



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Meeting Agenda November 13, 2023

Chair Gib Coerper
Vice Chair Dayna Miller
Member Jennifer Blalock
Member Shirley Green Brown
Member Edward Potts

Executive Director Mike DaRoza
City Attorney Marian Rush

The City Commission will conduct a
Community Redevelopment Agency Meeting
At 5:00 PM
to address the item(s) below.

Meeting Date: November 13, 2023

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.

COMMUNITY REDEVELOPMENT AGENCY MEETING

CALL TO ORDER

APPROVAL OF THE AGENDA

I. OLD BUSINESS

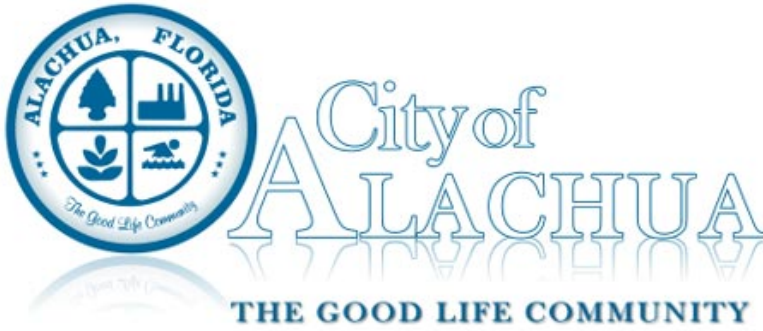
II. NEW BUSINESS

- A. Approval of Special CRAB Meeting Minutes- September 06,2023
- B. Approval of CRA Meeting Minutes- September 11,2023
- C. Resolution CRA24-01: To adopt the public meeting schedule for Calendar Year 2024
- D. Staff Updates

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 11/13/2023

SUBJECT: Approval of Special CRAB Meeting Minutes- September 06,2023

PREPARED BY: Brenda Dean, Planning Assistant

RECOMMENDED ACTION:

Approve Special CRAB Meeting Minutes- September 06,2023

Summary

Approval of Special CRAB Meeting Minutes- September 06,2023

ATTACHMENTS:

Description

- September 06,2023 Special CRAB Meeting Minutes



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Special Community Redevelopment Agency Meeting Minutes September 6, 2023

Mayor Gib Coerper
Vice Mayor Dayna Miller
Commissioner Jennifer Blalock
Commissioner Shirley Green Brown
Commissioner Edward Potts

City Manager Mike DaRoza
City Attorney Marian Rush

The City Commission will conduct a
Special Community Redevelopment Agency Meeting
At 5:30 PM
to address the item(s) below.

Meeting Date: September 6, 2023

Meeting Location: James A Lewis Commission Chambers

15100 NW 142 Ter.

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.

SPECIAL COMMUNITY REDEVELOPMENT AGENCY MEETING

CALL TO ORDER

Led by Chair Gib Coerper, with Member Shirley Green Brown and Member Jennifer Blalock absent.

APPROVAL OF THE AGENDA

I. OLD BUSINESS

None.

II. NEW BUSINESS

A. Resolution CRA23-03: Relating to the CRA Budget for 2023 – 2024 Fiscal Year; and revising the

estimate of receipts and balances to be brought forward

City Attorney Marian Rush read Ordinance 23-03 by title only.

Community Redevelopment Coordinator Susan King presented the report and made recommendations.

Chair Coerper asked the board members for questions or comments.

Vice Chair Dayna Miller posed questions.

Executive Director Mike DeRoza addressed those questions.

City Attorney Rush suggested motion to approve recommended budget CRA Resolution 23-03 and that it can be forwarded on to the City Commission.

Vice Chair Miller, so moved as stated; seconded by Member Ed Potts.

Chair Coerper opened the floor for comments.

There were no comments.

Passed 3-0 by roll call vote.

III. BOARD COMMENTS/DISCUSSION

There were no comments.

IV. CITIZENS COMMENTS

There were no comments.

