

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

Executive Director Rodolfo Valladares
City Attorney Scott Walker

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

to address the item(s) below.

Meeting Date: November 10, 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- SEPTEMBER 08, 2025

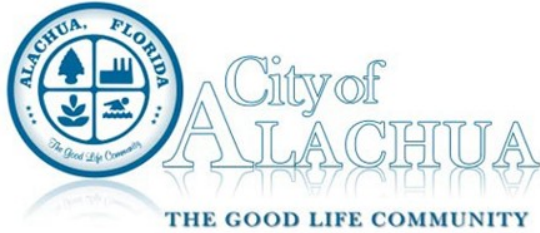
B) RESOLUTION CRA26-01: CRA PUBLIC MEETING SCHEDULE FOR CALENDAR YEAR 2026

C) STAFF UPDATES

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Commission Agenda Item

MEETING DATE: November 10, 2025

SUBJECT: Approve meeting minutes- September 08, 2025

PREPARED BY: Brenda Flieger

RECOMMENDED ACTION:

Approve meeting minutes- September 08, 2025

Summary

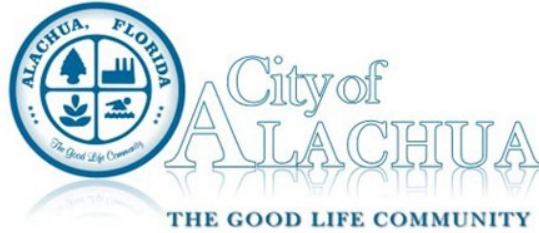
Approve meeting minutes- September 08, 2025

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. 25.09.08.M.CRAB



Community Redevelopment Agency Meeting Minutes
September 8, 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

Walter Welch- Chair 5:00 p.m. Jacob Fletcher, Member-Absent

APPROVAL OF THE AGENDA

Vice Chair Shirley Green Brown moved to approve the agenda; seconded by Member Dayna Williams.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

A) APPROVE MEETING MINUTES - AUGUST 11, 2025

Member Williams moved to approve the minutes from the August 11, 2025 meeting; seconded by Member Jennifer Ringersen.

Motion passed by unanimous consent.

- B) A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF ALACHUA, FLORIDA, APPOINTING ONE (1) MEMBER 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.

City Attorney Marian Rush read CRA Resolution 25-08 by title only.

LeAnne Williams, Deputy City Clerk, presented information for a vacancy on the Community Redevelopment Advisory Board.

Ms. Williams handed out the ballots to the Board and voting was conducted.

Ms. Williams announced that Leon Barrows has the majority of the votes.

Member Williams moved to adopt CRA Resolution 25-08 appointing Leon Barrows to the CRA Advisory Board for a term of service from September 8, 2025 to June 12, 2026; seconded by Member Ringersen.

Motion passed by 4-0 roll call vote.

C) STAFF UPDATES

Susan King, Community Redevelopment Coordinator, presented her report.

Theatre Park renovations are moving forward. Metal work has been put into place.

The project schedule is as follows:

September -drainage work, install wall framings, and light fixtures.

October- fabricate and install stage, ramp and benches. Complete pavers and lighting.

November- install landscape, railings, table and chairs.

The end of November will be the final inspection to ensure substantial completion.

Levitt Amp Music Series is in the public voting stage. It is advertised to the public for voting instructions. It can be done by email or texting. Ms. King states that, as of today, Alachua is ranked 25th.

Member Williams asked Ms. King if the advertising came from the grant that was

awarded. She wanted confirmation that it was a grant and not expected to be paid back.

Christmas on Main tree Lighting - the annual tree lighting is scheduled for Friday, December 5th. The Alachua Christmas Parade is scheduled for Saturday, December 13th. There will be Santa's Workshop that day. There are many other activities scheduled as well for the public to take part in. Ms. King is going to apply for the same grant to offset the cost of this event.

