



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Meeting Minutes November 9, 2020

Chair Gb Coerper
Vice-Chair Robert Wilford
Member Shirley Green Brown
Member Gary Hardacre
Member Dayna Miller

Executive Director Adam Boukari
CRA 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 9, 2020

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

Chair Gib Coerper called the meeting to order. All Members were present.

APPROVAL OF THE AGENDA

Vice Chair Robert Wilford moved to approve the agenda; seconded by Member Gary Hardacre.

Passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

A. Approval of the Minutes of the September 14, 2020 CRA Meeting

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

Passed by unanimous consent.

B. CRA Staff Updates

Principal Planner Justin Tabor, AICP, presented the updates.

Vice Chair Wilford commended the CRA Staff for meeting budget requirements.

Member Miller inquired about the Market Study & Economic Implementation Plan, and the milestones completed to date from the Plan.

Principal Planner Tabor responded.

Member Brown inquired about the terms of the billboard contract.

Principal Planner Tabor responded.

Vice Chair Wilford discussed marketing in other states.

Chair Coerper inquired about the Holiday Nights schedule.

Principal Planner Tabor responded.

Chair Coerper inquired about the launch date for the marketing videos.

Principal Planner Tabor responded.

Member Wilford suggested other tagline options.

Principal Planner Tabor responded.

Member Brown inquired about the actors and diversity in the marketing videos.

Principal Planner Tabor responded.

Executive Director Adam Boukari added that advertising for actors went out on the City's social media.

Chair Coerper inquired about the contact for the Christmas parade.

Executive Director Boukari responded.

III. BOARD COMMENTS/DISCUSSION

None.

IV. CITIZENS COMMENTS

None.

ADJOURN

Chair Coerper adjourned the meeting.

ATTEST:

A handwritten signature in blue ink, appearing to read 'Adam Boukari', written over a horizontal line.

Adam Boukari, CRA Executive Director

COMMUNITY REDEVELOPMENT AGENCY
OF ALACHUA, FLORIDA

A handwritten signature in blue ink, appearing to read 'Gib Coerper', written over a horizontal line.

Gib Coerper, CRA Chair