



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda October 16, 2023

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Bryan Boukari
Member Jovante Hayes
Member Rick Robertson

Executive Director Mike DaRozza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: October 16, 2023

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

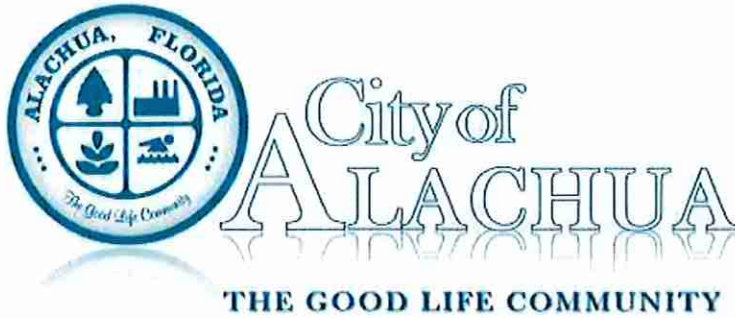
II. NEW BUSINESS

- A. Approval of CRAAB Meeting Minutes- September 18, 2023
- B. CRAAB Schedule for Calendar Year 2024
- C. Staff Updates

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

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Board/Committee Agenda Item

MEETING DATE: 10/16/2023

SUBJECT: Approval of CRAAB Meeting Minutes- September 18,2023

PREPARED BY: Brenda Dean, Planning Assistant

RECOMMENDED ACTION:

Approve CRAAB Meeting Minutes- September 18,2023

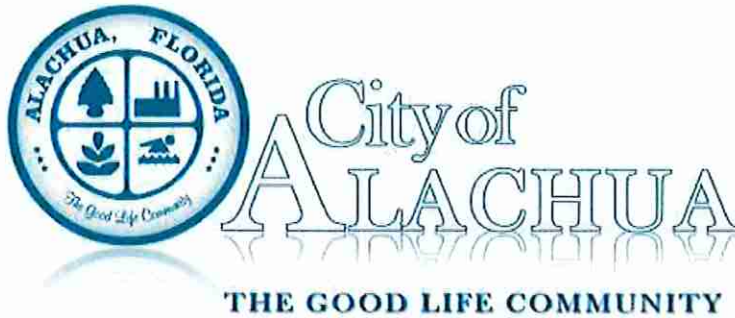
Summary

Approval of CRAAB Meeting Minutes- September 18,2023

ATTACHMENTS:

Description

- September 18, 2023 CRAAB Meeting Minutes



Board/Committee Agenda Item

MEETING DATE: 10/16/2023

SUBJECT: CRAAB Schedule for Calendar Year 2024

PREPARED BY: Adam Hall, AICP, Principal Planner

RECOMMENDED ACTION:

Consider modifying the CRAAB schedule to the third Monday every other month.

Summary

Since 2017, the CRAAB has typically met the third Monday of each month. Staff is requesting consideration to move CRAAB meetings to the third Monday of every other month opposite of the CRA meeting months. The combined CRA/CRAAB calendar for 2024 would be:

January 8, 2024 - CRA

February 26, 2024 - CRAAB (moved back 1 week because of President's Day)

March 11, 2024 - CRA

April 15, 2024 - CRAAB

April 22, 2024 - CRA (Audit Review meeting)

May 6, 2024 - CRA

June 17, 2024 - CRAAB

July 22, 2024 - CRA (moved back 2 weeks because of Independence Day)

August 19, 2024 - CRAAB

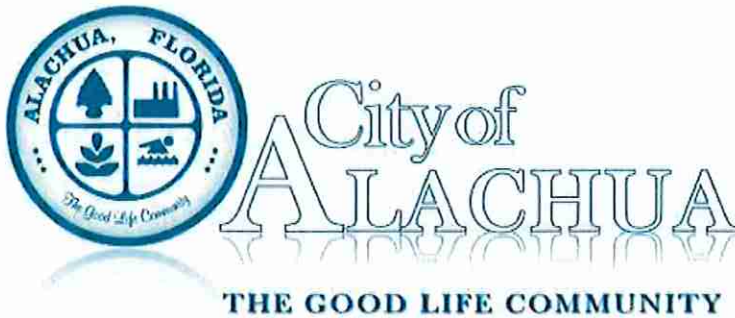
September 9, 2024 - CRA

October 21, 2024 - CRAAB

November 18, 2024 - CRA

December 16, 2024 - CRAAB

The CRA will be considering their 2024 meeting calendar at their November 13, 2023 meeting.



