



Community Redevelopment Agency Advisory Board Meeting Minutes  
October 20, 2025 at 4:00 PM

**Chair Rudy Rothseiden**  
**Vice Chair Kelly Harris**  
Member Leon Barrows  
Member Brian Boukari  
Member Mandy Bucci

**Executive Director Rodolfo  
Valladares**  
City Attorney Scott Walker

Meeting Location: James A. Lewis City Commission Chambers  
15100 NW 142 Terrace  
Alachua, FL 32615



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Advisory Board 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**

Kelly Harris – Acting Chair - 4:00 p.m.

Rudy Rothseiden – Chair – Absent

Brian Boukari, Member - Absent --- Present at 4:04 p.m.

### **APPROVAL OF THE AGENDA**

**Member Mandy Bucci moved to approve the agenda; seconded by Member Leon Barrows.**

**Passed by unanimous consent.**

**I. OLD BUSINESS**

**II. NEW BUSINESS**

**A) APPROVE MEETING MINUTES- SEPT. 15, 2025**

**Member Boukari moved to approve the minutes from the September 15, 2025 meeting with a correction to page 5, paragraph 9, from the word week to month; seconded by Member Bucci.**

**Motion passed by 4-0 vote.**

Acting Chair Harris thanked Brenda Flieger, Planning Assistant, for her thoroughness recording the minutes.

**B) ELECTION OF CHAIR AND VICE CHAIR**

LeAnn Williams, Deputy City Clerk, presented information about voting in Chair and Vice Chair. She stated that ballots could be utilized, or they could voice vote.

**Member Boukari nominated Vice Chair Harris to be Chair and Member Bucci to be Vice Chair.**

Acting Chair Harris stated that she did not have the opportunity to speak to current Chair Rudy Rothseiden about this, so she is a little hesitant to proceed.

Member Bucci accepted the nomination. However, she also suggested that the Board wait for input from the current Chair.

Member Boukari reminded the Board that his input would be impossible unless he became present at this meeting. He stated that Chair Rothseiden has done a wonderful job as Chair, but he has been in the position for some time. Member Boukair also believes that having multiple members on this board that could handle the position of Chair would be beneficial.

Acting Chair Harris asked Ms. Williams if the vote could be postponed until the next meeting.

Ms. Williams confirmed that possibility.

Ms. Flieger reminded the Board that their next meeting was not until January 2026.

The Board decided to move forward with the vote.

Ms. Williams asked if they would like to voice vote or ballot.

Vice Chair Harris and Member Bucci accepted the nominations. No other nominations were made.

Member Boukari called for a voice vote.

**Member Leon Barrows seconded the nomination.**

**Board voted unanimously to approve the nomination.**

Vice Chair Harris is now Chair and Member Bucci is now Vice Chair.

### **C) STAFF UPDATES**

Susan King, Community Redevelopment Coordinator, presented her report.

#### Theatre Park:

The end of this week will wrap up the underground work. The pavers will be completed, and the metal signs will probably go up by the end of next week. The landscaping will start in the first week of November. The substantial completion date was moved to November 21st. The only thing that would delay this date, would be a substantial weather event.

#### Farmer's Market:

The first three weekends of this event were successful. There has been nothing but wonderful feedback from citizens. Vice Chair Bucci was commended for her immense input, as well as the Alachua Business League.

#### Billboards:

Staff is working with OutFront Media to update the three billboards. Last month it was noted that one of the billboards was not available to the city. However, a replacement billboard further down the highway was successfully secured to replace it. The aprons will advertise special events that will occur in the City. The apron for the Harvest Festival is in the works right now.

Member Boukari questioned the size of the Gainesville logo. He asked if it was large enough to secure reimbursement for a portion of the cost.

Ms. King stated that even though it meets the requirement of 10% of the advertising space, the tourism board was not very happy with it. They are going to make the logo just a little bigger to appease them. This year Visit Gainesville wants more text in the logo, even though the Board agrees that you won't see it driving down the highway, so it will be made larger to accommodate this.

Member Boukari stated the balance that is needed concerning being good stewards of the taxpayers' money and complying with standards to get reimbursement.

