MINUTES
CITY OF PALATKA
August 12, 2024

1. CALL TO ORDER
   The following are the Minutes of the proceedings of the regular meeting of the Community Redevelopment Agency held on August 12, 2024 at City Hall 201 N. 2nd St., Palatka, FL 32177 and called to Order at 5:00 PM

   a. Invocation

The invocation was led by Chaplain Mulberry.

   b. Pledge of Allegiance

The Pledge of Allegiance was led by Ms. Jackson.

   c. Roll Call

Present: Commissioner Justin Campbell Commissioner Will Jones Commissioner Rufus Borom Teresa Jackson Terry Turner (present via telecommunications technology) Mayor Roberta Correa	Absent: Commissioner Tammie McCaskill

Also Present: Troy Bell, City Manager; Sunni Krantz, City Clerk; Marcia Carty, Finance Director; Peter Willott, Public Information Officer; Eddie Cutwright, Community Affairs Director; Jason Shaw, Police Chief; Matt Newcomb, Assistant Police Chief; Allegra Kitchens, former City Commissioner; Eddie Cutwright, Community Affairs Director; Alonzo Mulberry, City Chaplain (via telecommunications technology) ; Rick Paul, Small Business Development Center; Cheryl Roach; Patti Vogt; Tim Jefferson; Jeanetta Salyer; Terrill Hill, former Mayor; Tim Jefferson; Andrea Conover; Jeanie Pierce; Tyrone Bennett

Commissioner Campbell asked to note that the City Attorney is not present.

2. APPROVAL OF MINUTES Commissioner Jones asked for June 7th workshop to reflect he appeared in the chambers.
   Motion to approve A-C with the notation Commissioner Jones appeared at the June 7th workshop by Commissioner Campbell. Seconded by Commissioner Borom. The Motion Passed unanimously.

a. June 7, 2024 Workshop

b. June 10, 2024 Regular Meeting

c. June 20, 2024 Workshop

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

4. PRESENTATIONS

a. June 30, 2024 Quarterly Financial Report

Ms. Carty presented the quarterly financial report. Ms. Carty advised these numbers are precise as of June 30th. The agency asked questions of Ms. Carty. She advised miscellaneous expenses for this fiscal year have been $0 for North Historic, $0 for South Historic, and for Downtown District was $70. Ms. Carty advised the CRA receives services from various City Departments and the CRA charges these departments on a monthly basis. Commissioner Jones asked for a further break down.

The Manager asked to add Jeanette Salyer to the CRA agenda today at item 4B.
Motion to modify the agenda as item B by Commissioner Campbell. Seconded by Commissioner Jones. The Motion Passed unanimously.
Commissioner Jones disclosed he spoke with Ms. Cebollero prior to the meeting.

Ms. Jeanette Cebollero addressed the CRA. For the past three years her organization has run the Blue Crab Festival. The festival has been incident free. They have made a $12.8 million impact to Putnam County and $7.9 million impact to the City of Palatka. She would like to procure an agreement to extend the festival for 3 years. She proposed the net alcohol sales come off the annual request of the City, to hopefully ask for less than a sustainable seed fund. Her request for this coming year is capped at $150,000. She would also like to add a "Halfway to Blue Crab Event" called the "Crab Pot". Ms. Cebollero spoke regarding concern of a local vendor selling alcohol during the Blue Crab and she worked with the City and the vendor through that situation. She advised at the Halfway to Blue Crab event she can work through situations with the City. During the first year the City expended $250,000. The first year Ms. Cebollero took a blanket fee of $15,000 for 800 hours of work. The City sponsored the event the next year for the amount of $75,000. In the third year, the City elected to be a sponsor for $50,000. She spoke further to justify the request for $150,000.This event costs $250,000 to put on. She advised she paid $25,000 - $30,000 in fees on the back end for City Staff and pays $40,000 - $60,000 for partnerships. The first year gross alcohol revenue was $60,000, second year was $71,000, third year was in the high $40,000's. This is prior to deducting the cost of the products which is $11,000 - $14,000 per year. Ms. Cebollero advised City Staff has been less involved as her staff has grown. She advised there are other verifiable revenue streams, such as parking to be looked at. She is also looking to add a 4th day to the festival and to add a Unity Day event the first weekend of November. Ms. Cebollero advised last year by this time she had received a sponsorship check in order to pay for entertainment. Ms. Cebollero advised in the 2nd year the City applied for Tourist Development Council (TDC) funds, while in the 3rd year, Ms. Cebollero's group applied for TDC funding. Ms. Cebollero advised this year's festival will be 16.8% more expensive due to supply and demand.

