

Chair Walter Welch
Vice Chair Shirley Green Brown
Commissioner Jacob Fletcher
Commissioner Jennifer Ringersen
Commissioner Dayna Williams

City Manager Mike DaRoza
City Attorney Marian Rush

The Community Redevelopment Agency will conduct a
Community Redevelopment Agency Meeting
At 5:00 PM

to address the item(s) below.

Meeting Date: June 9, 2025

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

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

- A) APPROVE MEETING MINUTES - APRIL 7, 2025**
- B) APPOINTMENT TO COMMUNITY REDEVELOPMENT ADVISORY BOARD**
- C) RESOLUTION CRA 25-06: AMENDING THE FISCAL YEAR 2024-2025 BUDGET FOR THE RECEIPT OF UNANTICIPATED REVENUE; INCREASING THE CRA SPECIAL REVENUE FUND TO APPROPRIATE REVENUES AND EXPENSES RELATED TO THE T-MOBILE HOMETOWN GRANT PROGRAM.**
- D) STAFF UPDATES**
- E) PROPOSED CONCERT SERIES FOR DOWNTOWN**
- F) GATEWAY SIGN - PROJECT OVERVIEW**

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Commission Agenda Item

MEETING DATE: June 9, 2025

SUBJECT: Approve Meeting Minutes - April 7, 2025

PREPARED BY: Brenda Flieger

RECOMMENDED ACTION:

Approve the meeting minutes from the April 7, 2025 meeting.

Summary

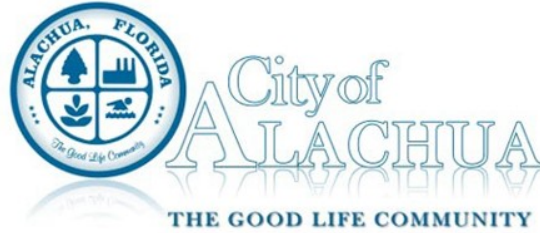
Approve the meeting minutes from the April 7, 2025 meeting.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. 25.04.07.M.CRAB



Community Redevelopment Agency Meeting Minutes
April 7, 2025 at 5:00 PM

Chair Gib Coerper
Vice Chair Edward Potts
Member Shirley Green Brown
Member Jennifer Ringersen
Member Dayna Williams

City Manager Mike DaRoza
City Attorney Marian Rush

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



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

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

Gib Coerper- Chair 5:00 p.m.
Jennifer Ringersen, Member – Absent

APPROVAL OF THE AGENDA

Vice Chair Ed Potts moved to approve the agenda; seconded by Member Shirley Green Brown.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

A) APPROVE MEETING MINUTES- FEBRUARY 10, 2025

Member Dayna Williams moved to approve the minutes from the February 10, 2025 meeting; seconded by Vice Chair Potts.

Motion passed by unanimous consent.

B) APPROVE MEETING MINUTES - SPCRAB MARCH 24, 2025

Vice Chair Potts moved to approve the minutes from the March 24, 2025 special meeting; seconded by Member Brown.

Motion passed by unanimous consent.

C) CRA FISCAL YEAR 2023-2024 AUDIT

Mr. Ron Whitesides, Purvis Grey and Co., presented an overview of the CRA audit findings. He stated that all findings were positive and within governing laws.

Susan King, Community Redevelopment Coordinator, presented Resolution CRA 25-04 with recommendation to adopt.

Member Williams moved to adopt Resolution CRA 25-04; seconded by Member Brown.

Motion passed by unanimous consent.

Marian Rush, City Attorney, read Resolution CRA 25-04 by title only.

D) STAFF UPDATES

Susan King, Community Redevelopment Coordinator, presented her staff report. She commented on:

Theater Park bids have been received and are being reviewed.

City of Alachua received a TMobile Hometown grant for 50,000.00.

Annual Fiscal Report for 2023-2024 has been published and sent to governing entities as required.

Main Street lighting project- a sample of the light ball was displayed in the meeting room.

Time Limited Parking signs will be ordered by the end of the week. Approved letters will be sent out as approved by the end of April.

The land owner of the parcel at 441 and Main Street will not donate it. They will sell it for 30,000.00. Negotiations are ongoing.

