



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes June 19, 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: June 19, 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

Vice Chair Kelly Harris called the meeting to order. Chair Rudy Rothseiden and Member Marvin Bingham were absent.

APPROVAL OF THE AGENDA

Member Bryan Boukari moved to approve the agenda as presented. Member Rick Robertson seconded.

Motion passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

A. Staff Updates

CRA Coordinator Susan King presented the staff updates.

Member Robertson stated that the Our Town magazine doesn't deliver to his business or post office box. Vice Chair Harris suggested using Our Town magazine to advertise for special events such as Holiday Nights.

Member Robertson asked about status of billboards. CRA Coordinator King responded.

Member Robertson asked why a focus was being placed on Theater Park and suggested using money on another project. CRA Coordinator King responded.

Member Boukari discussed concerns about Theater Park and is in favor of revamping park.

Member Boukari stated that the CRA should engage with social media more and encouraged the creation of a Friends of Main Street non-profit organization for assistance in maintenance and marketing.

Vice Chair Harris is in favor of revamping Theater Park and noted that the floor is higher in the park than the surrounding buildings. Vice Chair Harris spoke in favor of using QR codes in the Walking Guide brochure.

Member Boukari spoke in favor of adding a history section to the City's walking guide. Member Boukari asked about budget for signage and stated that a piecemeal approach that might be easier to accomplish. CRA Coordinator King responded.

Member Robertson encouraged the use of free marketing and advertising outlets such as Alachua County Today events calendar, TV20, among others.

Vice Chair Harris inquired about this year's Holiday Nights and suggested being held on Fridays instead of Saturdays. Vice Chair Harris stated that she believed that Skinner Field stormwater system was working as intended and that the phone line behind her business was now off the ground.

III. BOARD COMMENTS/DISCUSSION

None.

IV. CITIZENS COMMENTS

None.

ADJOURN

Member Boukari moved to adjourn the meeting. Member Robertson seconded.
Motion passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD

OF ALACHUA, FLORIDA

A stylized handwritten signature in blue ink, consisting of a large 'R' followed by a series of loops and a final 'D'.

CRA Advisory Board Chair

A handwritten signature in blue ink, appearing to read 'Kathy W.' with a long horizontal flourish at the end.

Staff Liaison