Agency discussion commenced. Commissioner Borom spoke regarding setting an initial seed. He spoke in opposition to the request for $150,000. Commissioner Campbell pointed out we are looking to make a 3-day event, a 6-day event. Mayor Correa spoke regarding a 2019 Attorney General opinion that limited the CRA use of funds. Commissioner Campbell spoke regarding the time it takes to plan an event of this magnitude. Commissioner Borom spoke regarding next year's event should be an automatic thing in contract performance.

Commissioner Jones spoke regarding Staff's need to negotiate the matter.
Commissioner Campbell advised he does not want to compromise what the event has built up to be.

Mr. Bell spoke regarding the request being a significant cost to the City, although it is proposed to be offset by alcohol sales. He advocated looking at additional cost-share mechanisms. Mr. Bell advised he plans for Commission discussion at the August 29th budget workshop regarding this matter.

5. REGULAR BUSINESS

a. CRA Budget Presentation and Recommendation of Approval

Ms. Carty presented a balanced CRA budget at $2,188,828 million. She has funded the CRA manager position between the three districts. Ms. Carty advised the administrative reimbursement needs to be calculated more finitely. The Building Improvement Grant has been increased to $150,000. She advised she has budgeted $75,000 in Downtown. The Manager advised in the Small Business Development Center there is funding for Elevate Putnam and SBDC ($25,000 for SBDC and $50,000 for Elevate Putnam). He indicated the additional funding for Elevate Putnam would be an individual to focus on retail development. The Manager advised he can provide an outline of what Elevate Putnam is asking for. Mayor Correa suggested someone from Elevate Putnam provide a presentation to the CRA and asked for a job description of the Elevate Putnam position to be paid. The Manager advised the total amount of funding Elevate Putnam needs is about $250,000 of which they are asking for the County to contribute $60,000.

Agency discussion commenced regarding Elevate Putnam. Commissioner Turner recommended putting the funding in the budget and the Commission can chose whether to do it or not later. Commissioner Campbell expressed the need to see the Elevate Putnam request as an agency prior to it being in a draft budget. Commissioner Borom expressed concern regarding the amount to be budgetted.
Ms. Carty advised she will bring the SBDC amount back to $25,000 and will put the $50,000 back in Capital Outlay.

The Downtown Department total cost is $1,518,752

Ms. Carty presented the South Historic District proposed budget. There is $160,734 proposed in the Building Improvement Grant. The total proposed budget is $517,846.

Ms. Carty presented the North Historic proposed budget. The Building Improvement Grant is there in the amount of $83,661. Department total for North Historic budget is $152,229.

Discussion commenced with Ms. Carty. Commissioner Jones spoke on the need to make the Building Improvement Grant more user-friendly. Mayor Correa spoke regarding a home improvement grant that the CRA previously had where the CRA paid the contractors directly.
Ms. Carty advised the 2023-2024 Cash balance forward is $1,230,552. Ms. Carty advised that operating staff has advised by year end we will have spent $1,165,592 making a net result of -$161,0444. She advised this would be good, as it will mean we are spending monies from prior years.

Following the discussion of i - iii below, Ms. Carty advised this is a balanced budget and suggested the CRA consider approving the budget with minor adjustments. The Clerk advised this is the last regular meeting of the CRA prior to first and second public hearings on the budget in September at the Commission level.

Motion to approve the CRA budget as presented by Commissioner Jones. Second by Commissioner Borom. The Motion was rescinded by Commissioner Jones, which was agreed to by the second.
Motion to approve the CRA budget as amended as noted in today's meeting to reflect the line item that has been by Commissioner Jones. Seconded by Commissioner Borom. The Motion Passed unanimously.

i) Presentation - Tax Increment Fund - Jonathan Griffith, Assistant City Manager

Mr. Bell presented an overview of the goals and accomplishments of the CRA. He spoke on the efforts to promote the CRA Building Improvement Grant. He expressed concerns of citizens in difficulty in applying and the residents' requirement to match dollar for dollar. He spoke regarding the desire to develop a lower tier blight removal grant program. He spoke regarding the projected revenues. The CRA has been amassing funds partly due to the fact we will have payments that need to be made in the road project and beautification of St. Johns Avenue and due to the low utilization of the Building Improvement Grant.

