

**CITY COMMISSION WORKSHOP MEETING  
AUGUST 15, 2011  
4:30 PM**

Commission Members

Shirley Groover Bryant, Mayor  
Alan Zirkelbach, Vice Mayor, Commissioner-at-Large 1  
Tamara Cornwell, Commissioner-at-Large 2 (entered 4:40 p.m.)  
Mary Lancaster, Commissioner, Ward 1  
Tambra Varnadore, Commissioner, Ward 2  
Brian Williams, Commissioner, Ward 3

Staff Members Present:

Mark Barnebey, City Attorney  
Jeff Burton, CRA Executive Director  
James R. Freeman, City Clerk  
Allen Tusing, Public Works Director  
Rick Wells, Chief of Police  
Diane Ponder, Deputy Clerk-Administration

Mayor Bryant called the meeting to order at 4:30 p.m.

1. COMMUNITY REDEVELOPMENT AGENCY 2011-2015 PLAN

Mr. Burton referred to the latest version of the CRA budget. He stated the CRA Advisory Board will hold a special meeting August 25, 2011 to finalize the budget, which will then be distributed to Commission before the required deadline of September 1, 2011.

Before beginning his review of the CRA Plan, Mr. Burton informed the Commission that the City Attorney and City Planner have reviewed and approved the CRA 2011-2015 Plan. The CRA Advisory Board has also reviewed and recommended its approval. He stated that he and the attorney will meet to complete a few outstanding items on the Plan. The City Commission must approve the CRA Map before the budget can be approved and before the CRA Plan can be approved.

Mr. Burton narrated a summary presentation of the CRA Plan, which is attached hereto and made a part of these minutes. Mr. Burton concentrated the discussion on the analysis portion of the Plan.

Mr. Burton discussed the image subplan, which will disseminate information promoting programs of the CRA. He referred to the budget items that are image specific items. He spoke of surveys that will be performed to gather data to assist in building the image and possible programs/projects of the CRA.

The CRA projects for the next five years were discussed. Mr. Burton updated Commission on projects underway and suggested possible projects like constructing a model building located on 5<sup>th</sup> Street after the streetscape project is completed. He suggested the CRA could occupy the building after the current CRA lease has expired. He also discussed possible grant funds that may be available to assist in the relocation of the Police Department; an 8<sup>th</sup> Avenue Streetscape vs. repaving; the completion of park expansions underway, as well as new planned parks.

Discussion ensued on the proposed reduction in storefront grants to \$50,000 in the next fiscal year.

Mr. Burton discussed CRA budgeted funds pertaining to projects and plans contained in the CRA Plan.

Discussion ensued on reducing the storefront grant funds. Mr. Burton discussed plans to utilize the funds more in redevelopment of existing buildings vs. façade improvements. Also, the reduction of the storefront grant funds vs. the economic impact of spending funds on additional parks was discussed;

creation of gateways, parks, and the dissemination of an image of what Palmetto offers will increase the positive economic impact for the City.

Mr. Burton informed the Commission that he has met with county representatives regarding additional parking at the boat ramp. He suggested that rather than using WCIND grant funds to purchase the vacant property across from the ramp for parking as proposed by the county personnel, it would be more economically positive to use that vacant property and the vacant Shell station property, and place a mixed-use building on the front of the property, with parking behind the building. He stated that in order to consider that type of project, the Commission would have to add the property to the CRA Plan as a possible project. Commission concurred with Mr. Burton's suggestion, and the Plan will be amended.

Commissioner Zirkelbach discussed two books authored by Dr. Richard Florida, whom he spoke with at the Florida League of Cities conference. Discussion ensued on removing incentives and spending the funds on creating a City that draws people, and spending the funds on city-owned assets, i.e. parks, infrastructure and technology that will draw people to the downtown. Commissioner Zirkelbach alluded to the fact that Dr. Florida may be willing to attend a meeting to discuss the data he has collected over a long span of time. Mr. Burton was asked to contact Dr. Florida about the possibility of meeting with Commission. If the meeting or teleconference can be arranged with Dr. Florida, it was suggested that an invitation to attend the meeting should be extended to surrounding municipalities.

Mr. Burton stated it would be helpful for Commission to approve the tentative CRA Map, which can continue to be finalized during the process leading up to the adoption of the CRA Plan.

## 2. COMMUNITY REDEVELOPMENT AGENCY MAP

Mr. Burton reviewed the tentative CRA Map. He discussed the additions that have occurred over the course of the map's development. Discussion ensued on various pieces of property that were added amended, removed or not included. Mr. Burton was asked to verify the annexation of the property north of the RaceTrack, and to provide information when Riviera Dunes may be removed from the Map. The item will be moved forward to the 7:00 agenda for Commission action.

Meeting adjourned at 6:55 p.m.

Minutes approved: September 26, 2011

Corrected to change the time Commissioner Cornwell entered the meeting.

*James R. Freeman*

James R. Freeman  
City Clerk