



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda October 18, 2021

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Marvin Bingham, Jr.
Member Bryan Boukari
Member Rick Robertson

Executive Director **Mike DaRoza**

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: October 18, 2021

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.

CRA ADVISORY BOARD MEETING

CALL TO ORDER

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

- A. Approval of the Minutes of the September 13, 2021 CRAAB Minutes
- B. Main Street Signage Update
- C. Alachua Woman's Club Update
- D. Holiday Nights

E. Plein Air Paintout on Main - Matching Arts Grant

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 10/18/2021

SUBJECT: Approval of the Minutes of the September 13, 2021 CRAAB Minutes

PREPARED BY: Kenyata Curtis, Planning Assistant

RECOMMENDED ACTION:

Approve the Minutes of the September 13, 2021 CRAAB Minutes

Summary

Approval of the Minutes of the September 13, 2021 CRAAB Minutes

ATTACHMENTS:

Description

- Draft CRAAB Minutes - September 13, 2021



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes September 13, 2021

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Marvin Bingham, Jr.
Member Bryan Boukari
Member Rick Robertson

Executive Director Mike DaRoza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

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CRA ADVISORY BOARD MEETING

CALL TO ORDER

Chair Rudy Rothseiden called the meeting to order. All Members were present.

APPROVAL OF THE AGENDA

Member Bryan Boukari moved to approve the agenda; seconded by Vice Chair Kelly Harris.

Passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of the Minutes of the August 16, 2021 CRA Advisory Board Meeting

Vice Chair Harris moved to approve the minutes; seconded by Member Boukari.

Passed by unanimous consent.

- B. Meeting Dates for Calendar Year 21 - 22

CRA Coordinator Lindsay Rizzo introduce the item.

Member Bingham moved to accept the meeting dates for Calendar Year 21-22; seconded by Member Rick Robertson.

Passed by unanimous consent.

- C. CRA Staff Updates

CRA Coordinator Rizzo introduced the updates on current CRA projects.

- D. Business Facade Grant Program Application for Manor on Main Street, applicant for Project Improvements to a building located at 14603 Main Street

Member Boukari inquired about the current property tax status.

Member Bingham, Jr. moved that based upon Staff's recommendation, this Board finds the Business Façade Grant Program Application submitted by Salvie Andreola for improvements to a building located at 14603 Main Street to be consistent with the Business Façade Grant Program Policies and Procedures and transmits the application to the City of Alachua Community Redevelopment Agency with a recommendation to approve; seconded by Member Boukari.

Vice Chair Harris inquired about the contractor's screening process of the applicant.

CRA Coordinator Lindsay responded.

Vice Chair Harris inquired about a follow-up process to check integrity of work.

Member Boukari suggested all contractors are licensed and build according to the City's building code.

Member Robertson shared his grant recipient experience.

Member Bingham suggested the grant requirements be met before payout.

Motion Passed 5-0 in a roll call vote.

III. BOARD COMMENTS/DISCUSSION

Member Robertson inquired about the landscaping around Skinner Field and round Main Street.

CRA Coordinator Rizzo responded.

Member Robertson inquired about littering around tennis and basketball courts.

CRA Coordinator Rizzo responded.

Member Robertson inquired about lighting around Main St. and Skinner Field.

CRA Coordinator Rizzo responded.

Member Bingham shared his suggestion for adding additional lighting on Main Street.

Member Boukari shared his concern for the landscaping of the Bradford trees on Main.

The discussion about the trimming of the Bradford pear tree trimming ensued.

Chair Rothseiden inquired about routine drainage cleanings. He also asked for updates on Main Street events.

Member Boukari responded.

IV. CITIZENS COMMENTS

None.

ADJOURN

Member Boukari moved to adjourn; seconded by Vice Chair Harris.

