



**PALMETTO COMMUNITY REDEVELOPMENT AGENCY  
ADVISORY BOARD MEETING**

**October 13, 2009**

**Advisory Board Members Present:**

Nick Costides  
Sia Mollanazar  
Betty Ann Price  
Charles Smith, Chairman

**Members Absent:**

None

**Also Present:**

Jeff Burton, Interim CRA Administrator  
Mark Barnebey, City Attorney  
Beverly Minnix, Administrative Assistant  
Allen Tusing, Director of Public Works  
Frank Woodard, Deputy Director of Public Works

**I. CALL TO ORDER**

Chairman Smith called the meeting to order at 5:35 PM..

**II. APPROVAL OF AGENDA**

**MOTION: Ms. Price moved, Mr. Costides seconded, and motion carried unanimously to approve the agenda with Item E under New Business moved to the front of the New Business Agenda.**

**III. OLD BUSINESS**

**A. Approval of Minutes – September 8, 2009**

**MOTION: Mr. Costides moved moved, Ms. Price seconded, and motion carried unanimously to approve the minutes of September 8, 2009.**

**B. Distribution 9-17-2009 Special Meeting Minutes**

Mr. Barnebey advised the CRA Advisory Board that these minutes should be reflected as a “Workshop” minutes and the advice is noted accordingly.

**C. Pet’s Life Naturally Storefront Grant Application**

Discussion ensued regarding the extensive renovation of 523 8<sup>th</sup> Ave West, Palmetto, FL. The Advisory Board reviewed the history of the Storefront Grant program, management changes, timing of the project, and submission

schedules for this application. Mr. Woodson, co-owner provided additional explanation to questions posed by the CRA Advisory Board. The Chair requested additional information relative to the amounts submitted and what was eligible. Ms. Castaneda provided explanation as to a clerical error on a payee name on a cancelled check. Additional calculations were made as to what could be allowed. Additional discussion ensued regarding the stamping of checks by the bank and inconsistency of dates written, teller stamp dates and fed date stamps. Mr. Barnebey opined that the dates were acceptable for proof of payments.

**MOTION: Ms. Price moved; Mr. Costides seconded and motion carried unanimously to recommend the CRA Board approve Storefront Grant #10-02 in the amount of \$5,552.85.**

#### IV. NEW BUSINESS

##### A. Storefront Grant Application SF10-01 Mark Hildebrandt

Mark Hildebrandt, 417 9<sup>th</sup> Avenue West, Palmetto, FL. Discussion ensued regarding the painting of building as it relates to maintenance. Additional documentation was distributed to the Advisory Board reflecting actual costs therefore, the Advisory Board based their recommendation on paid receipts (\$1,500.69) versus estimates/quotes (\$1,556.94).

**MOTION: Mr. Mollanazar moved; Ms. Price seconded and motion carried unanimously to recommend the CRA Board approve Grant #SF10-01 Mark Hildebrandt in the amount of \$750.34.**

##### B. Request for Change in Storefront Grant Application Submission Schedule

Prior to the CRA Advisory Board meeting, the CRA Board voted to eliminate the application submission schedule in order to expedite grant projects and to get people working. The stipulation to the CRA Board's action was the change would be approved and implemented unless the Advisory Board had a recommendation to the contrary. The consensus of the Advisory Board was agreeable with the CRA Board's action.

##### C. CRA Project Information

A very primitive spreadsheet of CRA projects was discussed with the Director and Deputy Director of Public Works. Discussion ensued regarding projects that have been approved by the CRA Board but have yet to be completed. Mr. Costides opined regarding projects being funded without being worked on as it relates to the CRA outstanding loan and trying to determine feasibility and a prudent strategy for CRA funding. Mr. Tusing

then informed the Advisory Board that there had been delays in the Haben Blvd. round-a-bout and resurfacing due to allocation and reallocation of stimulus funds. Chairman Smith requested Mr. Costides to keep residents apprised of the Haben project to the best of his ability. Mr. Costides opined the residents of Rivier Dunes are in great anticipation of the project being completed. Discussion continued regarding Haben Blvd with Mr. Mollanazar requesting a copy of the round-a-bout lay out to be shared with Advisory Board Members.

Mr. Costides suggested that a brief update be provided on at least a monthly basis of all CRA funded projects. Deputy Director Woodard and CRA staff agreed to coordinate obtaining information to keep the Advisory Board up to date on the Projects.

