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

**SEPTEMBER 25, 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 6:03 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, Assistant City Attorney Scott Simpson, arrived at approximately 6:55 p.m., Finance Director Kurt Swartzlander, Assistant Finance Director Susan Worde, Financial Technical Advisor Brenda Gubernator, Information Technology Director Scott Gutauckis, arrived at approximately 7:35 p.m., , Community Development Director/City Planner Doug Gutierrez, Public Safety Director Don Shinnamon, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Also attending: Ginger Corless, President of HHI, and Tom Harowski, TMH Consulting, with HHI

## 2. AUDIENCE PARTICIPATION

Regarding items not on the agenda.

Mayor Via mentioned that they would have audience participation at the end of the presentation.

## 3. HERBERT HALBACK, INC. (HHI) – UPDATE

Mayor Via mentioned that he understands that tonight's intent and purpose of this meeting is for HHI to get clear direction on what is supposed to be in this draft plan today.

Ginger Corless, President of Herbert Halback, Inc., (HHI) and Tom Harowski, TMH Consulting with HHI, gave a presentation to the Mayor and City Commissioners about the Master Plan Development and briefly spoke about the workshop that was held on September 13th at Sica Hall. Ms. Corless mentioned that the Mayor is correct in stating that they are here tonight to get clear direction from the Commission as it refers to the Master Plan draft. Ms. Corless stated that this is HHI's fifth update and they will take this evening to go through the draft Master Plan. The following information was discussed with the Mayor and City Commissioners: seek consensuses on content and identify any changes to the draft plan; adoption of the CRA Master Plan is scheduled for October 23, 2007. Ms. Corless went over the highlights of the September 13th public workshop: presented the Master Plan priorities, initiatives, implementation strategies and budgeting/phasing; provided comment cards to solicit input to further refine the project priorities; and 35 people participated in this event and 33 comment cards were completed.

The summary of the comments were: vast majority supported the projects & priorities; streetscape & gateway improvements are high priority projects; vast majority supported the Town Center concept; however, there are concerns regarding the green space and the ball fields; slight preference for live/work residential in the Town Center; public sentiment to move up the timeframe for the 4-lane road widening along LPGA Boulevard; change the reference of the canal walk/greenway to linear park; clean-up/maintenance, improvements to the industrial areas & crime/police enforcement are still high on the priority list; support for the City to work with private properties and/or acquire rundown properties. The following is the list of implementation strategies for the draft plan: 1) Planning Framework 2) Holly Hill Town Center 3) U.S. 1 Corridor 4) LPGA Boulevard 5) Property Maintenance/Clean-up 6) Industrial Areas 7) Residential Areas 8) Recreation Improvements 9) Social & Community Safety 10) Neighborhood Commercial 11) Stormwater Retention 12) Staffing Necessities. Each one of these strategies was discussed by HHI with the Mayor and City Commissioners in regards to short-range, mid-range and long-range terms. Estimated costs were mentioned by Ms. Corless and Mr. Harowski. The following information was discussed: * The estimated costs are based on the priorities identified by the community. It is divided into *Short, Mid and Long-Range Actions* * The estimated costs from 2008 to 2027 are relatively within the projected Tax Increment Revenues * The first five years is approximately $2 million over and the mid-range is approximately $20 million over due to the reprioritizing of the road widening/streetscaping along LPGA Boulevard (3-lane or 4-lane) and the undergrounding of the canal. * Supplemental funding may be acquired through partnerships, grants and development assistance programs * The City may also bond additional funds to complete the priority projects. This may be more difficult after the Supreme Court ruling in the case of Escambia County requiring public referendum to use TIF revenues for infrastructure projects. The next steps of this Master Plan are to make modifications based on CRA and staff comments and to present the final Master Plan to the CRA Agency on October 23, 2007.

Commissioner Reed stated while the Mayor mentioned that it is fluid, and what Commissioner Reed doesn't ever want to hear in the future either from this Commission or any other future Commission, is that while they pass this document that they have to do it exactly as HHI has suggested, when it may not be the best thing to do. Commissioner Reed mentioned that he doesn't want to support something that is going to lock in the City to maybe a high expense for a long time. As long as everybody is on the same page with that and that they all know that they are not going to say, "Well, we've passed this and now we have to do this; this is the Plan"; he thinks if they can keep it fluid and work it out in the best possible manner, he thinks it can be highly successful.