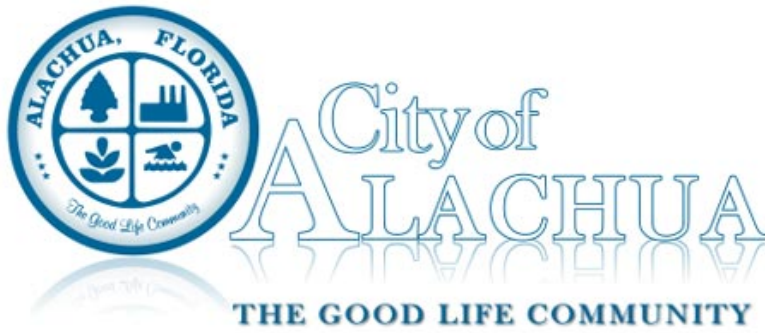
Passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison



Board/Committee Agenda Item

MEETING DATE: 10/18/2021

SUBJECT: Main Street Signage Update

PREPARED BY: Rodolfo Valladares, P.E. Public Service Director

RECOMMENDED ACTION:

Hear Update.

Summary

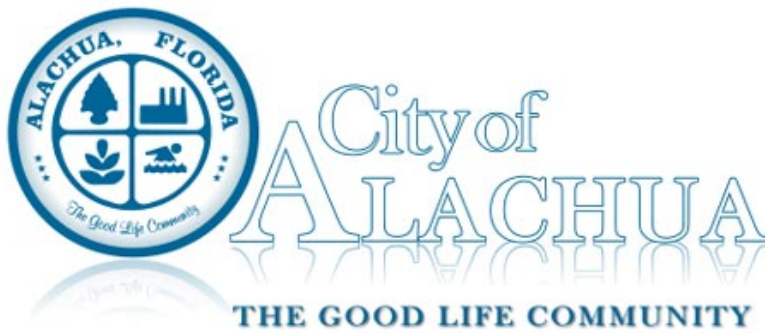
With coordinating efforts, the Community Redevelopment Agency has worked with Public Services to implement a task that will improve the regulator and warning traffic signage along Main Street.

Traffic signs are critical elements because they communicate the rules, warnings, and guidance information that drivers need to safely and efficiently navigate roads and streets.

Well maintained signs are important as they help drivers make good decisions. As needed, part of the City traffic sign maintenance is to:

- Clean signs
- Replace faded, discolored, damaged or vandalized signs
- Control vegetation
- Adjust sign supports

Timely detection and response to maintenance is important for an effective sign management program. City trains staff to look out for deficiencies; however, the City relies on citizen input to help identify needs. In response to citizen input, Public Services will be performing maintenance of the traffic signs along Main Street. Efforts will include the replacement of supports and traffic signs. This project will beautify the streetscape, enhance wayfinding, and increase safety.



Board/Committee Agenda Item

MEETING DATE: 10/18/2021

SUBJECT: Alachua Woman's Club Update

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

Hear Update.

Summary

During the previous Community Redevelopment Agency Advisory Board meeting it was requested that staff look into possibilities to assist the Alachua Woman's Club in its efforts to remain an establishment on Main Street. Staff is working with the Board of the Alachua Woman's Club to host various events at the club in order to attract visitors. The first event to take place was the Plein Air Paintout on Main Street. Due to inclement weather, it was no longer possible to host the event in the outdoors. As such, the Woman's Club offered to host the event inside.

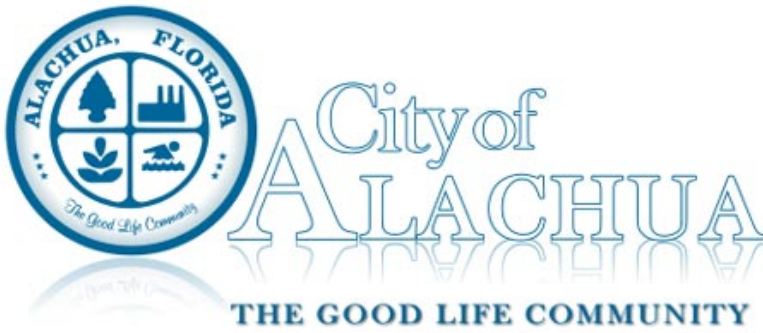
Since this time, staff has worked with the building manager to kick off a campaign to Save the Woman's Club. The kickoff event is December 4th at the First Inaugural Alachua Woman's Club Charity Ball of Saint Nicholas. Staff recognized a need for building updates prior to this kickoff event. As such, staff prepared a scope of services to be performed and prioritized those with the most visual impact. Staff then reached out to various businesses to request free services including:

- tree trimming
- tree removal
- new landscape at the front and side entrances as well as under the sign
- new chandeliers, fans, can lights and bathroom lighting
- an electrician to install all lighting and fans
- refinishing of the hardwood floors
- plaster and paint is the last commitment needed to pull of the prioritized scope

Staff has created an Alachua Woman's Club Committee dedicated to the Save the Woman's Club Campaign. The committee members are assisting with activities such as:

- branding
- new website
- business plan
- photographs of the renovated space
- invitations to the Charity Ball of Saint Nicholas
- gift baskets with invitations to the Charity Ball of Saint Nicholas
- obtaining event sponsors for the Charity Ball of Saint Nicholas
- planning the of the free Children's Ball of Saint Nicholas on the following day

Staff is also working to begin planning for other signature events in coordination with the Woman's Club such as the Masquerade on Main and the Alachua Wedding Expo.



Board/Committee Agenda Item

MEETING DATE: 10/18/2021

SUBJECT: Holiday Nights

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

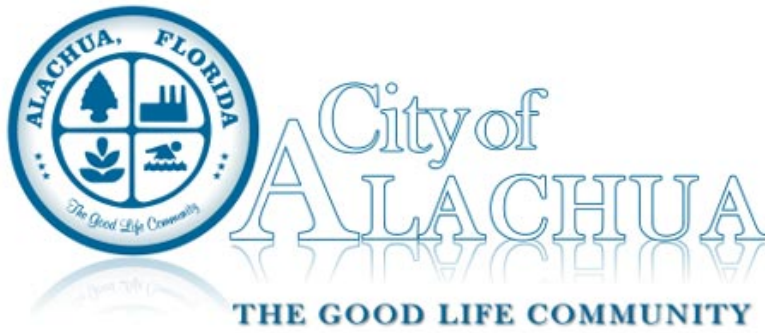
Hear Update.

Summary

Holiday Nights is a new signature event designed to attract visitors to downtown Alachua. During the month of December there will be various events sponsored by the City, local churches, businesses and non-profit organizations. Included below are some of the key pieces being managed by CRA staff to develop this event.

- Decorations installed on Main Street:
 - o New tree: location in front of Theater Park
 - o New Sleigh: location in front of the Chamber
 - o Updated lamp post garlands with ornaments and colored fading lights
 - o Theater Park will be decorated as previously
 - o The red and white spheres will be along Main Street
 - o Decorate old warehouse as Reindeer Barn
 - o All downtown properties are encouraged to decorate
- Santa's Village – Kids Zone on Fridays in December 3, 10 and 17
 - o Chamber Welcome Center installed with Santa's House from Mid-November to the end of December – paid for with three sponsorships
 - o Install electricity on the exterior of Chamber- paid for with sponsorship
 - o Photos with Santa- each family to receive free Fracture- paid for with sponsorship
 - o Movie on the wall in the parking lot
 - o Warehouse decorated on exterior as Reindeer Barn
 - o Snow machine
 - o Horse and Carriage Pickup
 - o Mr. and Mrs. Clause in Chamber Welcome Center with Chief of Security Elves to manage the line
 - o Staged snowball fight between elves using soft, reusable snowballs
- Advertising
 - o City of Alachua electric bills will be sent out with full page, black and white flyers in the cycles on 11/1/21 and 11/22/21
 - o Yard signs in front of major intersections and neighborhoods
 - o News Channels to include non-holiday and holiday videos created by Studio 601 to create an awareness of businesses as well as special event activities
 - o Billboards
 - o Large vinyl on Chamber Building
 - o Facebook
 - o Small handouts for businesses to disperse
 - o Window flyers

