

ROBERTA M. CORREA
MAYOR - COMMISSIONER

ANNIE H. DAVIS
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



MARCIA G. CARTY, CPA, CGFO
CITY MANAGER

WALTON PELLICER
BOCC REPRESENTATIVE

SAM DEPUTY
COMMUNITY REPRESENTATIVE

JANE WEST, ESQ.
CITY ATTORNEY

KAREN HAYES, FCPC
CITY CLERK

CHANTEL PIERRE
FINANCE DIRECTOR

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
February 26, 2026 at 5:00 PM

1. CALL TO ORDER

- a. Invocation
- b. Pledge of Allegiance
- c. Roll Call

2. APPROVAL OF MINUTES

- a. January 22, 2026

3. AWARDS AND RECOGNITION

- a. Recognition of John Alexander for Cultural and Community Contributions

4. PUBLIC COMMENTS (SPEAKERS LIMITED TO 3 MINUTES)

5. REGULAR BUSINESS (SPEAKERS LIMITED TO 5 MINUTES)

- a. Small Business Development Center Report
- b. Community Redevelopment Plan Updates
- c. Update on Logo and Wayfinding Signs
- d. City Hall Mural – Revitalization Application Request
- e. Approval of CRA Funds for Temporary Streetscape Mitigation Signage

6. REPORTS (SPEAKERS LIMITED TO 5 MINUTES)

- a. Financial Report Year to Date for the Months Ended January 31, 2026
- b. City Manager Verbal Report

7. ADJOURN

NOTICE: Per F.S. 286.0105 persons with disabilities requiring accommodations in order to participate in this meeting should contact the City Clerks office at 329-0100 at least 24 hours in advance to request accommodations.

ROBERTA M. CORREA
MAYOR-COMMISSIONER

ANNIE H. DAVIS
COMMISSIONER

JUSTIN R. CAMPBELL, SR.
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



Regular meeting 2nd Monday bimonthly each even month at 5:00 PM

MARCIA G. CARTY, CPA, CGFO
CITY MANAGER

WALTON PELLICER BOCC
REPRESENTATIVE

SAM DEPUTY
COMMUNITY REPRESENTATIVE

JANE WEST, ESQ.
CITY ATTORNEY

KAREN HAYES, MMC, FCPC
CITY CLERK

CHANTEL PIERRE, CPA
FINANCE DIRECTOR

NICOLE AUTH
CRA MANAGER

Community Redevelopment Meeting January 22, 2026, Minutes

Invocation

The invocation was led by Commissioner Campbell

Pledge of Allegiance

The Pledge of Allegiance was led by Commissioner Jones.

Roll Call

Commissioner Pellicer, Commissioner Jones, Commissioner Cambell, Commissioner Borom, Commissioner Davis, Sam Deputy and Mayor Correa were present.

APPROVAL OF MINUTES

December 8, 2025

Vote: Commissioner Davis moved to approve the minutes as printed. Commissioner Campbell seconded the motion which passed unanimously.

PUBLIC COMMENTS

John Jenkins spoke about the upcoming festivals and asked about the construction and hopes it does not interfere with the festivals.

Jody Lee spoke about the upcoming construction and the festivals and hopes it will not interfere.

Response: Ms. Carty spoke about the downtown merchant meeting and recalled the city had good representation. Public Works Director Joe Verrechio, CRA Manager Nicole Oath, and the Contractors. Mr. Verrechio stated staff is going to meet with the contractors Monday morning as far as the schedule goes and he will have more insight into that subject.

REGULAR BUSINESS

Central Business District Landscape Maintenance

CRA Manager Auth stated that CRA funds may be used for wayfinding signage provided the wording complies with CRA requirements. She advised avoiding promotional language such as “we’re open” or “come to downtown,” as these phrases are not eligible under CRA guidelines.

Commissioner Campbell requested that staff evaluate wayfinding sign options prior to the start of construction and consider the feasibility of a mobile or movable sign. He emphasized the importance of ensuring the signs are easily identifiable.

Mr. Deputy recommended developing a communication plan to ensure the public is aware that businesses will remain open during construction.

Ms. Carty agreed and stated she would prepare a draft communication plan and distribute it to the board for review.

Mr. Deputy also raised concerns about street cleanup following leaf-blowing activities and asked whether cleanup services would be included in the proposal.

Commissioner Jones inquired about the status of the street sweeper and where repairs were being completed.

Mr. Verrechio reported that efforts are underway to repair the street sweeper so it can address debris created by contractors, provided the equipment is repairable.

Commissioner Pellicer noted that if the street sweeper's frame is bent, the City will need to consult a welding shop for repairs. He also recommended selecting trees with smaller growth habits that still provide adequate shade.

North and South District Landscape Maintenance

This item was pulled and moved to February 22, 2026, meeting, however there was a brief discussion on doing an RFP for the whole contract.

Belton Property – Future Use Discussion

Ms. Auth explained that the city owns the property which is located on N 11th Street. Ms. Auth also stated this is at the mayors request and the mayor wanted to open the conversation regarding future use of the vacant land.

Following discussion, the board agreed to review the Comprehensive CRA Plan to determine whether the property is identified for specific uses within the plan. Ms. Carty suggested consulting with the GAI Consultants who are now doing the study of the CRA Plan.

REPORTS

Nov & Dec 2025 Financial Reports

Finance Director, Ms. Pierre gave the financial presentation. It was brought to the board's attention that the special event line must be allocated to a different line item. Mayor Correa suggested using it for public art.

Vote: Mr. Deputy moved to approve allocating the special grants fund of \$15,000 to be moved to the Public Arts fund. Commissioner Davis seconded the motion.

After a brief discussion, roll call was taken.

Commissioner Borom, aye; Commissioner Jones, nay; Commissioner Campbell, nay; Commissioner Davis, aye; Commissioner Pellicer, nay; Mr. Deputy, aye; Mayor Correa, aye. Motion passed 4-3.

Street Scape Project – Downtown Merchants Meeting (January 6, 2026)

Ms. Auth gave a brief overview of the Downtown Merchants meeting that was held on January 6, 2026. She also stated the staff recommendation is that the city will keep the merchants updated on any timeline changes and work.

Update on Logo and Wayfinding Signs

This item was saved for Ms. Hall for the next meeting. Ms. Auth stated what was given to them was a preview. Ms. Auth stated the idea is to refresh the branding for the CRA without making too much of a difference.

COPS Staffing and Enforcement Update

Assistant Chief Newcomb went through the Police report for the CRA district.

ADJOURN

Commissioner Campbell moved to adjourn the meeting. Commissioner Pellicer seconded the motion.

