



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes October 16, 2023

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

Executive Director Mike DaRoza

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

Led by Chair Rudy Rothseiden with Member Jovante Hayes absent.

APPROVAL OF THE AGENDA

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

Motion passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

A. Approval of CRAAB Meeting Minutes- September 18,2023

Chair Rothseiden reminded the board that minutes are not verbatim and anyone who wanted could put in a public records request for a copy of the video.

Vice Chair Harris moved to approve the minutes from the September 18, 2023 meeting; seconded by Member Boukari.

Motion passed by unanimous consent.

B. CRAAB Schedule for Calendar Year 2024

Principal Planner Adam Hall introduced the item.

Chair Rothseiden, Member Rick Robertson, Vice Chair Harris and Member Boukari posed several questions and made recommendations.

Principal Planner Adam Hall responded.

Member Boukari moved to accept the schedule for calendar year 2024 with the suggestion that the December meeting be moved to September and have the ability to call for a special meeting if necessary; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

C. Staff Updates

Community Redevelopment Coordinator Susan King introduced the item.

Billboards are in design and will be installed at the end of October, beginning of November. Aprons on the billboards will be utilized to advertise special events happening in the city.

Member Robertson asked questions about the county logo on the billboards.

Community Redevelopment Coordinator Susan King responded.

The advertisement in Our Town Magazine will appear in the November edition. It will include all activities for November and December.

Member Robertson stated that free advertising should be utilized more. Concerns for the availability of the paid advertisement were expressed. He stated there are several options for free advertising.

Board discussion ensued regarding multiple options.

Community Redevelopment Coordinator King stated the National Register Historical Marker

is done.

Community Redevelopment Coordinator King asked for recommendations from the board for location of placement.

Board discussion ensued regarding multiple options.

Community Redevelopment Coordinator King presented designs for the wayfinding signs and gateway sign.

Board discussion, questions and suggestions ensued about sign placement, design, and landscaping.

Community Redevelopment Coordinator Susan King recommended that a workshop be conducted to discuss the topic further in detail.

Community Redevelopment Coordinator Susan King presented suggestions for Theater Park redesign/refresh.

Vice Chair Harris posed questions about electric supply.

Board discussion included structural concerns, drainage, space utilization and design for multiple uses of individual spaces.

Grants have been submitted for several events.

The Annual tree lighting is progressing with implementation of activities to draw people up and down Main Street, relocation of Santa and various commitments from schools and musicians.

III. BOARD COMMENTS/DISCUSSION

Chair Rothseiden asked the board members for questions or comments.

Vice Chair Harris stated that the businesses up and down Main Street are questioning each other about being open on Friday nights during the Holiday Nights events.

Vice Chair Harris asked if the city has a PR person or event coordinator on staff. She stated that the city is growing, and this position would be useful and beneficial.

Member Boukari spoke about some Chamber of Commerce events coming up.

Member Boukari suggested that Tom Gaus be invited to a meeting to present the history behind the implementation of the Redevelopment Board.

IV. CITIZENS COMMENTS

There were no comments.

ADJOURN

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

Motion passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA



CRA Advisory Board Chair



Staff Liaison