Chair Coerper questioned if the oak at Swick House is included in the moss removal project. This was confirmed by Ms. King.

Member Williams suggested the letters be hand-delivered by Board members instead of mailing them. Doing so would encourage feedback and input from business owners.

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

Bryan Boukari stated that the proposed ordinance has an error in it. He also requested that the flower bed in front of his office not be removed during the Great American Clean Up because his staff have added plants and flowers to it. They take care of that particular bed.

ADJOURN

Vice Chair Potts moved to adjourn; seconded by Member Brown.

Motion passed by unanimous consent.

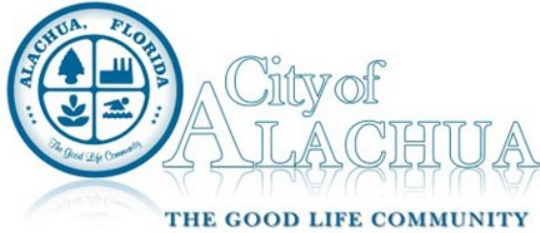
Chair Coerper adjourned the meeting. 5:30 p.m.

ATTEST:

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

W. Michael DaRoza, CRA
Executive Director

Gib Coerper, CRA Chair



Commission Agenda Item

MEETING DATE: June 9, 2025

SUBJECT: Appointment to Community Redevelopment Advisory Board

PREPARED BY: LeAnne Williams, Deputy City Clerk

RECOMMENDED ACTION:

Adopt Resolution CRA 25-05.

Summary

The Community Redevelopment Agency Advisory Board's (CRAAB) purpose is to provide recommendations to the Community Redevelopment Agency regarding implementing plans, events, programs, and projects for the Community Redevelopment Area. Resolution CRA 17-04 requires citizens who desire to serve on the Board to live or work in the Community Redevelopment Area.

Resolution CRA 25-05 appoints two (2) members to the CRA Advisory Board and establishes the term of service to begin on June 12, 2025, and end on June 12, 2028.

Vice Chair Kelly Harris and Member Rick Robertson were appointed by Resolution CRA 22-02 to serve three-year terms on the CRA Advisory Board (CRAAB), which commenced on June 12, 2022, and ends on June 12, 2025. Applications for this position were available on the City website and at City Hall beginning on May 15, 2025, with a submission deadline of June 05, 2025, at 6:00 p.m. The position was advertised for two weeks in Alachua County Today during this time, and a copy of the public notice is attached to this agenda item.

The CRA received two applications, which are listed in alphabetical order:

Mandi Bucci
Kelly Harris

The candidates have been advised that the CRA will review the applications and make an appointment at the June 09, 2025, CRA meeting. Their applications for CRAAB membership are attached to this agenda item.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

COMMISSION GOALS

ATTACHMENTS

1. APP.Bucci
2. APP.HARRIS
3. R.CRA.25.5
4. Ballot
5. Ad - CRAAB

Application for Community Redevelopment Agency
(CRA) Advisory Board Membership



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Contact Information

Name: Mandy Bucca
Residential Address: 12825 NW 88th PL Alachua, FL 32615
Mailing Address (if different than residential):
Business Name (if applicable): The Seed (The Mustard Seed Collection)
Business Address (if applicable): 14906 Main St; Alachua, FL 32615
Primary Phone Number: 352 854 0254
Business Phone Number (if applicable): 352 857 4610
E-Mail Address: bucci@themustardseedcollection.com

Special Skills or Qualifications

Do you reside and/or work within the Alachua Community Redevelopment Area as indicated on the attached map? ~~No~~ Yes, I work in the area

Briefly state why you are qualified to serve as a CRA Advisory Board Member. Describe any skills or experience you have acquired from employment, volunteer work, or through other activities.

I have come from Ocala, FL Downtown after being there for over 8 years with my retail store on the square. Previously to my shop I was a Director of Sales for Retail Operations of Sprint Stores from Orlando to West Melbourne Florida for over 20 years. My career as Business Development in many facets make me qualified to help in suggestions and decision making to the growth of my new community in which I reside.

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a CRAAB Member, any false statements, omissions, or other misrepresentations made by me on this application may result in my dismissal by the CRA Board.

