



Community Redevelopment Agency Meeting Minutes
November 10, 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 Scott Walker

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. Dayna Williams, Member – Absent

APPROVAL OF THE AGENDA

Member Jennifer Ringersen moved to approve the agenda; seconded by Vice Chair Shirley Green Brown.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

A) APPROVE MEETING MINUTES- SEPTEMBER 08, 2025

Member Ringersen moved to approve the minutes from the September 08, 2025 meeting; seconded by Vice Chair Green Brown.

Motion passed by unanimous consent.

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

Susan King, Community Redevelopment Coordinator, presented the information.

City Attorney Scott Walker read Resolution CRA 6-01 by title only.

Member Jacob Fletcher asked if there is a pattern for scheduling these meetings. Ms. King answered.

Member Ringersen moved to adopt CRA Resolution 26-01; seconded by Member Fletcher.

Motion passed by role call vote. 4-0

C) STAFF UPDATES

Ms. King presented her report.

Theatre Park: Substantial completion date is estimated to be November 21st. All specific areas completed are listed in the staff report. Landscape will be installed next week.

Farmer's Market: The Market on Main is a huge success. It is becoming a highlight of downtown on Saturday mornings. Several Main Street shops have reported an uptake in sales on Saturdays. With the number of vendors, the market will soon outgrow it's current location. The market's logistics, expenses, venue selection and expansion were discussed at the last Advisory Board meeting. The Advisory Board made the following recommendations for staff to present to this Board:

1- Explore a trial period for intermittent street closures of one block on Main Street between NW 150th and NW 148th Place and to discuss the cost to effectuate this intermittent closure.

2- Solicit any overall opinions from the CRA Board about the Farmer's Market and any possible venue locations.

3- Request funding from the CRA budget to cover expenses of the Farmer's Market for

the initial six-month permit period. Staff invites any feedback from this Board on these recommendations.

Billboard Design: Staff is working with Outfront Media to update the vinyl on the CRA billboards. The current vinyl has been up for nearly two years and is looking faded and weather-worn, which reduces the visibility. Also, the design is somewhat outdated compared to the current billboard marketing standards. Staff's goal is to have a clean, uncluttered and modern design aligned with the CRA and Heritage Center branding. Staff is requesting a reimbursement of \$11,250.00 from the Visit Gainesville billboard advertising program to subsidize the annual billboard expenses. The grant program will reimburse up to 75% of the annual cost of two billboards, not to exceed \$15,000.00. The updated billboard design received a recommendation from the CRA Advisory Board. Joe Hancock from Moxi Media, donated his time and talent to create the 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.

Vice Chair Green Brown asked if all three billboards would have the exact same design.

Ms. King confirmed that it would be.

Vice Chair Green Brown asked why.

Ms. King explained the need to simplify the billboards to keep costs down. Each different design would cost additional money from the budget. She asked if a different design is what is wanted.

Ms. Green Brown stated that she wants to see more community in the design and different designs. She suggested the idea of families, children and various sites. She believes that Alachua is a rich city and has lots to offer for billboard material.

Ms. King stated that she understands what is being expressed. She reminded the Board that these billboards are paid for out of the CRA budget. The main focus of the CRA is to support the downtown and historical district. If the City wants to pay for the other billboards then additional images could be considered.

Ms. Green Brown inserted that she understands the funding but in the past there have been different designs on them.

Member Ringersen explained that in the past three years the concept of children on billboards has been discussed. She agrees that at least one of them should be different.

Member Fletcher asked for clarification on his understanding of the funding from the grant program. He understands that the 75% funding does not depend on who pays the other 25% of the bill. However, if the funding came from the City, it could be any topic, but if it comes from the CRA then it has to be geared toward the downtown CRA district.

Ms. King confirmed he is correct.

Member Fletcher asked if there have been efforts to support other areas of the CRA district separate from the historic downtown area.

Ms. King explained there are plans for landscape improvement in the rolling oaks area. Banners are invested in for the entire CRA district.

