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**CRA BOARD  
BEGINS IMMEDIATELY FOLLOWING THE  
CITY COMMISSION AGENDA ITEMS  
JANUARY 24, 2011**

**CRA Board Members Present**

Brian Williams, Chair  
Mary Lancaster, Vice Chair  
Tamara Cornwell  
Tambra Varnadore  
Alan Zirkelbach

**CRA Board Members Absent**

Shirley Groover Bryant, CRA Board Presiding Officer

Mr. Williams called the meeting to order at 7:55 p.m.

All persons intending to address the CRA Board were duly sworn.

**PUBLIC COMMENT:**

Sean Allison, President/CEO of the Manatee County Family YMCA, reported on the joint market study by the Y and the Palmetto CRA. Focus group meetings have been held. A plan has started to emerge for the improvement of the parks in the CRA and working towards a Y in Palmetto. A formal presentation of all findings will follow.

**1. CRA BOARD AGENDA APPROVAL**

**MOTION:** Mrs. Lancaster moved, Mrs. Cornwell seconded, and motion carried unanimously to approve the January 24, 2011 CRA Board agenda.

**2. CRA CONSENT AGENDA**

Mr. Barnebey asked to remove Item B from the Consent Agenda for discussion.

- A) Minutes: January 3, 2011
- B) Proposed 2011 Downtown Commercial Core Incentive Package

**MOTION:** Mrs. Varnadore moved, Mr. Zirkelbach seconded, and motion carried unanimously to approve the January 3, 2011 minutes.

Mr. Barnebey outlined four changes to be made to the CRA Downtown Commercial Core Incentive Package on page 11:

Policy 4 will be changed to read: Funding will generally be on a first come, first served basis, with prior applications receiving priority for processing.

Policy 7 will be changed to read: Redeveloped parking located on private property will be owned by the private property owner but be designated for public use for the life of the project.

Policy 9 will be changed to read: The incentive allocations provided herein are the maximum potential allocations. The allocation for any particular project shall be that amount which is approved by the Agency Board of Commissioners and finalized in a binding agreement.

Policy 10 will be changed to read: The total incentive is calculated by multiplying the *Estimated New Construction Value* by a percentage determined by the CRA after considering the maximums allowed on the following page.

### 3. CRA DIRECTOR'S COMMENTS

Mr. Burton informed the Board that the CRA Advisory Board recommended the Incentive Package unanimously. He said he recommended \$300,000 for the program, and the Advisory Board fully recommended \$1 million to start the program. The budget has been adjusted and will come back to the Board for approval.

In answer to Mr. Williams question, Mr. Burton said the maximum awarded a business would be 30% of the estimated construction value determined by the Building Official. The money will be reimbursed upon CO and approval of this Board.

Mrs. Cornwell asked if the animal hospital had a crematory. After discussion, it was decided to specify that none be permitted.

Mrs. Cornwell asked about businesses that were not permitted uses. Mr. Barnebey suggested adding a provision at the bottom of page 17 stating "... or such other uses that may be permitted, or conditional uses under the Zoning Category and Comprehensive Plan, to be reviewed and approved by the CRA."

Mr. Burton explained that the plan encourages pedestrian friendly businesses in the Downtown Commercial Core. A map on page 16 shows the Commercial Core and the plan applies to businesses there that are also in the CRA.

**Motion: Mrs. Cornwell moved, Mrs. Lancaster seconded, and motion carried unanimously to approve the 2011 Downtown Commercial Core Incentive Package, as presented by staff, with the changes recommended by the City Attorney.**

### 4. PRESIDING OFFICER'S COMMENTS

No comment.

Mr. Williams closed the meeting.

Mr. Williams reopened the meeting for public comment.

A letter from Jane Hunter, 708 Riverside Drive, Palmetto, regarding the Incentive Package was read into the record in its entirety. A copy of the letter is attached to the minutes. She called for incentives to all businesses legally zoned for this district.