Signature and Date: Mandy M Bucca 4/8/25

**Application for Community Redevelopment Agency
(CRA) Advisory Board Membership**



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Contact Information

Name: Kelby Harris
Residential Address: 13950 NW 131st Pl
Mailing Address (if different than residential): _____
Business Name (if applicable): Kelby's Kreationz
Business Address (if applicable): 14910 Main St
Primary Phone Number: 352-575-5533
Business Phone Number (if applicable): same
E-Mail Address: kk918tsandflowers@outlook.com

Special Skills or Qualifications

Do you reside and/or work within the Alachua Community Redevelopment Area as indicated on the attached map?

Briefly state why you are qualified to serve as a CRA Advisory Board Member. Describe any skills or experience you have acquired from employment, volunteer work, or through other activities.

I have enjoyed being on the CRAAB and love seeing the improvements downtown

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a CRAAB Member, any false statements, omissions, or other misrepresentations made by me on this application may result in my dismissal by the CRA Board.

Signature and Date: Kelby Harris

RESOLUTION CRA 25-05

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF ALACHUA, FLORIDA, APPOINTING TWO (2) MEMBERS TO THE COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD; ESTABLISHING THE TERM OF SERVICE; ESTABLISHING BEGINNING AND ENDING DATES FOR THE TERM OF SERVICE; REPEALING ALL RESOLUTIONS IN CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

R E C I T A L S

WHEREAS, City Commission Ordinance 17-05, Sec. 2-854, Subpart b., states that “The CRA shall create an advisory board to represent the Community Redevelopment Area...[and] will serve in an informal advisory capacity...”; and,

WHEREAS, Resolution CRA 17-03 and Resolution CRA 17-04 establish the powers and duties of the Community Redevelopment Agency Advisory Board; and,

WHEREAS, the CRA Board consists of five (5) voting members; and,

WHEREAS, there are two (2) vacancies on the CRA Advisory Board; and,

WHEREAS, advertisement of the vacancy was placed at least two (2) weeks prior to this appointment in a newspaper of local circulation.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF ALACHUA, FLORIDA AS FOLLOWS:

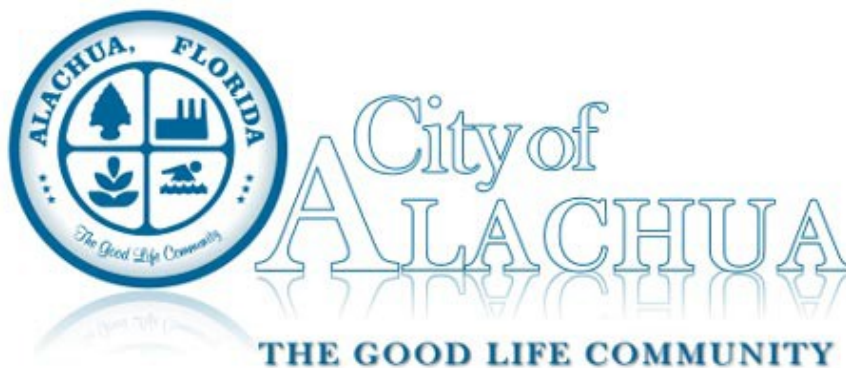
- 1. Incorporation.** The above recitals are true and correct and are incorporated into this resolution by reference.
- 2. Appointments.** The following member will be appointed for the following term:
 - 1) _____, to fill a three (3) year term commencing on June 12, 2025 and ending on June 12, 2028.
 - 2) _____, to fill a three (3) year term commencing on June 12, 2025 and ending on June 12, 2028.

- 3. Terms.** The term of service for this position shall begin and end as mentioned above.
- 4. Severability.** It is the declared intent of the Community Redevelopment Agency of the City of Alachua that, if any section, sentence, clause, phrase, or provision of this Resolution is for any reason held or declared to be unconstitutional, void, or inoperative by a court or agency of competent jurisdiction, such holding of invalidity or unconstitutionality shall not affect the remaining provisions of this Resolution, and the remainder of this Resolution after the exclusion of such part or parts shall be deemed to be valid.
- 5. Repealing Clause.** All Resolutions or parts thereof which are in conflict with this Resolution are hereby repealed.
- 6. Effective Date.** This Resolution is effective upon passage.

