

Proceedings of a regular meeting of the City Commission of the City of Palatka, Florida, held on the 26th day of February, 2004.

PRESENT:	Mayor	Karl N. Flagg
	Commissioner	Mary Lawson Brown
	Commissioner	Hernan Azula
	Commissioner	James Norwood, Jr.
	Commissioner	George E. Sanders, Jr.

Also Present: City Manager Allen R. Bush; City Attorney Donald E. Holmes; City Clerk Betsy Jordan Driggers; Finance Director Ruby M. Williams; Police Chief Gary Getchell; Fire Chief Ken Venables; Planning Director Adam Mengel; Parks Supt. Jeff Norton, Main Street Manager Cathy Nagengast, Airport Manager Mike Cavello.

INVOCATION: The Reverend Harold W. Mustered, Pastor, Just for Jesus Ministries

PLEDGE OF ALLEGIANCE: Sandy Ward

APPROVAL OF MINUTES – 2/12/04 - Commissioner Brown moved to approve the minutes as submitted; Commissioner Azula seconded the motion, which passed unopposed.

PUBLIC RECOGNITION

PROCLAMATION – D. A. Boyd Family - In honor and recognition of Black History Month, Mayor Flagg read a proclamation honoring the D. A. Boyd family, recognizing their contribution to the history of Palatka. It was presented to Charlie W. Boyd, Jr. and family.

STUDENT OF THE MONTH – February, 2004 - Vice Mayor Brown joined Mayor Flagg in presenting certificates of recognition to the following students for academic excellence, leadership, citizenship and attendance at their respective schools:

Kim Hey, Beasley Middle School
 Nadia Smith Ashby, Browning Pearce Elementary
 Lamott Davis, Central Academy School
 Haley Robbins, Childrens Reading Center
 D. J. Rigdon, E. H. Miller School
 Katie Wilson, James A. Long Elementary
 Kortney Misamore, Jenkins Middle School
 Andrea Leary, Jenkins Middle School (January honoree)
 Brooke Wimberley, Kelley Smith Elementary
 Kelsey F. Alford, Mellon Elementary School
 Jennifer Cardwell, Moseley Elementary School
 Chase Mason, Palatka High School
 John Padgett, Peniel Baptist Academy
 Mary Hendley, River Breeze Elementary

PUBLIC COMMENTS:

Bern Scoggins, 118 S. Third Street, gave her opinion on the Riverfront Master Plan (copy filed); she is in favor of keeping the Frank George Apartments and developing it as a hotel or apartment building

Max Mullis, 603 W. Peniel Road, said he had an occasion to call 911 the other day when a dog bit his son, and was very impressed with the police officers that responded, Officer Pedro Ruiz and Animal Control Officer Wendy Cook. They were very professional, and he appreciates the support they have shown to him and his family

CONSENT AGENDA – Staff Recommendations:

- a. Accept Resignation of James Vickers, eff. 6/23/03, and Charlie Anderson, eff. 2/29/04 (resident representative) from Palatka Housing Authority Board.
- b. Authorize execution of Master Consulting Service Agreement with Passero Associates, LLC for Kay Larkin Airport engineering services, per results of RFQ

- c. Approve Change Order #3 to Armstrong Contracting Services Contract for \$6,017.00 for restoration of Old Palatka Water Works, Phase II, per recommendation
 - d. Approve Impact Fee Expenditure in the amount of \$6,400.32 for addenda to Summerville Electric Contract to remove, renovate and install electrical transformers serving the Fire and Police Departments on a pad-mount system.
 - e. Award bid to George B. Wittmer Associates for \$48,490.40 to rebuild Crystal Cove S/D Pond.
 - f. Authorize the City Manager to Enter Into a Cooperative Agreement with SJRWMD to provide stormwater treatment for Reid Street/US Hwy 17 drainage and assessments to provide water resource protection associated with the City's Riverfront Development.
 - g. Approve the list of 2004 Downtown Palatka/Palatka Main Street Block Parties and parades on St. Johns Avenue and grant permission for block/street closings for each.
- Commissioner Norwood asked that Item 3(f) be pulled from consent. Commissioner Sanders moved to adopt Items 3a, b, c, d, e, and g on the consent agenda. Commissioner Brown seconded the motion, which passed unopposed.