Member Ringersen wanted confirmation about the children singing on Friday night at the tree lighting. She also wanted to ensure businesses off of Main Street are contacted to participate in the event.

Vice Chair Green Brown asked which school will be signing at the tree lighting and if both elementary schools could be involved.

Member Ringersen suggested that the school choirs could be scheduled through out the evening to keep people mingling in the downtown area longer.

Ms. King confirmed that businesses all over the City are being contacted.

Vice Chair Green Brown asked about the stage.

Ms. King confirmed that the lighting for the stage last year was a problem and they are working on that now so the stage will be more visible.

Farmer's Market- the first Main Street Farmer's Market is slated for Saturday, October 4th from 9 am- 1 pm. The fall/winter hours will be effective through March. Starting in April, the hours will then transition to summer night hours on Friday nights from 5 pm- 8pm. These hours will be through September.

Member Williams asked for the physical location of the event.

Ms. King stated the special event permit is asking to shut down from NW 150th Ave to the flashing light.

Citizen Mandy Bucci explained the event will be from 148th NW Terrace to NW 150th Ave. They will also be utilizing the shaded parking lot on the side of Good Life Station for the food trucks.

Member Ringersen asked if there will be flyers or advertising that can be distributed to local businesses.

Ms. Bucci stated that the committee is waiting for the voting for the music series to be completed before they distribute that but flyers, signs and pamphlets are ready to go. There is room for 29 vendors in the allowed area and right now there are 26 signed up for the event. But everyone needs to realize that those numbers will fluctuate. She

stated that committee understands that it is an uphill battle. The previous farmers market was not run correctly and the vendors from that period are not returning...yet. There will be many varieties of vendors, not just food.

Executive Director Rodolfo Vallares commented on the efforts put forth by Ms. King and citizens to get more attention to the City of Alachua through events and activities.

Member Ringersen asked about accessibility on Facebook in connection to the Levitt Music Series.

Mr. Valladares stated that the new Public Information Officer is actively pressing forward with social media in regards to events happening in the City.

D) RESOLUTION CRA25-09: RELATING TO THE CRA BUDGET FOR THE 2025-2026 FISCAL YEAR; AND REVISING THE ESTIMATE OF RECEIPTS AND BALANCES TO BE BROUGHT FORWARD

City Attorney Rush read CRA Resolution 25-09 by title only.

Ms. King presented her report relating to the budget.

Member Williams asked about the gateway signs being on the budget.

Ms. King stated that the next step is to start back at the beginning and the money is there in case it moves forward.

Member Williams asked why the storm water inspection is not already on the schedule.

Ms. King stated that it was on the schedule but with all the other projects going on, it has not been accomplished yet.

Mr. Valladares affirmed that the inspections are being done and went into more detail about what the inspection entails. He currently explained that right now it is the rainy season so it will wait until after the storm season is over.

Vice Chair Green Brown asked about the timeline for the new billboards.

Ms. King explained that they are being worked on now. It is at the beginning stages of redesign.

Member Williams asked why the budget is proposed 14% lower.

Ms King explained the details.

Vice Chair Green-Brown moved to receive the presentation regarding the CRA

budget for fiscal year 2025-2026 and adopt Resolution CRA 25-09 ; seconded by Member Ringersen.

Motion passed by 4-0 roll call vote.

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

Gib Coerper stated that the prior Farmer's Market was not run properly and the enthusiasm behind the new one is fantastic.

Ms. Bucci explained to the Board that the number one city in the running right now for the Levitt Music Series is Dolson, Alabama. She explored what advertising they did and discovered that the Mayor made a short video that was published. She suggested that Alachua could do the same thing, maybe involving all the Commissioners.

ADJOURN

Member Ringersen moved to adjourn; seconded by Member Williams.