Recognition of John Alexander for Cultural and Community Contributions

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

The Community Redevelopment Agency recognizes John Alexander for his decades of dedication to arts education, cultural preservation, and community enrichment within the City of Palatka.

A graduate of Bethune-Cookman College, Mr. Alexander devoted approximately 46 years to teaching music and art at Silver Lake Elementary School (now Kelley Smith Elementary School). He has exhibited and sold oil and acrylic paintings throughout Putnam County and the State of Florida and has provided private piano instruction to numerous students over the years.

For 50 years, he has served as organist and pianist at St. Mary's Episcopal Church.

Mr. Alexander is a founding member of the African American Cultural Arts Committee and currently serves as President of the Conlee-Snyder Mural Committee, incorporated in 2000. Through the work of its volunteer executive board, the committee has facilitated the creation of 25 murals throughout downtown Palatka, visually preserving the City's history and culture while enhancing the character of the CRA district.

PROJECT ANALYSIS

Staff Recommendation

Presentation of a commemorative plaque in recognition of Mr. Alexander's lifelong contributions to the City of Palatka.

ATTACHMENTS

None

Small Business Development Center Report

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

PROJECT ANALYSIS

Staff Recommendation

ATTACHMENTS

1.	Palatka - Oct.-Dec.2025
2.	UNF Region - Oct-Dec 2025

City of Palatka

Quarterly Impact Report

Florida SBDC at UNF



City of Palatka
October - December
2025

Service Delivery

Entrepreneurs Consulted

13

[View Report \(Other Counti...](#) As of Jan 6, 2026, 11:12 AM

Total Consulting Hours

53

[View Report \(Other Counti...](#) As of Jan 6, 2026, 11:12 AM

Client's Revenue Increase

50.00k

[View Report \(Other Counti...](#) As of Jan 6, 2026, 11:12 AM

Business Startups

2

[View Report \(Other Counti...](#) As of Jan 6, 2026, 11:12 AM

Jobs Created + Retained

2

[View Report \(Other Counti...](#) As of Jan 6, 2026, 11:12 AM

Capital Formation

\$155.00

[View Report \(Other Counti...](#) As of Jan 6, 2026, 11:12 AM

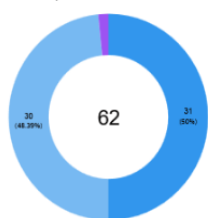
3 Number of Workshops & Events

157 Attendees to Workshops & Events

Client Characteristics

Gender

Unique Count of Business ID



[View Report \(Other Counties - Curr. + Prev. Year\)](#)

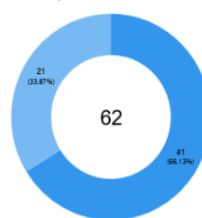
Gender (Primary Contact)

Female
Male
Other

As of Dec 5, 2025, 8:45 AM

Business Status

Unique Count of Business ID



[View Report \(Other Counties - Curr. + Prev. Year\)](#)

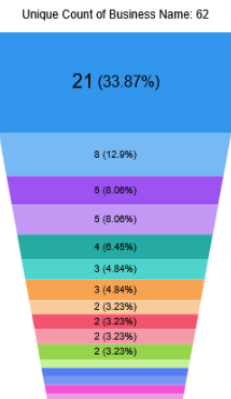
Business Status

In Business
Pre-Venture

As of Dec 5, 2025, 8:44 AM

Business Type

Blank = Pre-Venture



[View Report \(Other Counties - Curr. + Prev. Year\)](#)

Business Type

23 Construction
31 Manufacturing
42 Wholesale Trade
44 Retail Trade
48 Transportation and Warehousing
51 Information
52 Finance and Insurance
54 Professional, Scientific, Technical Servi...
56 Administrative and Support
61 Educational Services
62 Health Care and Social Assistance
71 Arts, Entertainment, and Recreation
72 Accommodation and Food Services
81 (Other Services (except Public Admini...
92 Public Administration

As of Dec 5, 2025, 8:45 AM

Demographics: White %

64.5%

[View Report \(Other Counti...](#) As of Dec 5, 2025, 8:45 AM

Demographics: Black %

27.4%

[View Report \(Other Counti...](#) As of Dec 5, 2025, 8:44 AM

Demographics: Hispanic %

9.7%

[View Report \(Other Counti...](#) As of Dec 5, 2025, 8:45 AM

Demographics: Asian %

3.2%

[View Report \(Other Counti...](#) As of Dec 5, 2025, 8:45 AM

North Florida Region Quarterly Impact Report



Florida SBDC at UNF



SBDC at UNF Region

October - December
FY 2025-2026

Service Delivery

Business Startups

10

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Jobs Created + Retained

14

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Capital Formation

\$178.94k

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Entrepreneurs Consulted

224

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Total Consulting Hours

759

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Client's Revenue Increase

50.00k

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

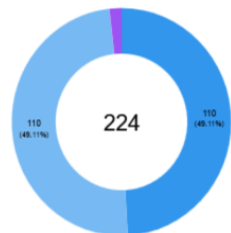
105 Number of Workshops & Events

4327 Attendees to Workshops & Events

Client Characteristics

Gender

Unique Count of Business ID



Gender (Primary Contact)

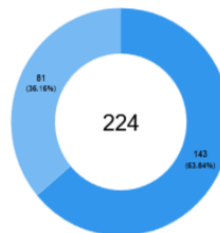
Female
Male
Other

[View Report \(Other Counties - Curr. + Prev. Year\)](#)

As of Jan 13, 2026, 1:29 PM

Business Status

Unique Count of Business ID



Business Status

In Business
Pre-Venture

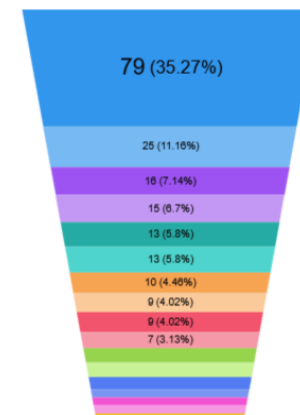
[View Report \(Other Counties - Curr. + Prev. Year\)](#)

As of Jan 13, 2026, 1:29 PM

Business Type

Blank = Pre-Venture

Unique Count of Business Name: 224



Business Type

23 Construction
31 Manufacturing
42 Wholesale Trade
44 Retail Trade
48 Transportation and Warehousing
51 Information
52 Finance and Insurance
53 Real Estate and Rental and Leasing
54 Professional, Scientific, Technical ...
56 Administrative and Support
61 Educational Services
62 Health Care and Social Assistance
71 Arts, Entertainment, and Recreation
72 Accommodation and Food Services
81 (Other Services (except Public Ad...
92 Public Administration

[View Report \(Other Counties - Curr. + Prev. Year\)](#)

As of Jan 13, 2026, 1:29 PM

Demographics: White %

68.8%

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Demographics: Black %

15.2%

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Demographics: Hispanic %

16.5%

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

Demographics: Asian %

3.1%

[View Report \(Other Counties\)](#) As of Jan 13, 2026, 1:29 PM

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

The Community Redevelopment Agency is in the process of reviewing and updating the adopted Community Redevelopment Plan to ensure continued alignment with current redevelopment priorities, statutory requirements, and implementation timelines.