CONSENT AGENDA ITEM 3(f) – Authorize City Manager to enter into a Cooperative Agreement with SJRWMD to provide storm water treatment for Reid Street/US 17 drainage and assessments to provide water resource protection associated with the City's riverfront development – Per Commissioner Norwood's questions, Mr. Bush said this agreement will cost the city nothing; the storm water runoff will not be treated through the sanitary sewer system; they have a treatment facility proposed similar to what is at the riverfront park now; it is a series of baffles. The water flows over them and a certain amount of sediment is removed before going directly into the river. Commissioner Norwood moved to approve Item 3(f) on the Consent Agenda. Commissioner Azula seconded the motion, which passed unopposed

DOWNTOWN PALATKA - Presentation on Riverfront Development Plan - Len Freeman, 422 River Street, representing Downtown Palatka, Inc., presented a PowerPoint presentation on Downtown Palatka's recommendations for a Riverfront Development Plan. He thanked the Commission for allowing them to present this and have dialogue on this important issue. Downtown Palatka, Inc. is a 501(c)(6) corporation. He spoke about the history of the demise of the downtown business corridor, the Main Street Program and St. Johns Avenue redevelopment. Some business have lasted, some have not. Property values for storefronts on St. Johns Avenue are very low. The high rise is a big problem and needs to go. The city acquired the 100 block, but progress has been slow and the momentum is lost. There is a high vacancy rate. Some nicely renovated buildings in the 700 block are now for sale because those businesses couldn't make it. There were no customers. Tearing down the high-rise is now an issue; it has become a haven for crime and needs to come down. The original goal was to continue Downtown Palatka's original vitality and allow the public to enjoy their downtown waterfront. He compared Palatka's plans for a marina with Palmetto's, and showed photos of Palmetto's waterfront, which is blocked by Regatta Point Marina, built right on the waterfront. He showed photos from the main street looking towards the water and from the bridge. He said the downtown is still vacant, but business is booming at the marina. There is some housing and condos; it is a residential and commercial mix, which is good. On the other hand, people can't fish off the dock unless they rent an expensive boat slip. They need to ask themselves if the historic downtown and new marina will ever connect. Impact on existing businesses is minimal unless the revitalization process is a coordinated effort. Boat owners have minimal needs, which can be met elsewhere. They have been studying this and putting the studies on the shelf. There is a lot to do. EDSA began their study in the fall of 2003 and held two workshops, a public forum, and then came back with a draft master plan presented January 29, 2004. They worked with areas primarily owned by the City. Their plan includes a floating marina, covered boat storage, changes to the existing pier, retail space/restaurant, and a hotel/meeting center. There was a lot of public opposition centered around blocking all view of the St. Johns River from St. Johns Avenue. Multi-storied parking on St. Johns Avenue was not favored. Also, the Plan centers around developing a 'new downtown' in competition with the existing downtown businesses.

They agree with rehabilitation of the Park, but it needs help. They suggest closing all or part of Memorial Drive to make it bigger. A full service marina further south, phased in over time, is a good idea, as a public-private partnership. Entertainment, meeting facilities and a modern hotel are all good ideas. There is a question as to what the goal is. Is it to revitalize downtown and increase the tax base, or to build a marina and hope people will come? Downtown Palatka has a recommendation for the Commission and all of Palatka. Palatka has an excellent resource in the riverfront. They need to do a better job with the assets they have. Fix the infrastructure, make the city appear more boater-friendly and safe. Provide incentives to businesses. Develop a more comprehensive, long-range historic downtown waterfront plan. Develop new points of interest. Develop a residential area out of the old FFI/Wilson Cypress site. Develop Greenways and Trails and connect them with Ravine State Park and other large/publicly owned lands to the north and south. Develop new parking strategies and build new parking facilities; provide transportation for parkers. Recent Downtown Palatka meetings have been well attended because people are excited about doing something. They are ultimately recommending the creation of six Downtown Palatka project teams. This is a complex problem. The six areas they need to focus on are 1) Appearance and Infrastructure; 2) Policy and Planning; 3) Transportation and Delivery; 4) Promotions 5) Ways and Means; and 6) New Points of Interest. Each team should be appointed immediately and consist of one city commissioner, a Main Street rep, a Downtown Inc. rep, a North and South Historic District rep, a county commission rep, and a city staff person. They need to go to work and do this fast. He then gave specific examples of what these committees need to address. The riverfront should remain unobstructed, with an unobstructed view. They need to broaden the vision and bring in the public. Local citizens have been underutilized. They have the most at stake, and it is all at risk. They need to work together, focus on the problem, find innovative solutions, think & plan long range, involve everyone and look for grants that fit the plan. The six teams should come together in a set period of time (ie 90 days) to develop a real comprehensive 5-year plan. An executive team should set measurable milestones.