Commissioner Penny stated he thinks the consultants should be applauded for being fluid so far. One thing that he saw at the last meeting, the short-range plan, the City is only $1 million dollars short and then everything else funded itself, according to the plan HHI had put together. Because of the input from the audience at the last meeting, the LPGA project was shifted up from mid-term to short-term which puts the City at $2 million deficit but $20 million deficit in mid-range. That maybe something that can maybe be more fluid still because that's a huge financial impact. This is not HHI's plan, this is the peoples plan but it's just something that the people have brought forward that $20 million is a huge difference in a short time period. That is something to consider.

Mayor Via and the City Commissioners discussed some modifications to the draft Plan with HHI.

Commissioner Reed wanted to discuss an item on the summary comments of the highlights from the public workshop. Commissioner Reed stated where they have to start working with the Florida East Coast Railway (FEC), the School Board and LPGA Blvd., there is a problem with LPGA because he doesn't think it's the City's road; it's a County road. They have the Postal Service, the City would have to convince them to move their location to the Town Center. With speaking with Mr. Forte today and reviewing some of the conversations with FEC, the City was told no, very uncooperative. The School Board, the City has tried to deal with them just talking about possibly planning a middle school, and they were less than cooperative with the City. This is not the consultants fault, this is not the City's fault. Commissioner Reed thinks it's a waste of time for them to chase after that goal. Maybe the Postal service and maybe LPGA might be a little bit easier to work with. U.S. 1, Ms. Corless mentioned about restriping the bicycle lane; he thinks that's a wonderful idea but remember how Florida Department of Transportation (FDOT) was when they did the resurfacing on U.S. 1, how did that go for the City Mr. Forte?

Mr. Forte stated uncooperative.

Commissioner Reed mentioned it's nobody's fault but that's the way it's going to be. What he has noticed is that little lane that is there is being used by bicyclists already and maybe the City doesn't need to ask, if it's a little bit narrower, they'll be alright. They can't sanction it and say it's a bike trail then.

Ms. Corless stated, and that's why FDOT will not call it that even though they may stripe it.

Commissioner Reed stated so the City may not call it a bike lane but people may utilize it as they are today.

Ms. Corless stated they are going to be utilizing it. A lot of this, and she has always said this, this is a framework, this is a blueprint. They have to be flexible because opportunities can change tomorrow and if they don't ask, they won't get an answer.

Commissioner Reed stated, and he totally agrees with that but he doesn't want to see this Commission or this community get their hopes up on these things that he really is kind of apprehensive are going to happen in his lifetime.

Ms. Corless stated but she thinks their vision can still happen.

Mayor Via stated as far as LPGA, that canal is very labor intensive for the County and there are some environmental issues and some other things with public health and safety; there are issues that perhaps the City can look at in a more proactive way. The Postal Service, if the City is going to provide them a building, maybe the City can work with them. What Ms. Corless is saying is it's "vision" but everything changes, its fluid.

Ms. Corless stated any decision that the Commission makes in the future needs to go back as to how are they implementing the vision; how does it meet the vision they are trying to achieve and that is the creation of identity, the beautification, the enhancement of their economic development/the core area and enhancing their transportation and protecting their residential and business base. Everything they do in the future needs to address that vision statement. With the Town Center they are looking to have an integration and mix. What that mix ends up with, they don't really know right now.

Mayor Via went through the implementation strategies with the City Commission to make any necessary modifications to the draft plan.

Page 3: nothing changed.

Page 4: Holly Hill Town Center: Commissioner Reed mentioned the discussion of the Town Center is going to be ball fields and use of the rest of the land. Mayor Via mentioned also getting people to partner upfront.

Page 5: There was some discussion about item #9, *explore the option to acquire properties, where the City becomes the master developer*. Commissioner Reed mentioned that he hates when the City starts playing monopoly because it's a very tough gig; it's a very tough job and it can get very expensive for the citizens to acquire properties and then hold them for somebody to redevelop them. With the current economy and the lack of development, they have properties that have already been zoned for towers, nobody is doing anything.

Page 6 & 7: For U.S. 1 corridor – *enhance transportation and access*: Commissioner Reed stated he heard somebody talking about a trolley that's in this plan. He asked that they take the trolley out of the plan because he watches it go up and down A-1-A everyday, empty, and it runs right behind the VOTRAN bus; most people who are in town, who ride the bus, don't care if they get on at trolley or a bus and it's very expensive. Mayor Via stated the only way to do it is to try to find some way to have it financed and the other thing is, the only think he liked about the trolley is if they had parking areas or areas where they were going to try to move people up and down the Avenue. Gateways: Mayor Via informed HHI that the Calle Grande archways are not in the City. Streetscape improvements: Mayor Via mentioned that there was a lot of things in the draft that showed everything from tree drains to pavers to style of lights and baskets, he would assume that the Commission is going to be looking at these on an individual basis as they come up both for two things, price and appearance. Commissioner Penny mentioned he wanted to comment on the gateways and that is that they have to be very careful about the foliage on there because they don't want that to become a maintenance nightmare. Ms. Corless stated there are ways that they can do that and she gave an example of downtown Orlando limo baskets and mentioned that HHI designed those and they can be designed to have a drip irrigation system that's quite affordable that maintains them.

