

**CITY OF PALMETTO  
CITY COMMISSION WORKSHOP MEETING  
May 18, 2015  
4:30 PM**

Elected Officials Present:

Shirley Groover Bryant, Mayor  
Brian Williams, Vice Mayor, Commissioner, Ward 3  
Tamara Cornwell, Commissioner-At-Large 2—Entered the meeting at 4:34 p.m.  
Jonathan Davis, Commissioner-At-Large 1  
Harold Smith, Commissioner, Ward 1  
Tambra Varnadore, Commissioner, Ward 2

Staff Present:

Mark Barnebey, City Attorney  
Jeff Burton, CRA Director  
Jim Freeman, City Clerk  
Allen Tusing, Public Works Director  
Scott Tyler, Chief of Police  
Amber Foley, Assistant City Clerk

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

1. BILLBOARD DISCUSSION AND PRESENTATION

Mr. Freeman explained that the current lease for the billboard expires at the end of the year. The City recently sent a notice to the vendor that there will not be a renewal of the contract as is. He introduced Gregg Anderson and Christopher Burns of Impact Local Florida (ILF) who have a brief presentation to discuss their proposal for the use of the billboard.

Mr. Anderson informed Commission that ILF builds digital LED billboards in cooperation with school systems, municipal governments, state governments, federal governments, and military bases by securing 20 or more yearly business partnerships. ILF researches high traffic count and public property in the target territories to seek out potential partners. ILF is proposing a public/private partnership to create new revenue to minimize budget shortfalls of governments. Mr. Anderson said that up to \$100,000 per billboard can be generated, which is about three more times the revenue than traditional advertising.

Mr. Anderson explained the estimated revenue potential per billboard per year. He said that revenue potential is directly related to traffic count and size of billboard. Each billboard offers eight (8) advertising spots per side for a total of 16 spots. Fourteen (14) of those spots are for sale; one spot on each side may be sold or used for community messaging. Industry bases spot prices on a four week run period and there are thirteen 4-week periods each year. Mr. Anderson said that \$2,600 per spot in revenue estimated for a 35,000 cars per day, (location and a 10' x 35' billboard); estimates \$473,200 per billboard per year. The estimated annual operating expenses including commission is 30 percent.

Commissioner Cornwell left the meeting at 4:47 p.m. and returned at 4:49 p.m.

Mr. Anderson explained how the funding works:

- Impact Local provides capital required to build each Information Center (IC)
- City of Palmetto receives 1 spot on each side of the IC for community messaging.
- Impact Local receives 1 spot on each side of the IC
- Impact Local sells remaining 6 spots on both sides of the IC (12 total spots)
- City of Palmetto receives 1/3<sup>rd</sup> of net donations created by each IC project (**\$91,000 per year**)

- City of Palmetto receives total value of up to **\$136,500** each year per IC project, (annual donation and community messaging).

Commissioner Williams would like to see the City Planner be involved in the development of the sign. The current electronic sign guidelines suggest 10 MM for the resolution which might need to be changed for a billboard electronic sign.

Consensus of Commission is to have staff look into this and pursue the idea further.

## 2. 2016 RIVERWALK REGATTA EVENT DISCUSSION

Mayor Bryant discussed the cost estimate for the Police Department and Public Works for the event. The cost will be almost \$21,000 for next year based on having the concert at Sutton Park next year and coverage for the event and the fireworks. Mayor provided an email she sent to Elliot Falcione from the Tourist Development Council (TDC) and the email she received back. She stated that Mike Fetchko has stated he will be supporting the 100<sup>th</sup> Manatee County Fair.

Commissioner Williams is in favor of alcohol sales if on private property and not on City property.

Commissioner Cornwell and Commissioner Varnadore opined that this even should not be approved until more specifics for the event on this side of the River are in writing and that there is a better understanding on how Palmetto will be involved in the event as well as how it will benefit the City as a whole.

Commissioner Davis stated that more signage could be issued to promote the event in Palmetto instead of so much signage for the detours.

Commissioner Williams would like to see the surrounding business owners encouraged to have participation in the event by being vendors, having sidewalk sales, etc.

## 3. PARKING TRUST FUND ORDINANCE 2015-09

Attorney Barnebey explained that this is a proposed ordinance to allow payment to the City in lieu of providing on-site parking. The boundaries that would be affected by the ordinance would be 11<sup>th</sup> Avenue West, 10<sup>th</sup> Street West, the CSX railroad and the Manatee River. Both the development and the parking should be within this area.

In the downtown area of Palmetto, there is insufficient on-site land for a property owner to provide on-site parking. Due to this, many redevelopment opportunities are foregone because of an inability to address the on-site parking issues. Under a payment in lieu of parking ordinance, the developer could pay into a trust fund and the City or CRA would be required to use this money to construct parking to serve the development.

Attorney Barnebey explained that payments are to be made prior to the final site plan approval or building permit issuance. As drafted, all fees would be made at final site plan approval or building permit issuance; however, an installment fee program is another option to consider. He stated that whether or not to allow the installment fee program may depend in part on the amount of the fees, which are expected to range from \$6,000.00 and \$20,000.00 depending on the property values and lot design issues.

Mr. Barnebey informed Commission that this program does not guarantee parking availability, but will require use of funds to construct a parking garage within seven (7) years.

Commissioner Williams discussed the cost per space and number of spaces in parking garage. Attorney Barnebey explained that there are not specifics yet; will be based on supply and demand. If a parking garage is not built within 10 years of the establishment of this ordinance, the money will have to be given back. The parking garage project can be put in the Capital Improvement Plan for the CRA.

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Mr. Burton discussed the analysis that was performed on the downtown parking and needs to be completed by the City's Planning Department.

Commissioner Williams opined that the Commission should approve each businesses parking certificate before it's issued.

This discussion will be carried forward to the 7:00 p.m. meeting.

Mayor Bryant adjourned the meeting 6:02 p.m.

Minutes approved: June 15, 2015

*James R. Freeman*

James R. Freeman  
City Clerk