



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda August 21, 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: 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

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

- A. Sunshine Law and Public Records Presentation
- B. Parliamentary Procedures Review
- C. Approval of the Minutes of the July 17, 2023 CRAAB Meeting
- D. Staff Updates

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 8/21/2023

SUBJECT: Sunshine Law and Public Records Presentation

PREPARED BY: LeAnne Williams, Deputy City Clerk

RECOMMENDED ACTION:
Receive the Presentation.

Summary

Staff will provide an overview of the Sunshine Law and how it applies to the CRAAB.

ATTACHMENTS:

Description

☐ Sunshine Law

SUNSHINE LAW & PUBLIC RECORDS



City of
ALACHUA
the good life community

Florida's Sunshine Law

- Florida's Sunshine Law is considered the gold standard of open records and meetings laws across the country
- No other government on the planet is as open as Florida

What this Means for Board Meetings

- Provides a right of access to governmental proceedings
- Affects mostly city council and advisory board members
- Meetings must be open to the public
- Reasonable notice must be given
- Minutes must be taken

What it Means for the interaction of the Board Members

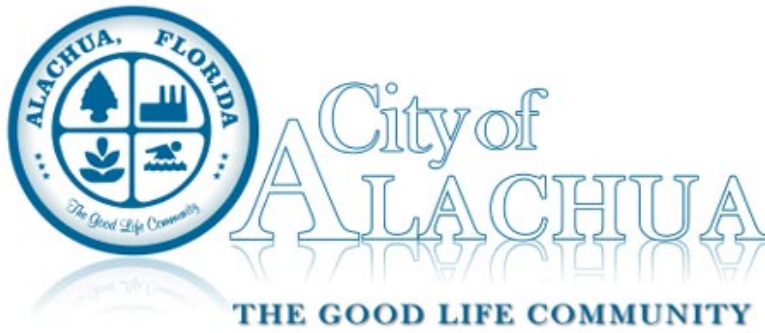
- All discussion about Public Business must be conducted in a Public Meeting
- Any discussion about Public Business conducted in private is strictly forbidden: this includes siblings, spouses, etc.
- All discussion about Public Business on Social Media must be maintained by the City: Facebook, Twitter, Instagram, YouTube, email, text messages.

Public Records

- A Public Record is any information related to the conduct of the public's business prepared, owned, used or retained by any state or local agency regardless of physical form or characteristics.
- If you used it to communicate public business, it's a public record
- Rule of Thumb: Don't create a record until it is necessary

Questions?





Board/Committee Agenda Item

MEETING DATE: 8/21/2023

SUBJECT: Parliamentary Procedures Review

PREPARED BY: LeAnne Williams, Deputy City Clerk

RECOMMENDED ACTION:
Receive the Presentation.

Summary

Parliamentary Procedure is the body of rules, ethics and customs governing, among other thing, meetings. The City of Alachua has established such rules for all of its boards and committees.

This presentation will introduce the CRAAB to the basics of parliamentary procedure.

ATTACHMENTS:

Description

▣ Parliamentary Procedures

Parliamentary Procedure



City of
ALACHUA
the good life community



What is parliamentary procedure?

The rules that help us maintain order and ensure fairness in all decision-making processes.



What are Robert's Rules of Order?

Codification of general present-day parliamentary procedures.



Basic Principles

- Someone must facilitate meetings and maintain order (the presiding officer)
- All members have a right to bring up ideas
- Members should come to an agreement about what course of action to take
- The majority rules, but the basic rights of the minority are always protected by assuring them the right to speak and to vote
- Parliamentary procedure enables members to take care of business in an efficient manner while maintaining order
- It ensures everyone get the right to speak and to vote
- Takes up business one item at a time and promotes courtesy, justice, and impartiality



The Presiding Officer

- The presiding officer (often referred to as “the chair”) is the person who conducts the meeting
- The presiding officer is a role – not a position. This means that the presiding officer is the person who occupies the chair at a given instant of time. (during the meetings)
- The general duties of the presiding officer are:
 - To call the meeting to order at the **scheduled time**, not before
 - If a quorum is not present, the meeting is to be canceled
 - To announce the business that is to come before the body
 - To recognize members who wish to speak
 - To state and put to vote all question that come before the body
 - To enforce the rules relating to debate
 - To decide all questions of order
 - To declare the meeting adjourned