Page 8: nothing changed.

Page 9 & 10: Some of these items were talked about earlier with the Mayor and City Commission. Ms. Corless wanted to mention that the bike lane is a conversation; nothing changes on the City's streetscape design if that *doesn't* happen. If that bike lane doesn't happen, they are still moving forward with the other initiatives; at least they tried. Ms. Corless mentioned that in Option 3 for the *gateways*, somebody made a comment from the meeting the other day that there could possibly be a clock tower on the top of Option 3. For the monument signs, Option 2, is what HHI was recommending to be, for instance, at public facilities like the parks. They will have to go out and do some survey work and decide on that.

Page 10: Mayor Via mentioned that the City's utility poles are in sad shape. He would rather focus on getting more utility poles but it depends on what roadway they are going to do. Ms. Corless mentioned if they are going to do the banner program, another way to do it is just put in banner poles and not put them on the utility poles. That's an option that they can bring up so they are not actually on the light poles. Perhaps, they have three or four that go through the area that are not connected to the lights. Ms. Corless stated that she will change that on both U.S. 1 and LPGA Blvd. They can come up with a plan to implement that. There was some discussion about the PD & E study for the future roadway widening projects to either a 3-lane or 4-lane roadway. Mr. Forte mentioned that the MPO has already started the PD & E study about 1½ years ago. Ms. Corless mentioned that she will follow up on that study. Commissioner Reed stated while they are talking about LPGA, one really important detail that HHI may want to talk about is, are they going to underground power lines or are they going to leave them up in the air? Ms. Corless stated one of the things they are recommending is that on LPGA and U.S. 1, their first initiative will be to underground utilities. However, when they start looking at that, there may be some unawares that they will do side or rear entry based on some of the costs. It is costly but undergrounding is calculated into the cost for those improvements.

Page 11: Mayor Via briefly discussed item 3#, *develop more frequent garbage pick-up programs for bulk items, hazardous materials, construction debris and yard wastes*, and mentioned that the City is looking at their garbage contract right now and the rates are going up substantially and he knows one of the questions is do they go to once a week pick up. They are being told that may be something that doesn't work. HHI mentions about partnering with homes in residential properties and doing different things and he just wants to clarify for the audience that is only CRA residential properties. Ms. Corless stated everything they talk about, to this point, is specifically to the CRA. However, they may apply things outside of the CRA.

Page 12: Commissioner Reed asked Ms. Corless if this was just the residential area of State Avenue. Ms. Corless stated no, it's the entire area. Ms. Corless briefly went over the picture showing the enhance transportation and access for the industrial areas.

Page 13: There was consensus from the City Commission that they liked those suggestions. Commissioner Reed mentioned that he sees the on-street parking with a minimum of 50-foot right-of-ways as problematic; most people won't have a front yard. Mayor Via mentioned that it says short to long range so maybe were they can spot change it.

Page 14: Commissioner Reed stated they have a pedestrian crossover from Centennial Park to Town Center and he has been over there and there is already a sidewalk there. What more pedestrian crossover does HHI see there? Ms. Corless stated basically it's an enhancement of that and just conversations that they have had with the public is to enhance that area.

Page 15: Ms. Corless stated that she does want to point out that they are going to have, from the conversation with staff, Community Policing programs, there are some other ideas that are coming from staff as it relates to being a little bit more specific so this will be enhanced slightly between now and October 23rd for item #4, *enhancing Community Policing Programs.* Mayor Via mentioned the neighborhood commercial strategy, in reference to the property across the street from Marina Grande. This is an "only if" and at least the City will have something down the road if something were to come up and at least the City will have that this is something that the community would think would happen; this mixed use retail that is there.

