



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda November 15, 2021

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Marvin Bingham, Jr.
Member Bryan Boukari
Member Rick Robertson

Executive Director **Mike DaRoza**

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: November 15, 2021

Meeting Location: James A. Lewis Commission Chambers

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.

CRA ADVISORY BOARD MEETING

CALL TO ORDER

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

- A. Approval of the Minutes of the October 18, 2021 CRAAB Minutes
- B. Holiday Nights
- C. Parking Lot Update

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 11/15/2021

SUBJECT: Approval of the Minutes of the October 18, 2021 CRAAB Minutes

PREPARED BY: Kenyata Curtis, Planning Assistant

RECOMMENDED ACTION:

Approve the Minutes of the October 18, 2021 CRAAB Minutes

Summary

Approval of the Minutes of the October 18, 2021 CRAAB Minutes

ATTACHMENTS:

Description

- ▢ CRAAB October 18, 2021 Minutes



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes October 18, 2021

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Marvin Bingham, Jr.
Member Bryan Boukari
Member Rick Robertson

Executive Director Mike DaRoza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

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CRA ADVISORY BOARD MEETING

CALL TO ORDER

Member Bryan Boukari called the meeting to order. Chair Rudy Rothseiden and Vice Chair Kelly Harris were absent at roll call.

APPROVAL OF THE AGENDA

Member Marvin Bingham, Jr. moved to approve the agenda; seconded by Member Rick Robertson.

Passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of the Minutes of the September 13, 2021 CRAAB Minutes

Member Bingham moved to approve minutes as amended; seconded by Member Robertson.

Motion Passed 3-0 in a roll call vote.

- B. Main Street Signage Update

Vice Chair Harris arrived at 3:15 p.m.

Public Services Director Rodolfo Valladares presented the Staff Update.

Vice Chair Harris shared her support for the uniformity of signage and "not trucks thru" signage.

Public Services Director Valladares responded.

Member Robertson asked for the person of contact for damage signs. He suggested the best placement for new signage. He also suggested signage for skateboards and bicycles.

Public Services Director Valladares responded.

Member Boukari shared his support for the continuity of Main street signage and he suggested professional directional signage.

Member Robertson inquired about the designation signage placement on Main Street.

Public Services Director Valladares responded.

Member Robertson inquired about the parking lot curbs north of Main Street Pie.

Public Services Director Valladares responded.

Vice Chair Harris clarified who to call when signs are damaged.

- C. Alachua Woman's Club Update

CRA Coordinator Lindsay Rizzo presented the Staff Update.

Member Boukari shared his support for the community support to save the Woman's Club and he thanked the CRA Staff.

Vice Chair Harris inquired about the last renovation of the Woman's Club.

CRA Coordinator Rizzo responded.

- D. Holiday Nights

CRA Coordinator Rizzo presented the Staff Update.

Member Robertson inquired about the Christmas tree next to Bev's.

Vice Chair Harris inquired about the Bradford Pear tree abstraction.

CRA Coordinator Rizzo responded.

Member Bourkari explained the company Fracture.

Member Robertson suggested recycling hay bales.

CRA Coordinator Rizzo responded.

Vice Chair Harris suggested other options to advertise holiday events.

CRA Coordinator Rizzo responded.

Member Harris inquired about billboard advertisement for Holiday Nights.

CRA Coordinator Rizzo responded.

E. Plein Air Paintout on Main - Matching Arts Grant

CRA Coordinator Rizzo presented the Staff Update.

Vice Chair Harries inquired about the removal of the pavers in front of the Woman's Club.

CRA Coordinator Rizzo responded.

III. BOARD COMMENTS/DISCUSSION

None.

IV. CITIZENS COMMENTS

None.

ADJOURN

Member Bingham moved to adjourn; seconded by Member Robertson.