Mr. Barnebey commented that changes made in the package at tonight's meeting address Ms. Hunter's concerns.

Mrs. Lancaster said her concern also had been that some zoned businesses in the district were not eligible for the incentives. Mr. Burton explained the reason was that the CRA was looking for businesses with the highest, best use which would give the City the highest, taxable value property. One of the things the CRA is charged with doing is creating taxable value so that the police department and other services the City provides are affordable.

Mr. Zirkelbach said the City is looking for businesses that can drive employment in the City. Specific industries are targeted for the good of the community.

### 5. CRA BOARD MEMBERS' COMMENTS

Above.

Palmetto CRA Board

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**6. PUBLIC COMMENTS FOR CRA BOARD**

Jane Hunter letter read into the record above.

**7. ADJOURNMENT**

Mr. Williams closed the CRA Board meeting.

Minutes approved:

James R. Freeman, City Clerk

## Diane Ponder

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**From:** Jane [janehunterinc@yahoo.com]  
**Sent:** Sunday, January 23, 2011 9:19 AM  
**To:** Jim Freeman  
**Cc:** Diane Ponder; Jeff Burton  
**Subject:** CRA Meeting Jan 24th: Comment Submittal

To the City Clerks Office,

I unfortunately will be out of town on business on Monday January 24th and so will miss the CRA meeting and the discussion scheduled as item

2 CRA CONSENT AGENDA, B Proposed 2011 Downtown Commercial Core Incentive Package TAB 2:

Please can you provide the below as "Speakers Comments" to the CRA board at the meeting?

"Dear CRA Board,

I like all concerned citizens and business owners of Palmetto welcome any initiatives to entice, develop or improve business in, and the condition of, the CRA district, as such I have been trying to keep up to date with the development of this "Commercial Core Incentive Plan" since I first saw a draft in October 2010. Overall I welcome the plan.

The one key concern I voiced to Mr Jeff Burton in October 2010 still remains a concern today and that is in reference to the list of "Incentivized Land Uses" (Appendix B: Page 17).

My concern is that the land in the commercial core is covered by a designated Commercial Core Zoning, and as such the permitted uses for the commercial core land are per this zoning. My question is why are the the CRA staff and Advisory Board only intending to provide incentives to an edited list of these zoned land uses? I believe that with the current economy, and with the excess of empty lots and empty commercial real estate currently in the Commercial Core that the CRA Board should be providing incentives to all businesses that are legally zoned for the district. There are numerous "excluded" business uses currently operating in the Commercial Core today, providing jobs and tax dollars to the City who I am sure would welcome the incentives to improve their existing businesses, and there are also very focal empty lots that are (in my opinion) suitable for the "excluded" uses.

I respectfully ask that the CRA Board review the objectives of having the below business uses excluded and consider if the incentives may be more productive in creating business, new jobs and tax dollars if all legally zoned uses were to be included. I would also be interested to hear the attorneys insight into any potential risk by providing an incentive to one business use but not to a similar use: say a Bakery but not to a Seafood Market, or to an Animal Hospital but not to a Hospital / Nursing Facility, or to an Automobile Gallery but not to Motor Vehicle Repair. Personally I welcome any legal business that brings commercial traffic and jobs into Palmetto in these times and helps secure Palmetto's future as a choice business location.

Zoning Uses that I believe are excluded:

- Public Use Facilities
- Congregate Living Facilities
- Convenience Stores
- Meat, Produce and Seafood Markets
- Gas Stations
- Service Stations
- Hospital, Nursing, Convalescent and Extended Care Facilities
- Motor Vehicle Repair - Minor
- Motor Vehicle Repair - Major
- Dry Cleaners: General and Small
- Parking, accessory

Respectfully,

Jane Hunter.

708 Riverside Drive, Palmetto, FL 34221

(PS: Slick will be present for the the Noise Exception Permit for Slicks Garage on the City Commission Agenda.)