ADJOURN

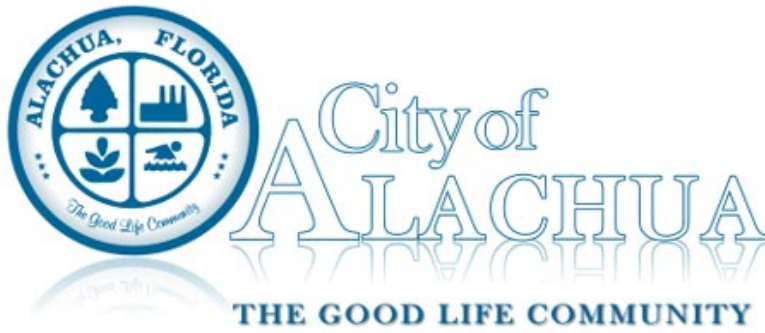
Chair Coerper called for adjournment.

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY
OF ALACHUA, FLORIDA

Adam Boukari, CRA Executive Director

Gib Coerper, CRA Chair



Board/Committee Agenda Item

MEETING DATE: 11/13/2023

SUBJECT: Approval of CRA Meeting Minutes- September 11,2023

PREPARED BY: Brenda Dean

RECOMMENDED ACTION:

Approve CRA Meeting Minutes- September 11,2023

Summary

Approval of CRA Meeting Minutes- September 11,2023

ATTACHMENTS:

Description

- September 11,2023 CRA Meeting Minutes



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Meeting Minutes September 11, 2023

Mayor Gib Coerper
Vice Mayor Dayna Miller
Commissioner Jennifer Blalock
Commissioner Shirley Green Brown
Commissioner Edward Potts

City Manager Mike DaRoza
City Attorney Marian Rush

The City Commission will conduct a
Community Redevelopment Agency Meeting
At 5:00 PM
to address the item(s) below.

Meeting Date: September 11, 2023

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.

COMMUNITY REDEVELOPMENT AGENCY MEETING

CALL TO ORDER

Led by Chair Gib Coerper.

APPROVAL OF THE AGENDA

Member Dayna Miller moved to approve the agenda; seconded by Member Shirley Green Brown.

Motion passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of July 24, 2023 CRA Minutes

Member Jennifer Blalock moved to approve the minutes from the July 24, 2023 meeting; seconded by Member Shirley Green Brown.

Motion passed by unanimous consent.

- B. Staff Updates

Community Redevelopment Coordinator Susan King introduced the item and made recommendations.

Chair Coerper asked the board members for questions or comments.

Member Edward Potts commented on the Chamber of Commerce working in conjunction with the CRA to get updated contact information for holiday events, as well as combined efforts for other city events.

Vice Chair Miller asked questions about who can be on the Constant Contact List.

Community Redevelopment Coordinator Susan King responded.

Executive Director Mike DaRoza added clarifying information.

Member Brown posed questions about the billboards.

Community Redevelopment Coordinator King responded.

Community Redevelopment Coordinator Susan King added information that Alachua now has a page on the website Visit Florida .

III. BOARD COMMENTS/DISCUSSION

There were no comments.

IV. CITIZENS COMMENTS

There were no comments.

ADJOURN

Member Potts moved to adjourn; seconded by Member Blalock.

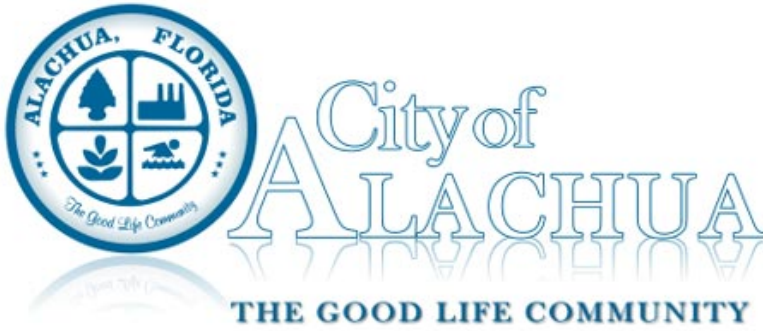
Motion passed by unanimous consent.