Member Fletcher feels that it would not be too hard to back up these other ideas for the billboards because the CRA district is not just the historic downtown area. He agrees with the other Board members that not all the billboards have to be geared toward downtown/Main St.

Ms. King reiterated that as long as the designs promote some aspect of the CRA district, then CRA budget could be utilized.

Member Fletcher then asked how to get another design aspect for the Board to consider.

Rodolfo Valladares, Executive Director, asked Ms. King what the cost was for the current proposed design.

Ms. King added that the current design was free. Mr. Hancock donated his time.

Mr. Valladares then spoke to the Board directly. He attested that the input was valuable and informative. He asked the Board for time to allow staff to review the budget, compile ideas and present the strategies in place to accomplish the desired effect stated at this meeting.

Vice Chair Green Brown expressed her acceptance to that idea.

Ms. King invited more input and ideas to consider. She explained that Outfront Media has a graphics team that will do the first design for free but any changes after that initial design will be charged for. She added that as long as the location was within the CRA district, for example, Skinner Park with children and families in the image, then CRA funds could be utilized.

Member Fletcher suggested pictures of the Farmer's Market be considered.

Member Ringersen agreed. She held up a copy of the local newspaper, Alachua County Today, and stated the pictures of families at the Market are exactly what is being stated.

Vice Chair Green Brown again stated that this community is rich with family value. There are lots of things that could be considered.

Ms. King indicated that simplification is important. People traveling at a high rate of speed may miss the message if the design is too busy.

Chair Welch asked for citizen comments on this subject.

Gib Coerper input some history concerning billboards. He states the State of Florida restricted the number of billboards on the highway. He suggested sending pamphlets or other correspondence to other states or cities' Chambers of Commerce to encourage them to stop at Alachua exits.

Michelle Lee, Optimal Station, expressed her availability to donate some time to helping with ideas. She expressed her agreement with other ideas that have been expressed by the Board but cautioned the Board to be mindful of the call to action of the billboards.

Mandy Bucci suggested keeping the format of the suggested billboard design but agreed the image could change.

CRA Planning Workshops: The CRA Amended Community Redevelopment Plan, which serves as the framework for the redevelopment efforts undertaken by the Alachua CRA, has not been updated since 2013. One of the 10 focus areas is public participation. Citizens coming together and contributing to the future direction of the CRA efforts. Staff is organizing CRA Workshops to align stakeholders with a common direction and to cultivate a shared vision for Alachua's CRA. Community collaboration enables the public and stakeholders to become a part of the redevelopment and revitalization process. The businesses will have a role in how to address the various challenges in the downtown district and how to stimulate reinvestment into the redevelopment area.

The ideas, goals and priorities generated from these workshops will be relevant to the decision-making process and used to determine which project to present to the Boards for consideration in the coming years.

The first workshop will be November 20th and the second date is December 22nd. The first meeting will encompass informing the public of what the initiatives were and what has been accomplished. The second meeting will be a collaborative idea session and a recap of the first meeting. The third and last meeting will be for setting priorities of the proposed initiatives brought by the community. Logistics, costs and funding options will be discussed. Lastly, an action plan will be developed to present to the CRA Advisory Board and then onto the CRA Board.

Member Ringersen pointed out a date typo for February.

Vice Chair Green Brown asked for the location of the workshops and who would be facilitating them.

Ms. King stated staff, Bryan Thomas, will be making the introduction and Bernadette

Fisher will be the facilitator.

Vice Chair Green Brown asked if there will be any value to the measure of these workshops and if folks will complete an evaluation. She used the example of the farmer's market. Would people fill out an evaluation answering questions like: did things go well, or how could things be done differently? She believes that it is a necessity to be able to tell which direction they should go in.

Bernadette Fisher, Principal Planner, explained there would be electronic and paper surveys utilized for measurable feedback.

Mr. Fletcher questioned the date of the second workshop in December. He asked if the second meeting is where the top ten initiatives would be determined. He believes that the week of Christmas is not a good date for this workshop. He questions the fair or justifiable community input based on the likely limited community participation because it is a holiday week. He asked the date to be changed to ensure as much community participation as possible.