In December, the project update item was pulled from the CRA agenda at the request of GAI due to health-related issues affecting project staffing. The affected staff member has since elected to retire to focus on recovery. As a result, the project scope is currently under review to streamline the public engagement component and revise the overall project schedule. An additional project element will also need to be considered as part of the updated scope of work.

PROJECT ANALYSIS

The Community Redevelopment Plan update is currently in a review and scope-refinement phase. At the request of **GAI**, the prior agenda item was deferred to allow for project staffing changes and reassessment of the scope of services.

Scope Considerations

GAI is reviewing the project scope to streamline the public engagement component and to incorporate an additional project element identified since the original scope was developed. These refinements are intended to improve efficiency while maintaining consistency with statutory and planning requirements.

Schedule Impacts

Revisions to the scope require an updated project schedule. Pending execution of the revised scope, **GAI** anticipates initiating work in March and completing the Community Redevelopment Plan update by September 2026.

Next Steps

GAI is expected to submit a revised scope of services by the end of the month. The updated scope will be available for CRA Board review and direction, if necessary, at the February meeting.

Staff Recommendation

Receive update on the Community Redevelopment Plan revision, including the anticipated revised scope from GAI and the projected March–September 2026 schedule.

ATTACHMENTS

None

Update on Logo and Wayfinding Signs

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

At the June 9, 2025 Community Redevelopment Agency (CRA) Board meeting, new branding options were presented for Board consideration. During that discussion, Board members expressed a preference for refreshing the City's existing branding rather than pursuing a complete rebrand.

Following that direction, the City's Public Information Officer, Ms. Greta Hall, began work on a refreshed approach to the City's logo and wayfinding signage. The effort is intended to maintain brand recognition while improving visual consistency and clarity for use throughout the CRA district and the broader community.

PROJECT ANALYSIS

Ms. Hall will provide a brief update on the status of the logo and wayfinding refresh efforts.

Staff Recommendation

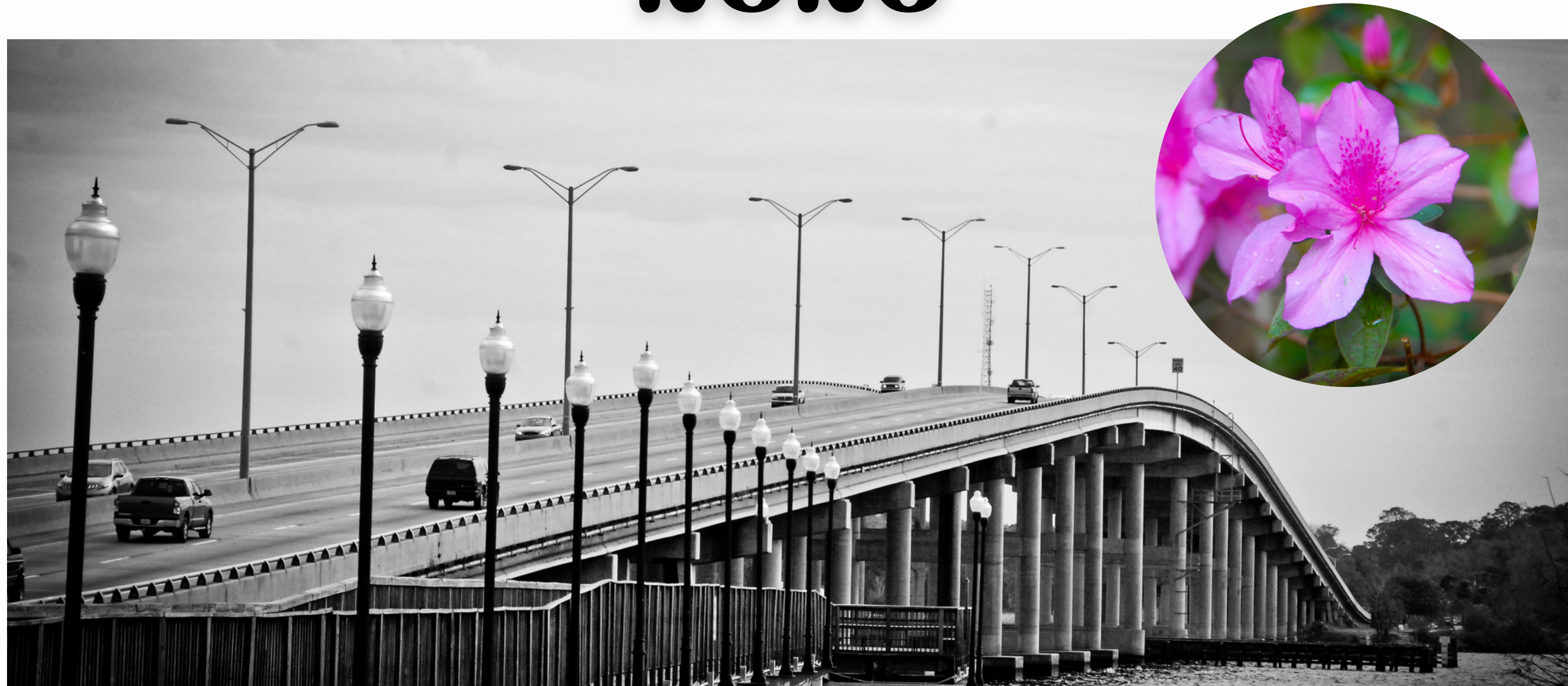
Staff recommends approval of the implementation of the refreshed branding.

ATTACHMENTS

1.	2026 City of Palatka Rebranding Packet Presentation
----	---

Updated February 2026

Palatka, Florida **Branding Guide** **2026**



Prepared By: Greta Hall,
Public Information Officer

Why Rebrand Now.....

The Putnam County Chamber of Commerce, in partnership with a third-party marketing firm, has conducted extensive surveys to inform its new tourism campaign. Responses were collected from residents, business owners, and others within a 250-mile radius.

Survey results show the area is primarily associated with the St. Johns River, natural beauty and outdoor recreation, and an authentic “Old Florida” experience.