Mayor Flagg thanked Mr. Freeman for his presentation and noted there was quite a bit of effort put into it. Mr. Bush said this was a very good presentation, but there were at least three points he made that are in contrast with what they are doing or would like to do on the two blocks downtown. The first is they disagree with the location of the marina; they don't want it where the businesses are, but want it further south. The second item is the affect a marina will have on the businesses in downtown. We need to make a good impression with these two blocks; they are the first things you see when coming across the bridge. The most important thing is people and traffic; without them you have no viable downtown district. If they like what they see coming across the bridge, they will stop. The third thing is the lack of focus; the City of Palatka has tried to work with the merchants to fix up downtown, and cited as a case in point, a grant the City received wherein downtown merchants were offered 75% of the cost to fix up their storefronts; most of the money went back to Tallahassee because no one wanted to come up with the other 25%. On the other hand, there are things they can agree on. One is a need for parking. When he first saw the location of the parking garage depicted in the Plan, he also questioned it, but ultimately the developer will be a determining factor for the location of a parking garage. Also, he agrees that they need to act as one team. They all want the same result. As far as creating a public/private partnership, the City has no intention of running the marina. The City is putting its assets together and bringing them to the table. They all want to do whatever is necessary within these two blocks to get people back downtown and bring it back to life. He believes they need to coordinate their efforts; the group here tonight needs to work with the City to get these details ironed out so they can come up with a viable plan.

Mr. Freeman said it seems to them that they need a way to get people off Hwy 17 and into downtown. Beautification has primarily been focused on St. Johns Avenue, and they need to find a way to get people there. They talked about actually having a 'city gate' for emphasis, a friendly way to direct folks to come see what they have. They can expand turning lanes at 5th Street and put a 'gateway' there. They know that the best way to go about this is a public-private partnership, which is what the city has been seeking all along. The City should consider placing the marina in a different location. He personally wouldn't want to have a boat that close to the bridge. It is dirty, nasty, loud and noisy.

They would like to see no more foot-dragging; the City needs to get moving on this. Mr. Bush said they have not been dragging their feet; this is, by its very nature, a slow process. They all know that the City has been aggressively trying to acquire the high-rise property for several years. A 'gateway' is nothing more than a streetscape; trees and decorative lights don't make a business. You need people. Getting people off Hwy 17 and into downtown is the goal. The Greenways & Trails studies are already underway. Downtown Palatka needs to be on board with the City to get these projects moving. Mr. Freeman said many folks don't realize what is happening. Main Street has started the process, but the merchants feel that there is a lot more to do. They need a clearinghouse for all this information, and Main Street can serve that purpose. They need full implementation of the development and a long-range plan, written down and amended each year. They need a team to develop a clear roadmap, and what EDSA has proposed is not a roadmap. It is a plan to bring in a marina, and that is a disconnect with the merchants. Mr. Bush said the people who are here tonight need to stay 'fired up', get on board with the City and help with the redevelopment process and implementation of this plan. He believes that the marina will serve the downtown better, but better still, when these two blocks are developed, it puts a lot of money on the tax roll and tax increment funds go way up. Then, the City can start developing the 200 and 300 blocks, build parking garages in the 500 or 600 block, or wherever you can, because we will have the money. The riverfront is the most logical place to start because it is the most visible attraction and is owned by the City. Mr. Freeman said this is a great discussion, and thanked everyone for coming and showing their support. These discussions have been taking place in people's living rooms for many years and it is good they are taking place here. It is time for them all to get it together and push forward