Mr. Bell spoke on the efforts to create a new tax increment fund district west of 4th Street and north of Reid/Main Street. The Mayor advised this will be paid for out of the general fund.

ii) North & South Tax Increment Fund District Report

Mayor Correa recused herself from the discussion regarding the North area. The gavel passed to Commissioner Jones.

Mr. Bell spoke regarding the North District's report. Ms. Annie Svetlik, who could not be present today, has provided information regarding the flooding in the 4th Street area. Mr. Bell advised Staff has found we have some flood control piping and manhole control that needs to be addressed. It is Staff's recommendation to consider bringing in an architect or engineer to look at assessing flood control piping. There is a drainage pipe that is not functioning. Mr. Bell advised an engineering assessment would take no more than 60 days. If we can use a continuing services contract, then an additional 45 days. If we put out a Request for Proposals, it would need to be advertised for 30 days and then assess how long it would take for them to be on site. In the meanwhile, Mr. Bell indicated we can look at pumping the rainwater into the street from the low lying property.

Agency discussion commenced. Commissioners Jones and Borom spoke regarding the need to assess the situation. Commissioner Borom spoke regarding the need to look at getting a Professional Engineer on Staff. Commissioner Turner spoke regarding the need for the City to determine if it is a private issue on private property or a City issue.

The gavel returned to Mayor Correa.

Mr. Bell advised there are some questions and concerns regarding South 4th Street.

Tim Jefferson 209 S 4th St., Palatka, FL 32177 - spoke regarding South 4th Street between Oak and Laurel Streets. Mr. Jefferson advised this is a busy street with boaters coming and going. The curbs and sidewalks are crumbling. They would also like to address the lighting and asked for landscaping down the road closest to the River.

Mr. Bell advised we do not have a cost assessment for the specifics presented by Mr. Jefferson at this time. He advised Staff can come back with a scope of work and what the cost would be. Commissioners Campbell, Jones and Borom asked when it comes to the CRA it comes with as much information as possible. Mayor Correa advised there is funding in the CRA budget for sidewalks.

iii) FPL Reid Street Decorative Lighting and Median Request

Mr. Bell advised the FDOT has gotten behind two medians, the one the CRA approved and a second one recommended by FDOT for safety reasons. Mr. Bell quoted the fees for the project. Staff's recommendation is for funding consideration. This is an FDOT project and they are doing the work, however they desire to collaborate with the City. Their architects and traffic engineers submitted the recommendation of a second median, while they have abandoned median suggestions further down the road.

Agency discussion commenced. Commissioner Borom spoke regarding taking away a turn lane would cause safety concerns. Commissioner Jones expressed concern the CRA has already voted against a second median. Mayor Correa expressed support for the second median as it is the recommendation of FDOT engineers. FDOT has advised they cannot do this in phases. Commissioner Turner expressed the CRA has more experience with local conditions.

Mayor Correa summarized the Agency consensus would like additional information on why FDOT is recommending the second median, although the CRA voted no previously. Commissioner Turner asked that FDOT be notified the CRA feels that the first median will calm traffic.

b. Direction/Recommendation - Small Business Development Center Memorandum of Understanding

Commissioner Campbell expressed due to an attorney not being present, his recommendation would be to table the item.

Motion to table to the October CRA meeting by Commissioner Campbell. Seconded by Commissioner Jones. Motion Passed unanimously.

c. Discussion/Direction - Request for extension of CRA Building Improvement Grant project deadline - Svein Arild Bakken

Commissioner Campbell asked to table this item until the next CRA meeting in October due to an attorney not being present. Mayor Correa advised the applicant is out of the country and asked the item to be tabled.

Motion to table until the CRA meeting in October by Commissioner Campbell. Seconded by Commissioner Jones. The Motion Passed unanimously.

6. REPORTS

a. Small Business Development Center Report

Rick Paul 1100 Reid St., Palatka, FL 32177 - advised the CRA's cost for SBDC's services will increase from $20,000 to $25,000 next fiscal year and the County's price is to go from $12,000 to $22,000. There will be a Lenders Roundtable on October 29 at 10:30 AM. He advised next week at Sawgrass the State Small Business Development Center Conference is being held. On Tuesday, during the conference for a fee, there is about 20 seminars and webinars on breaking into government contracting, cybersecurity, meeting with vendors, etc.

7. ADJOURN

Motion to adjourn at 7:12 PM by Commissioner Campbell.