

MINUTES
COMMUNITY REDEVELOPMENT AGENCY MEETING
CITY OF HOLLY HILL, FLORIDA

MAY 27, 2008

1. CALL TO ORDER

Mayor Roland D. Via called the meeting to order in the Chambers at City Hall, 1065 Ridgewood Avenue at approximately 6:00 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, Finance Director Kurt Swartzlander, Assistant Finance Director Susan Worde, Community Development Director Doug Gutierrez, Sergeant Steve Aldrich, PAL/Recreation Executive Director Chuck Beach, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Also present: Alex Law, AICP, Senior Associate, Herbert-Halback, Inc. (HHI).

2. AUDIENCE PARTICIPATION

Regarding items not on the agenda.

Steve Tyler, Chairman of the Community Redevelopment Advisory (CRA) Board came before the Agency and shared some concerns that were brought up at the Advisory Board meeting on May 21st about the applicants that have applied for the vacant position on the Board. Mr. Tyler asked the Agency if it were possible to ask each applicant a question and/or why they desire to serve on the Board.

Ms. Radulovich came forward and asked the Agency if they would consider hiring someone to videotape the entire CRA district as it appears currently so that the City may show the transformation once the proposed streetscape improvements are completed; Ms. Radulovich mentioned that she has contacted a few companies. Ms. Radulovich mentioned that the cost would be approximately \$1,000 – that would be before and after videotaping. Once completed, this can be placed on the City's Website for all to view. Ms. Radulovich mentioned that she is asking for the Agency's authorization to move forward.

There was consensus from the Agency to allow Ms. Radulovich and staff to move forward in hiring someone to videotape the CRA district before and after the streetscape improvements.

3. DISCUSS PRELIMINARY DESIGN CONCEPTS

Alex Law, AICP, Senior Associate, Herbert-Halback, Inc. (HHI) showed a power-point presentation to the Agency regarding the proposed preliminary design concepts for the Community Redevelopment Area (CRA) and handed out a transit shelter amenities and public signage preference survey for the Agency to complete and turn into Ms. Radulovich when completed. Mr. Law went through the power-point presentation and discussed the following: gateway locations throughout the district; transit stop locations throughout the district; cost estimate; site furnishings for the transit shelter amenities; pavers for the transit shelter amenities; decorative paving materials; landscape design; CRA gateway and wayfinding sign system plan; preliminary wayfinding sign concepts A-B.

A.J. Devies, 1684 Espanola Avenue came forward to share her concerns and offered suggestions to the Agency about the transit shelters and bus benches and mentioned that VOTRAN has some bus shelters that are hurricane proof that they are looking to give to some of the cities and perhaps the City would be interested in contacting VOTRAN and asking about them.

Arthur Kowitz, 1501 Ridgewood Avenue mentioned that most of the people are proud of the Calle Grande/Riviera Publix Shopping Center and he would hate to see that on the other side of the welcome sign. Mr. Kowitz suggested perhaps the City could try to contact the property owner adjacent to Sonny's to the north (the trailer park). Mr. Kowitz shared his thoughts on the monument sign in that it should not be back-lit but perhaps front-lit because the letters are important.

There was some discussion amongst the Agency about the preliminary design concepts.

4. DISCUSS BUS BENCH DESIGN (WAVERLY MEDIA-OWNED) AND ADVERTISING ON SAME AND ADVERTISING SHELTERS (CITY-OWNED)

Mr. Harbuck gave a brief report on the bus benches that are owned by Waverly Media and briefly discussed the City-owned transit shelters with the Agency. There was some discussion amongst the Agency and staff whether or not to have advertising on both the benches and the shelters. Jim Brown, Manager of Waverly Media spoke briefly with the Agency and informed them what their intentions were and would be happy to work with the City.

There was **consensus** to have no advertising on transit shelters but to allow the advertising on the bus benches. Commissioner Reed suggested that perhaps the shelters that will be removed from the CRA district could be relocated to other areas of the City where they may be needed and that could still help with monies towards the Chamber of Commerce.

5. DISC GOLF COURSE DISCUSSION

Mr. Harbuck gave an update about the disc golf course and Chuck Beach, PAL/Recreation Executive Director was present to help answer any questions that the Agency may have. Mr. Harbuck mentioned that Mr. Beach, Commissioner Reed, Mr. Hurst and himself met with Gary Burdick to discuss the available options on the prospective course. Mr. Harbuck informed the Agency of the revised cost analysis for the golf course. The total cost from the CRA budget would be \$6,161 but there would be some additional costs included for the following: relocate fencing at the South end corner at Public Works (10th Street) – approximately \$4,000; balance of cost for an 18-hole course would be approximately \$4,199 (\$10,360 project total); future parking, lighting, signage, and permitting at Centennial Park estimated costs of \$20,000 to \$40,000 (depending on design and type of paving).

There was some discussion amongst the Agency and staff and the **consensus** was to wait until the October 1st budget and budget it for next year's budget.

6. ADJOURNMENT

The meeting officially adjourned at approximately 7:25 p.m.

Attest:

City of Holly Hill, Florida

Valerie Manning
City Clerk

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.*