



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes June 21, 2021

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

Executive Director Adam Boukari

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: June 21, 2021

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 for roll call.

APPROVAL OF THE AGENDA

Vice Chair Kelly Harris moved to approve the agenda; seconded by Member Marvin Bingham, Jr.

Passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of the Minutes of the May 17, 2021 CRAAB Meeting

Member Bingham moved to approve the minutes; seconded by Vice Chair Harris.

Passed by unanimous consent.

- B. CRA Staff Updates

CRA Coordinator Lindsay Rizzo presented the Updates.

Member Boukari arrived at 3:08 p.m.

Vice Chair Harris inquired about signage to encourage parking on the South side of Main Street for the Holiday Nights event.

Chair Rothseiden inquired about the cost of a professional design team potentially being used for decorating Main Street.

Vice Chair Harris inquired about the overtime budgeted for Public Services.

CRA Coordinator Lindsay Rizzo responded.

Member Rick Robertson clarified the location of "Towne Center."

Chair Rothseiden asked about replacing Bradford Pear trees on Main Street.

Member Robertson suggested Crape Myrtle trees.

Member Boukari shared the history of a previous horticulture study that was completed and suggested reviewing before proceeding with a new study.

Member Robertson suggested getting a quote from Landscapes Unlimited Nursery.

Member Robertson inquired about the cost for the proposed marketing campaign. He suggested comparing cost between TV20 and Cox Cable.

Chair Rothseiden inquired about the audience the campaign would reach. He also suggested using the videographer from a previous event.

Discussion about the condition of Bradford Pear trees and landscaping on Main Street ensued.

Member Boukari suggested that the new banners have the CRA logo on them.

Chair Rothseiden shared his support for the billboards new design.

Vice Chair Harris recommended September 26, 2021 for the matching arts grant event.

Member Boukari suggested a plein air event because of possible weather changes.

Vice Chair Harris suggested multiple locations to host the art event to support a more distributed crowd.

Member Boukari suggested offering networking opportunities to local groups to help with the art event.

III. BOARD COMMENTS/DISCUSSION

Member Robertson inquired about the status of the parking lot behind Conestogas and the gateway signage to Main Street.

Member Boukari inquired about gateway signage for Main Street and suggested funding options and he also suggested marketing options for the walking overpass on Highway 441.

IV. CITIZENS COMMENTS

None.

ADJOURN

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

Passed by unanimous consent.

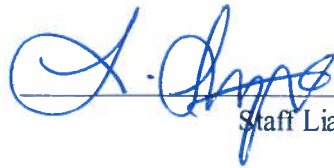
ATTEST:



CRA Advisory Board Chair

H. Bryan Boukari

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA



Staff Liaison

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III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

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