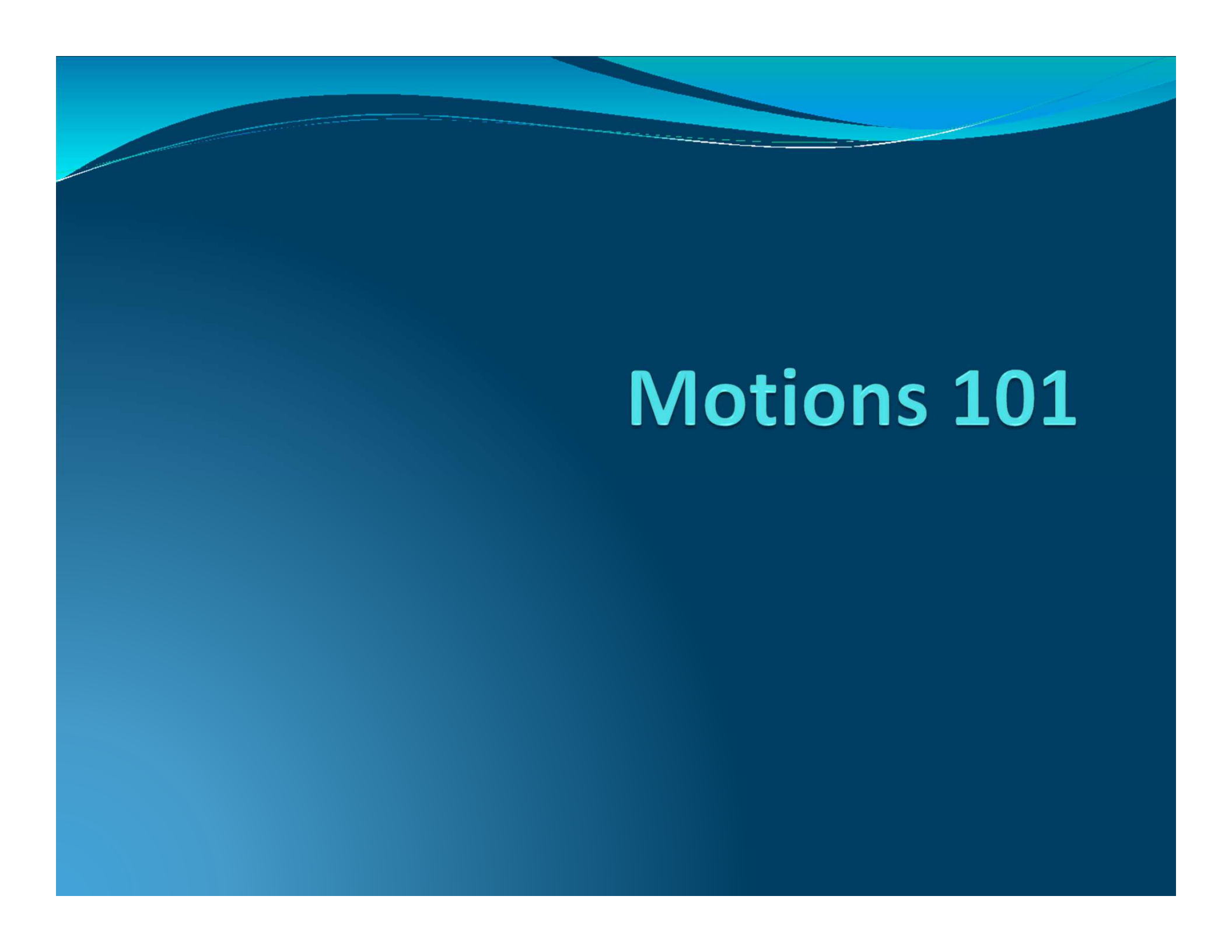
Promoting Courtesy

- Members should refer to each other in a cordial and courteous manner, for example:
 - “the previous speaker” or “Miss Smith”
- All remarks are made through and to the chair
- If a motion is out of order the chair should state: “The motion is out of order”
- Only major infraction of rules are corrected
- If members of the Board or audience are out of order, any member of the Board can call for order.
- Once the Chair calls “Order” he/she reclaims the floor and the house should fall silent.



