



Community Redevelopment Agency Meeting Minutes
August 11, 2025 at 5:00 PM

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

**City Manager 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

Walter Welch- Chair 5:02 p.m.

APPROVAL OF THE AGENDA

Member Jennifer Ringersen moved to approve the agenda; seconded by Member Dayna Williams.

Motion passed by unanimous consent.

I. OLD BUSINESS

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

Susan King, Community Redevelopment Coordinator, presented her report. Ms. King stated the Gateway Sign on Main Street is on indefinite hold. Both parties have reached an impasse during negotiations regarding acquisition.

Member Jacob Fletcher asked for elaboration of the situation.

Ms. King stated that negotiations have stalled and she does not have further information.

Member Fletcher again asked for more information.

Ms. King stated that she would need Mr. Cap Wilson to explain the details. She does not have them. She can request information for the next meeting.

Member Fletcher asked how much money has been spent on this project already.

Ms. King stated there were two appraisals, a survey and a title search which was about \$10-12,000.00.

Member Fletcher asked if the city is moving forward or taking a step back.

Ms. King stated that the project is still moving forward. She is researching other sites for the sign to be erected.

Member Fletcher then asked for the breakdown of the total cost, including the sign.

Ms. King stated it is around \$87,000.00. It could be less if the sign is lowered and made smaller. The design ran about \$ 20-22,000.00. The only other cost would be site prep.

Member Fletcher then asked if the cost was already budgeted.

Ms. King stated that it was budgeted, but the funds were used for Theatre Park. It will be requested again in the FY26 budget.

Member Fletcher then asked about the message board.

Ms. King stated that the cost is separate.

Member Fletcher asked if the project was going to be done in phases or all at the same time.

Ms. King stated that if the funds were approved, it would all be done at the same time.

City Manager Rodolfo Valladares stated the sign project is still ongoing. Just because this location turned out to be unobtainable doesn't mean the efforts are going to end. The design of the sign will be adjusted to the location secured. The efforts so far will not be wasted or thrown aside. Another solution will be found.

Ms. King stated the Advisory Board objected to the purchase of the property, but she

had the funds secured for the purchase already in the budget.

Member Williams stated she believes that because this location didn't work out, it does not mean the project should end. The city needs this, but a perfect solution will be found. This situation allows the board to regroup and analyze it more closely.

II. NEW BUSINESS

A) APPROVE MEETING MINUTES JUNE 9, 2025

Member Ringersen moved to approve the minutes from the June 9, 2025 meeting; seconded by Vice Chair Shirley Green-Brown.

Motion passed by unanimous consent.

B) APPROVE MEETING MINUTES - JUNE 23, 2025 SPCRAB

Member Ringersen moved to approve the minutes from the June 23, 2025 special meeting; seconded by Member Williams.

Motion passed by unanimous consent.

C) STAFF UPDATES

Ms. King presented her report.

Theatre Park project renovation work is almost complete. Other general work that should be completed in August includes installing the drainage system, backfill and rough grade the site and metal work.

The Levitt Amp Music Festival update. The City of Alachua was chosen as a semi-finalist out of 300 applicants nationwide. 100 were chosen. Public voting starts September 5th and runs through September 15th. From this voting, 50 finalists will be chosen. September 16th finalists will be chosen. November 18th, 25 finalists will be announced.

Member Williams stated that Ms. King should be working with the new Public Information Officer concerning this public voting and getting it out to the community.

City Manager Valladares confirmed that this will occur.

Ms. King stated that Josh's Place would be receiving \$1500.00 to assist with advertising for the public voting. Every semi-finalist is going to receive this money.

Member Ringersen asked how the voting is going to be accomplished.

Ms. King stated that there will be two ways to vote. One vote per email address and one text per phone number.

Member Ringersen suggested a few different avenues to explore for increased voting.

Ms. King conveyed suggestions from the Advisory Board. The Advisory Board recommended considering a trial period of one-block street closure to facilitate small-scale events. Examples of small-scale events like: food truck rallies, arts and cultural events, entertainment, pop-up businesses and farmer's markets. She stated they have local farmers already lined up and interested.

Member Ringersen asked if a specific day was being chosen.

Mandy Bucci stated there are already ten or so farmers ready to participate. The plan so far is to conduct them on Saturday mornings from 9am-1pm from October to March. In the evenings on Friday 5pm-8pm, from April to September, which will coincide with the concert series, if Alachua gets chosen as a finalist.

Ms. King stated a pavilion would be beneficial to draw other events and activities to the area. One of the reasons the 441 Farmer's Market chose to go to Tech City is because there is not a pavilion downtown for shade/cover.

D) CRA RESOLUTION 25-07: BUSINESS FACADE GRANT PROGRAM APPLICATION: A REQUEST BY FLA HOMES INC., APPLICANT, AND ALACHUA COMMERCIAL PROPERTIES LLC, PROPERTY OWNER, SEEKING THE APPROVAL OF A COMMUNITY REDEVELOPMENT AGENCY (CRA) BUSINESS FACADE GRANT APPLICATION FOR PROJECT IMPROVEMENTS TO A BUILDING LOCATED AT 14910 MAIN STREET.

City Attorney Marian Rush read CRA Resolution25-07 by title only.

Ms.King presented the information in the application.

Member Fletcher asked if the metal proposed was consistent with the aesthetics of the rest of downtown.

Member Ringersen confirmed that downtown has both canvas and metal awnings of various colors on the buildings.

Vice Chair Green-Brown asked Kelly Harris to speak a little since her business is in this building.

Ms. Harris stated the prior awning material was metal and gray was picked because it won't absorb heat as much.

Member Williams asked Ms. Harris if the decisions were made by the owner of the building.

Ms. Harris confirmed.

Member Williams moved to find the Business Facade Grant Program Application, submitted by Fla Homes Inc., applicant, and Alachua Commercial Properties LLC, property owner, for improvements to a building located at 14910 Main Street, to be consistent with the Business Facade Grant Program Policies and Procedures; and adopt Resolution CRA 25-07; seconded by Member Fletcher.

Motion passed by 5-0 roll call vote.

Member Williams thanked Ms. Harris for bringing this to the building owner's attention. This is why the grant is available to downtown businesses.

III. BOARD COMMENTS/DISCUSSION

Member Ringersen stated that she would like to see a more visible area investigated for the gateway sign.

Member Williams commented that the Advisory Board has brought many positive ideas to this board. She commends their efforts to be creative and think outside the box to bring more citizens to the downtown area. She believes a consistent farmer's market would be a huge hit.

IV. CITIZENS COMMENTS

Ms. Harris commented that since it was decided that Alachua was a semi-finalist for the concert series, the committee has hit the ground running. She encourages any ideas and asks for logistics support from everyone. She asked for feedback and suggestions from all members of the board.

ADJOURN

Member Ringersen moved to adjourn; seconded by Member Fletcher.

Motion passed by unanimous consent.

Chair Welch adjourned the meeting. 5:42 p.m.

ATTEST:

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



Rodolfo Valladares, CRA
Executive Director



Walter Welch, CRA Chair