

**MINUTES
COMMISSION WORKSHOP
CITY OF HOLLY HILL, FLORIDA**

NOVEMBER 11, 2008

1. CALL TO ORDER

Mayor Roland D. Via called the workshop to order in the Commission Chambers at City Hall, 1065 Ridgewood Avenue at approximately 8:20 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, Community Development Director Doug Gutierrez, Community Redevelopment Coordinator Marsha Radulovich, and City Clerk Valerie Manning.

Also attending from the Community Redevelopment Area (CRA) Advisory Board: Chairman, Steve Tyler, Vice-Chairman Alan Riegner and Board members Arthur Kowitz and David Baudhuin.

2. COMMUNITY REDEVELOPMENT AREA (CRA) ADVISORY BOARD & COMMUNITY REDEVELOPMENT AGENCY

The Community Redevelopment Area (CRA) Advisory Board members and the Community Redevelopment Agency discussed the following issues, concerns and made statements pertaining to the following:

- ✓ Progress or lack of the City is making in the CRA district
- ✓ More important to get it done right than quick; Ms. Radulovich had the timeline of the implementation of the HHI portion of the project and the City is a little bit behind – approximately 90-days but not years
- ✓ They have a list of tangible tasks; no redeveloping is being seen; incubator for small businesses was derailed; window dressing for the CRA is going along fine but the real development is being ignored because its harder to do; the easy things are getting done
- ✓ Marina Grande – no developer came forward; Kevin Rainey came in at end when it was too late; only 2 towers were completed; sales record for Marina Grande not very successful; the City has missed the opportunity of redevelopment; don't see anything redevelopment happening in the next 5 years
- ✓ No effort at bringing in economic development patterns; Master Plan allows the City to get involved in economic development; no assembly; CRA has not purchased any property to develop it and has not put RFP's out to developers
- ✓ See more check cashing stores, thrift stores, recycling stores; the landscape is changing; the future is not going to be the same as the past; need to envision what is ahead of them and be ahead of the curve
- ✓ Family Dollar store is coming to the City

- ✓ What's going to bring economic development is reasonably priced real estate and reasonable taxes; going out and looking for people who want to bring some dollars in the City for redevelopment
- ✓ Salvage yards – recast them into something that is desirable
- ✓ CRA needs to get bigger; positive window dressing is being done to make the City more desirable; in these economic times things are much more competitive – the City needs to be more attractive – think outside the box; need to know how to recruit some of these businesses to Holly Hill and its going to take dollars to recruit them
- ✓ The City needs to be creative with tax incentives; cooperative efforts with land purchases
- ✓ Form a plan that new businesses can come here and get some relief from the escalating taxes the City has had over the last 4 or 5 years but that is something that would have to be sunsetted after a certain amount of time
- ✓ Have a 30 year or 40 year CRA is not a good idea
- ✓ Looking at the opportunities map of 2007, there are several things on that map that they may have realized that are never going to happen here in the City; there is not going to be buildings in Hollyland Park
- ✓ To try and help a business for 4 or 5 years – the City can do something like that
- ✓ Voter referendum – the City does have tax abatement with specific criteria
- ✓ 19 years left on CRA – if things are done right the City could probably dissolve it within 9 to 10 years
- ✓ A lot of businesses within the CRA are struggling to pay their taxes – the City wants to be fair – it doesn't want to just try and recruit all new businesses at the expense of forgetting the businesses that are already here
- ✓ Façade Improvement Matching Grants have done great things for the City
- ✓ CRA Board only meets once a month and gives out Façade Grants that require hardly any discussion from the Board; the City Commission does a lot of reactive work because of the problems that come to them – suggested: maybe the CRA Board can shortcut some of the Façade Grants and spend time monthly to come up with a strategy for encouraging some expansion and existing vibrant businesses, incubators, and create a vision that the Board can present to the City Commission (Agency); the City is under utilized and the City Commission is over burdened
- ✓ The City already has a Master Plan that they need to work with and they need to fulfill that plan in a more efficient manner and the CRA Board can take that on
- ✓ Parking and retention pond issues are specifically addressed in the Master Plan and the City should be providing parking so they can attract businesses; parking is needed within the CRA
- ✓ A lot of For Sale signs on hotels
- ✓ Concept of highest and best use discussed
- ✓ Need to identify the land and low taxes; tax abatement
- ✓ Discussed the gun maker business in the City and how he has to operate out of 3 different locations; perhaps the City can help him relocate to one building that's big enough for his business
- ✓ CRA and TIF dollars are generated based on the evaluation of the property itself

- ✓ Spoke briefly about the Dyno Power property on U.S. 1 – its been vacant over a year – building looks great but no business is there
- ✓ Consensus from the Agency and was agreed by the CRA Board that they don't mind being charged with a few more duties to get things done; CRA Board mentioned that they would like to perhaps meet more than once a month to discuss fulfilling the Master Plan; CRA Board agreed to meet with the Agency once a month to give updates on their discussions and recommendations

3. ADJOURNMENT

The workshop officially adjourned at approximately 9:30 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.