



# ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

## MEETING Sign In Sheet

SEPTEMBER 11, 2023  
5:00 p.m.

Name <i>(Please Print)</i>	Name <i>(Please Print)</i>
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*NONE*  
*B/D/2023*  
*9-11-23*  
*5:45 pm*



# ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Meeting Agenda September 11, 2023

Mayor Gib Coerper  
Vice Mayor Dayna Miller  
Commissioner Jennifer Blalock  
Commissioner Shirley Green Brown  
Commissioner Edward Potts

City Manager Mike DaRoza  
City Attorney Marian Rush

The City Commission will conduct a  
**Community Redevelopment Agency Meeting**  
**At 5:00 PM**  
to address the item(s) below.

**Meeting Date:** September 11, 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.**

### COMMUNITY REDEVELOPMENT AGENCY MEETING

#### CALL TO ORDER

#### APPROVAL OF THE AGENDA

#### I. OLD BUSINESS

#### II. NEW BUSINESS

- A. Approval of July 24, 2023 CRA Minutes
- B. Staff Updates

#### III. BOARD COMMENTS/DISCUSSION

#### IV. CITIZENS COMMENTS



City of  
**ALACHUA**  
THE GOOD LIFE COMMUNITY

Board/Committee  
Agenda Item

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**MEETING DATE:** 9/11/2023

**SUBJECT:** Approval of July 24, 2023 CRA Minutes

**PREPARED BY:** Adam Hall, AICP, Principal Planner

**RECOMMENDED ACTION:**

Approve minutes from July 24, 2023 CRA Meeting.

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**Summary**

Approval of the minutes from the July 24, 2023 CRA meeting.

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**ATTACHMENTS:**

	Description
D	July 24, 2023 CRA Minutes



# ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Meeting Minutes July 24, 2023

Mayor Gib Coerper  
Vice Mayor Dayna Miller  
Commissioner Jennifer Blalock  
Commissioner Shirley Green Brown  
Commissioner Edward Potts

City Manager Mike DaRoza  
City Attorney Marian Rush

The City Commission will conduct a  
**Community Redevelopment Agency Meeting**  
**At 5:00 PM**  
to address the item(s) below.

**Meeting Date:** July 24, 2023

**Meeting Location:** James A. Lewis Commission Chambers

Citizens present: Stephanie McDonald, Jovante Hayes.

**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.**

### COMMUNITY REDEVELOPMENT AGENCY MEETING

#### CALL TO ORDER

Led by Chair Gib Coerper.

Vice Chair Dayna Miller was absent.

#### APPROVAL OF THE AGENDA

Member Edward Potts moved to approve the agenda; seconded by Member Jennifer Blalock.

Motion passed by unanimous consent.

## I. OLD BUSINESS

None.

## II. NEW BUSINESS

- A. Approval of May 8, 2023 CRA Minutes

**Member Blalock moved to approve the reading of the minutes from the May 8, 2023 meeting; seconded by Member Potts.**

**Motion passed by unanimous consent.**

- B. CRA Advisory Board Member Appointments

Deputy City Clerk LeAnne Williams led the nomination and election process.

Chair Coerper opened the floor to the candidates.

There were no comments.

Bryan Boukari received four of four votes.

Jovante Hayes received four of four votes.

**City Attorney Marian Rush read Resolution 23-02 by title only.**

Deputy City Clerk Williams confirmed that she will add the names of B. Boukari and J. Hayes to the printed Resolution for signature.

**Member Shirley Green Brown moved to adopt CRA 23-02 to include the appointments of B. Boukari and J. Hayes. Seconded by Member Blalock.**

**Motion passed 4-0 by a roll call vote.**

Member Brown offered her thanks to B. Boukari and J. Hayes for their service to this Advisory Board.

- C. Staff Updates

CRA Coordinator Susan King provided the presentation.

Member Potts commented about a staff recommendation for maximizing the Tree Lighting event in order to increase participation in the rest of the Holiday Nights.

Member Brown asked for CRA Coordinator King to speak more about The Strategic Plan.

Economic Development Manager David Weisner provided more details.

Member Brown asked about the lights between City Hall and the Police Department.

CRA Coordinator King responded.

Chair Coerper commented about way finding signs, and suggestions for putting signs in the new parking lot. He recommended coordination between ABL, Chamber of Commerce and the Community Redevelopment Agency to accomplish what is needed.

D. Preliminary Budget Information for FY 23/24

CRA Coordinator King made the presentation.