Most respondents are aware of Palatka’s location, but many view it as a “pass-through” community rather than a primary destination. The city and Putnam County should work to shift this perception from a “drive through” to a “stay and explore” destination.

By aligning the City of Palatka’s branding with the Chamber’s focus on the river, natural beauty, and the “Old Florida” experience, we can unify our messaging. This approach will strengthen marketing efforts and present a cohesive regional identity.

Together, we can elevate Palatka from a pass-through to a destination.

Brand Summary - Tagline

Relax. Explore. Repeat. reflects the City of Palatka's vision to evolve from a pass-through community into a memorable destination.

The tagline speaks to the experience Palatka offers, not just the place itself. Visitors are invited to slow down and relax in an Old Florida environment defined by the St. Johns River, historic downtown charm, and an unhurried, welcoming pace of life. Palatka is a place to disconnect from the rush and reconnect with nature, history, and community.

Once relaxed, visitors are encouraged to explore. From riverfront activities and natural landscapes to historic neighborhoods, arts, events, and local businesses, Palatka offers experiences that reward curiosity and discovery.

The final word, Repeat, is intentional. It represents the City's goal of creating experiences worth returning to and recommending. Whether it's a weekend getaway, seasonal visit, or favorite stop along the river, Palatka aims to leave visitors with lasting impressions that inspire repeat visits and word-of-mouth recommendations.

Together, Relax. Explore. Repeat. positions Palatka as a place people do not just pass through but return to.



Brand Summary - Tagline

Tourism, Marketing Focused, Campaign

RELAX

Slow down and settle into the rhythm of Old Florida.

In Palatka, relaxation comes naturally, whether it's a peaceful riverfront view, a walk beneath moss-draped oaks, or a quiet afternoon downtown. This is a place where visitors can unplug, breathe deeply, and enjoy life at an unhurried pace.

EXPLORE

Adventure begins where the river bends north.

From kayaking and fishing on the St. Johns River to discovering historic neighborhoods, local shops, arts, and events, Palatka rewards curiosity. Every visit offers something new to see, do, and experience, both on land and water.

REPEAT

Some places are worth coming back to.

Palatka is designed to leave a lasting impression, one that brings visitors back for another weekend, another season, another story. It's the kind of destination people recommend to friends, revisit with family, and return to year after year.



Brand Summary- Graphics

City of Palatka

The Relax. Explore. Repeat. City of Palatka logo draws inspiration from the natural rhythm of the St. Johns River, the historic downtown, and the Old Florida landscape. Flowing river lines represent movement and ease, reinforcing relaxation and guiding the eye through the mark. Architectural elements reflect Palatka's historic downtown and sense of place, while trees and natural forms highlight the City's connection to its environment. The layered composition encourages discovery, symbolizing exploration of land and water. Together, these elements communicate a welcoming destination that invites visitors to slow down, explore, and return.



Community Redevelopment Agency

The Community Redevelopment Agency logo shows Palatka's focus on revitalization and matches the City's main brand. Its design draws from the historic downtown and riverfront, using architectural details to balance preserving character with encouraging growth. Natural touches connect to Palatka's Old Florida landscape, showing that redevelopment builds on the community's identity. The logo's structured shapes stand for stability and purpose, while the flowing lines represent renewal and change in redevelopment areas. All these features together highlight partnership, progress, and a long-term vision, reflecting the CRA's goal to strengthen neighborhoods, support local businesses, and help Palatka grow into a vibrant community.

Brand Summary - Graphics

City of Palatka - Color



Community Redevelopment Agency - Color



Brand Summary - Graphics

City of Palatka - Black & White



Community Redevelopment Agency - Black & White

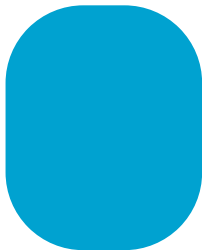


Color Palette- City of Palatka

The updated City of Palatka color palette draws on the natural tones of the St. Johns River, the surrounding landscape, and the historic downtown. The palette is anchored by multiple blues and greens that reflect the river, foliage, and relaxed pace of Old Florida living. Supporting warm neutrals and accent colors adds energy and contrast, inspired by sunlight, architecture, and community activity. This balanced combination allows for a strong primary color base with flexible supporting colors, creating depth and visual interest while remaining cohesive and adaptable across both tourism and official city applications.



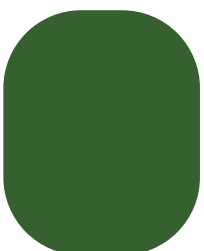
River Navy (Primary)
HEX#002E5D



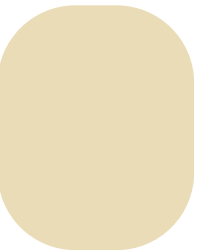
St. Johns Blue
HEX#00A2D0



River Teal
HEX#008590



Palmetto Green
HEX#36602F



Warm Sand
HEX#EBDCB8



Brick Red
HEX#A63126



Soft Gold
HEX#F4D67C



Off-White
HEX#E6E2DC



Charcoal
HEX#53565A

Wayfinding

Wayfinding is more than signage; it is the complete system that helps people move confidently and comfortably through a place. For the City of Palatka and its Community Redevelopment Agency (CRA), wayfinding plays a critical role in shaping how visitors, residents, and investors experience the community.

As Palatka continues to evolve from a pass-through stop to a destination, clear, user-friendly navigation is essential. Visitors arriving downtown, along the riverfront, or within designated redevelopment areas should immediately understand where they are, what is nearby, and how to explore further. Effective wayfinding combines signage, architectural cues, lighting, streetscape design, landmarks, and consistent branding to create an experience that seems seamless and welcoming.

Wayfinding is a two-stage process: individuals first decide where they want to go, then execute those decisions as they move through the environment. This experience is influenced not only by directional signs, but by how spaces are organized, how destinations are identified, and how visual elements guide the eye. When these components are thoughtfully coordinated, navigation becomes intuitive rather than confusing.

For the City and CRA, wayfinding must reinforce the established brand identity. Approved typography, color palettes, and logo systems should be integrated into signage and environmental graphics to create visual consistency across municipal and redevelopment areas. In CRA districts, wayfinding ought to highlight investment, historic character, and business activity while remaining clearly connected towards the broader City brand.

Adding more signs alone does not solve navigation challenges. Instead, successful wayfinding necessitates coordinated planning that establishes visible entry points, logical circulation patterns, consistent messaging, and clear visual hierarchy. When done effectively, wayfinding supports local businesses, encourages exploration, enhances redevelopment efforts, and strengthens Palatka's identity as a relaxed, accessible, and memorable destination.

Wayfinding



City Hall Mural – Revitalization Application Request

Mural – Revitalization

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

N/A – CRA-initiated revitalization activity.

