



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda June 17, 2024

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: June 17, 2024

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. Approval of Special CRAB Meeting Minutes- May 6, 2024.
- B. Staff Updates

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 6/17/2024

SUBJECT: Approval of Special CRAB Meeting Minutes- May 6, 2024.

PREPARED BY: Brenda Dean, Planning Assistant

RECOMMENDED ACTION:

Approve Special CRAB Meeting Minutes- May 6, 2024

Summary

Approval of Special CRAB Meeting Minutes- May 6, 2024

ATTACHMENTS:

Description

- ▢ May 6, 2024 Meeting Minutes SCRAP



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes May 6, 2024

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: May 6, 2024

Meeting Location: Special Mtg-James A. Lewis Commission Chambers
Special Meeting

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

Rudy Rothseiden – Chair 3:02 p.m. Absent Jovante Hayes - Member

APPROVAL OF THE AGENDA

Vice Chair Kelly Harris moved to approve the agenda; seconded by Member Bryan Boukari.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

A. Alan Hitchcock Theatre Park Refresh Project

Assistant City Manager, City of Alachua, Rodolfo Valladares and Community Redevelopment Coordinator, Susan King, presented.

Received and filed.

Barnett Chenault, Monarch Design Group, presented.

Received and filed.

Vice Chair Harris moved to approve option 2 simplified. Recommendations include: trying to include some design aspects of the wayfinding signage, a roof system over the stage and keeping the same path footprint that is currently in the area; seconded by Member Boukari.

Motion passed by 3-1 vote.

III. BOARD COMMENTS/DISCUSSION

Member Rick Robertson expressed concerns about the water problems in a parking lot. He also questioned the status of the grant to Good Life Station and inquired about the irrigation issues / repairs.

Vice Chair Harris mentioned the public have made several positive comments about the flowers being used in the beds around town.

Member Boukari also questioned the functionality of the irrigation system in front of his office. He has been watering the flowers.

Chair Rothseiden suggested loquat trees as another option on Main Street.

IV. CITIZENS COMMENTS

ADJOURN

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

Motion passed by unanimous consent.

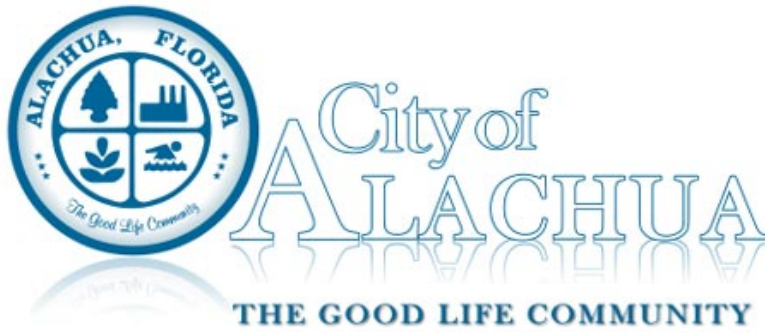
Adjourned the meeting: 4:25 p.m.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison



Board/Committee Agenda Item

MEETING DATE: 6/17/2024

SUBJECT: Staff Updates

PREPARED BY: Susan King - CRA Coordinator

RECOMMENDED ACTION:

Receive updates.

Summary

FY 2024-2025 CRA Budget Enhancement Requests

Staff has recommended the following CRA budget enhancements to be considered for Fiscal Year 2024-2025: 1) Towne Centre Beautification Project Phase I to include landscape bed makeover with Florida-friendly plantings, clearing or excavation, irrigation installation or repair, and mulch application (\$25,000); 2) replacement banners for downtown (\$10,000); 3) year-round street-tree light décor for Main Street to add vibrancy and visual interest to downtown streets and public places (\$10,000); 4) Wayfinding Signage Phase II to include the fabrication and installation of a gateway sign (\$100,000) and 6 parking lot signs (\$50,000) by ThemeWorks; 5) electronic message board for the gateway sign (\$30,000); 5) Theatre Park Refresh Project Phase II to complete the restoration, drainage mitigation, hardscaping, entry façade, and landscaping, and add the furniture, lighting, and retractable roof (\$160,000); 6) interpretive kiosk for Theatre Park (\$15,000); and 7) Façade Grant increase by \$25,000 to fund a Design Technical Assistance Grant Program and Downtown Vibrancy Grant program.

Theatre Park Refresh Project Update

The Alachua CRA Board concurred with the CRA Advisory Board's recommendation and voted to proceed with the design development of Option 2 for Theatre Park. Monarch Design Group presented a draft of the schematic design and structural inspection and restoration report for staff review. The final schematic design

documents and structural inspection report and recommendations will be delivered mid to late June. The next steps will be the completion and submittal of design development and construction documents.

Christmas on Main

The Alachua Chamber hosted the first 2024 “Christmas on Main” committee meeting to discuss this year’s Tree Lighting to be held on Friday, December 6, from 5 to 8 pm, and the Alachua Christmas Parade on December 14, 2024 starting at 11 am. Staff booked two horse-drawn carriages from Pinto Carriage Works and the “Willow Express,” the trackless, miniature train from Willow Gardens. The committee proposed including a “Snow Play” area with 10 tons of snow within a picket-fence enclosure located in back of the Alachua Chamber building. Other suggestions for this year’s “Christmas on Main” include: providing a stage and quality sound system at the Tree Lighting for the children’s choir; requesting assistance from local churches to stage a live nativity scene and organize a group of Christmas carolers; inviting the Alachua Children’s Theatre to once again perform at Theatre Park; using a snow machine during the Tree Lighting and at the entrance of “Santa’s Workshop;” and hiring holiday-themed characters to stroll down Main Street. Staff will seek grant funding from the Visit Gainesville Small Cities and Towns Grant program to offset the costs of this signature holiday event.

Downtown 5-Year Action Plan Update

Downtown Strategies delivered the revised Downtown 5-Year Action Plan for review and final approval. Staff is proposing the implementation of the following recommended initiatives for the coming fiscal year: 1) expand the façade grant program to include Design Technical Assistance Grants to assist downtown property owners with renderings and design concepts for exterior property improvements; 2) add a Vibrancy Grant Program as a complement to the Façade Program to assist in activating downtown sidewalks and storefronts; 3) add Christmas-like lights to street trees along Main Street to add vibrancy and create a visual link between North and South Main Street; 4) convert unused or minimally-used spaces into parklets to be used for outdoor dining; 5) install removable bollards to help facilitate street closures for events and various activities; 6) facilitate, support and promote a number of small-scale creative events and retail promotions, such as sip-n-shops, cookie strolls, art walks and culinary events; 7) reestablish the Farmers Market; 8) assemble a Business Recruitment Packet; 9) take steps to acquire key downtown properties to use as

development incentives and/or catalytic redevelopment projects; and 10) recruit a traffic-generating “anchor” such as a brewery.
