



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Brian Boukari
Member Jovante Hayes
Member Rick Robertson

City Manager Mike DaRoza
City Attorney Marian Rush

The Community Redevelopment Agency Advisory Board will conduct a
Community Redevelopment Agency Advisory Board Meeting
At 3:00 PM
to address the item(s) below.

Meeting Date: January 27, 2025

Meeting Location: James A. Lewis City Commission Chambers
15100 NW 142 Terrace
Alachua, FL 32615

Community Redevelopment Agency Advisory Board Meeting

Notice given pursuant to Section 286.0105, Florida Statutes. In order to appeal any decision made at this meeting, you will need a verbatim record of the proceedings. It will be your responsibility to ensure such a record is made.

CALL TO ORDER

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

A) APPROVE MEETING MINUTES 10.21.24

B) APPROVE MEETING MINUTES 11.04.24

C) STAFF UPDATES

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Commission Agenda Item

MEETING DATE: January 27, 2025

SUBJECT: Approve Meeting Minutes 10.21.24

PREPARED BY: Brenda Flieger

RECOMMENDED ACTION:

Approve Meeting Minutes 10.21.24

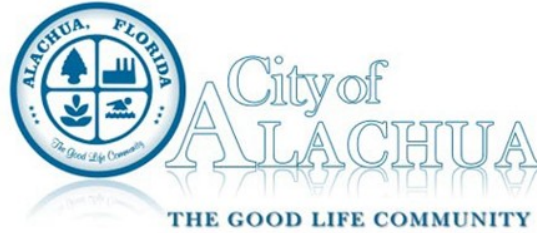
Summary

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. 24.10.21.M.CRAAB



Community Redevelopment Agency Advisory Board Meeting Minutes
October 21, 2024 at 3:00 PM

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Brian Boukari
Member Jovante Hayes
Member Rick Robertson

City Manager Mike DaRoza
City Attorney Marian Rush

Meeting Location: James A. Lewis City Commission Chambers
15100 NW 142 Terrace
Alachua, Fl. 32615

Community Redevelopment Agency Advisory Board Meeting

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CALL TO ORDER

Rudy Rothseiden – Chair 3:05 pm

Rick Robertson- member-absent
Jovante Hayes-member-absent

APPROVAL OF THE AGENDA

Member Brian Boukari moved to approve the agenda; seconded by Vice Chair Kelly Harris.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

A) APPROVE MEETING MINUTES

Member Boukari moved to approve the minutes from the September 16, 2024 meeting; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

B) STAFF UPDATES

Susan King, Community Redevelopment Coordinator, presented.

Member Robertson is currently present. 3:10 pm.

Vice Chair Harris questioned specifically what demolition would occur in Theater Park. She also asked about the downtown lighting plans.

Ms. King responded that she believes it would not be demolition per say but a "refresh" of the existing exterior. She also stated that the lighting project - to include the south end of Main Street- would be done in phases and is still being discussed.

Member Boukari questioned if the business owners are willing to cooperate with access for installation and maintenance for the lighting project. He also stated his concerns about the installation not compromising historic buildings.

Ms. King stated that this is a process and not all building owners have been contacted yet but the ones who have are in agreement with the project. Specifics about access and maintenance have not been discussed yet.

Member Robertson also asked specifically about the maintenance of the lighting.

Ms. King states that a maintenance agreement with the installers would be necessary.

Member Boukari stated that it would probably be necessary for the project specifications to be sent to the City Attorney and Risk Management Department to review for liabilities.

Member Boukari made a motion asking Ms. King to meet with the City Attorney and Risk Management to begin drafting some sort of relatively simple agreement that would allow the city to install, access and maintain any lighting system approved for this project, but also give consideration to the owners for what they need to do on their own properties as well, if the cost of project is within budget, and it appears that the project will move forward ; seconded by Vice Chair Harris.

Member specifically questioned the maintenance of this lighting.

Ms. King responded that an outside entity would be under contract for the maintenance.

Motion passed by 3-1 roll call vote.

Ms. King suggested that it would be a good idea to reach out to other small towns that have accomplished a project of this type. This might help to avoid some of the problems that may be encountered.

Chair Rothseiden agreed with the concept of phases for this project but suggested there be a master plan that lays out the specifics of each phase ahead of time.

Ms. King went over financial specifics that were requested at the last meeting.

Member Robertson commented about the billboards on I75 not being simple enough. He states he believes it is too busy. The context is not being absorbed by drivers on the highway.