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY
OF ALACHUA, FLORIDA

W. Michael DaRoza, CRA Executive
Director

Gib Coerper, CRA Chair



Board/Committee Agenda Item

MEETING DATE: 11/13/2023

SUBJECT: Resolution CRA24-01: To adopt the public meeting schedule for Calendar Year 2024

PREPARED BY: Adam Hall, Principal Planner

RECOMMENDED ACTION:
Adopt Resolution CRA24-01.

Summary

Resolution CRA24-01 will establish the meeting schedule for Calendar Year 2024.

Staff recommends the CRA meet every other month, with meetings typically scheduled for the second Monday of the month. Exceptions will be made for the following: the second Monday falls on a City Holiday; or, the City Commission is not scheduled to meet on the second Monday of the month. Additionally, there is a meeting scheduled for the second Commission meeting date in April to consider the audit for the CRA. Should a special meeting be required, the meeting will be scheduled in accordance with Chapter 2, Article 4, Section 2-852, of the City Code of Ordinances. Meetings will be held in the James A. Lewis Commission Chambers.

The proposed meeting dates and times for 2024 are as follows:

- January 8, 2024; 5:00 p.m.
 - March 11, 2024; 5:00 p.m.
 - April 22, 2024; 5:00 p.m.
 - May 6, 2024; 5:00 p.m.
 - July 22, 2024; 5:00 p.m.
 - September 9, 2024; 5:00 p.m.
 - November 18, 2024; 5:00 p.m.
-

ATTACHMENTS:

Description

- ☐ Resolution CRA 24-01

RESOLUTION CRA24-01

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF ALACHUA, FLORIDA, ESTABLISHING THE PUBLIC MEETING SCHEDULE FOR THE COMMUNITY REDEVELOPMENT AGENCY FOR THE CALENDAR YEAR 2024; REPEALING ALL RESOLUTIONS IN CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, On November 28th, 2016, the City Commission adopted Ordinance 17-05, appointing the City Commission of the City of Alachua to constitute the Community Redevelopment Agency (CRA); and

WHEREAS, Chapter 2, Article VI, Section 2-852 of the City of Alachua Code of Ordinances states “The CRA shall meet quarterly and more often if deemed appropriate, including by special meetings(s).

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

- 1. Recitals:** The above recitals are true and correct and are incorporated as a material part of this resolution.
- 2. Meeting Place:** The regular meetings of the CRA shall be held in the James A. Lewis Commission Chambers at City Hall in the City of Alachua, located at 15100 NW 142nd Terrace.
- 3. Meeting Dates:** Meetings shall typically be scheduled for every other month, occurring on the second Monday of the month. Exceptions will be made for the following: the second Monday falls on a City Holiday; or, the City Commission is not scheduled to meet on the second Monday of the month. Should a special meeting be required, the meeting shall be scheduled in accordance with Chapter 2, Article VI, Section 2-852, of the City of Alachua Code of Ordinances. The meetings during the 2024 calendar year shall be as follows:
 - a. January 8, 2024; 5:00 p.m.
 - b. March 11, 2024; 5:00 p.m.

- c. April 22, 2024; 5:00 p.m.
- d. May 6, 2024; 5:00 p.m.
- e. July 22, 2024; 5:00 p.m.
- f. September 9, 2024; 5:00 p.m.
- g. November 18, 2024; 5:00 p.m.

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:** That this resolution shall become effective immediately upon adoption.

