

**MINUTES**  
**COMMUNITY REDEVELOPMENT AGENCY WORKSHOP**  
**CITY OF HOLLY HILL, FLORIDA**

**APRIL 14, 2009**

**1. CALL TO ORDER**

Mayor Roland D. Via called the meeting to order in the Chambers at City Hall, 1065 Ridgewood Avenue at approximately 6:02 p.m. Attending with Mayor Via were Commissioners John Penny, Rick Glass, Mark Reed and Liz Towsley. Also attending were the following staff members: City Manager Tim Harbuck, Assistant City Attorney Scott Simpson, Police Chief Mark Barker, Finance Director Kurt Swartzlander, Assistant Finance Director Susan Worde, Audit Specialist/Analyst Catherine Colwell, Public Works Director/City Engineer Chris Hurst, Community Development Director Doug Gutierrez, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

**2. AUDIENCE PARTICIPATION**

Regarding items not on the agenda.

None.

**3. REVIEW ECONOMIC DEVELOPMENT GOALS AND TARGET OBJECTIVES AND ESTABLISH "GOAL PRIORITIES"**

There was discussion amongst the Agency, staff and the board member's Arthur Kowitz and Chairman, Steve Tyler. The Agency categorized their top three objectives as the following: 1) seek, entice and recruit developers, owners and land acquisition agents for name restaurants, retailers, business and medical professionals, wholesalers, commercial and industrial uses to relocate or build within the Holly Hill CRA district 2) identify and remove blight, create "win-win" ways to entice Ridgewood Avenue, motel owners to redevelop or sell for redevelopment 3) identify and bring forward select parcels for the City to purchase and develop through public/private partnerships. There was consensus to add another objective to the current list pertaining to the "retention/expansion of local businesses".

**4. REVIEW ECONOMIC DEVELOPMENT CONSULTANT JOB  
DESCRIPTION AND ESTABLISH COMPENSATION OFFER AND  
GUIDELINES**

There was discussion amongst the Agency, staff and the board member's Arthur Kowitz and Chairman, Steve Tyler. The consensus from the Agency was that the base was going to be \$50,000 and that staff was going to get together with the committee and run the numbers to possibly cap the commission at \$200,000 and get back to the Agency with a decision.

**5. ADJOURNMENT**

The meeting officially adjourned at approximately 7:05 p.m.

Attest:

City of Holly Hill, Florida

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Valerie Manning  
City Clerk

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Roland D. Via  
Mayor

**Florida Statutes 286.011 and Government-In-The-Sunshine Manual**

*"The minutes of Sunshine Law meetings need not be verbatim transcripts of the meetings; rather the use of the term "minutes" as stated in F.S. 286.011, contemplates a brief summary or series of brief notes or memoranda reflecting the events of the meeting."*

*A verbatim copy of Sunshine Law meetings (e.g. City Commission meetings/workshops/Agency meetings and CRA meetings) are available upon request to the City Clerk during regular business hours, Monday through Friday,  
8:00 a.m. to 5:00 p.m.*