BACKGROUND

The City Hall mural is a highly visible public art feature located within the Palatka Community Redevelopment Area. The CRA has previously funded mural creation and restoration projects using CRA beautification funds. Due to weathering and sun exposure, the mural requires revitalization to maintain its contribution to downtown aesthetics and redevelopment objectives.

PROJECT ANALYSIS

Scope: Revitalization of the City Hall mural only.
Estimated Cost: \$3,500.
Estimated Duration: Approximately one month.
Funding Approach: Staff recommends authorizing one mural at a time to preserve fiscal flexibility and mitigate risk.

Fiscal Impact

Funding Source: CRA Beautification / Public Art GL Account.
Budget Impact: \$3,500 within existing allocation.
Future murals will be presented as separate agenda items.

Statutory Authority – Florida Chapter 163, Part III
Section 163.370(1)(a), F.S. – Elimination of slum and blight.
Section 163.370(1)(c), F.S. – Public improvements.
Section 163.387(6), F.S. – CRA trust fund expenditures.

Staff Recommendation

Approve the authorization of \$3,500.00 from the CRA Beautification / Public Art GL account for the revitalization of the Heartbeat of Palatka mural.

ATTACHMENTS

1.	Mural Estimates for 4 Murals
2.	City Hall Murals



Approval of CRA Funds for Temporary Streetscape Mitigation Signage

The downtown Streetscape project is a CRA-funded public improvement. During construction, temporary impacts to pedestrian circulation and business visibility are anticipated. To mitigate these impacts, staff recommends the use of standardized, non-promotional sandwich board signage to communicate continued business access and parking availability within affected blocks.

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

Approve the use of **\$535 in CRA funds** for the purchase of temporary sandwich board signage to be utilized during the downtown streetscape construction project.

BACKGROUND

As part of implementation of the CRA-funded streetscape project, staff evaluated temporary signage options to support access and circulation during construction. Portable LED message boards were reviewed; however, vendor outreach determined that these options are cost-prohibitive for the duration of the project and, in some cases, vendors could not commit equipment for the full construction timeframe.

Along with Central Business District representatives, staff determined that traditional sandwich board signage provides a more practical and fiscally responsible solution. These signs are appropriate for pedestrian-scale communication, can remain in place for the duration of construction, and may be relocated as construction phases shift.

PROJECT ANALYSIS

Proposed Expenditure

Approval is requested for the purchase of:

- Four (4) metal A-frame sign stands (24" × 36")
- Four (4) double-sided coroplast sandwich board inserts (24" × 36")

Signage will be used exclusively during streetscape construction and will display uniform, informational messaging indicating continued business access and directing the public to available parking.

The total cost for the signage is **\$535**, based on an estimate from **Speakeasy Printing**.

Financial Impact

An estimate from **Speakeasy Printing** is included for the A-frame stands and printed inserts. An email from a second vendor is included documenting the inability to commit portable LED signage for the full project duration.

Funding is proposed from the **CRA Redevelopment Trust Fund** as a streetscape project support cost associated with implementation of a CRA-funded capital improvement.

Consistency with CRA Plan

The proposed expenditure is consistent with the CRA Plan and authorized uses of CRA funds under **Chapter 163, Part III, Florida Statutes**, as it supports the implementation of a CRA-funded public improvement project and mitigates temporary construction-related impacts.

Staff Recommendation

Approve the use of **\$535 in CRA funds** for temporary sandwich board signage to support mitigation efforts during the downtown streetscape construction project.

ATTACHMENTS

1.	Sandwich Board Printer Estimat_Streetscape Project_Speakeasy
2.	02 Downtown Streetscape Project - Putnam County
3.	LED Estimate_FunFlicks
4.	Signage During Streetscape Project
5.	Sandwich Sign Image



Speakeasy Print
900 Saint Johns Ave
Palatka, FL 32177-4650 United States
Orders@speakeasyprint.com | (386) 715-6115

Invoice #20260204-04

Issue date
Feb 4, 2026

Signs

Customer	Invoice Details	Payment
Nicole Auth City of Palatka nauth@palatka-fl.gov (386) 240-4785 , 32177	PDF created February 5, 2026 \$535.00	Due February 4, 2026 \$535.00

Items	Quantity	Price	Amount
Sandwich board coro- 24x36" <i>No "A" frame included</i>	4	\$36.00	\$144.00
Design/ Typeset	1	\$35.00	\$35.00
Metal A frame stand 24x36"	4	\$89.00	\$356.00
Subtotal			\$535.00

Total Due

\$535.00



Pay online

To pay your invoice go to <https://squareup.com/u/HusomZ3q>
Or open the camera on your mobile device and place the QR code in the camera's view.



ACME BARRICADES LC

Main Office

9800 Normandy Blvd

Jacksonville, Florida 32221

1-800-373-7704 / 904-781-1950



DATE: 2/2/2026

PROJECT: DOWNTOWN STREETScape PROJECT

BID DATE: 2/2/2026

COUNTY: PUTNAM

CONST DAYS 330

ITEMS	UNITS	QUANTITY	PRICE	TOTAL
102-74-1 BARRICADES(TEMP)(TYPE 2 or DRUM)	ED	1320	\$ 0.65	\$ 858.00
102-99 SIGN VARIABLE MESSAGE(TEMP)	ED	330	\$ 35.00	\$ 11,550.00
MOB FEE	LO		\$ 200.00	\$ -
		TOTAL		\$ 12,408.00

****THESE ARE ESTIMATED QUANTITIES**

VMS REPROGRAMMING FEE AFTER INITIAL PLACEMENT \$35.00 PER BOARD

***Contractor is responsible for compensating Acme Barricades for any damage resulting to**

Attenuators (TEMP CRASH CUSHIONS) at list price for repair parts plus 20%.

And Notwithstanding any Paid IF/WHEN Paid Clauses

102-89-1 EXCLUDES ANCHORING OF ANY BARRIER WALL

***Attenuator (TEMP CRASH CUSHIONS) price excludes asphalt or concrete pad or any site preparation.**

***Price for Item 102-74-1 excludes LCD's (Longitudinal Channelizing Devices)**

***Contractor is responsible for coring asphalt and/or concrete if required for work zone signage**

***Post mounting of signs will be for the beginning of the project as defined by the plans, and if required thereafter, as ordered and at locations specified by Contractor.**

***Reasonable notice is required prior to delivery of MOT devices.**

Contractor is responsible for covering and/or uncovering signs. Acme will provide sign covers if required.

Prices do not include any labor for lane closures, detours, traffic switches or setups.

This quotation shall be part of any future contract for work quoted above.

