

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

MAY 22, 2007

1. CALL TO ORDER

Mayor Roland D. Via called the meeting to order in the Chambers at City Hall, 1065 Ridgewood Avenue at approximately 6:35 p.m. Attending with Mayor Via were Commissioners John Penny, Gilles Blais, Mark Reed, and Traci A. Anderson. Also attending were the following staff members: City Manager Joe Forte, Finance Director Kurt Swartzlander, Financial Technical Advisor Brenda Gubernator, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Also attending: Tom Harowski, TMH Consulting, with HHI.

2. HERBERT HALBACK, INC. (HHI) – UPDATE

Mr. Forte mentioned they agreed to have a presentation at the second meeting of the month to the Agency for an update of what's been done and what they are anticipating. Mr. Forte informed the Agency not to expect a whole lot tonight because it's only in the process.

Tom Harowski, TMH Consulting, with HHI, mentioned that Ginger Corless wanted to be here tonight but she has had a family emergency so he agreed to be here for her. Mr. Harowski gave the Commission an updated project schedule; and mentioned they have completed another activity since the last one that was submitted. Basically, they are on schedule. HHI has collected all of the material from staff that they were looking for to do the data and analysis and so far that's in pretty good shape. They met on May 16th with the Community Redevelopment Advisory (CRA) Board members and gave them an update, a schedule, a copy of the contract so they know what activities will be taking place and HHI encouraged them to join them on June 9th for the walkabout (tour) exercise so they can get the benefit of the Board's experience and comments. On May 16th HHI also met with the Department Heads and spent a little more time with them. HHI gave them a memo of some basic early concepts that were reviewed with staff to see if there was anything that HHI was identifying that they thought was off base and they had a very good discussion with them. Mr. Harowski mentioned that he met today, through teleconference, with Ms. Radulovich to do some of the more detailed pre-planning for June 9th and the camera exercise that HHI wants to do as a follow up to that. Mr. Harowski asked them to look over the program summary handouts and stated that this is not a finished product at this point; this was simply his notes from this morning's meeting with Ms. Radulovich that he provided to the HHI staff and Ms. Radulovich. They have the basic structure. Mr. Harowski mentioned the tour on June 9th at 10:00 a.m. over at Sica Hall that will run approximately four hours or less. Mr. Harowski briefly described what their plans will be the day of the CRA tour. They will ask the people to take some notes and pictures as they go through the redevelopment district and then after the tour they will meet back at Sica Hall for some more discussion and a series of breakout groups

with the participants. They are not really looking for solutions, at this point, and they are not going to try and take people in the direction of trying to get consensus on goals or objectives or projects or anything like that. This is really for HHI to get the citizens perspective on what they see in the area and so it will be sort of like an information forum for HHI and they will gather all of that information and take that and add that to the other work that HHI has been doing and that information, together with the analysis that HHI has, will form the framework of the sessions on June 21st. For those people who join HHI on June 9th, they are going to ask them to come back on June 21st at either the afternoon session or the evening session so that they can hear the results of what HHI has been gathering. HHI will give those interested in coming on June 9th a camera to take pictures of items that they think might be problems or concerns, things that they like and that can extend to areas outside Holly Hill and outside the CRA district, if there is something they have seen somewhere that they think is a good idea that might be applicable to the City's situation, to go ahead and take some pictures of that and ask them to record on paper why they took that picture. Mr. Harowski wanted to let the Agency know that they are on schedule and asked if the Agency had any issues or comments.

Commissioner Blais asked how many people have signed up for the bus tour.

Mr. Harowski stated approximately 25.

Mayor Via asked how have they been advertising it so far.

Mr. Harowski stated it's been in the *Heartbeat* a couple of times, there is information on the Website about it, and Ms. Radulovich has done some letters as well.

Commissioner Reed asked if there is any information on the digital sign.

Mr. Forte stated no but they will be putting it on the sign about a week or two prior to the June 9th meeting. Mr. Forte wanted to discuss a couple of options for advertising the meetings with the Agency. One, staff is going to put an ad in the *Daytona Beach News-Journal* in the Neighbors section of the paper and the other option is to do a reverse calling to the community letting them know there is a meeting going on. Mr. Forte would like to know if the Agency would like to try that and the other option is a mailing to the community.

Mayor Via asked if this was going to be advertised as a public meeting for the Commissioners and Mayor.

Mr. Forte stated, yes. The City Clerk has already completed that ad and it will be in the *News-Journal*.

There was consensus from the Agency to do as much advertising as needed for the tour and the sessions (meetings) and there was consensus to see if the City could possibly have a police escort for the bus tour.

3. ADJOURNMENT

The workshop officially adjourned at approximately 6:58 p.m.

Attest:

City of Holly Hill, Florida

Valerie Manning
City Clerk

Roland D. Via
Mayor