Public Works Director, Allen Tusing, continued to provide a status for each of the projects. Mr. Tusing assured the Advisory Board that all funds approved would be spent on the projects for which they were approved and if there were any changes to the project in anyway, the respective change would be brought forward to the Advisory Board for recommendation.

Discussion ensued regarding the option to recommend the possible elimination of approved funding for projects. Mr. Tusing asked the Advisory Board to hold this option in abeyance pending some cooperative opportunities with the County.

Mr. Costides opined his concern regarding the amount of funds that have been approved and the slow progress of the projects and his concern for taxpayer dollars being spent in a timely manner.

As a courtesy to the Chair, Deputy Director Frank Woodard provided a quick status of the 17<sup>th</sup> Street project which is a County/City project not a CRA project.

Recessed at 6:47 PM, October 13<sup>th</sup>, 2009

Reconvened at 7:00 PM, October 13<sup>th</sup>, 2009

#### **D Media Contracts**

Mr. Burton gave a brief overview of items that could be eligible for media advertisement. Mr. Burton reviewed the various entities for which information was in the agenda package. Mr. Burton requested that the Advisory Board approve a recommendation for a \$15,000 allowance to be

used for advertising. Mr. Burton committed to negotiating the best possible rates with *The North River News*, *Tempo News* and *The Bradenton Times*. Discussion ensued regarding the types of advertising to be done and the frequency of advertising in the various publications. Ms. Price opined her desire to advertise businesses in the CRA. Attorney Barnebey expressed concern as to what can be advertised relative to individual businesses located in the CRA. Mr. Costides recommended that CRA staff put a marketing plan together for advertising to bring back to the CRA Advisory Board to recommend to the CRA Board for approval. Ms. Price concurred with Mr. Costides. Mr. Mollanazar opined that the *Bradenton Herald* should be included. Mr. Burton indicated that he would comply with the request of the Advisory Board to bring a marketing plan for \$15,000 advertising budget..

#### **E. Public Art Presentation**

Mr. Burton had on a 4 foot by 8 foot display board, a photograph of a water color art piece (tiger) that was done by Veenie Goodson as an example of murals that the CRA would like to sponsor to be displayed through out the CRA District. Ms. Gretchen LeClezio owner of the Palmetto Art Center is heavily in art in Palmetto and is agreeable to coordinate the project.. Mr. Burton conveyed a request to the Advisory Board that the CRA fund a project to be coordinated by the Palmetto Art Center. The project would encompass the production of 10 murals at a cost of \$700.00 per piece. There would be a minimum of 10 murals in order to maintain the cost of \$700.00 per piece. Sites would be selected through out the District for display and the pieces would be rotated among the sites. Ms. LeClezio would like to have a “call to artists” requesting varied mediums of the artist’s vision of Palmetto with emphasis on the uniqueness or signature icons of our community to be displayed at the Palmetto Art Center the first Friday and Saturday of December. The premiere of this project would include canvassing the public for their preferences and those selected would be on display through out the CRA District for public enjoyment. Discussion ensued regarding the final approval of the art selected for production and the approval for selected sites. The funds for the project would come from the 8<sup>th</sup> Avenue Beautification budget. This project also falls under our sole source purchasing policy.

**MOTION: Ms. Price moved, Mr. Mollanazar seconded and motion carried unanimously to recommend to the CRA Board to approve \$7,000 expenditure under the sold source purchasing policy for 10 Public Art Murals to be placed through out the CRA District.**

**F. CCRA Workforce Presentation**

Mr. Sherod Haliburton, Executive Director of the Central Community Redevelopment Agency, presented information via a power point presentation for the Manatee Saresota Workforce Coalition. Mr. Haliburton provided an overview of how the initiative was started and the various agencies and foundations that have made financial commitments to date. The mission of the National Fund for Workforce Solutions is to improve employment, training and labor market outcomes for low income individuals. And seeking to promote changes at 3 levels: individual, institutions & systems. Upon completion of the presentation, discussion ensued with Advisory Board Members. Mr. Costides opined his concern regarding the monetary investment in training and being able to measure return on the investment. Ms. Price volunteered to review the Berkeley study and also opined her concern over being able to measure return on investment. Mr. Barnebey inquired as to the amount and term of the investment versus the amount and term of the CCRA's investment.. Additionally, Mr. Barnebey queried Mr. Haliburton as to how the initiative would ensure that funds we might invest would be spent in the CRA District.. Chairman Smith concurred with other Advisory Board members that there was a large amount of information to be reviewed. Mr. Mollanazar posed questions relative to the funding of staff and associated over head costs. Mr. Haliburton is to provide the Advisory Board with additional information that will support objective measurement. Mr. Burton agreed to bring a "pro's and con's" analysis back to the Advisory Board. No action was taken to submit to the CRA Board.