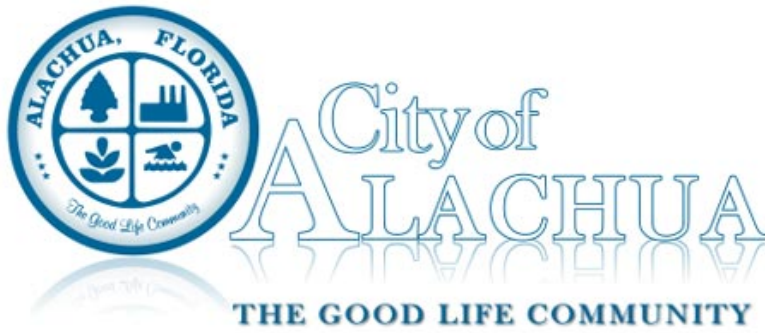
Passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison



Board/Committee Agenda Item

MEETING DATE: 11/15/2021

SUBJECT: Holiday Nights

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

Hear update.

Summary

The Community Redevelopment Agency is developing a series of signature events to occur on Main Street. Holiday Nights is the first signature event which will take place during the entire month of December. During this time, the Main Street district will be programmed with various holiday related events hosted by the City, businesses and churches.

The following is a list of details staff has initiated to prepare for Holiday Nights.

Decorations installed on Main Street:

- o New tree: location in front of Theater Park
- o New Sleigh: location in front of the Chamber
- o Updated lamp post garlands with ornaments and colored fading lights
- o Theater Park will be decorated as previously
- o The red and white spheres will be along Main Street
- o Decorate old warehouse as Reindeer Barn- look into this for next year
- o All downtown properties are encouraged to decorate

Santa's Village – Kids Zone on Fridays in December 3, 10 and 17

- o Chamber Welcome Center installed with Santa's House from Mid-November to the end of December
 - o paid for with three sponsorships
 - Vystar- provided funds
 - Power Productions- provided funds and installed electricity on the exterior of Chamber
 - Fracture- provided funds and free Fracture to each family
 - o Install electricity on the exterior of Chamber- paid for with sponsorship
 - o Photos with Santa- each family to receive free Fracture- paid for with sponsorship
 - o Movie on the wall in the parking lot
 - o Warehouse decorated on exterior as Reindeer Barn
 - o Snow machine
 - o Horse and Carriage Pickup
 - o Mr. and Mrs. Claus in Chamber Welcome Center with Chief of Security Elves to manage the line
- o Staged snowball fight between elves using soft, reusable snowballs
- o Dates
 - o December 3rd- Mr. and Mrs. Claus will be located at the Chamber from approximately 2-5 pm and then will re-locate to the Christmas Tree lighting where they will remain for the evening.
 - o December 10th- Mr. and Mrs. Claus will be in the Chamber from 5-8pm
 - o December 17th- Mr. and Mrs. Claus will be in the Chamber from 5-8pm

Advertising

- o City of Alachua electric bills
- o Yard signs in front of major intersections and neighborhoods
- o News Channels to include video created by Studio 601 to create an awareness of businesses as well as Holiday Nights event activities
- o Billboards
- o Large vinyl on Chamber Building
- o Facebook
- o Small handouts for businesses to disperse
- o Window flyers
- o Regional hotel advertisements
- o Hospitality Council of Alachua County
- o Handouts for school backpacks
- o Church newsletters
- o Our Town Magazine – full page ad in the November/December issue
- o Alachua Today Newspaper

Directional Signage

- o Parking and informational signage to show event locations with QR code to Holiday Nights Landing Page for map and additional info

Photo Opportunities

- o Santa Sleigh
- o Electronic Christmas Tree
- o Alley Garden between Woman's Club and Custom Lighting
- o Manor on Main Street
- o Selfie Stand in optimal photo location with QR code for Snapchat filter for Alachua Holiday Nights

Beer and Wine Garden

- o Managed by a non-profit or a caterer
- o Alcoholic beverages may not leave the premises

Landing Page

- o A landing page specifically created for Holiday Nights will show a calendar of events highlighting any holiday related activity hosted by a business, church or the City in downtown Alachua.
- o A map of the Friday night activities

