five Cs of credit: capacity, capital, collateral, conditions, and character (credit score is a big part of character). Commissioner Borom suggested that credit scores, capital, collateral, and other factors be considered as prerequisites to becoming a client, to ensure that they do not waste the SBDC's time. Mr. Paul explained these factors cannot be prerequisites to the program, as they are all up to the banker.

Mr. Paul advised the Small Business loans to have been range from \$180,000 - \$2 million. Commissioner Rawls indicated we should identify lenders who have an appetite to lend to small businesses. Mr. Paul advised Capital City Bank is an SBA lender and he regularly meets with area bankers.

Mr. Paul spoke of upcoming events, such as the Putnam County Agricultural Summit in May. There is a SBDC Human Resource Fundamentals Workshop tomorrow at 5:30 PM. The next SBDC Workshop's topic will be "How does your business compete for customers?" The next entrepreneur social will be at Atmosphere Boutique Day Spa on April 19.

VI. ADJOURN at 6:03 PM

Commissioner Jones asked concerning the status of obtaining additional estimates to put back in the driveway at the Price Martin Community Center, a part of the A. Philip Randolph Transportation Hub

project. Mayor Hill asked that response back as to the project be added as a placeholder on the next meeting.

ANY PERSON WSHING 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 ENSURE 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 286.0105

PERSONS WITH DISABILITIES REQUIRINGACCOMMODATIONS IN OROER TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE CITY CLERKS OFFICE AT 329-0100 AT LEAST 24 HOURS IN ADVANCE TO REOUEST ACCOMMODATIONS.