Acme Barricades, LC shall not perform, or be deemed to perform as the "Worksite Traffic Supervisor" (FDOT Specification 102-3.2 and 105-5.3) without the express written consent of Acme Barricades, to otherwise perform in such capacity

We appreciate your business

Sincerely,

Kaitlyn Johnson

Jacksonville Office Manager

OUR SERVICE IS # 1

PRICING IS CONSIDERED CONFIDENTIAL

FunFlicks LED Rental

 carson@funflicks.com
To  Nicole Auth



 Reply

 Reply All

 Forward





Wed 1/28/2026 3:19 PM

 If there are problems with how this message is displayed, click here to view it in a web browser.

You don't often get email from carson@funflicks.com. [Learn why this is important](#)

Hi Nicole,

Thank you for reaching out earlier. I regret to inform you that our 12x7 LED Trailer will not be available for the requested rental period from February - November. I'm glad to check on availability for a shorter time span of a month or less.

Carson Hunter

Sales Manager & IT Administrator

LED & Projector Screen Rentals

(877) 263-0480 ext 13 Office

(661) 368-9096 Fax

carson@funflicks.com

www.funflicks.com

[Click Here to View Our Slide Deck](#)



Signage During Streetscape Project

24" × 36" Sandwich Board — Design Framework

Use case: Downtown streetscape construction zones

Goal: Reassure visitors, support merchants, reduce avoidance behavior

Orientation: Vertical (portrait)

Print: Double-sided, same artwork both faces

Viewing distance: 20–40 ft (street-level readability)

Primary Message

**ALL BUSINESSES
ON THIS BLOCK
ARE OPEN**

Secondary Message

**Additional parking available at:
[XXX LOCATION]**

Public improvement project in progress

Recommended Quantity

4 signs per block where:

- Construction spans an entire block
- Multiple side streets intersect
- Parking redirection is required

Spacing

- Every 150–200 linear feet
- Place **before** visible construction barriers—not after
- If block exceeds 300 ft, add a mid-block sign

Orientation

- **Face pedestrian flow**, not vehicle traffic
- Angle **slightly inward toward sidewalk**
- Keep message readable from **20–40 feet**

Placement Priority

1. Sidewalk entrances into construction zones
2. Corners at intersections
3. Near parking redirection points
4. Adjacent to temporary fencing or cones (but not obstructing ADA paths)

ADA / Safety

- Minimum **36" clear sidewalk path**
- No placement in curb ramps or crosswalk approaches
- Use weighted A-frames in wind-exposed areas



Financial Report Year to Date for the Months Ended January 31, 2026

Every meeting the CRA is presented with the most recent financial statement of revenue and expenditures.

STAFF REPORT

DATE: February 26, 2026
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

The Board members are being asked to review the January 2026 financial reports.

BACKGROUND

PROJECT ANALYSIS

For the month ended January 31, 2026, total revenues received year-to date are \$1,060,714.44 consisting of the funds received from Putnam County as well as the City of Palatka share. Expenses and transfers are \$744,594.76 netting a year-to-date net result of \$316,119.68. The total Community Redevelopment Agency's (CRA) budget is \$2,814,774, and 38% has been realized in revenues and 26% has been realized in expenditures.

Staff Recommendation

Accept the financial report

ATTACHMENTS

1.	CRA - TIF JAN 2026
----	--------------------

City of Palatka
TIF REVENUES EXPENDITURES ESTIMATED VS. ACTUAL MONTHLY REPORT
33 % Yr Complete For Fiscal Year: 2026 / 4

	A	B	E	F	G	H	I	J
1	ACCOUNT_NUMBER	ACCOUNT_DESCRIPTION	2026_BUDGET	CURRENT_MONTH REVENUES	CURRENT_YTD REVENUES	UNREALIZED	PERCENT REALIZED	
2	TIF REVENUES / ESTIMATED VS. ACTUAL MONTHLY REPORT / 33.33 % Yr Complete For Fiscal Year: 2026 / 01							
3		PROPERTY TAXES						
4	030-00-311-0-3100	DOWNTOWN REDEV COUNTY SHARE	477,105.00	0.00	439,498.27		37,606.73 92.12%	
5	030-00-311-0-3110	DOWNTOWN REDEV CITY SHARE	323,447.00	0.00	321,763.13		1,683.87 99.48%	
6	030-00-311-0-3200	SOUTH HISTORIC COUNTY SHARE	141,394.00	0.00	130,271.14		11,122.86 92.13%	
7	030-00-311-0-3220	SOUTH HISTORIC CITY SHARE	95,856.00	0.00	95,373.41		482.59 99.50%	
8	030-00-311-0-3300	NORTH HISTORIC COUNTY SHARE	46,056.00	0.00	42,611.78		3,444.22 92.52%	
9	030-00-311-0-3330	NORTH HISTORIC CITY SHARE	31,223.00	0.00	31,196.71		26.29 99.92%	
10			-----	-----	-----		-----	-----
11		TOTAL	1,115,081.00	0.00	1,060,714.44		54,366.56 96.00%	
12								
13		OTHER REVENUES						
14			-----	-----	-----		-----	-----
15		TOTAL	0.00	0.00	0.00		0.00 0.00%	
16								
17			-----	-----	-----		-----	-----
18		TOTAL REVENUES	1,115,081.00	0.00	1,060,714.44		54,366.56 96.00%	
19			-----	-----	-----		-----	-----
20								
21		CASH BALANCE FORWARD						
22	030-00-301-0-0001	DOWNTOWN REDEVELOPMENT FORWARD	1,125,121.00	0.00	0.00		1,125,121.00 0.00%	
23	030-00-301-0-0002	SOUTH HISTORIC BALANCE FORWARD	445,200.00	0.00	0.00		445,200.00 0.00%	
24	030-00-301-0-0003	NORTH HISTORIC BALANCE FORWARD	129,372.00	0.00	0.00		129,372.00 0.00%	
25			-----	-----	-----		-----	-----
26		TOTAL	1,699,693.00	0.00	0.00		1,699,693.00 0.00%	
27			-----	-----	-----		-----	-----
28	TIF	TOTAL REV, TRF & CASH BALANCES	2,814,774.00	0.00	1,060,714.44		1,754,059.56 38.00%	
29			-----	-----	-----		-----	-----
30	TIF EXPENDITURES / 33.33 % Yr Complete For Fiscal Year: 2026 / 01							
31		DOWNTOWN						
32	030-30-580-1-1100	EXEC SALARIES TIFDT	49,000.00	2,936.75	4,546.23	0.00	44,453.77 9.28%	
33	030-30-580-1-2100	FICA TAX EXP TIF DT	3,749.00	224.66	347.78	0.00	3,401.22 9.28%	
34	030-30-580-1-2200	RETIREMENT EXP TIF DT	13,524.00	810.54	1,103.03	0.00	12,420.97 8.16%	
35	030-30-580-1-2300	HEALTH AND LIFE INSUR TIF DT	9,065.00	0.00	0.00	0.00	9,065.00 0.00%	
36	030-30-580-3-3100	PROFESSIONAL SERVICES	110,000.00	2,875.00	2,875.00	0.00	107,125.00 2.61%	
37	030-30-580-3-3105	SMALL BUSINESS DEVELOPMENT CEN	15,000.00	0.00	3,750.00	11,250.00	0.00 25.00%	
38	030-30-580-3-3109	MAINTENANCE CONTRACT	20,000.00	1,200.00	4,800.00	10,275.00	4,925.00 24.00%	
39	030-30-580-3-3200	AUDIT EXPENSE	11,900.00	0.00	1,848.28	0.00	10,051.72 15.53%	
40	030-30-580-3-4020	DOWNTOWN-SCHOOL,CONF,TRAVEL	3,500.00	0.00	0.00	0.00	3,500.00 0.00%	
41	030-30-580-3-5000	FINES & FEES	0.00	0.00	13.53	0.00	-13.53 0.00%	