Vice Chair Bucci asked if the word downtown needed to be there. It is distracting. She believes it doesn't contribute to the design. She suggested moving the CRA logo to that upper corner, removing the downtown flag and shifting the Gainesville logo to the bottom left corner. Member Bucci stated that Main Street is not necessarily called downtown, so it would be confusing.

Member Boukari agreed with this suggestion.

Vice Chair Bucci asked if the intent was to advertise the Farmer's Market on the aprons after the holidays.

Ms. King confirmed this will happen after the tree lighting on December 5th.

Chair Harris stated the color combination is appealing and eye-catching. She also agrees with the other Board members concerning the placement of the smaller logos.

Member Barrows also likes the color scheme.

Ms. King stated that the colors were taken from the Branding Manual from 2019.

Chair Harris stated that brown might be a branded color, but black would make it pop more. She also thanked Mr. Hancock for his work developing this new billboard.

Member Barrows asked if the CRA has a website.

Ms. King stated that the CRA specifically does not have a website. However, Mr. Hancock has a website. She stated that he bought a lot of domains and she will ask him.

Chair Harris stated that it is frustrating to google Alachua as it is and so many businesses have different spellings.

Vice Chair Bucci stated they purchased the domain for Market on Main Alachua and are thinking of giving it an acronym to make it easier to embed it in other sites.

Member Boukari asked if there was any concern about people confusing historic Alachua with historic Alachua County.

Chair Harris stated that is why she suggested putting a script downtown across the top of the word Alachua. It would differentiate the city from the county. She also stated that the feedback she is getting from visitors is that the billboards are what brought them in.

#### CRA Workshop:

The City of Alachua's CRA Amended Community Redevelopment Plan serves as the guiding framework for the redevelopment efforts undertaken by Alachua's CRA. The

document addresses ten focus areas, and one of these areas is public participation. Workshops and bi-monthly meetings are a way for citizens to contribute to these efforts.

Ms. King asked the board if they had any questions concerning her report.

Vice Chair Bucci asked for final costs for Theatre Park and the Way Findings Signs.

Ms. King responded.

Vice Chair Bucci asked if these costs were relayed to the public.

Ms. King stated that this information is public record. She also stated that unplanned expenses do arise based on findings as the project moves forward. She used the example of the south wall "moving" and the contractors placed wall bracing in this area.

Vice Chair Bucci then stated that the interior wall in her shop has moved as well because that is the wall that is shared. Her flooring is coming up and the archway window that was concreted up, has started moving into her shop. She spoke to the contractors and asked them to come take a look at these problems because she doesn't want to be on the hook to her landlord for those repairs.

Vice Chair Bucci also stated that her reasoning for asking about the costs is because the public is constantly asking her about what is going on next door. The citizens are commenting, "it looks like they are spending a lot of money on it. What is going in there?"

Vice Chair Bucci asked for additional information that she can tell the public when they ask.

Ms. King commented on the stage for use. Events will need to be scheduled with the Recreation Department, but it will be open to the public for general use.

Vice Chair Bucci asked if recruiting for this area would be beneficial.

Ms. King agreed that it would be a great idea to get things scheduled for use. It needs to be a draw for downtown.

Vice Chair Bucci asked if there was going to be a cost for certain events.

Ms. King stated that she believes the Rec Department does have costs for certain events, but is not certain. The Rec department would have to be contacted for that information.

Ms. King believes that a brochure for Theatre Park that lists uses, costs and availability would be beneficial, and she has already started researching that idea.

Chair Harris commented that Theatre Park could be added to the website that was discussed previously. She commented that a citizen she spoke to gave her a ton of information and ideas for advertising and promoting Main Street. She noted that if advertising used the phrase "On Main", it would funnel traffic through downtown.

Member Barrows stated that Music Junction has a jam session every last Friday of the month. He asked if Trick or Treating on Main Street was actually happening on the 31st. It was confirmed by several people.

Chair Harris commented about Market on Main. She stated she has looked at the area south of the parking lot, where the chiropractor's office is, to the stop sign would be a good place to put bollards. It would be a great place for the Farmer's Market, especially with the rate it is growing. She wanted to include that area for consideration when researching the pricing of placing bollards to close down the street for events.