DULY ADOPTED in a regular meeting, this 9th day of June 2025.

COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF ALACHUA, FLORIDA

Walter Welch, CRA Chair



Community Redevelopment Agency Advisory Board
Ballot

Please vote for a maximum of two candidates.

_____Mandi Bucci

_____Kelly Harris

_____ June 09, 2025

Signature

The Board will set the term of office by motion to be three years, ending June 12, 2028.

CITY OF WALDO PUBLIC HEARING

RESOLUTION PURSUANT TO SECTION 196.1978(3)(a), Florida Statutes - ELECTION TO NOT EXEMPT CERTAIN PROPERTY UNDER SECTION 196.1978(3)(d)(1)(a), FLORIDA STATUTES, KNOWN AS THE "LIVE LOCAL ACT PROPERTY TAX EXEMPTION"

Notice is hereby given that the City Council of the City of Waldo, Florida will hold a public hearing to consider the option of a resolution exercising its option, pursuant to Section 196.1978(3)(a), Florida Statutes, to NOT exempt certain property under Section 196.1978(3)(d)(1)(a), Florida Statutes, known as the "Live Local Act Property Tax Exemption."

The public hearing will be held at 7 P.M. on Tuesday, May 13, 2025, at the Waldo City Square, located at 1450 N.E. 148th Avenue, Waldo, Florida 32694.

For additional information on this matter, please contact City Manager's Office at (352)468-1001 or kim@waldo-fl.gov.

(Published: Alachua County Today - May 08, 2025)

Alachua County Today
Your best source for local news -
386.462.3355



City of ALACHUA

NOTICE OF BOARD VACANCY

The City of Alachua is currently accepting applications for two appointments to the following Board:

Community Redevelopment Agency Advisory Board (CRAAB): The purpose of the CRAAB is to make recommendations to the CRA Board regarding the Community Redevelopment Area, including any activities or projects per the CRA planning documents. Membership qualifications include:

- No voting member shall hold another municipal office;
- Members must live or work within the Community Redevelopment Area. For a map of the Community Redevelopment Area, please visit the CRA's webpage at www.cityofalachua.com;
- Members must be willing to serve for a three-year term; and
- Members must be able to attend meetings every other month, typically held on the third Monday at 3:00 p.m.

Applications for these positions will be available on the City website, www.cityofalachua.com, and at City Hall beginning on May 29, 2025, with a submission deadline on June 06, 2025, at 6:00 p.m. The CRA is planned to review applications and appoint individuals for the positions at its meeting on June 09, 2025, at 5:00 p.m. Terms begin June 12, 2025, and end June 12, 2028.

Questions about the CRA or application process may be directed to Susan King, CRA Coordinator, at (386) 418-6134.

(Published: Alachua County Today -
May 08 & 15, 2025)



CITY OF HIGH SPRINGS BOARD/COMMITTEE APPOINTMENTS AVAILABLE

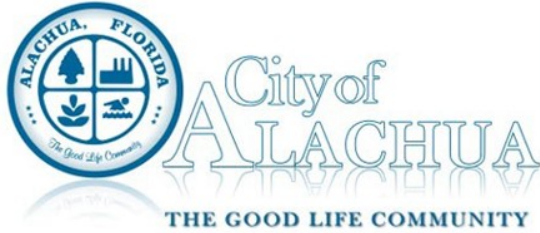
The City of High Springs is currently accepting applications for appointment to the following Board:

Plan Board - 1 Position (term is through November 2025)

Members will review amendments to the land use and zoning maps; review and recommend developments; hear and consider code variances.

Applications may be obtained Monday through Thursday, 7:30 - 6:00, from City Hall, 23718 W US HWY 27, High Springs, Florida 32643 or on the City's website at www.highsprings.gov. To be appointed, applicants must be a resident of the City of High Springs. The High Springs City Commission will make the appointment of the successful applicants at the June 12, 2025 Commission Meeting.

(Published: Alachua County Today - May 08 & 15, 2025)



Commission Agenda Item

MEETING DATE: June 9, 2025

SUBJECT: Resolution CRA 25-06: Amending the Fiscal Year 2024-2025 Budget for the Receipt of Unanticipated Revenue; Increasing the CRA Special Revenue Fund to Appropriate Revenues and Expenses Related to the T-Mobile Hometown Grant Program.