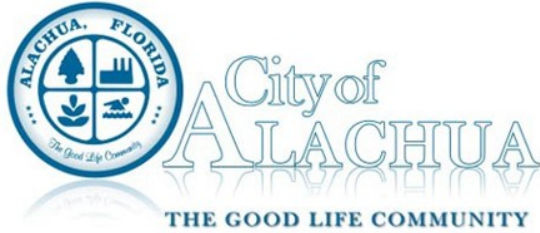
Chair Welch adjourned the meeting. 5:47 p.m.

ATTEST:

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

Rodolfo Valladares, CRA
Executive Director

Walter Welch, CRA Chair



Commission Agenda Item

MEETING DATE: November 10, 2025

SUBJECT: Resolution CRA26-01: CRA Public Meeting Schedule for Calendar Year 2026

PREPARED BY: Susan King

RECOMMENDED ACTION:

Staff recommends that the CRA adopt Resolution CRA26-01

Summary

In accordance with Chapter 189 of the Florida Statutes, the CRA must publish a schedule of meetings to be held. Resolution CRA26-01 establishes the schedule of regular meetings for the 2026 calendar year.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. Resolution CRA 26-01 CRA Schedule
2. Calendar Year 2026 Public Meeting Schedule Advertisement

RESOLUTION CRA26-01

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF ALACHUA, FLORIDA, ESTABLISHING THE PUBLIC MEETING SCHEDULE FOR THE COMMUNITY REDEVELOPMENT AGENCY FOR THE CALENDAR YEAR 2026; 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 2026 calendar year shall be as follows:
 - a. February 9, 2026; 5:00 p.m.
 - b. April 6, 2026; 5:00 p.m.

- c. June 8, 2026; 5:00 p.m.
- d. August 10, 2026; 5:00 p.m.
- e. September 14, 2026; 5:00 p.m.
- f. November 9, 2026; 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 10th day of November, 2025.

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

Walter Welch, CRA Chair

ATTEST:

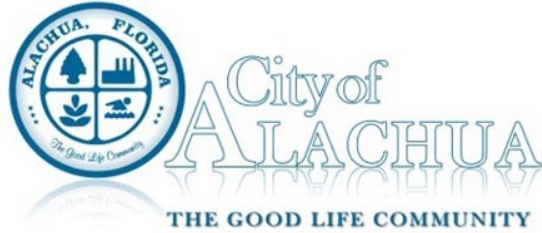
Rodolfo Valladares, CRA Executive Director



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

NOTICE OF PUBLIC MEETING SCHEDULE

The Community Redevelopment Agency will conduct their regular public meetings for Calendar Year 2026 on February 9, April 6, June 8, August 10, September 14, and November 9, 2026 at 5:00 p.m. in the James A. Lewis Commission Chambers at City Hall in the City of Alachua, Florida located at 15100 NW 142nd Terrace. For more information please contact the City of Alachua Community Redevelopment Agency, at (386) 418-6134.



Commission Agenda Item

MEETING DATE: November 10, 2025

SUBJECT: Staff Updates

PREPARED BY: Susan King

RECOMMENDED ACTION:

Receive updates

Summary

Theatre Park Project Update

The Theatre Park substantial completion date is now estimated to be November 21, 2025. The installation of the following is completed or in the works:

- Wall support panels
- Pavers
- Irrigation
- Benches
- Metal signage
- Irrigation
- Landscaping
- Planters, tables and chairs
- Electrical and light fixtures
- Stage lighting and program lighting panel
- Shade canopy

Updated Billboard Design

Staff is working with OutFront Media to update the vinyl on the CRA's three I-75 billboards. The currently-installed vinyl has been up for nearly two years and is noticeably weathered and faded, which reduces its visibility and impact. The design is also considered somewhat outdated compared to current billboard marketing standards. Staff's goal is to have a clean, uncluttered and modern design aligned with CRA and heritage-centered branding.

