



City of
ALACHUA

THE GOOD LIFE COMMUNITY

**Community Redevelopment Agency Advisory Board Meeting
Minutes
September 17, 2018**

Chair Rudy Rothseiden

Executive Director Adam Boukari

Vice - Chair Bryan Boukari

Member Marvin Bingham, Jr.

Member Kelly Harris

Member Rick Robertson

**Community Redevelopment Agency
Advisory Board Meeting
3:00 PM**

Meeting Date: September 17, 2018

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. Member Kelly Harris was not present.

APPROVAL OF THE AGENDA

Vice Chair Bryan Boukari moved to approve the agenda; seconded by Member Rick Robertson.

Passed by unanimous consent.

I. OLD BUSINESS

A. Billboard Locations & Marketing Content

CRA Coordinator Chelsea Bakaitis provided Staff presentation.

Member Harris arrived at 3:12 p.m.

Chair Rothseiden commented on targeting certain audiences.

Member Robertson commented on the availability and content of the billboards.

Member Harris spoke in favor of staff's recommended billboards locations.

Vice Chair Boukari spoke about the illumination of the proposed billboards.

Member Harris spoke in favor of an illuminated billboard for south bound traffic. She also asked about Visit Gainesville funding opportunities.

Member Robertson spoke about the effectiveness of billboards.

Member Robertson moved to accept the two locations recommended by Staff and to forward the recommendations to the CRA; seconded by Member Harris.

Motion Passed 5-0 in a roll call vote.

CRA Coordinator Bakaitis presented marketing content material for billboard designs.

Member Harris spoke about content.

Vice Chair Boukari spoke about content, the use of the Main Street logo and the need for simple messaging.

Member Robertson agreed on the need for simplicity.

Vice Chair Boukari moved to recommend that the text includes restaurants, shops, and parks, the Main Street logo be included, a photo (if appropriate), and directions from I-75 to downtown; seconded by Member Robertson.

Motion Passed 5-0 in a roll call vote.

II. NEW BUSINESS

B. Approval of the Minutes of the August 20, 2018 CRAAB Meeting

Member Harris moved to approve the minutes; seconded by Member Robertson.

Passed by unanimous consent.

C. CRA Activities Staff Update

CRA Coordinator Bakaitis presented the Staff update.

Chair Rothseiden inquired about the average cost for Third Thursday performers and how the event is advertised.

CRA Coordinator Bakaitis responded.

Chair Rothseiden inquired about advertising Third Thursday on Main by hanging a sign over 441 on pedestrian the bridge.

CRA Coordinator Bakaitis stated that she will check into FDOT requirements.

Chair Rothseiden recommended that local school theater and band groups be contacted for student participation at Third Thursday events.

CRA Coordinator Bakaitis responded.

D. Business Facade Grant Program Policies and Procedures

CRA Coordinator Bakaitis provided the Staff presentation.

Member Harris inquired about program funding for awnings and permitting fees.

Discussion about the Certificate of Appropriateness process, fees and other requirements ensued.

Chair Rothseiden asked if signage was included for funding by the program.

CRA Coordinator Bakaitis responded.

Vice Chair Boukari moved to recommend to the CRA that the "Business Facade Grant Program Policies and Procedures" be adopted, to recommend that permit fees be reviewed with interested parties, and to review permit fees for grant recipients; seconded by Member Harris.

Discussion about the motion ensued.

Motion rescinded.

Vice Chair Boukari moved to table the item until the October 15th Stakeholder's meeting to provide an opportunity for more public input; seconded by Member Harris.

Motion Passed 5-0 in a roll call vote.

III. BOARD COMMENTS/DISCUSSION

Member Harris shared that the Chamber of Commerce will be hosting a Farmer's Market every Thursday from 4 p.m. - 7 p.m. starting on October 4th.

Chair Rothseiden suggested traffic modifications to NW 142nd Terrace. He also suggested the future downtown parking lot have murals in the alleyway and opportunities to place solar panels over parking be explored. He also inquired about historical and planned overtime expenses.

IV. CITIZENS COMMENTS

None.

ADJOURN

Vice Chair Boukari moved to adjourn; seconded by Member Marvin Bingham, Jr.

Passed by unanimous consent.

ATTEST:



CRA Advisory Board Chair

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA



Staff Liaison