Chair Coerper opened the floor for questions or comments.

There were none.

Chair Coerper thanked CRA Coordinator King for her efforts in her position.

**III. BOARD COMMENTS/DISCUSSION**

Chair Coerper and Member Potts congratulated J. Hayes for his appointment.

**IV. CITIZENS COMMENTS**

None.

**ADJOURN**

**Member Blalock moved to adjourn; seconded by Member Potts.**

**Passed by unanimous consent.**

ATTEST:

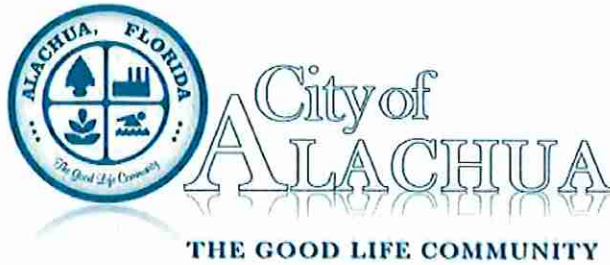
COMMUNITY REDEVELOPMENT AGENCY  
OF ALACHUA, FLORIDA

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W. Michael DaRoza, CRA Executive  
Director

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Gib Coerper, CRA Chair



## Board/Committee Agenda Item

**MEETING DATE:** 9/11/2023  
**SUBJECT:** Staff Updates

**PREPARED BY:** Susan King - CRA Coordinator

**RECOMMENDED ACTION:**  
Receive updates.

### Summary

#### Billboards

Staff reserved a third billboard, located north of US-441 and facing southbound traffic. The board is approximately 1.7 miles south of CR-236. The total annual cost of the three billboards will be \$22,803, although a 5% price increase is expected in 2024. If awarded, a \$15,000 Visit Gainesville Billboard Advertising Program Grant, the annual costs for the 3 billboards will be \$7,803. Staff is working to complete the application process for this grant program. Outfront Media's creative director is currently preparing billboard design concepts, which will be presented to the CRA Advisory Board and the CRA for feedback. The billboard designs will illustrate the themes "Shop, Dine and Stroll" and "Discover Historic Main Street Alachua." Staff is exploring cost-effective ways to add seasonal advertising to promote special and holiday events.

#### Annual Christmas Tree Lighting – December 1

Staff reserved 2 carriages – a 4-person "Sleigh" and an 8-person red wagon - for a 3-hour period during the annual Christmas Tree Lighting on Friday, December 1, 2023. In addition to carriages, staff booked a miniature train for the evening, which can carry up to 24 children. The cost of the carriages is \$2,500 and the cost of the miniature train is \$450.

#### Holiday Nights – December 8, 15 & 22

Discussions and planning are underway to continue the annual Holiday Nights, spearheaded by the "Christmas on Main" committee, which is comprised of downtown business owners, members of the Alachua Chamber of Commerce and the Alachua Business League. City staff will maintain a supportive role. Holiday Nights will be held on the subsequent Fridays following the Annual Christmas Tree Lighting. At this time, no road closures have been requested.

#### Main Street Alachua Christmas Parade – Saturday, December 9, 3 p.m.

#### Holiday Decor

Keith Watson Events has reserved Thursday, November 16, and Friday, November 17, for the Holiday Décor installation in the downtown area. The installation service involves: the pickup and installation of the light pole décor (84 garland on Main Street and 38 on side streets); installing the tree and ornaments; disassembling all the holiday décor; and packing up and returning holiday décor to the respective storage sheds. The cost of this service is \$14,113. Staff is assessing current decorations and will replace or enhance as needed.

#### Music Junction Acoustic Street Jam

The Special Events Permit for the Music Junction Acoustic Street Jam has been approved. The Street Jam event will be held on Saturday, November 11, 2023, the day before the Alachua Harvest Festival, which will be on Sunday, November 12. The City of Alachua will be a co-sponsor, providing necessary services to accommodate the one-block street closure from NW 145<sup>th</sup> Avenue to NW 146<sup>th</sup> Ave. The Music Junction Acoustic Street Jam is a family-friendly event, which is free to participating musicians and the public.

#### Constant Contact

Staff subscribed to a Constant Contact email marketing plan for the purpose of enhancing communications with small businesses and organizations within the CRA. Staff will create a monthly e-newsletter to disseminate relevant information pertaining to meetings, activities, special events, opportunities, entertainment and other happenings on Main Street Alachua and within the CRA.

hand written note by J. Blalock, shown to S. Green.  
B/Green