Vice Chair Bucci recited the minutes from the previous CRAAB meeting concerning finding monies in the CRA budget for the costs of the Farmer's Market for the first six months. She asked if there was any progress accomplishing that request. Her reason for asking is because she stated the block really needs to be blocked off for room to place vendors. She stated that vendors are not going to return to the Farmer's Market if they can't be located closer to everyone else.

Ms. King stated that the request is subject to CRAB board approval and the next meeting is not until November 10th. It was not possible to schedule a special meeting for this item. It cannot be decided by anybody else. This board can make recommendations but can not make the decision.

Vice Chair Bucci argued that the recommendation was made at the last meeting, and she spoke to all the Commissioners. She doesn't understand where the disconnect is for moving this forward. She stated a decision really needs to be made.

Ms. King again stated that it can not be put before the CRA Board until the next meeting on November 10th. A special meeting couldn't be scheduled.

Chair Harris asked if the Health and Fitness parking lot would be an option for placement. This would get the other vendors closer.

Vice Chair Bucci stated that the location was tried, but the permit was denied for that location because of the public crossing the street to access other vendors. She stated that she explained it is no different than people parking there and then crossing the street to access the market.

Member Boukari asked who was responsible for approving the permit. He was informed it was the Planning Department. Member Boukair then went on to say he would encourage the planning department to go to Main Street and observe that there is not

enough traffic on Main Street to be concerned with public crossing the road. Main Street is not a thoroughfare.

Both Vice Chair Bucci and Member Boukari agreed that safety is paramount.

Member Boukair then asked what would be required to block off the street.

Vice Chair Bucci stated that blocking it off wasn't the problem. It was the cost that was involved. The first special event permit that was submitted came back with costs. The Alachua Police Department would be involved, as well as the Public Services Department. It all equated out to be approximately \$1600.00 a month and with the first month being free to vendors, nobody could afford that. The second month (which is a paying month) is off to a good start with vendors already booked and paid. She stated that social media has really exploded with exposure for this market.

Ms. King suggested that the CRA Board only meets every other month, there is another option. The Commission meets more frequently. They are the same board members.

Member Boukari asked when the next Commission meeting is due to be held.

Ms. King confirmed that it would be next week.

Member Boukari then suggested that a motion be made for Vice Chair Bucci to represent this board at the next Commission meeting with the ask. Also, to impress upon them the risk of losing these key vendors and running the risk of having the market collapse on itself due to the failure of having access to adequate parking and places for vendors. He stated that maybe they would vote right then and there to provide funding.

Rodolfo Valladares, Executive Director, City of Alachua, addressed the board. He commended the board for their efforts in vitalizing Main Street. He reiterated that there are many wonderful ideas that would make Main Street vibrant. However, they can't all be done at the same time. The budgets are set and allocated. There is no "if you can find \$25,000 reallocate it to..." It has already been allocated. All the ideas need to be properly vetted, strategies in place and your recommendations roll up.

Member Boukair then asked if he is being told that he should not make a motion to have Vice Chair Bucci represent this board at the next Commission meeting.

Mr. Valladares stated that is absolutely not what I am saying.

Member Boukari then asked Mr. Valladares if that action would disrupt the processes of the city. He understands that it doesn't follow the normal procedures and funds have already been allocated and somebody has to make a decision at some point. He understands that any person should not be able to haphazardly say "move money from

here to here."

Mr. Valladares stated that is exactly what he is trying to mitigate. He stated that this board's efforts can align, but he is trying to mitigate, so there is a full understanding.

Member Boukari suggested that maybe a stop-gap effort would be to have Member Bucci go to the Commission and request funding for a short amount of time, maybe a month or two. Once momentum is broken or stalled, it is very difficult to start it up again.

Member Boukari reiterated that the funding for the sign is not currently being used, and that particular project is on indefinite hold. He insists that a smaller request can keep the momentum moving forward.

Mr. Valladares recognized that this has hit a pivotal moment and now is the time to pivot. He used the example of Theatre Park. He will be striving to make sure the rationale behind the farmer's market doesn't get forgotten.

Chair Harris asked if there were a lot of people parking in that lot during the last market. She asked Vice Chair Bucci if the vendors would accept being placed in that parking lot, which is closer. She stated that she doesn't understand the safety issue being discussed. She observes people crossing Main Street all the time, not in crosswalks. If the building owners of Health and Fitness don't object to this action, why shouldn't it be ok? She expresses her frustration in the complication of the issue.