Commissioner Brown said there has been a lack of communication. For years people have urged them to think outside the box, and that is what they are doing. Greenways and Trails are happening in Palatka right now, and they are going to tie "Blueways" into it, which are St. Johns River Heritage activities. The corridor from Palatka to Lake City is well underway, and now a corridor is being developed from Palatka to St. Augustine. These things are materializing right now. If they all come together and stop sitting back and waiting for someone else to do these things for them, things will get accomplished. One good example is the riverboat; it took a handful of people 10 years to get that money from the Federal Government, but it is happening. Most things get done by volunteers, and this town is full of volunteers. Mr. Freeman said ecotourism is real; it is not a passing fad. The American Heritage River Program doesn't provide any money, but it does provide ability and help in getting money. The ecotourism industry is going to grow and is one of the best things to happen to this county. Mayor Flagg said this Commission is prepared to go forward with downtown redevelopment plans and are happy to know that such a large number of people are willing to work towards this common goal. Nobody needs to think that someone is going to lose.

Commissioner Sanders said parking downtown has been a problem for many years. He is concerned with the idea of making apartments out of the upper floors of these downtown buildings. If they do that, they will create a bigger parking problem. Mr. Freeman said he was inspired by Mayor Flagg's desire to hold town meetings, which is a good idea. That's how to get good dialogue and discussion. They should implement this immediately. They want the Commission to understand that this is a complex problem, and they need to put together a team to work on these issues immediately. He is ready to meet once or twice a week. Mr. Bush said he would like to sit down with their group and go through his presentation point by point, and point out the similarities between the two plans. They are much closer on these points than he realizes.

Chip Laibl, president, Downtown Palatka, Inc., said the Downtown Merchants meet regularly, and invited Mr. Bush to their next meeting on Monday night coming.

Walt Riddle, Palatka Office Supply, said EDSA's presentation is very good and is a beautiful project. They were also enthused with Zirkelbach's presentation several years ago. He feels betrayed as a downtown businessperson because they have only incorporated 3 - 4 city blocks with the riverfront area. It makes him feel that everything beyond 2nd street is a wasteland. There is no concept of incorporating the existing downtown. They need to look at that factor. Mr. Bush said this is step one; the rest will

come after step one is completed. Mr. Riddle said they may not be able to last that long. They don't feel good about this. They don't need more business development on the first three blocks.

FINAL DRAFT OF RIVERFRONT MASTER PLAN - Cathy Nagengast, Main Street Manager/CRA Director, said they are going to reiterate what was presented at the January 29 presentation. She will cover the marketing study and Robert Semmes of ATM will cover the feasibility study. The reason this plan was developed is because this is a particularly distressed area. Per capita income is some of the lowest in the state. They have an opportunity to manage their riverfront in a fiscally responsible way while preserving open space. She made her presentation (filed). She compared Palatka with the Fernandina Beach of 15 years ago. Their marina turned their failing downtown around for them, and now that business district is thriving

Robert Semmes, Applied Technology & Management, Melrose, Florida, said he is a marina and land planner, so they are going to get marina information from him tonight. He presented a marina market study (filed) noting they visited 25 - 30 marinas up and down the River. Putnam County boaters are not the primary market; there are many boat owners in Marion and Alachua Counties, counties that are both land-locked. They want to cater to boats 35 feet and larger. This facility will be comparable to a Jacksonville facility. People need to be able to come to Palatka, spend the night, have boutique type shops to shop in. Boat registrations are increasing rapidly all over the US and people will need a place to put their boats in the water. Many existing marinas are converting to residential properties, because there is almost no riverfront space available in other cities. Palatka is well situated for a marina. This encompasses a small area of waterfront. It won't take up the whole river or turn the park into a marina. It will start with 100 slips and if it expands, that will be up to the proprietor.

Mr. Bush said they heard the comments of the group that presented earlier tonight. They have already made quite a few comments. Ms. Nagengast said she is extremely impressed with the resurgence of interest in Downtown Palatka and hopes they can all work together. Mr. Holmes asked with fuel prices going where they are, what will that do to 35 - 40 foot boats? Is that a discouraging factor to populating a 300-slip facility? Mr. Semmes said you would think it would affect large boats, but it doesn't. A 45-ft cruiser costs 1/2 million dollars. These owners are wealthy. These are the boaters that use marinas, for the most part. Commissioner Azula said the reason that some Commissioners did not attend the original presentation was because they all knew a presentation would have to be made at a Commission meeting. That, coupled with his work schedule, is the reason he was not there.