The three CRA billboards on I-75 – two northbound and one southbound – have an estimated combined total of 500,000 weekly impressions. The 2026 renewal rates are \$683 every 4 weeks for the northbound billboards and \$657 for the southbound. Staff is requesting a reimbursement of \$11,250 from the Visit Gainesville's Billboard Advertising Program to

subsidize annual billboard expenses. The grant program will reimburse up to 75% of the annual costs for 2 billboards not to exceed \$15,000.

The updated billboard design received a recommendation from the CRA Advisory Board. Joe Hancock of Moxie Media donated his time and talents to create this billboard design for the CRA. Staff wants to thank Mr. Hancock for lending his professional skills to create a captivating billboard to showcase our historic downtown.

Farmers Market

The *Market on Main*, which launched on October 4, is a huge success and becoming a highlight of Main Street Alachua on Saturday morning, thanks to the efforts of Mandy Bucci, Alachua Business League (ABL) and volunteers from the business community. The Market has created a welcoming and vibrant community space that brings people together, supports our local growers and makers, and encourages much-needed foot traffic to the downtown district. Several Main Street shops have reported a significant uptick of customers and sales during the Market on Main.

With the growing number of vendors and attendees, the Market will soon outgrow its current location. Farmers market logistics, expenses, and venue selection and expansion were discussed at CRA Advisory Board meetings on July 20, September 15 and October 20 of this year. The CRA Advisory Board made the following recommendations for Staff to present to the CRA Board:

- Approach the CRA Board about exploring a trial period for an intermittent closure of one block on Main Street between NW 150th Ave. and NW 148th Pl. and discuss the costs to effectuate this intermittent closure. (Motion passed by 4-0 roll call vote, July 20, 2025)
- Solicit any overall opinions from the CRA Board about farmers markets and possible venue locations. (Motion passed by 4-0 roll call vote, July 20, 2025)
- Request funding from the CRA budget to cover expenses of the farmers market for the initial six-month permit period. (Motion passed by 4-0 roll call vote, September 15, 2025)

Staff invites any discussion and feedback on the CRA Advisory Board's recommendations.

CRA Planning Workshops

The CRA Amended Community Redevelopment Plan, which serves as the guiding framework for the redevelopment efforts undertaken by the Alachua CRA, has not been updated since 2013. The CRA Plan addresses 10 focus areas to accomplish the CRA mission to rehabilitate, conserve and redevelop areas within the geographic boundaries of the Alachua redevelopment area, which includes the downtown corridor.

One of the ten focus areas in the plan is Public Participation — citizens coming together and contributing to the future direction of the CRA and downtown historic district through

community meetings, visioning sessions and workshops. In order to ensure that the CRA Plan remains relevant, Staff is organizing a series of workshops – “From Ideas to Action: CRA Planning Workshops” – to align stakeholders with a common direction and to cultivate a shared vision for the Alachua CRA and the downtown district.

Community collaboration enables the public and stakeholders to become part of the redevelopment and revitalization process. In particular, the network of downtown businesses will have a role in helping address the various challenges in the downtown district and how to stimulate reinvestment into the redevelopment area.

The ideas, goals and priorities garnered from these workshops will be relevant to the decision-making process and used to identify which projects to present to the CRA Board for consideration and to focus on and implement in the coming years.

Some of the topics discussed and proposed by stakeholders, staff or the CRA Advisory Board in the past few years, which may still be relevant today, include the following:

- Historic preservation projects (assistance to preserve and restore historic buildings and/or make necessary upgrades and improvements)
- Downtown street closures
- Streetscapes enhancements
- Parklets – outdoor seating and dining
- Wayfinding signage
- Small-scale retail and event production and promotion
- Expansion of the CRA Grants & Aids Programs (facade grants, vibrancy grants, downtown building improvement grants)
- Support for the Farmers Market and Levitt Music Series
- Small-scale, mixed-use development partnerships

The first CRA Planning Workshop is scheduled for Thursday, November 20, from 5:30 to 7:30 pm. The subsequent workshops will be Monday, December 15, and Thursday, January 22, 2026.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

None