

**Port St. Joe Redevelopment Agency**  
Board of Directors  
Gulf County Welcome Center Conference Room  
150 Captain Fred's Place

**MEETING MINUTES**

Apr 14, 2011 – 10:00 AM

ATTENDANCE

Patrick Jones – Chairman	(PJ)	Present
Willie Ramsey – Vice-Chairman	(WR)	Present
Bill Reid – Secretary	(BR)	Present
Marie Todd – Director	(MT)	Present
Jessica Patterson - Director	(JP)	Absent
Boyd Pickett - Director	(BP)	Absent
Phil Early – Director	(PE)	Absent
Matt Fleck- Executive Director	(MF)	Present

Voting Key – (motion by / second by, votes for – votes against)

- I. **Call to Order** - The meeting was called to order by PJ at 10:10 AM
- II. **Consent Agenda** - The minutes from the 3/25/11 meeting were reviewed and approved (BR/WR,4-0)
- III. **Citizens to be Heard** – none
- IV. **Agency Operations**
  - A. Economic Development Council
    1. PJ reported that the Gulf County EDC has convened (2) recent public meetings in their efforts to build community support as they continue the search for an executive director. The target date to hire this position is still 7/1/11.

2. MF reported on the City Commission efforts to update the current LDR's for downtown PSJ with a focus on the "tourist corridor" of US-98 and SR-71. The Commission intends to hold workshops and has requested the involvement of the PSJRA in the effort to update the definitions of allowable uses within the commercial and mixed-use zoning.
3. The Board discussed the FY2011-12 budgeting process and agreed that each Board member should attempt to get input from business and property owners within the CRA as we refine our budget priorities for next year. Interested parties should be directed to the meeting minutes posted on the PSJRA website for ongoing information regarding the budget process.
4. The first draft of potential budget line items was identified:
  - a. General & Administrative costs
  - b. US-98 parcel purchase – annual payment
  - c. Landscape maintenance
  - d. Port Theater
  - e. Façade Grant Program
  - f. North PSJ Grant Programs
  - g. Chamber of Commerce Events
  - h. US-98 parking lot construction
  - i. US-98 Observation Tower construction
  - j. Employee parking options
  - k. Reid Ave tree lighting
  - l. Bayfront Parks pathways
  - m. TODS / Civic signage
  - n. Gazebo upgrades
  - o. Hwy 98 Streetscape – Phase -2
  - p. Land acquisition
  - q. Reid Ave paving repairs
  - r. Sidewalks
  - s. Langston Drive upgrades

## **V. Grant Programs**

### **A. Façade Grants**

1. The Board reviewed and approved a 2011 grant for 412 Monument Ave that Rocky Comforter had submitted on the Warehouse / Cycle shop. The maximum annual award amount is \$10,000. This is the second installment on a grant award from previous years.(WR/BR,4-0)

2. The Board discussed the need to place a cap on multiple year awards to any one property when the rules are updated for the proposed 2012 Façade Grant Program.
3. MF reported that Gail Alsobrook has expressed interest in helping with the redevelopment efforts on the Port Theater. The Board agreed that MF should initiate discussions with local banks regarding long term financing options.

## **VI. Projects**

### **A. North PSJ Annexation**

1. MF reported that the Langston Drive project is about 95% complete.

### **B. Civic Signage**

1. MF reported that the decorative sign posts on TODS sign #1 had failed again in the last big windstorm. MF and WR to work on replacing the decorative posts with stronger standard DOT type posts.
2. MF reported that the City hopes to construct and install the City Entry signs within the next 2 months.
3. The Board agreed to continue efforts to encourage the Chamber of Commerce to assist with the TODS signage and local Business signage concepts including a temporary sign structure for event banners.

### **C. PSJ City Commons**

1. MF reported that the gazebo construction is about 75% complete and will be ready for the Farmer's Market dedication ceremony planned for 10:00 am on Sat May 7. All Directors are requested to attend the event.

### **D. US-98 Streetscape Improvements**

1. The Board discussed and had no objection to MF hiring professional photography help to capture the streetscape improvements on US-98.
2. MF reported that the Phase 2 Landscaping project was substantially complete on 3/25/1 and a punchlist has been established.

3. MF reported that advertisement has been made for Bids on landscape maintenance on US-98 and SR-71. These are due to the City on Apr 22, 2011.
4. MF reported that advertisement has been made for Bids on US-98 Landscaping Phase-3. These are due to the City on May 5, 2011.
5. MF reported that FDOT has initiated design of a resurfacing project for SR-71 from Long Ave to the White City Bridge for 2014. MF and the City Manager met with the FDOT engineers to discuss potential JPA opportunities. Potential improvements included bike lanes, crosswalks, sidewalks, streetscape, u/g utilities, and landscaping.

E. Bayfront Parks – no update

F. Billy Joe Rish Parking Lot

1. MF reported that USDA has deemed our application complete and qualified to receive a grant. There are still several more paperwork items to submit before the grant can be awarded. MF to continue efforts.
2. The application for the State CPI grant for the tower construction is still pending. FDEP has required title opinions on the parcels planned for construction to prove public ownership. NOAA funding has been delayed due to the Fed budget issues.

G. Public Parking

1. The Board discussed options for dealing with employee parking in valuable customer spots on Reid Ave. Some business owners may not be concerned about taking up these spots because they are not retail focused. Any effort to improve on this issue will require the cooperation of all business owners on Reid Ave. Concepts could include an incentive program for employees to park elsewhere. Enforcement will certainly be a hurdle. More discussion is needed.

## **VII. Community Programs**

- A. The Board agreed to provide \$500 support to Kids Win Fishing for 2011. (BR/WR,4-0)
- B. MF reported that local dining & entertainment businesses had joined forces to promote the “PSJ Crawl” event beginning on 4/16/11. The PSJRA was given an honorable mention for the initial concept and the

funding so far has been a combination of dues paid by businesses and support from the Gulf County TDC.

**VIII. Meeting Adjournment** - The meeting was adjourned at approximately 11:50 AM (BR/WR,4-0)

Approved:

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Patrick Jones- Chairman

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Willie Ramsey – Vice-Chair