Per the question, Mr. Semmes said boats and pollution are always an issue, but marinas are cleaner today than they ever have been. DEP will see to that. They have done a submerged aquatic vegetation survey and other surveys. Boats, for the most part, are a fairly clean operation, but still have to be managed. Mr. Freeman asked if this will require a riverboat citing plan or DRI plan. Ms. Nagengast said the Riverboat will trigger a DRI plan. A boat facility site plan is a county-wide plan, and the County needs to be on board with that. It is an excellent plan, and they are looking at doing both. He asked what the DEP Board of Trustees think about the submerged land lease facility application, and if they have had any feedback on that. Mr. Semmes said they are in the pre-pre-application process now; they are now trying to settle the DRI so it won't be an issue, and will then go to pre-application with DEP. He has an ex-DEP permitter on his staff, and he is well versed on their process, so he believes they have it under control. At the same time, it all depends upon the Governor and his administration, and the politics of the day. Mr. Freeman said before they go further they need to get feedback from DEP on the submerged land lease application. With the kind of money being spent on this process, that only makes sense, especially since it is not guaranteed. Mr. Semmes said there is nothing in particular about this lease application that would make it difficult to get. It will probably be a \$25,000/year lease. In their review and discussions with DEP, they don't see any huge lease issues; the issues will be political issues, like manatee issues or boat facility site issues. The acreage won't be an issue.

Sam Deputy, Graphics II, Downtown Merchant, said he would like to know what other options were looked at for revitalizing this area, and why they were turned down. If a marina doesn't work, what will they fall back upon? Mr. Bush said they discussed a number of things, but every developer that has come in has said, given the fact that they are on the river, a marina is a logical and integral part of a viable development. If you have a permit in hand before going to the table with a developer, they will take your situation more seriously. They have had offers of putting in mid-range hotels, malls, all sorts of things that wouldn't have done a thing for downtown. What they do know is they need to do something that will bring people downtown that will shop. This is a catalyst. It is only a first step and a logical option for that site.

Joe Mast, 318 S. 19th Street, Palatka, said he was born and raised in Florida and has seen a lot of beauty disappear. He'd like to know if they can still have Easter Sunrise service at the riverfront, with its beautiful view, once the marina is there. Also, he asked if the piers and boathouse can accommodate these large boats. Mr. Semmes said they are designed to handle them; they are 15' high. Mr. Mast asked if the slips are going to be locked to the public. Many people like to fish off the pier or stroll around. This needs a lot of thought. There is no more property available to purchase. They need to expand the city dock. The location proposed for the marina is very poor.

Mr. Bush said when they offer the two blocks, the marina permit will be in place. If the marina is too remote, no one will want to develop it. Also, the marina will have no impact on downtown if it is too far away. The City is not going to build the marina; the money for the marina will come from private developers. The City will be building a public pier for fishing.

Allegra Kitchens said they need to investigate why private marinas are converting to housing. Also, she said Mr. Semmes stated there is no other large marina development containing over 100 spaces, and there is probably a good reason for that. Apparently larger cities with better facilities and more money are not enlarging their marinas. He said large boats will come here during hurricane season, but certain boats can't get under the Shands bridge, and stores are closed during hurricanes, so that doesn't solve the problem. Also he said visitors to Blue Crab will come downtown to shop. If the marina comes in, Blue Crab will be no more, because they use the riverfront and 100 Block for the festival. He said people will be looking for high-end shops and boutiques, but they will only go to the high-end shops at the waterfront. She noted that on page 25 of the agreement with EDSA, under their assumptions, they said, "At this point our assumption is that the important feasibility issue on the marina is what can be permitted; that we will permit as many slips as possible, therefore, this proposal does not include an estimate of long-term financial performance of marina development and operation." which says to her they can't give an estimate of long-term financial performance of a marina operation. Mr. Semmes said the reason marinas are converting to condos/residential is because that is the highest and best use for those properties, and because waterfronts in those cities are completely built up. If a private individual owned Palatka's waterfront, someone would be developing a private high-rise condominium with a private marina, which means there would be no park. Its highest and best use on the market is not as a park, it is waterfront condominiums with high-end boat slips. That's what is happening in the towns where the waterfront is completely built out. The marinas are owned by private individuals who are doing boat-yard services, hull painting and scraping, with a few derelict wet slips. Atlantic developers are buying up this type of property all over and putting in condos with price points around \$800,000, reducing the size of the marina, and making them private slips, and trying to tie the slips to the units so they can get an extra \$100,000 out of each unit. That is why it is happening. It is forcing public marinas out. The marinas that are doing extremely well right now are municipal marinas. Their clients in City of Fernandina Beach, City of Ft. Pierce, City of Daytona Beach, City of Naples are doing very well -- actually, better than they ever have. The City of Charleston is making a lot of money. If it is in private hands, it is going to convert to whatever is making the developer the most money. Under this scenario, a developer doesn't have to follow a master plan, and will change it. This way, the City has control over what goes on their waterfront. In the City's case, a marina is the 'highest and best use' for this property, which is a park. As to why people don't increase their marina sizes, the problem is with permitting and their location. In Duval County, there are a lot of boats and they are

