



SEPTEMBER 18, 2023

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ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda September 18, 2023

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

Executive Director Mike DaRoza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: September 18, 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 the Minutes of the August 21, 2023 CRAAB Meeting
- B. Staff Updates- September 18, 2023

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



City of ALACHUA

THE GOOD LIFE COMMUNITY

Board/Committee Agenda Item

MEETING DATE: 9/18/2023

SUBJECT: Approval of the Minutes of the August 21, 2023 CRAAB Meeting

PREPARED BY: Brenda Dean, Planning Assistant

RECOMMENDED ACTION:

Approve the August 21, 2023 CRAAB Minutes.

Summary

Approval of the August 21, 2023 CRAAB Minutes.

ATTACHMENTS:

Description

- ▢ 8/21/23 CRAAB Minutes



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes August 21, 2023

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

Executive Director Mike DaRoza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: August 21, 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

Chair Rudy Rothseiden called the meeting to order. He conducted roll call. All members present.

APPROVAL OF THE AGENDA

Member Bryan Boukari moved to approve the agenda; seconded by Member Jovante Hayes.

Motion passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

A. Sunshine Law and Public Records Presentation

Deputy City Clerk LeAnne Williams presented information on The Sunshine Law and Public Records, as they apply to this board.

Chair Rothseiden asked the board members for questions or comments.

Chair Rothseiden asked about access to the minutes of each meeting.

Deputy City Clerk Williams responded.

B. Parliamentary Procedures Review

Deputy City Clerk Williams presented information on Parliamentary Procedures.

Chair Rothseiden asked the board members for questions or comments.

Vice Chair Kelly Harris posed several questions.

Deputy City Clerk Williams and Chair Rothseiden responded and clarified.

C. Approval of the Minutes of the July 17, 2023 CRAAB Meeting.

Vice Chair Harris moved to approve the reading of the minutes from the July 17, 2023 meeting; seconded by Vice Chair Harris.

Motion passed by unanimous consent.

D. Staff Updates

Community Redevelopment Coordinator Susan King presented staff updates.

Chair Rothseiden posed several questions about the billboards.

Community Redevelopment Coordinator Susan King and Principal Planner Adam Hall responded and clarified.

Member Boukari moved to set aside \$5000 for road closures during the Holiday Nights Events.; seconded by Vice Chair Kelly Harris.

Vice Chair Harris, Member Bryan Boukari, Jovante Hayes, and Chair Rothseiden posed several questions about Holiday Nights events, costs, and road closures for these events.

Member Boukari amended his original motion. Member Boukari moved to consider setting aside funding to assist our public partners in hosting subsequent Holiday Nights evenings on Main Street, after staff provides an itemized list of the budget for those holiday expenses; seconded by Vice Chair Harris.

Passed by unanimous consent.

III. BOARD COMMENTS/DISCUSSION

Member Robertson made a statement about this board being an advisory board not a board that makes decisions. He stated that this board makes recommendations to the CRA and they make the decisions.

Member Boukari welcomed Member Hayes. Chair Rothseiden suggested that each Board Member invite a community member to the meeting each time so there would be more exposure to what this Board does.

Vice Chair Harris commended Community Redevelopment Coordinator King for her efforts with mowing behind Theatre Park. She also asked about the light replacement progress.

Community Redevelopment Coordinator King responded.

Community Redevelopment Coordinator King also touched on the amount of information that will be presented at the next meeting.

Member Robertson inquired about the light sensor for Main Street not working.

Vice Chair Harris inquired about the asphalt going over the railroad tracks on 235.

Member Boukari inquired about the shading project at Theatre Park.

Vice Chair Harris responded.

Member Hayes suggested some sort of incentive for the public to entice them to come to the Holiday Nights events, for example, shirts.

Vice Chair Harris and Member Boukari made additional suggestions.

Chair Rothseiden made comment about putting screening around the dumpster in the new parking lot.

Chair Rothseiden inquired about any kind of resolution concerning the access road from the parking lot in the center of Main Street and going behind the law offices.

Member Boukari commented on this issue.

Chair Rothseiden suggested that an update on the issue would be appreciated.

IV. CITIZENS COMMENTS

None.

ADJOURN

Member Boukari moved to adjourn; seconded by Member Hayes.

Motion passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison



City of ALACHUA

THE GOOD LIFE COMMUNITY

Board/Committee Agenda Item

MEETING DATE: 9/18/2023

SUBJECT: Staff Updates- September 18, 2023

PREPARED BY: Susan King, Community Redevelopment Coordinator

RECOMMENDED ACTION:

Approve Staff Updates- September 18, 2023

Summary

Staff Updates- September 18, 2023

ATTACHMENTS:

Description

- Staff Updates- September 18, 2023

Billboard Designs

Staff received billboard design concepts from Outfront Media's creative director to present to CRA Advisory Board for review, feedback and consideration. Based on feedback from earlier CRA Advisory Board meetings, Staff suggested that billboard designs should illustrate the themes "Shop, Dine and Stroll" and "Discover Historic Main Street Alachua."

Billboard Seasonal Event Advertising

Staff requested options from Outfront Media on cost-effective ways to add seasonal advertising to billboards to promote special and holiday events. Outfront proposed adding a short message (such as the name of the event and date) on the "apron" of the billboard as the most cost-effective approach. The other options are either adding an extension or installing new vinyl with seasonal message on part of the billboard panel. A seasonal advertising message added to apron of our billboards for major special and holiday events would cost \$200 per billboard.

Four-Hour Parking on Main Street

In response to a number of complaints regarding the shortage of parking spaces for patrons of retail shops on Main Street, Staff is exploring ways to limit long-term, on-street vehicle parking in front of retail shops and encourage the use of parking lots. The City of Mount Dora created a 4-hour parking limit for their core downtown area from 11 a.m. to 6 p.m. This 4-hour parking limit does not apply to parking lots and other public parking areas. The Mount Dora Police issues warnings and a \$25 fine for anyone parked outside the 4-hour limit. A number of businesses on Main Street were in favor of implementing a time-limited parking program in the

downtown area. Staff is exploring the feasibility of time-limited parking and other options to mitigate on-street parking issue in front of retail shops on Main Street.

Wayfinding Signage

Staff is revisiting the Wayfinding Master Plan, produced and delivered by CHW in 2019. Wayfinding signage was identified as one of ten specific initiatives recommended in the Marketing and Economic Development Study in 2016. The 23-24 CRA budget included \$100,000 for Wayfinding signage. As the first step in implementing this initiative, Staff is currently reviewing the City list of wayfinding destinations, map of recommended locations for wayfinding signs, and the final approved designs for the various types of destination, directional and parking signage.

Annual Christmas Tree Lighting

Staff is moving forward with planning and preparations for the Annual Christmas Tree Lighting. A number of suggestions for activities were proposed by staff and CRA board members, including adding a children's activities area and inviting children's choirs from area schools to perform.

Holiday Nights – December 8, 15 & 22

Discussions and planning are underway to create an agenda for Holiday Nights on the Fridays following the Annual Christmas Tree Light. The second planning meeting of the "Christmas on Main" committee will be held on Thursday, September 21. (Time and location to be announced.) Anyone interested in helping organize this year's Holiday Nights is welcome to attend, contribute ideas and/or join the "Christmas on Main" Committee.