Branding

- o Create branding image for all marketing materials and landing page
- o Update walking guide map to include 241 and NW 142nd Terrace to highlight businesses and parking availability

Landscape

- o Install additional winter plants such as poinsettias at key locations as permitted by budget
- o Design sidewalk bulb out in front of Theater Park area: Remove dying tree to install Christmas Tree and install additional winter plants
- o Design sidewalk bulb out in front of Chamber for Santa's Sleigh with winter plants
- o Design right-of-way between street and sidewalk in front of Woman's Club to match right-of-way in front of Century Building
- o Oak Tree trimming on North Main and in Christmas Tree Lighting area performed by Public Services

Street Closures

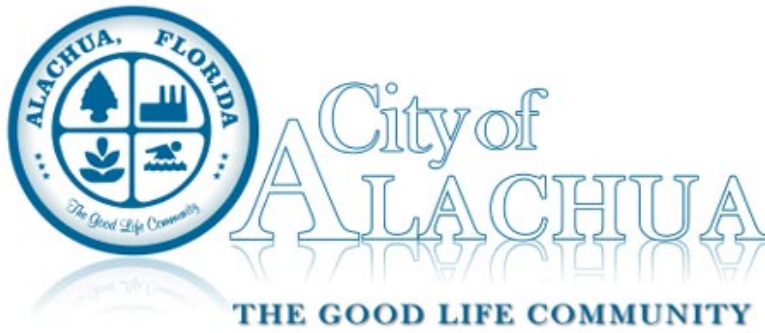
- o December 3rd – from NW 145th Avenue to South Side of parking area at Veterinary Clinic
- o December 10th – from NW 145th Avenue to NW 150th Avenue- allow traffic to cross Main
- o December 17th – from NW 145th Avenue to NW 150th Avenue- allow traffic to cross Main

Horse & Carriages

- o two carriages pick up in front of Harvest Thyme and Music Junction
- o both carriages will travel full extent of closed street regardless of pickup location
- o guests may exit the carriage at any point but can only reload at a designated pickup location
- *****The 8-10 person wagon is not available as the horses that pull the large wagon cannot be separated from the other horses on the street. They would need to stop and start at the same location and time at the other carriage therefore we could not have two locations.

Outdoor Music

- o Looking for 3 or 4 musical groups each containing 1-5 people for caroling or holiday related music
 - o Groups will be stationed along Main Street in outdoor settings such as Theater Park
-



Board/Committee Agenda Item

MEETING DATE: 11/15/2021
SUBJECT: Parking Lot Update

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:
Hear Update.

Summary

The City of Alachua Community Redevelopment Agency has applied for financial assistance from the Rural Business Services (RBS) of the United States Department of Agriculture (USDA) under its Rural Business Development Grant (RBDG) for the construction of a parking lot with underground water retention and utilities.

The project proposes the development of a new parking lot and utility improvements within the historic downtown core of Alachua, Florida. The parking lot will be comprised of 40 parking spaces (including two (2) handicap-accessible spaces). Pedestrian connections to access historic Main Street will be included with the project. The project will include the conversion of existing overhead electrical service to underground service, enhancing the business' current service, and creating areas for potential new restaurants and cafes to establish courtyard dining and seating behind existing buildings. The project will improve stormwater drainage by providing underground stormwater to accommodate stormwater runoff from proposed impervious areas and to improve existing stormwater conditions. In addition, other aesthetic improvements will be provided through enhanced landscaping and waste receptacle screening.

On February 22, 2021 the CRA adopted Resolution 21-01; authorizing the CRA Chair, or the Executive Director in his absence, to make application to the United States Department of Agriculture for a Rural Business Development Grant. On April 7, 2021, the CRA submitted the final application, requesting \$150,000 in grant funding, to the RBS. On July 15, 2021, the CRA signed the "Letter of Intent to Meet Conditions" and the "Request for Obligation of Funds" provided by the RBS. In October 2021, the CRA was notified the parking lot grant would be awarded.