killing a lot of manatees. They have all 'idle only' speed zones, and their submerged land leases will not be increased without an intense and expensive fight with DEP. Some of them are trying to expand, and some will. Some of them have applied and are going through the process. They will just have a much harder time of it than if the operation was on this part of the river. This type of regulatory pressure gives Green Cove Springs and Palatka the advantage on this type of operation. Mr. Bush said one thing that will not happen to this property is converting it for condos. The City will keep a certain amount of control over what can happen to this property. It will remain public property for the benefit of Downtown. The overall goal is revitalization of Downtown Palatka. They are looking for a mix of commercial, hotels, restaurants, etc. and if there is a townhouse development down the road, it has to fit Palatka's revitalization plan. Ms. Kitchens said it is obvious marinas aren't making money and that is why they are being converted to condos, and under private ownership they can do that. Mr. Semmes said they are making money, but not the kind of money they can make by selling the land to private developers. That is why they are selling. Many of these are 'mom & pop' operations that were built in the 1960's-70's, and are making money, but mom and pop are selling out because the land is worth more than the marina.

Mark Myles, 410 River Street, owner of Elsie Bell's, said he and his wife invested in this community with the belief that Palatka has potential. After having listened to all these workshops, meetings and debates, he is wondering if anyone is willing to finally stand up, get on a team and get to work. Twenty-five years ago the downtown was hurt when the anchor stores moved out. They have a chance to start revitalization now. He is not going to wait another 25 years for something to happen. If something doesn't happen in five years, he and his wife are out of here. Many things can happen in five years; it may be a combination of EDSA, Downtown Palatka, and Main Street but everyone needs to step up. The proposal is 90 days to come back with a plan. Please don't let it go beyond tonight.

Mayor Flagg said he has heard many good things and is pleased with the presentations. They all want a vibrant downtown. Downtown Palatka can start a sign-up process for the committees, and they can hold a public meeting to help bring about a good plan with which to move forward. They do not intend to shelve this plan. The community has carried the greatest burden with downtown Palatka's demise, and they all recognize that. Commissioner Azula asked if the City owns the property, how does that put it back on the tax rolls? Mr. Bush said the improvements will be on the tax rolls.

Charles Behm, 613 St. Johns Avenue, asked why one of his backers would put \$8 - 10 million into the 100 block, which they are prepared to do right now, and have the City's hand in their pockets, telling them what they can and can't do; or, at the end of this long-term lease, if the possibility exists that the City may take the property back. Mr. Bush said the City needs to keep control over these blocks. They have a purpose for them. If the City brings enough to the table, such as a permit, land and minimal 50-year leases, someone will make an investment. Mayor Flagg said Mr. Bush's attendance at a Downtown Palatka meeting is not the meeting he envisions. Everyone needs to be fully aware of what is going on; there will be no 'back room' meetings.