PREPARED BY: Susan King

RECOMMENDED ACTION:

Adopt Resolution CRA 25-06 and approve budget amendment

Summary

Staff submitted an application for a T-Mobile Hometown Grant to supplement CRA funding for the renovation of Theatre Park.

The City of Alachua was one of the 25 Hometown Grant recipients chosen from a pool of 600 applicants from across the United States. The City of Alachua received the grant award from T-Mobile USA Inc. in the amount of \$50,300 on April 3, 2025.

A resolution and budget amendment are necessary to appropriate the grant funds.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. RESOLUTION CRA25-06
2. Copy of Resolution CRA25-06 Exhibit A
3. T-Mobile Hometown Grant Agreement

RESOLUTION CRA 25-06

RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY (CRA) OF THE CITY OF ALACHUA, FLORIDA; AMENDING THE FISCAL YEAR 2024-2025 BUDGET FOR THE RECEIPT OF UNANTICIPATED REVENUE; INCREASING THE CRA SPECIAL REVENUE FUND TO APPROPRIATE REVENUES AND EXPENSES RELATED TO THE T-MOBILE HOMETOWN GRANT PROGRAM; PROVIDING AN EFFECTIVE DATE.

WHEREAS, on December 30, 2024, an application was submitted for a T-Mobile Hometown Grant to supplement CRA funding for the renovation of Theatre Park; and,

WHEREAS, on March 13, 2025, the T-Mobile Hometown Grant Program Marketing Agreement was executed by the T-Mobile USA, Inc.; and,

WHEREAS, on April 3, 2025, the payment of \$50,300 was received from T-Mobile USA, Inc.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF ALACHUA, FLORIDA:

Section 1. The Finance and Administrative Services Director is directed to amend the Fiscal Year 2024-2025 Budget by increasing the CRA Special Revenue Fund and appropriating the amount of fifty thousand three hundred dollars (\$50,300) as reflected in the budget amendment attached hereto as Exhibit A.

Section 2. That this resolution shall become effective upon adoption.

DULY ADOPTED in regular session, this 9th day of June, 2025.

**COMMUNITY REDEVELOPMENT
AGENCY OF ALACHUA, FLORIDA**

Walter Welch, CRA Chair

**CITY OF ALACHUA
BUDGET AMENDMENT / BUDGET TRANSFER**

Exhibit A

#	FUND NAME	DEPARTMENT NAME	ACCOUNT NAME	ACCOUNT NUMBER	REVENUES (+/-)	EXPENSES (+/-)
1	CRA Fund	Special Expense	Contributions From Private Sources	310-000.0405-366.0000	50,300.00	0.00
2	CRA Fund	Special Expense	Operating Supplies	310-559.0405-503.5200	0.00	300.00
3	CRA Fund	Special Expense	Capital Improvements	310-559.0405-506.6300	0.00	50,000.00
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
AMENDMENT/TRANSFER TOTALS					50,300.00	50,300.00
					COMBINED TOTAL	100,600.00

NOTE: TO INCREASE REVENUE OR EXPENSE = POSITIVE NUMBER, TO DECREASE REVENUE OR EXPENSE = NEGATIVE NUMBER.

USE WHOLE DOLLARS ONLY.

Purpose: Appropriate T-Mobile grant for Theatre Park pursuant to Resolution CRA25-06.

APPROVED BY: _____
FINANCE AND ADMINISTRATIVE SERVICES DIRECTOR
DATE

APPROVED BY: _____
CITY MANAGER
DATE



T-MOBILE HOMETOWN GRANT PROGRAM
MARKETING AGREEMENT

This Hometown Grant Program Marketing Agreement, along with the Standard Terms and Conditions attached as Exhibit A (collectively, "**Agreement**"), effective as of the date of full execution ("**Effective Date**"), sets forth the terms and conditions between **City of Alachua** ("**Hometown**") and T-Mobile USA, Inc. ("**T-Mobile**"), regarding Hometown's status as a recipient in T-Mobile's Hometown Grant Program ("**Program**") and the parties' mutual rights and duties in connection with the Program.