City of Palatka
TIF REVENUES EXPENDITURES ESTIMATED VS. ACTUAL MONTHLY REPORT
33 % Yr Complete For Fiscal Year: 2026 / 4

	A	B	E	F	G	H	I	J
1	ACCOUNT_NUMBER	ACCOUNT_DESCRIPTION	2026_BUDGET	CURRENT_MONTH REVENUES	CURRENT_YTD REVENUES	UNREALIZED	PERCENT REALIZED	
42	030-30-580-3-5280	MISC EXPENSES	1,500.00	0.00	0.00	0.00	1,500.00	0.00%
43	030-30-580-3-5281	DOWNTOWN OPS SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00%
44	030-30-580-3-5401	FRA ANNUAL DUES, TRAINING & CO	1,500.00	0.00	0.00	0.00	1,500.00	0.00%
45	030-30-580-3-5402	DEO ANNUAL DUES	200.00	0.00	105.45	0.00	94.55	52.73%
46	030-30-580-6-6311	DOWNTOWN CHRISTMAS LIGHTS	33,483.00	0.00	33,483.07	0.00	-0.07	100.00%
47	030-30-580-6-6316	WAYFINDING	15,000.00	0.00	0.00	0.00	15,000.00	0.00%
48	030-30-580-6-6319	BUILDING IMPROVEMENT GRANT	135,000.00	50,000.00	57,387.50	0.00	77,612.50	42.51%
49	030-30-580-6-6320	LANDSCAPING	25,000.00	0.00	0.00	0.00	25,000.00	0.00%
50	030-30-580-6-6321	SITE AMENITIES	10,000.00	0.00	0.00	0.00	10,000.00	0.00%
51	030-30-580-6-6328	PUBLIC ART	40,000.00	0.00	0.00	0.00	40,000.00	0.00%
52	030-30-580-6-6329	PROPERTY AQUISITION	0.00	0.00	0.00	0.00	0.00	0.00%
53	030-30-580-6-6332	ECONOMIC DEVELOPMENT	15,000.00	0.00	0.00	0.00	15,000.00	0.00%
54	030-30-580-6-6334	SPECIAL EVENTS GRANTS	0.00	0.00	0.00	0.00	0.00	0.00%
55	030-30-580-6-6336	LARIMER RENOVATIONS	150,000.00	0.00	0.00	0.00	150,000.00	0.00%
56	030-30-580-6-6400	CAPITAL OUTLAY	1,517.00	0.00	0.00	0.00	1,517.00	0.00%
57								
58		TOTAL	663,938.00	58,046.95	110,259.87	21,525.00	532,153.13	17.00%
59								
60		TRANSFERS						
61	030-30-580-9-9106	REIMB GENERAL-ADMIN EXP	96,529.00	8,044.00	32,176.00	0.00	64,353.00	33.33%
62	030-30-580-9-9108	REIMBURSEMENT-CONTR POLICE SER	128,246.00	10,687.00	57,545.62	0.00	70,700.38	44.87%
63	030-30-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR	25,276.00	2,106.00	11,340.45	0.00	13,935.55	44.87%
64	030-30-580-9-9132	TRANSFER TO UTILITY FUND-POTAB	100,000.00	8,333.00	33,332.00	0.00	66,668.00	33.33%
65	030-30-580-9-9134	TRANSFER TO BETTER PLACE - STR	911,684.00	75,974.00	303,896.00	0.00	607,788.00	33.33%
66								
67		TOTAL	1,261,735.00	105,144.00	438,290.07	0.00	823,444.93	35.00%
68								
69								
70		DEPARTMENT TOTAL	1,925,673.00	163,190.95	548,549.94	21,525.00	1,355,598.06	28.00%
71								
72								
73		SOUTH HISTORIC						
74	030-31-580-1-1100	EXEC SALARIES TIFSouth	16,100.00	922.97	1,318.80	0.00	14,781.20	8.19%
75	030-31-580-1-2100	FICA TAX EXP TIFSouth	1,232.00	70.60	100.87	0.00	1,131.13	8.19%
76	030-31-580-1-2200	RETIREMENT EXP TIFSouth	4,444.00	254.74	346.66	0.00	4,097.34	7.80%
77	030-31-580-1-2300	HEALTH AND LIFE INSUR TIFSouth	2,979.00	0.00	0.00	0.00	2,979.00	0.00%
78	030-31-580-3-3100	PROFESSIONAL SERVICES	15,000.00	0.00	0.00	0.00	15,000.00	0.00%
79	030-31-580-3-3200	AUDIT EXPENSE	3,740.00	0.00	575.87	0.00	3,164.13	15.40%
80	030-31-580-3-4020	SOUTH- SCHOOL,CONF,TRAVEL	0.00	0.00	0.00	0.00	0.00	0.00%
81	030-31-580-3-5000	FINES & FEES	0.00	0.00	13.53	0.00	-13.53	0.00%
82	030-31-580-3-5280	MISC EXPENSES	650.00	0.00	0.00	0.00	650.00	0.00%

City of Palatka
TIF REVENUES EXPENDITURES ESTIMATED VS. ACTUAL MONTHLY REPORT
33 % Yr Complete For Fiscal Year: 2026 / 4