- o Regional hotel advertisements
 - o Hospitality Council of Alachua County
 - o Handouts for school backpacks
 - o Church newsletters
 - o Our Town Magazine – full page ad in the November/December issue
 - o Alachua Today Newspaper
 - Directional Signage
 - o Parking and informational signage to show event locations with QR code to Holiday Nights Landing Page for map and additional info
 - Photo Opportunities
 - o Santa Sleigh
 - o Electronic Christmas Tree
 - o Selfie Stand in optimal photo location with QR code for Snapchat filter for Alachua Holiday Nights
 - Beer and Wine Garden in Theater Park
 - o Managed by the non-profit of Alachua Woman's Club
 - o Alcoholic beverages may not leave the premises of Theater Park
 - Landing Page
 - o A landing page specifically created for Holiday Nights will show a calendar of events highlighting any holiday related activity hosted by a business, church or the City in downtown Alachua.
 - o A map of the Friday night activities
 - Branding
 - o Create branding image for all marketing materials and landing page
 - o Update walking guide map to include 241 and NW 142nd Terrace to highlight businesses and parking availability
 - Landscape
 - o Install additional winter plants such as poinsettias at key locations as permitted by budget
 - o Design sidewalk bulb out in front of Theater Park area: Remove dying tree to install Christmas Tree and install additional winter plants
 - o Design sidewalk bulb out in front of Chamber for Santa's Sleigh with winter plants
 - o Design right-of-way between street and sidewalk in front of Woman's Club to match right-of-way in front of Century Building
 - o Oak Tree trimming on North Main and in Christmas Tree Lighting area performed by Public Services
 - Street Closures
 - o December 3rd – from NW 145th Avenue to South Side of parking area at Veterinary Clinic
 - o December 10th – from NW 145th Avenue to NW 150th Avenue- allow traffic to cross Main
 - o December 17th – from NW 145th Avenue to NW 150th Avenue- allow traffic to cross Main
 - Horse & Carriages
 - o two carriages pick up in front of Harvest Thyme and Music Junction
 - o both carriages will travel full extent of closed street regardless of pickup location
 - o guests may exit the carriage at any point but can only reload at a designated pickup location
 - Outdoor Music
 - o Looking for 3 or 4 musical groups each containing 1-5 people for caroling or holiday related music
 - o Groups will be stationed along Main Street in outdoor settings such as Theater Park
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Board/Committee Agenda Item

MEETING DATE: 10/18/2021

SUBJECT: Plein Air Paintout on Main - Matching Arts Grant

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

Hear update.

Summary

The City of Alachua Community Redevelopment Agency hosted an event on September 17, 2021 called the Plein Air Paintout on Main Street. This event was paid for with a 50% matching Grant from Visit Alachua and the Alachua County Board of Commissioners. The event was advertised through social media, printed flyers and yard signs. During the event, Main Street was closed from 4-9 p.m. from NW 150th Avenue to NW 145th Avenue. Various establishments provided outdoor music. Artists were invited to set up at select locations along Main Street where they were able to sit in the open air to paint. In addition, two artists were hired to teach live painting classes. The children's class was designed for any age or skill level. These students followed the teacher step by step to create a painting. The adult class was an introduction to still life oil painting where each student selected their own scene from a variety of fall themed arrangements. In addition, coloring tables with pencils and crayons were set up for children and adults to select an image to color or start from scratch to create a picture from a variety of floral arrangements.

The event was determined to be successful by participants as well as businesses along Main Street. Several artists set up in the street to paint while others strolled the street to enjoy watching the live painting. Following the event, artists were approached by property owners interested in purchasing the artwork. The children's class hosted 18 students and the adult's class hosted 6 students. The coloring tables were full for the duration of the event with 40-50 guests. Following the event, the City received requests from artists, students and attendees to host a similar event in the future.

Funds were expended for the following:

- professional artists
- art supplies- children's class with acrylic supplies, adult class with oil supplies, coloring supplies
- advertising materials- flyers created by an artist, yard signs
- directional signage- yard signs to direct attendees for painting and class locations
- visual elements for artists- various fall themed arrangements

Total expenditures equaled \$5,742.25