1. **Program Duration:** 3/20/25 ("**Start Date**") through 3/19/26 ("**End Date**")
2. **Project:** Revitalize a pocket park in the heart of Alachua's historic downtown district, creating a vibrant community gathering space and an outdoor venue for cultural events and performances.
3. **Hometown Website and Social Media Accounts ("**Hometown Digital Channels**"):**
City of Alachua | Alachua FL | Facebook
City of Alachua Recreation and Culture | Alachua FL | Facebook
4. **Program Details:**
 - a. T-Mobile will prepare a national news release regarding Hometown's status as a recipient in the Program, and Hometown will repost to the Hometown Digital Channels.
 - b. T-Mobile will post social media content about the Program during the Program's duration, and Hometown will repost that content on the Hometown Digital Channels using assets and agreed upon language provided by T-Mobile Public Relations team, as requested by T-Mobile.
 - c. Hometown will host a check presentation and share publicity photos and/or videos (oversized check and publicity photos/videos to be provided by T-Mobile) on the Hometown Digital Channels within 21 days of National Press Release date.
 - d. T-Mobile will supply window clings regarding the Program for display in city and business entities in Hometown during the Program.
 - e. Hometown will use the Sponsorship Fee below to complete the community project described above ("**Project**") by or prior to the End Date.
 - i. Hometown will: (i) provide T-Mobile with Project updates (including photos and publicity quotes for T-Mobile's use on T-Mobile's owned and operated social and digital channels, website, and PR/internal, as requested by T-Mobile) and (ii) complete any Project surveys requested by T-Mobile or its representative, at both six (6) months from the Start Date and twelve (12) months from the Start Date (collectively, the "**Project Milestones**").
 - ii. Hometown may request an extension to complete the Project, which must be submitted to T-Mobile at hometowngrants@t-mobile.com at least thirty (30) days prior to the End Date (a "**Project Extension Request**"). The Project Extension Request shall include the following information: (i) what percentage of the Project is complete as of Project Extension Request date; (ii) new requested End Date; and (iii) any changes to the original Project scope. Approval of any Project Extension Request shall be in T-Mobile's sole discretion and shall be memorialized in writing from T-Mobile (email OK).
5. **Sponsorship Fee:** T-Mobile will pay \$50,000 to Hometown for the above outlined Rights/Benefits within 30 days following full execution of this Agreement, which shall include \$300 for Hometown to purchase food and beverage for the check presentation outlined above.

MD



Accepted and Agreed to by:

T-Mobile USA, Inc.

By: Jackson Tingley

Name: Jackson Tingley

Date: 03/13/2025

City of Alachua

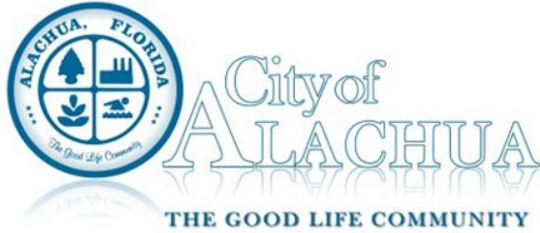
By: 

Name: MIKE DAROZA

Date: 3/12/25

Notice Addresses:	
<p>If to T-Mobile: T-Mobile USA, Inc. 12920 SE 38th Street Bellevue, WA 98006 Email: carrie.mcilveen1@t-mobile.com Attn: Carrie McIlveen</p> <p>With a copy of legal notices: Attn: General Counsel</p>	<p>If to Hometown: City of Alachua P.O. Box 9 Alachua, FL 32616-0009 Tel: 386-418-6100 Email: wi_daroza@cityofalachua.org Attn: Mike DaRoza, City Manager</p>





Commission Agenda Item

MEETING DATE: June 9, 2025

SUBJECT: Staff Updates

PREPARED BY: Susan King

RECOMMENDED ACTION:

Receive updates

Summary

Theatre Park Refresh Project

The Theatre Park Project will move forward upon receipt of the required documents (Performance and Payment Bonds). Once the Notice to Proceed is issued, a kickoff meeting will be scheduled. Substantial completion of the Theatre Park Project will be on or before 120 days from Notice to Proceed with final completion on or before 150 days.