III. BOARD COMMENTS/DISCUSSION

Chair Rothseiden commended Ms. King for her efforts installing the new banners.

Vice Chair asked for someone to inspect the sprinklers in her area because of obvious holes in the dirt areas in front of her shop. She also asked if Theater Park is going to be decorated for the Harvest Festival, which will be Sunday, November 17th from 11 am-5 pm.

Chair Rothseiden asked Ms. King to go over the event calendar for the remainder of 2024.

Vice Chair Harris asked if the wording "shop-dine-and-stroll" will be included on scheduling system.

Chair Rothseiden specifically asked when the Christmas parade will be.

Ms. King stated that it is always on the second Saturday of December so this year it will be on the 14th.

Chair Rothseiden suggested having another parade in February with a Mardi Gras theme but including pets.

IV. CITIZENS COMMENTS

ADJOURN

Member Boukari moved to adjourn; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

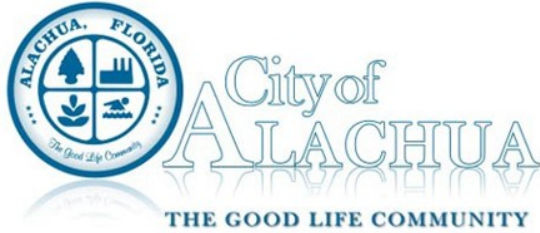
Chair Rothseiden adjourned the meeting. 4:22 pm.

ATTEST:

**CITY COMMISSION OF THE CITY OF
ALACHUA, FLORIDIA:**

CRA Advisory Board Chair

Staff Liaison



Commission Agenda Item

MEETING DATE: January 27, 2025

SUBJECT: Approve Meeting Minutes 11.04.24

PREPARED BY: Brenda Flieger

RECOMMENDED ACTION:

Approve Meeting Minutes 11.04.24

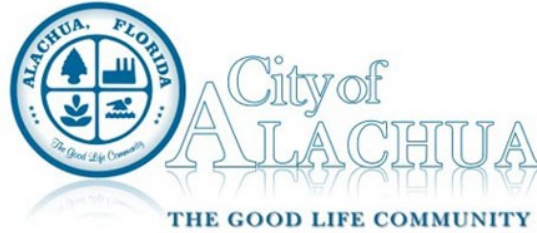
Summary

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. 24.11.04.M.SPCRAAB



Special Community Redevelopment Agency Meeting Minutes
November 4, 2024 at 4:00 PM

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Bryan Boukari
Member Jovante Hayes
Member Rick Robertson

City Manager Mike DaRoza
City Attorney Marian Rush

Meeting Location: James A. Lewis City Commission Chambers
15100 NW 142 Terrace
Alachua, FL 32615

Community Redevelopment Agency Meeting

Notice given pursuant to Section 286.0105, Florida Statutes. In order to appeal any decision made at this meeting, you will need a verbatim record of the proceedings. It will be your responsibility to ensure such a record is made.

CALL TO ORDER

Rudy Rothseiden – Chair 4:00 pm

Jovante Hayes – Member - Absent

I. NEW BUSINESS

A) CRAAB SCHEDULE FOR CALENDAR YEAR 2025

Member Bryan Boukari moved to adopt the meeting schedule for calendar year 2025; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

B) THEATRE PARK REFRESH PROJECT

Susan King, Community Redevelopment Coordinator, presented.

Rodolfo Valladares, Assistant City Manager, presented specifics about the Theatre Park project planning progression.

Mr. Daniel Cruz, Architectural Design Team Leader, Monarch Design Group presented options for signs, canopy, landscaping designs, walkway, lighting and edging options.

Member Rick Robertson questioned the dedication sign that is present at the park.

Mr. Valladares clarified that the sign is being reinstalled but this phase is about input for the presented options.

Member Robertson questioned the plan for rain run off and lighting concerns.

Mr. Valladares addressed his question.

Member Boukari made a motion to include in the bid for the awning to include pricing for electronic vs manual options, Option 1 for the signage but without the city logo or seal, Option 3 for the pediment, Option 1 for the entablature; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

Chair Rothseiden stated that since the canopy is not a rain barrier, it is a shade component, then this could be a removable item for budgeting purposes. Vice Chair Harris also suggested that if the option does fit in the project budget, then verbiage could be put out to the public that the cover is not rain protection, it is just for shade.