Order of Business

- Commonly referred to as an agenda, the order of business is the sequence of general business items that will be addressed in the meeting
- The order of business or agenda must be adopted by the body prior to addressing business.
- The standard order of business includes:
 - Call to Order
 - Invocation
 - Pledge to the Flag
 - Approval of Agenda
 - Agenda
 - Council Comments
 - Adjournment
- Different organizations may establish their own standard order of business pursuant to their by-laws.

The background is a solid dark blue with a lighter blue gradient at the top. A series of wavy, horizontal lines in various shades of blue and cyan sweep across the upper portion of the image, creating a sense of motion and depth.

Motions 101



Motions

- A motion is a formal proposal that recommends a course of action that the body should take
- A motion contains three basic pieces of information:
 - Who: References who is authorized or directed
 - What: References the action to be taken
 - When: References the timeframe in which the action is to be taken
- Only one motion can be considered at a time.
- Once a motion has been made and seconded, it must be acted upon before another motion is considered
- The chair may not make or second a motion



Making A Motion

- To make a motion, the maker should say:
 - “I move that...” or “ I move to...”
- Never say “I make a motion to...”
- A motion must be seconded by another member to stand
- A second merely implies the seconder of the motion agrees the body should consider/discuss the motion on the floor – not necessarily that he/she supports the motion itself.
- Once a motion is made and properly seconded, the chair should open the floor for comments from citizens present.
- Once all citizens have commented the chair should restate the motion, which means the motion belongs to the board and no longer to the maker of the motion.
- After the motion belongs to the board the chair puts the motion to a vote by saying: “All those in favor say Aye..... All opposed say Nay”.
- After the vote is tallied, the chair rules on which side won the vote.

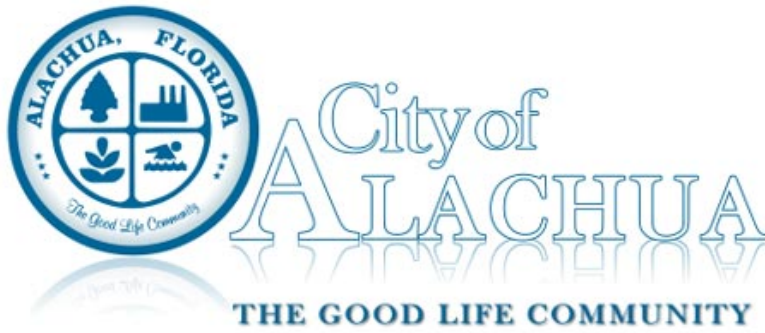


Amending A Motion

- Amending a motion means to modify a pending motion in some manner prior to voting on the pending motion.
- An amendment must be related to the pending motion and have a relevant bearing on the meaning of the pending motion.
- There are three basic processes for amending a motion:
 - To insert or to add words
 - To strikeout words
 - To strikeout and insert words
- The amended motion requires a second and the floor should be opened for public comment after amended motion stands
- The amendment requires a majority vote to adopt

Summary

- The chairperson runs the meeting
- The meeting starts when the chairperson calls the meeting to order
- If a motion is to stand for discussion, someone has to “second” it
- If the motion is to be changed, someone must make a motion to amend.
- At the end, the chairperson will take a vote. Majority wins.



Board/Committee Agenda Item

MEETING DATE: 8/21/2023

SUBJECT: Approval of the Minutes of the July 17, 2023 CRAAB Meeting

PREPARED BY: Adam Hall, AICP, Principal Planner

RECOMMENDED ACTION:

Approve minutes of the July 17, 2023 CRAAB meeting.

Summary

Approval of the minutes of the July 17, 2023 CRAAB meeting.