Vice Chair Bucci addressed Mr. Valladares. She commented that she has been organizing this market for over a year. She has spoken to Ms. King, the CRA, and the City Commission. She stated that at a Commission meeting in April, she requested the CRA to set aside funds for this market. She expressed that this isn't anything new, and the community wants it. She feels like the City is trying to restart something that has already been started. There are already people who want to take the lead and go. The public loves this event. She believes that if the answer comes out that there is no funding available after that workshop, you can count out herself, the community, the small businesses on Main Street and the public. She has contacted every business owner on Main Street to inform them of the results after each meeting. The answer is still outstanding. She states that it is past the time to have a workshop to discuss this.

Member Boukari interrupted to state he has observed many entities attend Commission meetings and ask for money. Just because this board wants this to happen, doesn't mean everyone wants this to happen. He reiterates what has happened in the past. He emphasized that this is the reason he suggested going to the Commission and asking for stop-gap relief. He doesn't believe it is proper to ask Mr. Valladares to solely make that decision. He understands the frustration, but certain processes need to be followed.

Member Barrows agreed with Member Boukari.

Vice Chair Bucci states that she has seen evidence that it would not help, but if the board suggests she go this direction, she will agree. She reiterates that this effort is not just for her. It is for the community and small businesses. She expresses her concerns about Alachua getting chosen for the Levitt Music Series concerts. She believes that if the city does not have this process figured out, it will snowball. She emphasizes that can't happen. She looks at the market as a practice run for cooperation between private business and the city. She believes the concert series will fail if this process doesn't get figured out.

Member Boukari contends that specific numbers are needed to present to the Commission. By listing specific amounts and what they would be used for, a positive outcome might be easier to obtain.

**Member Boukari moved that this board ask Member Bucci to represent them before the Commission and lobby them to take some swift action and provide some stop-gap funding to get the Farmer's Market through the end of the year, for the purpose of providing safety needs, to allow the market to continue to prosper; seconded by Vice Chair Bucci.**

**Motion passed by 4-0 roll call vote.**

### **III. BOARD COMMENTS/DISCUSSION**

Member Boukari expressed his thanks to all the City staff for their efforts. He also expressed his thanks to former Chair Rothseiden for all his years of dedication to this Board as Chair.

Vice Chair Bucci expressed her appreciation to the City staff for their support.

### **IV. CITIZENS COMMENTS**

Dennis Pollard made a presentation and request to the Board.

Mr. Pollard asked the board to consider providing a place for him to place a storage building that would look like Santa's cottage. A building that would be 8x10 or 12x12 depending on funding. This building would have a front porch and be handicap accessible. He has been looking through the city and behind the Chamber of Commerce, there is a large concrete area that would be the ideal place to locate this building. He would be responsible for the maintenance of the house. He would do all the painting, decorating and maintenance of the building. He has contractors that are willing to donate their time to finish the inside. He would like to have this in place for Christmas 2026. He suggested different events that could be held at this site other than Christmas season.

Member Barrow asked if he had looked at existing houses already on Main Street to accomplish this year round.

Mr. Pollard stated that simply due to funds, taking into account rent, utilities and upkeep, he could not afford to do that.

Member Boukari stated that he believes that this is not the correct Board to present this idea to simply because they don't own that real estate. He believes the City Commission would be the correct board to approach. He expressed to Mr. Pollard the questions to be prepared for.

Member Barrows encouraged Mr. Pollard to continue searching for a way to accomplish this idea.

Vice Chair Bucci expressed her interest in having Mr. Pollard be present at the Farmer's Market every Saturday. She also shared her knowledge of building sizing that requires a building permit. She encouraged him to obtain more information concerning this requirement.

**Member Boukari moved that the Board put their support behind Mr. Pollard efforts in trying to bring Santa to Alachua's Main Street to benefit all the children here; seconded by Member Barrows.**

**Motion passed by unanimous consent.**

## ADJOURN

Chair Harris adjourned the meeting: 5:37 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT  
AGENCY OF THE CITY OF ALACHUA,  
FLORIDA:

  
\_\_\_\_\_  
CRA Advisory Board Chair

  
\_\_\_\_\_  
Staff Liaison