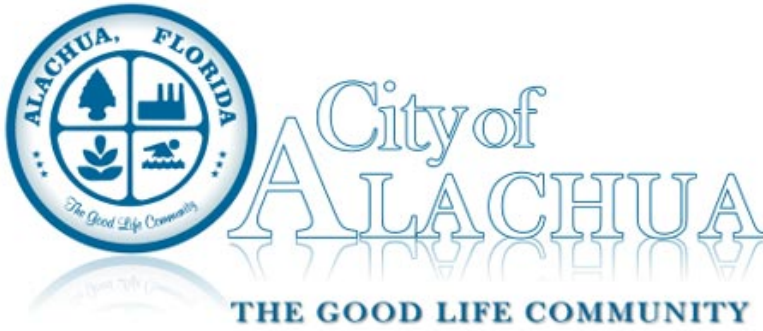
DULY ADOPTED in regular session, this 13th day of November, 2023.

**COMMUNITY
REDEVELOPMENT AGENCY
OF THE CITY OF ALACHUA,
FLORIDA**

Gib Coerper, CRA Chair

ATTEST:

Mike DaRoza, CRA Executive Director



Board/Committee Agenda Item

MEETING DATE: 11/13/2023
SUBJECT: Staff Updates

PREPARED BY: Susan King - CRA Coordinator

RECOMMENDED ACTION:

Summary

Revised CRAAB Meeting Schedule

Staff proposed a change to the 2024 CRAAB Meeting Schedule, which was presented and approved by the CRA Advisory Board on October 16, 2023. Beginning in January 2024, the CRA and CRAAB will meet on alternating months, with the exception of adding a September CRAAB meeting, if needed, to the schedule in lieu of a December meeting. The CRA Advisory Board members requested the option of calling a Special Meeting when deemed necessary.

New Billboard Designs

Out Front Media has printed new billboard designs, which will be installed on boards located on I-75 this week. Staff has submitted a billboard advertising grant application to Visit Gainesville, requesting reimbursement of \$10,753 to be applied to the two eligible billboards. The grant covers the cost of 12 months of billboard advertising and requires a 25% match and Visit Gainesville credit attribution on each billboard.

Advertising – Our Town Magazine

Staff signed up for a 6-issue discounted advertising package offered by Our Town Magazine with the first ad appearing in the November-December issue. The full-page ad will feature a listing of special events taking place in November and December. A combination of full- and half-page ads will be used in the remaining issues.

National Register Sign

The historical marker for the City of Alachua Downtown Historic District, funded by a grant award from the William G. Pomeroy Foundation, will be installed on the corner of Main Street and NW 150th Avenue.

Special Events on Main Street

The Alachua Main Street Harvest Festival will take place this coming Sunday, November 12, from 11 am to 5 pm. Proceeds from the Festival go toward Santa Fe College scholarships. The Music Junction's First Annual Acoustic Street Jam will take place on South Main Street this coming Saturday, November 11, from 11 am to 8 pm.

Annual Tree Lighting Celebration

Discussions and planning are ongoing to make final arrangements and preparations for the Annual Tree Lighting Celebration

on December 1. The Alachua Chamber “Christmas on Main” committee is providing support and organizing “activity areas” for the entire length of Main Street. The committee is working out the logistics of relocating “Santa Visits” to 14933 Main Street. Various performance groups are being scheduled, including the Alachua Elementary School Chorus, Alachua Children’s Theatre, Gainesville Youth Choir and musicians from the local area.

Wayfinding Signage

Staff reviewed the 2019 City of Alachua’s Wayfinding Masterplan and compiled a list of the various types of wayfinding signs and the locations proposed in the report. Staff solicited input and advice from the CRA Advisory Board regarding current signage needs within the CRA. CRAAB members preferred a minimum number of new wayfinding signs, but recommended consideration of the following: 1) Gateway Sign - Type B on Main Street near US-441; 2) Directional Signs for City Hall and Legacy Park Multipurpose Center; and 3) Parking Signs for downtown parking lots. Staff proposed repurposing and retrofitting the City of Alachua monument sign on US-441 and Main Street to add a weather-proof, programmable LED Sign to be used as an electronic message center. This could be used to broadcast essential information, event announcements and other engaging content. The FY 2023-2024 budget has allocated up to \$100,000 for the purchase and installation of wayfinding signage.