ATTACHMENTS:

Description

- ☐ Minutes from the 07/17/23 CRAAB Meeting



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes July 17, 2023

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Marvin Bingham, Jr.
Member Bryan Boukari
Member Rick Robertson

Executive Director Mike DaRoza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: July 17, 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. Member Bryan Boukari was absent.

APPROVAL OF THE AGENDA

Vice Chair Kelly Harris moved to approve the agenda as presented. Member Rick Robertson seconded.

Motion carried by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of the Minutes of the June 19, 2023 CRAAB Meeting

Vice Chair Harris moved to approve the minutes with clarification regarding which stormwater management system she was referring to. Member Robertson seconded. Motion passed by unanimous consent.

- B. Approval of the Minutes of the May 15, 2023 CRAAB Meeting

Member Marvin Bingham moved to approve the minutes as presented. Vice Chair Harris seconded. Motion passed by unanimous consent.

- C. Staff Updates

CRA Coordinator Susan King presented the staff updates.

Member Robertson requested proposals for Theater Park redesign to be presented to the board members. Coordinator King responded.

Vice Chair Harris suggested that the CRA assist in marketing the other Friday nights in December that are no longer going to be a part of the City's activities.

Vice Chair Harris asked who would be completing the downtown marketing strategy. Economic Development Manager, David Wisener responded. Member Robertson discussed the previous marketing study that was completed. Chair Rothseiden asked if the study was the only thing that could be done with grant funding. Vice Chair Harris stated that one of the findings of the last market study is the flow through Main Street, which is disrupted by residential uses in between two ends.

Chair Rothseiden expressed his concerns with reducing CRA and City's activities to one night in December.

Chair Rothseiden suggested placing Southern Living endorsement on billboard.

Member Robertson requested clarification on "qualifying billboard" meant for obtaining grants through Alachua County. Coordinator King responded.

Vice Chair Harris suggested placing question on CRA website asking for volunteers for downtown.

Member Robertson asked about the replacement globes for the streetlights. Coordinator King responded.

- D. Preliminary Budget Information for FY 23/24

CRA Coordinator King presented the preliminary budget information to the Board.

Member Robertson asked for clarification regarding contractual services and professional services.

Coordinator King responded.

Vice Chair Harris asked about decorations to be purchased.

III. BOARD COMMENTS/DISCUSSION

Vice Chair Harris suggested looking at a shade structure for theater park.

Chair Rothseiden asked what the website address was for Visit Florida. He suggested installation of some screening around the dumpsters in new parking lot and directional signage in alleyway.

IV. CITIZENS COMMENTS

None.

ADJOURN

Vice Chair Harris moved to adjourn the meeting. Member Robertson seconded.

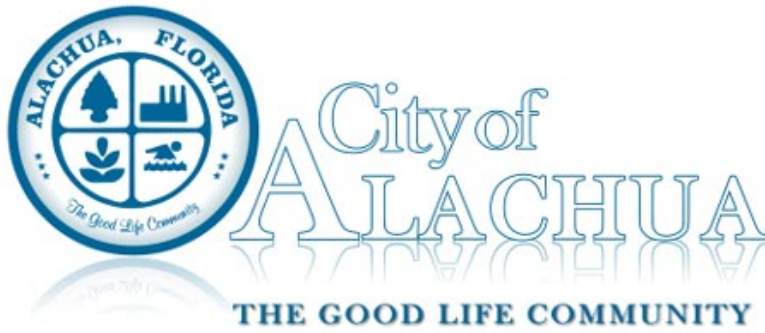
Motion passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison



Board/Committee Agenda Item

MEETING DATE: 8/21/2023

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.

Annual Christmas Tree Lighting

Staff reserved 2 carriages – a 4-person “Sleigh” and an 8-person red wagon - for 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. 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 event will be held on Saturday, November 11, 2023, the day before the Alachua Harvest Festival. The City of Alachua will be a co-sponsor, providing necessary services to accommodate the street closure from NW 145th Avenue to NW 146th Ave. The Music Junction Acoustic Street Jam is a family-friendly event, which is free to the public and participating musicians.

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.