2-Hour Parking Signs

The Alachua CRA is encouraging compliance with a two-hour parking limit for on-street parking in the downtown business district. The goal is to prioritize these parking spaces for short-term use. Parking options for short-term customers on Main Street are limited due to vehicles occupying customer parking spaces for extended periods of time, instead of using city parking lots and other available parking options.

Six (6) two-hour parking signs were installed in city landscape beds on the west side of Main Street between NW 150th Avenue and the area north of the Alachua Chamber of Commerce and Alachua Today. Courtesy letters requesting cooperative compliance with this parking policy were either hand-delivered or mailed to businesses, building owners and residents. The two-hour parking limit will help ensure essential parking turnover, benefiting both customers and merchants. According to a number of downtown businesses, this time-limited parking initiative is already making a difference with more on-street parking becoming available for short-term use.

Main Street Lighting Project – Phase I

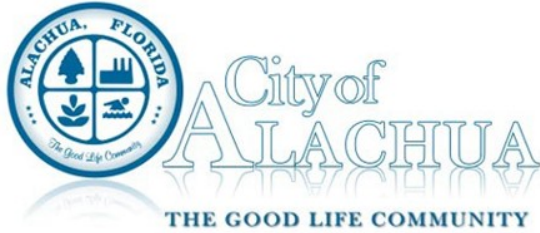
36 grapevine light balls were installed on four trees in front of the Alachua Women’s Club on South Main Street. Additional accent lighting will be installed on North Main Street in the coming months.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

None



Commission Agenda Item

MEETING DATE: June 9, 2025

SUBJECT: Proposed Concert Series for Downtown

PREPARED BY: Susan King

RECOMMENDED ACTION:

Receive presentation and consider approval of CRA Advisory Board's recommendation

Summary

Proposed Concert Series for Downtown

The Levitt AMP Music Series Grant Program is a multi-year matching grant opportunity to bring free, live music to small and mid-sized towns and cities across the country. The goal of the Levitt Foundation is to “inject new life into public spaces and create vibrant community destinations.” The proposed venue must be an outdoor, underused public space that is easily accessible to people of all ages, backgrounds and socioeconomic circumstances. The concert series programming must be inclusive of all members of the community, family-friendly and showcase a diverse range of music genres.

The Levitt Foundation offers matching grants of up to \$40,000 per year (\$4,000 per concert) for a maximum grant award of \$120,000 for three years (2026, 2027 and 2028). If awarded, the grant will provide funding for 7 to 10 free concerts to take place each year of the grant period. Total matching funds, including a combination of both cash and in-kind, must equal the total grant award each year. At least 50% of matching funds must be in cash. Any on-site earned income, such as vendor fees, food and beverage sales, and on-site audience donations at the concert, may be used to benefit any of the partner nonprofit organizations.

The primary applicant must be a 501(c)(3) nonprofit organization. Josh’s Place’s board of directors agreed to be the primary grant applicant. The Alachua Business League (ABL) will be a partner organization, help run and promote the Levitt Music Series, and contract with and compensate the grant writer to prepare the grant application.

At the May 19, 2025, CRAAB meeting, CRA Advisory Board made the following recommendation to the CRA Board:

- Consider support for bringing this free concert series to Main Street Alachua;
- Grant approval for the Alachua CRA to become a partner organization; and
- Provide matching CRA funds for a three-year period if the Levitt AMP Music Series Grant

is awarded to produce and promote the "Levitt AMP Alachua Music Series" in downtown Alachua.

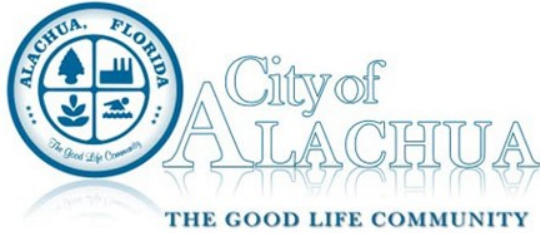
Staff suggests a minimum of \$20,000 be allocated from the CRA budget each fiscal year to fulfill the match requirement. A combination of in-kind donations, support from additional partner organizations, sponsorships and possibly cash contributions from the Alachua Recreation Department could complete the total annual \$40,000 match requirement.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

None



Commission Agenda Item

MEETING DATE: June 9, 2025

SUBJECT: Gateway Sign - Project Overview

PREPARED BY: Susan King

RECOMMENDED ACTION:

Receive presentation and approve purchase of the parcel at the SE corner of Main Street and US-441 for the Gateway Sign

Summary

Gateway Sign - Project Overview

Staff initiated the current Gateway Sign Project in the Fall of 2023 after reviewing the 2019 City of Alachua's Wayfinding Masterplan prepared by CHW Professional Consultants.