Page 16: nothing changed for the stormwater retention suggestions. In regards to staffing necessities, that's an ongoing expense mentioned Commissioner Reed. Commissioner Reed stated he wants to be careful in going out and hiring a very expensive planner when he thinks the City has a very competent planner now; they have a very competent Executive Director for the CRA; he is not so sure that the City will need all those extra people. Mayor Via stated and they have a good Zoning Administrator as well. With the exception of the Code Enforcement officer dedicated to the district itself, they will make do with the people that they have. If they saw that this becomes more overbearing to the staff, the City Manager will advise the Commission accordingly. Ms. Corless stated what HHI is saying is there needs to be a commitment…there's a lot of work from a planning initiative and there's got to be a commitment by the City to make sure that happens. Mayor Via mentioned that it will be an "at need" basis. Commissioner Penny stated he just wants them to be careful and he understands it will be an "at need" basis, this is such an important endeavor that they are taking on, he doesn't want the Commission to worry about a $50,000 personnel salary or something like that, that would jeopardize the success of the entire Plan. They have wonderful staff and he doesn't want to load them down too much. Commissioner Reed brought to Ms. Corless' attention that on page 13, table 5 in the HHI binder, they have 110%; it should be 100%.

Mr. Forte mentioned that he invited Craig Dunlap to the meeting tonight. Mr. Dunlap is the City's Financial Advisor and the City worked with him on the last bond that they did and they talked about a bond this evening and in other private conversations. Mr. Dunlap is here to explain what the bond is and what it means in terms of basis points differences, why it could be critical, if they are going to fund the Plan in a more rapid fashion as opposed to dragging the Plan out over a twenty year period.

Craig Dunlap, Financial Advisor for the City of Holly Hill, spoke briefly with the Mayor and City Commission in reference to a possible bond if they were to decide to go that route in the future for the Master Development Plan for the CRA district.

**Mayor Via opened public participation.**

Jim Legary, 342 Burleigh Avenue, mentioned that he commended them on the idea of the FEC and the Industrial Park; commend them on addressing green; and the idea of partnering with the existing people. Mr. Legary mentioned that he has a question, if he understood them correctly, the $20 million that they are proposing here is what it is going to take to 4-lane LPGA Blvd.

Ms. Corless stated there are still a lot of different unknowns on LPGA but the $20 million relates to being the costs to do the 4-laning and then to cover the canal and those associated costs with that. So, it's "up to" $20 million based on the design mechanism to it. That's the maximum.

Joe Capers, 1512 Riverside Drive, shared his concerns about the financing of this Master Plan to the Mayor and City Commissioners. Mr. Capers stated that he believes all these numbers have been guesses and not actual estimations. How can the actually estimate something that could be 3-lanes or 4-lanes? They can't estimate that. Mr. Capers mentioned the canal and shared his concerns about that; the School Board; and their estimations about the Plan.

Brenda France, 409 North Oleander, Daytona Beach, shared her questions about the maps that HHI had in their presentation showing where the CRA is located. Ms. France mentioned that the maps were too small for her to look at.

Roger Healey, Charter Oaks Circle, stated on LPGA Blvd., from I-95 to Jimmy Ann Drive, does anybody know whether Federal transportation money into that program?

Mayor Via stated he knows that State money went into it. It's a State and County road.

Mr. Healey stated if Federal money went into it, then maybe John Mica could make an appeal to get Federal tax money to complete the rest of it. Mr. Healey then mentioned if the City decides not to cover over the canal, would they consider enhancing the canal with rocks on both sides of the bank?

Ms. Corless stated it may not be rock materials but they were recommending if they are going to the 3-lane and maintaining the canal, that it be improved and maintained in an esthetic form. There are some materials that they can do for shore line stabilization and that is in the plan.

Mr. Healey asked Mr. Dunlap if any CRA's bonds done through municipal bonds.

Mr. Dunlap stated, yes. They are typically done that way and they always try to give an opportunity…they are done on a tax exempt basis and typically, they always like to try to offer some amount of those bonds to the public to the extent that they are interested in owning them.

Mr. Healey asked is there a difference in the cost in doing it that way and doing it…

Mr. Dunlap stated, very minimal. There are small administrative costs upfront but other than that, not really.

Mr. Legary asked how many studies do they need to make before they move along?

Commissioner Reed stated there are several within the Plan.

Mr. Legary stated he counted four of them.

Ms. Corless stated some of the studies are going to be done by staff too.

**Mayor Via closed public participation.**

Mr. Forte stated this will be presented back to the Agency as a Resolution on October 9th supporting the document presented tonight.

## 3. ADJOURNMENT

The meeting officially adjourned at approximately 8:05 p.m.

Attest: City of Holly Hill, Florida

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Valerie Manning
City Clerk

Roland D. Via
Mayor