	A	B	E	F	G	H	I	J
1	ACCOUNT_NUMBER	ACCOUNT_DESCRIPTION	2026_BUDGET	CURRENT_MONTH REVENUES	CURRENT_YTD REVENUES	UNREALIZED	PERCENT REALIZED	
83	030-31-580-3-5281	SOUTH OPS SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00%
84	030-31-580-3-5400	FRA ANNUAL DUES, TRAINING	1,500.00	0.00	0.00	0.00	1,500.00	0.00%
85	030-31-580-3-5402	DEO ANNUAL DUES	110.00	0.00	57.95	0.00	52.05	52.68%
86	030-31-580-6-6329	BUILDING IMPROVEMENT GRANT	60,000.00	6,000.00	6,000.00	0.00	54,000.00	10.00%
87	030-31-580-6-6333	SIGNAGE	10,000.00	0.00	0.00	0.00	10,000.00	0.00%
88	030-31-580-6-6337	SITE AMENITIES	3,000.00	0.00	0.00	0.00	3,000.00	0.00%
89	030-31-580-6-6341	LANDSCAPING	20,000.00	16,450.00	16,450.00	0.00	3,550.00	82.25%
90	030-31-580-6-6343	CAPITAL OUTLAY	40,615.00	0.00	0.00	0.00	40,615.00	0.00%
91	030-31-580-6-6344	324 RIVER ST REPAIRS TILGHMAN	300,000.00	48,896.50	82,631.50	142,268.50	75,100.00	27.54%
92	030-31-580-6-6347	CODE COMPLIANCE	70,000.00	0.00	0.00	0.00	70,000.00	0.00%
93	030-31-580-6-9134	TRANSFER TO BETTER STREET	20,621.00	1,718.00	6,872.00	0.00	13,749.00	33.33%
94								
95		TOTAL	569,991.00	74,312.81	114,367.18	142,268.50	313,355.32	20.00%
96								
97		TRANSFERS						
98	030-31-580-9-9102	TRANSFER TO UTILITY- SOUTH POT	30,000.00	2,500.00	10,000.00	0.00	20,000.00	33.33%
99	030-31-580-9-9105	REIMB GENERAL	34,210.00	2,851.00	11,404.00	0.00	22,806.00	33.34%
100	030-31-580-9-9108	REIMBURSEMENT-CONTR POLICE SER	40,306.00	3,359.00	18,086.69	0.00	22,219.31	44.87%
101	030-31-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR	7,944.00	662.00	3,564.62	0.00	4,379.38	44.87%
102								
103		TOTAL	112,460.00	9,372.00	43,055.31	0.00	69,404.69	38.00%
104								
105								
106		DEPARTMENT TOTAL	682,451.00	83,684.81	157,422.49	142,268.50	382,760.01	23.00%
107								
108		NORTH HISTORIC						
109	030-32-580-1-1100	EXEC SALARIES TIFNorth	4,900.00	335.63	629.59	0.00	4,270.41	12.85%
110	030-32-580-1-2100	FICA TAX EXP TIFNorth	375.00	25.67	48.16	0.00	326.84	12.84%
111	030-32-580-1-2200	RETIREMENT EXP TIFNorth	1,352.00	92.63	126.05	0.00	1,225.95	9.32%
112	030-32-580-1-2300	HEALTH LIFE INSURA TIFNorth	907.00	0.00	0.00	0.00	907.00	0.00%
113	030-32-580-3-3100	PROFESSIONAL SERVICES	4,300.00	0.00	0.00	0.00	4,300.00	0.00%
114	030-32-580-3-3200	AUDIT EXPENSE	1,360.00	0.00	208.85	0.00	1,151.15	15.36%
115	030-32-580-3-4020	NORTH- SCHOOL,CONF,TRAVEL	0.00	0.00	0.00	0.00	0.00	0.00%
116	030-32-580-3-5000	FINES & FEES	0.00	0.00	13.53	0.00	-13.53	0.00%
117	030-32-580-3-5280	MISC EXPENSES	250.00	0.00	0.00	0.00	250.00	0.00%
118	030-32-580-3-5281	NORTH OPS SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00%
119	030-32-580-3-5400	FRA ANNUAL DUES, TRAINING	500.00	0.00	0.00	0.00	500.00	0.00%
120	030-32-580-3-5402	DEO ANNUAL DUES	22.00	0.00	11.60	0.00	10.40	52.73%
121	030-32-580-6-6319	BUILDING IMPROVEMENT GRANT	40,000.00	0.00	0.00	0.00	40,000.00	0.00%
122	030-32-580-6-6322	GENERAL CAPITAL IMPROVEMENTS	16,005.00	0.00	0.00	0.00	16,005.00	0.00%
123	030-32-580-6-6328	CODE COMPLIANCE	30,000.00	0.00	0.00	0.00	30,000.00	0.00%

City of Palatka
TIF REVENUES EXPENDITURES ESTIMATED VS. ACTUAL MONTHLY REPORT
33 % Yr Complete For Fiscal Year: 2026 / 4

	A	B	E	F	G	H	I	J
1	ACCOUNT_NUMBER	ACCOUNT_DESCRIPTION	2026_BUDGET	CURRENT_MONTH REVENUES	CURRENT_YTD REVENUES	UNREALIZED	PERCENT REALIZED	
124								
125		TOTAL	99,971.00	453.93	1,037.78	0.00	98,933.22	2.00%
126								
127		TRANSFERS						
128	030-32-580-9-9105	REIMB GENERAL-ADMIN EXP	10,359.00	863.00	3,452.00	0.00	6,907.00	33.32%
129	030-32-580-9-9108	REIMBURSEMENT-CONTR POLICE SER	14,657.00	1,221.00	6,575.19	0.00	8,081.81	44.86%
130	030-32-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR	2,889.00	241.00	1,297.36	0.00	1,591.64	44.91%
131	030-32-580-9-9134	TRANSFER TO BETTER PLACE	78,774.00	6,565.00	26,260.00	0.00	52,514.00	33.34%
132								
133		TOTAL	106,679.00	8,890.00	37,584.55	0.00	69,094.45	36.00%
134								
135								
136		DEPARTMENT TOTAL	206,650.00	9,343.93	38,622.33	0.00	168,027.67	19.00%
137								
138								
139		TOTAL EXPENDITURES	2,814,774.00	256,219.69	744,594.76	163,793.50	1,906,385.74	26.00%
140								
141								
142		CONTINGENCIES & RESERVES						
143								
144		TOTAL	0.00	0.00	0.00	0.00	0.00	0.00%
145								
146		TOTAL EXPENDITURES, TRANSFERS, CONTINGENCIES & RESERVES	2,814,774.00	256,219.69	744,594.76	163,793.50	1,906,385.74	26.00%
147	TIF							
148								
149		CRA TIF NET RESULTS			\$ 316,119.68			