Ms. King stated that efforts are being made to accomplish all the workshops prior to budgeting time in February-March. She stated that a mailer has already been mailed out to 325 people, but that date could be changed because another mailer will go out prior and a change in date could be stated in that mailer.

Member Ringersen agreed with Member Fletcher's concerns about the date.

Mr. Valladares asked the Board if they would be opposed to pushing the date back after the holidays due to conflicts and other scheduling difficulties.

Member Ringersen asked about the Farmer's Market. She wanted to know if numbers of people attending are available.

Ms. Bucci provided information to the Board. She stated that one of the vendors has a clicker. She advised that this vendor counts people as groups. She had 30 groups (of three or more) stop at her booth. Ms. Bucci explained that this was at one of the lower vendor participants. Well over 100 people attended the second weekend. This number is correct because they had 100 free shopping bags to give away, and these bags went very quickly. This past weekend was very busy. Ms. Bucci stated that she worked her shop and had more than double her sales of a normal Saturday. There will only be 2 markets in December because of other festivals already going on.

Vice Chair Green Brown contended that this is where a survey would be so beneficial. She believes that if the vendors filled one out to provide numbers, a better understanding of participation would be had.

Member Ringersen asked if the vendors are now paying for spots. It was confirmed.

Member Fletcher asked if the Public Information Officer (PIO) was involved in advertising for these CRA and City events.

Mr. Valladares confirmed there is a strategy for the PIO to be involved in promoting city events.

Ms. King added that ads are taken in the out of county newspapers for these events as well.

Member Ringersen suggested utilizing the idea of the bag give always to extend the advertising efforts. For example, putting flyers in the bags for future events with dates.

III. BOARD COMMENTS/DISCUSSION

Mr. Valladares reiterated information that he had noted concerning the workshops and billboards. He asked for clarification or confirmation. He asked if there was a decision on the Market on Main recommendation.

Ms. King asked if she should re-read the recommendation.

Vice Chair Green Brown stated her concerns about time for this meeting.

Ms. King explained that it concerned considering intermittent street closures as the market expands. When it is full, it is bursting at the seams. If it keeps growing, more room will be needed. They are requesting street closures between 150th Ave and the flashing light on Saturdays between 8am-1pm. They are also recommending the use of CRA funding because Alachua Police Department (APD) and Public Services staff would be needed. The cost from now until the end of the permit period would be a little over \$7225.00 for overtime and APD presence. In the past, CRA budget has been used for events.

Member Fletcher questioned exactly what is being asked for.

Ms. King expanded on the information given.

Member Ringersen asked if the Board wants to do that now or when the market opens full-time again after the holidays.

Member Fletcher expressed concerns about discussing money without documentation provided and also the time constraints at this meeting. He asked if a special meeting could be held to discuss these recommendations. He doesn't want to lose momentum on this but feels a decision should not be made at this time.

Vice Chair Green Brown adamantly stated that the Board should revisit this discussion. She wants to see numbers for her to make a proper decision.

Member Ringersen asked if a motion was needed.

Mr. Valladares stated a motion was not needed and staff would look at the calendars and confer with the Board for a date.

IV. CITIZENS COMMENTS

Mandy Bucci impressed upon the Board the necessity of the street closures. She stated that vendors are leaving because they are not included in the market. They feel they are too far away. The food trucks are not present because they can't park on the grass. She emphasized the need for the closure to keep vendors present and build the participation.

Tamara Robbins suggested these meetings not be scheduled back to back with a Commission meeting so everyone could participate. She agrees that the street closures should be done now because the growing season in Florida is the winter. Vendors are wanting to sell out of their trucks, not haul their produce to a small spot on the grass.

ADJOURN

Member Ringersen moved to adjourn; seconded by Vice Chair Green Brown.

Chair Welch adjourned the meeting. 6:05 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF ALACHUA,
FLORIDA:



Rodolfo Valladares, CRA
Executive Director



Walter Welch, CRA Chair