



Special Community Redevelopment Agency Meeting Minutes  
June 23, 2025 at 5:00 PM

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

**Executive Director Rodolfo  
Valladares**  
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

Shirley Green Brown – Acting Chair 5:03 p.m.

Walter Welch - Chair - Absent

### I. NEW BUSINESS

#### A) PROPOSED CONCERT SERIES FOR DOWNTOWN

Susan King, Community Redevelopment Coordinator, presented her information on the Levitt Music Series Grant Program.

Ms. King explained that at the May 19, 2025, Community Redevelopment Advisory Board meeting, they made the recommendation for the CRA Board to support this concert series. Staff suggests a minimum of \$20,000.00 be allocated from the CRA budget each fiscal year for the next three years, if awarded the grant. A combination of

in-kind donations, support from additional partner organizations and sponsorship will complete the total annual \$40,000.00 match requirement. The deadline for this grant application is Monday, June 30, 2025.

Ms. King further explained what would qualify as an in-kind match. She stated that this has been added up already, and the in-kind match has been met. She cited examples of what qualifies.

Member Dayna Williams asked for the total of in-kind that was calculated.

Ms. King stated at this point it would be \$53,200.00.

Acting Chair Green Brown asked for copies to the Board of the list Ms. King was looking at.

Member Williams expanded on her questions. She asked if this in-kind was every year and if Levitt would match up to the \$40,000.00 every year. She also summarized her understanding concerning the cash input needed for the grant match, since at least half of the \$40,000.00 has to be cash. She asked if any other department in the City has been asked for any contributions.

Ms. King confirmed her understanding and stated that the Recreation Department will be requesting \$10,000.00 from their budget. However, their budget is tight. Regardless, they have committed to contributing staff hours and equipment, which can be added to the in-kind contributions.

Member Jennifer Ringersen asked if local music groups would be sought out for these concerts.

Ms. King stated that the headliner has to be a national touring group, but the opening act could be local groups.

Mandy Bucci expanded on the definition of "national touring group" for clarification to the Board. The intent is to have these concerts be longer than the one hour that the grant is paying the bands for, so they will be looking to have local area bands be the opening acts.

Member Jacob Fletcher asked about the voting process for this grant.

Ms. King explained that this deadline is to pick the finalist, then there will be one month for public voting. The winner announcement will be made in November and grant disbursements will be made shortly thereafter.

Member Fletcher also asked if Theater Park could be used because it would be completed and open by that time.

Ms. King reiterated that a designated area must be stated on the application. Skinner Park is the most logical, at this point because of the open grassy area. For the first year, the listed venue on the application must be used. For the following years, a different venue can be listed as well as alternate-multiple locations.

Ms. Bucci added the dates are predetermined, so the grant-writing committee looked at other communities to see what events are occurring in surrounding areas. Therefore, the committee picked Fridays in April and September to be within the requirements.

**\*\*\*Chair Walter Welch is now present.\*\*\***

Executive Director Rodolfo Valladares explained why there are concerns about Skinner Field being the designated location the first year because there can be water issues after a heavy rain at that location. He asked if moving it for that reason was acceptable.

Ms. Bucci explained that a rain location is permitted and listed on the application. It was determined the gym at Hal Brady can be utilized or Legacy Park if the gym is not available.

Vice Chair Green Brown asked what if none of these locations are available.

Ms. Bucci stated the Parks and Recreation Department assured the committee a rain location would be available.

Vice Chair Green Brown asked if Ms. King was the primary contact, which was confirmed. She then asked Ms. Bucci about an email she sent to the Board. She questioned the fact that there is question 4 but not 1,2 or 3.

Ms. Bucci explained that every member of the committee was given a question to research and answer. When the board asked her for all of her information, she sent it. She reminded the Board that this grant application is very lengthy and intensive, and she does not know who answered the other questions.

Vice Chair Green Brown then asked about the template provided in the email.

Ms. Bucci explained that the grant writer they hired created a template that sponsors, supporters and contributors could utilize so they didn't have to come up with verbiage on their own.

Vice Chair Green Brown wanted to know how the city responded to the question concerning any other concert series in the surrounding areas within a 20-mile radius. She specifically asked about Legacy Park.

Ms. King stated that there is one series in Gainesville on Wednesdays; however, the City of Alachua does not benefit from those concerts due to the distance. There used to be a series at Legacy Park a long time ago, but it was discontinued.