The existing 10'4" x 9' freestanding monument sign was installed on the SE corner of Main Street and US-441 in front of CVS in 2009. The purpose of this sign was to offer a dedicated space to publicize City events, festivals and activities held in the historic downtown district. Complimentary space was also offered to benefit and support merchants on Main Street and serve as an "advertising venue."

Staff proposed using this same location for a new and more striking Gateway Sign since the parcel was situated at the threshold of our historic downtown and in a highly visible area. The proposal also included:

1. Moving the new Gateway Sign approximately 12 feet closer to US-441 for better visibility;
2. Incorporating the ornamental leaf pattern design over frosted acrylic panels with LED lighting illuminating the text and acrylic backing, concept art generated by CHW in the 2019 Wayfinding Masterplan; and
3. Installing an LED message board on the middle panel of the Gateway Sign to be used to broadcast essential information, publicize special events and promote Main Street businesses.

Staff requested quotes from three (3) full-service, highly-rated sign companies. ThemeWorks was selected to do the design development and engineering. Once the final design is approved by the CRA Board and land rights are secured, ThemeWorks will fabricate and install the Gateway Sign with an electronic message board.

The next step was securing land rights on the SE corner of Main Street and US-441. Mr. Alan Hitchcock offered to donate the small corner parcel that he still owned, but additional adjoining land was still needed. Last summer, Staff reached out and began negotiations with the owner of the “CVS Parcel,” proposing a donation of approximately 2,000 SF. The landowner requested a survey, an appraisal, and more information on the proposed Gateway Sign, its dimensions and its proposed location. CVS, the long-term tenant, had no objections, but requested that vegetation be removed on the parcel that was partially obscuring the existing CVS sign.

Several months ago, the landowner informed Staff that she could not donate the parcel. The landowner reported that she had already incurred \$44,000 in legal and CPA expenses associated with assessing the feasibility of transferring the land rights of this parcel to the City of Alachua. Initially, she offered the parcel for \$40,000. After continued negotiations, she agreed to lower the purchase price to \$30,000, her final offer. (The “AS IS” appraised value, as of June 21, 2024, was \$35,000.) Staff informed the landowner that the contract would be contingent upon approval by the Alachua City Commission.

At the May 19, 2025, CRA Advisory Board meeting, Member Bryan Boukari moved to forward a recommendation to the CRA board NOT to move forward with the purchase of the corner parcel for the Gateway Sign at the cost of \$30,000. The Motion passed by a 4-1 roll call vote.

During Citizens Comments, Mandi Bucci, business owner on Main Street, expressed that the “benefits of a beautiful Gateway Sign would far outweigh the minimal cost of the property.” Michele Lee, business owner on Main Street, agreed and added “the Gateway Sign would bring increased traffic, tax dollars and new business to downtown.”

Staff agrees with the downtown business owners. The Gateway Sign will:

- Establish an important landmark at the entrance of the historic district;
- Help revitalize and showcase Alachua’s beautiful, “postcard-worthy” downtown; and
- Contribute to restoring economic vitality and increasing foot traffic on Main Street.

The electronic message board will help promote:

- Special events and programs;
- Arts and cultural offerings;
- Much-needed frequent small-scale events and activities, which contribute to the vibrancy in any downtown area; and most importantly,
- Promote our downtown businesses.

There is no other feasible location for this Gateway Sign. Every possible option has been explored and considered. A substantial investment of staff time and resources has been made,

including two surveys, an appraisal, title work and a contract.

Staff requests that the CRA board consider moving forward with this purchase. This is important for our downtown and our downtown business community.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

None