Board/Committee Agenda Item

MEETING DATE: 10/16/2023

SUBJECT: Staff Updates

PREPARED BY: Susan King - CRA Coordinator

RECOMMENDED ACTION:

Receive Updates

Summary

Billboards

OutFront Media completed the three final billboard designs, which are now in production and will be installed at the end of October.

Advertising – Our Town Magazine

Staff signed up for a 6-issue discounted advertising package offered by Our Town Magazine with the first ad appearing in the November-December issue. The full-page ad will list the upcoming special events taking place in the months of November and December. Staff will use either full or half page ads in the following issues.

National Register Sign

Staff received the historical marker for the City of Alachua Downtown Historic District that was paid for by a grant awarded by the William G. Pomeroy Foundation. Staff is soliciting input and advice on the most appropriate location on Main Street to install the marker.

Wayfinding Signage

Staff reviewed the City of Alachua's Wayfinding Masterplan and compiled a list of the various types of wayfinding signs and the locations proposed in the report. Staff is soliciting input and advice pertaining to the current signage needs within CRA before preparing a Request for Quote to obtain price estimates and project timelines. The FY 2023-2024 budget has allocated up to \$100,000 for the purchase and installation of wayfinding signage.

Theatre Park Redesign, Renovation and Revitalization

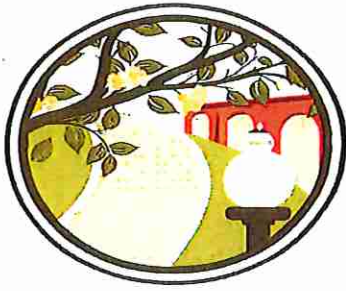
Staff is considering a number of improvements and enhancements that will transform Theatre Park into a community "jewel" and a park with a purpose. Some of the ideas proposed include: 1) landscape and hardscape redesign; 2) metal arches at the Theatre Park entrance with stained glass inserts; 3) wall murals; 4) new park furniture; 5) accent lighting and outdoor décor; 6) interpretive kiosk; and 7) a small, free-standing covered stage or bandshell with a "green room."

Grants

Staff has completed and submitted the Alachua County Billboard Cooperative Marketing grant application, requesting \$15,000 to subsidize the cost of the billboards. Staff will submit the Small Cities and Towns Tourism Grant Program grant application in the coming weeks. This program allocates a portion of the Tourism Development Tax revenue to aid small cities and towns in Alachua County with the operations and promotions of events. Up to \$10,000 is available to each small city to support up to two (2) events per fiscal year. A minimum of 25% must be spent on out-of-county marketing.

Annual Tree Lighting Update

Discussions and planning are ongoing to make the final arrangements and preparations for the Annual Tree Lighting. The Alachua Chamber "Christmas on Main" committee is providing support and proposing "activity areas" for the entire length of Main Street. The committee is working out the logistics of relocating Santa to a storefront on North Main. Various performance groups are being scheduled, including the Alachua Elementary School Chorus, Alachua Children's Theatre, Gainesville Youth Choir, Cha Cha's, and musicians from the local area.



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

CRAAB Meeting Sign In Sheet

OCTOBER 16, 2023 3:00 pm

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Handwritten notes in blue ink:

- Diagonal line across the left column: Please 10-16-23 5:15 pm
- Diagonal line across the right column: Please 10-16-23 5:15 pm