ORDINANCE - 100 Memorial Pkwy and 123 S. 2nd Street - Land Use Amendment - The Clerk read an ordinance entitled AN ORDINANCE OF THE CITY OF PALATKA, FLORIDA, AMENDING THE FUTURE LAND USE AND FUTURE LAND USE ELEMENT OF THE ADOPTED COMPREHENSIVE PLAN, WITH RESPECT TO ONE PARCEL OF LAND (LESS THAN 10 ACRES IN SIZE) AS DESCRIBED HEREINAFTER; PROVIDING FOR SEVERABILITY AND PROVIDING AN EFFECTIVE DATE. Commissioner Azula moved to adopt the ordinance as read. Commissioner Norwood seconded the motion. A roll-call vote was taken, which yielded the following results: Commissioners Azula, Brown, Norwood, Sanders and Mayor Flagg, Yes; Nays, none. The ordinance was declared adopted.

ORDINANCE rezoning 100 Memorial Pkwy and 123 S. 2nd Street - The Clerk read an ordinance entitled AN ORDINANCE OF THE CITY OF PALATKA, FLORIDA, PROVIDING THAT THE OFFICIAL ZONING MAP OF THE CITY OF PALATKA, FLORIDA BE AMENDED AS TO THAT CERTAIN PROPERTY IN SECTION 42,

TOWNSHIP 10 SOUTH, RANGE 27 EAST; AND PROVIDING AN EFFECTIVE DATE. Commissioner Norwood moved to pass the ordinance on second reading as presented. Commissioner Azula seconded the motion. A roll-call vote was taken, with the following results: Commissioners Azula, Brown, Norwood, Sanders and Mayor Flagg, Yes; Nays, none. The ordinance was declared adopted.

ORDINANCE - General Employees Pension Amendment - The Clerk read an ordinance entitled AN ORDINANCE OF THE CITY OF PALATKA, FLORIDA, AMENDING THE CODE OF ORDINANCES OF THE CITY OF PALATKA, FLORIDA, BY REVISING SECTION 2-205(2)(f), REMOVING REAL ESTATE FROM THE LIST OF PROHIBITED INVESTMENTS IN THE CITY GENERAL EMPLOYEES' RETIREMENT PLAN INVESTMENT GUIDELINES; AND PROVIDING AN EFFECTIVE DATE. Commissioner Norwood moved to pass the ordinance on first reading as presented. Commissioner Brown seconded the motion. Per Commissioner Azula's question, Commissioner Norwood said the intent is not to go out and invest heavily in real estate, but they want that option. If they do invest it is minimal. At this time real estate is doing well and they want the opportunity to invest there. A roll-call vote was taken, with the following results: Commissioners Azula, Brown, Norwood, Sanders and Mayor Flagg, yes; Nays, none. The ordinance was passed on first reading.

APPOINTMENTS - Golf Course Advisory Board - The Clerk noted that PMGA, PWGA and PSGA clubs have designated Jim Moody, Bruce Wolfred, Toni Scroggins, Gen Alvers, Jerry Massey and W. L. Kirkland as appointees for 2004. Commissioner Azula moved to appoint the Advisory Board as proposed for a one-year term, ending January, 2004. Commissioner Brown seconded the motion, which passed unopposed.

NAME CHANGE - VILLAGE RECREATION CENTER (tabled from 2/12/04) - Commissioner Azula moved to table this until the next meeting because the Commission did not received the necessary information on this until tonight. Motion died for lack of second. Commissioner Norwood moved to name the building after Willard E. Cooper. Commissioner Brown seconded the motion. Commissioner Sanders said Frank Hancock is well deserving and has spent a lot of time and money promoting high school athletics. He has contributed a lot to this area. He has set himself up as an example to the community for many years. He was a businessman and former Mayor, and he deserves serious consideration. There being no further discussion, the question was called and the motion passed unopposed

ADMINISTRATIVE REPORTS: There were none.

COMMISSIONER COMMENTS:

Commissioner Brown said they have talked about advertising and promoting Palatka, and she has some suggestions for a promotion. She has presented this to the Regional League's board, and they were very excited. As people travel from one area to another, the point is to try to get them to stop over for a length of time. They need to develop a series of postcards which will advertise Palatka, which can either be kept as souvenirs or sent off. She would like to hold a contest to choose five or six 'best' photographs. She would like some help on this and hopes the Downtown Merchants will help her set up a contest. They can change them out yearly. She would like consent to move forward on this. Commissioner Norwood said any way to promote the City is fine with him.

There being no further business to conduct, the meeting was adjourned at 9:00 p.m. upon a motion by Commissioner Brown.

CITY CLERK

MAYOR