Vice Chair Harris moved to limit the amount of flowers and add more tea Olive trees; seconded by Member Boukari.

Motion passed by 4-0 roll call vote.

Mr. Valladares asked for confirmation about the entrance to the park being closed to accommodate seating. He also wanted confirmation concerning the lighting package, the walkway border, and the brick overlay.

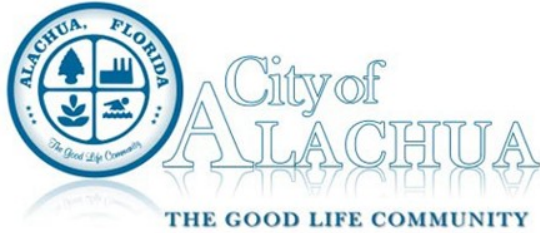
Member Boukari made a motion to approve the maximum lighting package and scale back as necessary for budgetary concerns; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

ADJOURN

Member Boukari moved to adjourn.

Chair Rothseiden adjourned the meeting. 5:05 p.m.



Commission Agenda Item

MEETING DATE: January 27, 2025

SUBJECT: Staff Updates

PREPARED BY:

RECOMMENDED ACTION:

Receive Updates

Summary

Christmas on Main Tree Lighting

The City of Alachua, in collaboration with the Alachua Chamber of Commerce, hosted another fun and festive “Christmas on Main” Tree Lighting on Friday, December 6, 2024. The annual event featured a Snow Park, horse and carriage rides, miniature train, snowman bounce house, holiday characters, and even some “snow flurries” on Main Street. More than 20 holiday activity stations provided children crafts and treats and extended the full length of Main Street, thanks to the sponsorship and contributions of local businesses and civic organizations. The highlight of the evening was the arrival of Santa and Mrs. Claus in a horse and “sleigh” just in time for the countdown of the Christmas tree lighting. The Good Life Station once again hosted Santa’s Workshop where Santa and Mrs. Claus visited with nearly 80 delighted children and their families, who were offered complimentary photos to commemorate the occasion.

Special performances throughout the evening included: Alachua Elementary School Chorus, comprised of 40 school children, at the Tree Lighting; Alachua Children’s Theatre “Frosty the Snowman,” Dance Alive’s “Dance About” program and the “World Famous” Cha Chas” in Theatre Park; violinist Shelby Adams next to Kelly’s Kreations; Christmas carolers at the Alachua Women’s Club; and live music at the Music Junction.

The Tree Lighting event was funded in part by Visit Gainesville, Alachua County. Other sponsors included: Boukari Law and Alachua Today, Dollar General Distribution, Walmart Distribution, and Florida Portable Services. The City of Alachua’s Christmas on Main Tree Lighting was, as always, a free event for all ages. Staff estimated that 1,500 residents and visitors attended the 3 ½-hour event.

Gateway Sign

Staff is making progress to secure the land rights at the corner of Main Street and US-441 for the gateway sign. Staff is seeking a donation of approximately 2,036 square feet for the sign and LED message board. The conditions of the donation would include removing some of the

vegetation that obstructs the CVS sign. The City of Alachua CRA plans to remove the vegetation that obstructs the CVS sign, redevelop this corner, and maintain new and existing landscaping. The gateway sign, designed by ThemeWorks, will serve as a landmark at the threshold of Main Street and is one of several proposed CRA initiatives to help revitalize and showcase downtown.

Theatre Park Refresh Project

The Theatre Park project will go out to bid at the end of January. The project will be advertised for 30 days. Staff will review and evaluate the bids and present a recommendation of award to the City Commission in March with an anticipated project start date in April.

The Theatre Park Refresh Project will take place in three phases – Phase 1) restoration; Phase 2) construction of the reinforcing structure for the walls, stage pavilion and entry signage; and Phase 3) landscaping, hardscaping, lighting, electrical work, irrigation and furnishings.

Main Street Lighting Project

Staff received the approval from the CRA Board to launch the Main Street Lighting Project. Phase I will involve installing year-round perimeter lighting on building rooflines on the east side of Main Street between NW 150th Ave and NW 148th Place. Perimeter lighting expenses include all materials, installation and any electrical requirements. Phase I may also include the installation of tree-trunk wrap lighting in select areas and grapevine light balls to hang in larger trees on South Main Street. The light balls will serve as one method to help illuminate a relatively dark area in the downtown district. The Main Street Lighting Project is another proposed CRA initiative to help revitalize and showcase downtown.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

None