Vice Chair Green Brown asked for a copy of the complete application when available.

Chair Welch requested a copy of the partner letter from ABL.

Member Fletcher asked for details about specifically what the Board needs to vote on at this meeting.

Ms. Bucci stated that the Board needs to decide to provide the potential cash match, if awarded, of 50%; being \$20,000.00 for three years.

Executive Director Valladares asked Ms. King to provide the recommendation that she is asking the Board to consider.

Ms. King stated-"The recommended action is to receive and approve the Community Redevelopment Agency Advisory Board's recommendation to provide matching CRA funds for a three-year period if awarded the Levitt Music Series Grant."

**Vice Chair Green Brown so moved; seconded by Member Fletcher.**

Member Ringersen asked if the committee chose the dates listed or were they dictated by the grant.

Ms. King explained the committee chose those dates based on area activity and criteria listed in the application.

Member Williams asked Ms. Bucci who the four letters of support were from. She asked Executive Director Valladares if the motion could be amended because a dollar amount and time frame were not specifically stated.

Ms. Bucci listed Alachua Farm and Lumber, Music Junction, the engineering firm, Josh's Place, Kelly's Creations, The Mustard Seed Collection, and The Chamber.

Executive Director Valladares agreed with that amendment and asked Ms. King to restate the recommended action including monies and time frames.

Ms. King expanded the language and stated-"The recommended action is to receive and approve the Community Redevelopment Agency Advisory Board's recommendation to provide matching CRA funds in the amount of \$20,000.00 per year for a three-year period if awarded the Levitt Music Series Grant."

**Vice Chair Green Brown "so moved"; seconded by Member Ringersen.**

Chair Welch asked for citizen comment.

Kelly Harris commented on the concert series that was attempted 4–5 years ago. She noted the festivals put on by the Alachua Business League were quite successful. This group is backing this concert series. She is emphasizing the need for the support of this Board.

Rudy Rothseiden emphasized the need for arts and culture in the community. He also stated that the bands chosen need to be good music that a majority of the community would enjoy. He also reminded the Board that advertisements for this series, if awarded, would be essential to its success.

Executive Director Valladares reiterated that this is a chance for local talents to gain positive exposure.

Member Fletcher stated that should this grant not be awarded to the City, he hopes this type of concert series could still be pulled together somehow to benefit the citizens and businesses of Alachua.

Vice Chair Green Brown expressed her gratitude to the members of the grant committee that worked so hard on the application.

Member Ringersen asked about the dates maybe being flexible.

Ms. Bucci stated that they are flexible, but they still have to be within the parameters of the grant.

**Motion passed by 4-1 roll call vote.**

Mayor Welch explained his reasoning behind his no vote. He stated that he has budget concerns and believes the monies could be better utilized elsewhere. He understands the desire for this type of function.

**B) GATEWAY SIGN ON MAIN STREET AND US-441 - PROJECT OVERVIEW**

Susan King, Community Redevelopment Coordinator, presented her information concerning the Gateway Sign on Main Street and US 441.

Executive Director Valladares reminded the Chair of the time limit to address this issue.

Member Ringersen stated that she is all for this sign. However, she does not agree with the purchase of the small plot of land and questions if other places were investigated.

Chair Welch asked Ms. King for the cost break down for this sign.

Ms. King explained the details of the project.

Member Williams expressed her concern for time limitations. She believes that a vote should not occur, and this item needs to be moved to a different meeting.

Executive Director Valladares asked Ms. King for the date of the next regular CRA meeting.

Ms. King stated August but they could request another special meeting.

Member Williams stated that due to the holiday and other events in July, she requested this item be moved to the August CRA meeting.

City Attorney Marian Rush stated that it could be a motion, but it is not necessary in this situation.

The entire Board agreed with this request.

Item B - Gateway Sign on Main Street and US-441 - Project Overview, will be deferred to the regularly scheduled Community Redevelopment Agency's August 11th meeting.

## ADJOURN

**Member Ringersen moved to adjourn; seconded by Member Jacobs.**

**Motion passed by unanimous consent.**

Chair Welch adjourned the meeting. 5:55 p.m.

ATTEST:

CITY COMMISSION OF THE CITY OF  
ALACHUA, FLORIDA:

  
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Rodolfo Valladares, CRA  
Executive Director

  
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Walter Welch, CRA Chair