**G. Safe Neighborhood Initiative**

Mr. Burton updated the Advisory Board relative to the Safe Neighborhood Initiative. Mr. Burton will be bringing the police substation and the safe neighborhood consultant and a timeline to implement the initiative. Mr. Burton has met with the Police Department and the sub area for the initial testing of the initiative. Mr. Burton also stated that he would be bringing back information on State Statute 163 which will outline all steps that must be taken in order for the program to be deemed a "Safe Neighborhood" by the State of Florida. .

**H. Downtown Core Parking Study**

Mr. Burton informed the Advisory Board that there was a desire by the CRA Board Member/Commissioner Zirkelbach for the CRA to conduct an engineering study for parking in the downtown core area. There has been \$10,000 for engineering in this year's budget. Discussion ensued regarding the process of selecting the engineer to complete the study and

any budget adjustment procedure. The Advisory Board requested Mr. Burton to bring the list of selected engineers from the City's approved list of engineers and quote for the project. The Advisory Board would then review the quotes and make a recommendation to CRA board accordingly.

**Motion: Mr. Costides moved and Ms. Price seconded and the Advisory Board unanimously voted to recommend to the CRA Board approval of expending funds not to exceed \$10,000 for a parking study for the Core Downtown Area. Said study to be completed in compliance with City procurement policy.**

**I. CRA Attorney's comments – NONE**

**J. CRA Interim Administrator's comments**

Mr. Burton introduced two new topics both relating to park in the CRA District. One being the Riverside Park. Mr. Burton indicated that he has made a request of the Parks Department to develop a 5 year funding program utilizing the study that was done in 2008 including permitting for finger docks, etc. With removing some superfluous items, it could be possible to complete the project. The other being a piece of property that is approximately 4 acres located south of the Palmetto Youth Center. This property is strategic in as much as there has been some criminal activity there that could be turned into a positive and could be incorporated into the Safe Neighborhood initiative. The property also has some wetlands and drainage involved. If it could deem some estuary status, it is possible to partner with Lincoln Middle School for environmental education programs. Mr. Mollanazar brought up the subject of how the City acquired the property, legal platting of the property and the legal title of the property as well as getting clarification from SWFWMD relative to wetlands and the drainage on the property. Mr. Burton will be coordinating with Mr. Mollanazar to meet with SWFWMD and will have title issues researched prior to any further action by the Advisory Board.

**K. Citizens' Comments – NONE**

**V. NEXT REGULARY SCHEDULED MEETING : November 10, 2009**

**VI. ADVISORY BOARD COMMENTS**

A. Chairman Smith inquired as to the status of the Compliance Audit Review. Mr. Burton informed the Advisory Board that the part time Strategic Planning Specialist is in the pipeline to come on board. Additionally, staff realignment is being reviewed to allow the Executive Assistant to provide direction and information for the review. Mr. Burton explained the process. Ms. Price queried regarding the intern type position and the status of same. Mr. Burton provided explanation of the status of the positions. Chairman Smith opined his concern

about staff participation in the review, the slow progress of the review. Mr. Barnebey added that the CRA Board/City Commission wanted to complete the review “in-house” to minimize audit expenses. All review results will be submitted to Attorney Barnebey.

- B. Chairman Smith also introduced the topic of extension of the CRA Interim Administrator’s employment contract. Discussion ensued regarding the extension of the contract with the Advisory Board desiring to keep Mr. Burton on contract for an additional 90 day term and Mr. Burton stating that he would be delighted to stay on.

**MOTION: Mr. Costides moved; Mr. Mollanazar seconded and the motion carried unanimously to recommend the CRA Board approve an additional 90 day extension for the current CRA Interim Administrator’s contract.**

**The meeting was adjourned at 8:57 PM.**

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**Jeff Burton, Interim CRA Administrator**