



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes May 17, 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: May 17, 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 and Member Rick Robertson were not present at 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 April 19, 2021 CRAAB Meeting

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

Passed by unanimous consent.

- B. The BEST Business Climate: City of Alachua 5-Year Economic Development Strategy

CRA Coordinator Lindsay Rizzo introduced the item.

Assistant City Manager Kamal Latham presented the item.

Member Boukari arrived at 3:20 p.m.

Member Harris inquired about the list of business incentives and the enhanced developed review process.

Assistant City Manager Latham responded.

Member Boukari shared his support for the Project Assistant Team (PAT) and the new 5-year economic plan.

Chair Rothseiden shared his support for businesses that promotes sustainable growth and sustainable energy. He suggested having more diverse options in restaurants, and he also clarified the incentives for businesses in Growth Initiative #3.

Chair Rothseiden clarified the types of incentive programs.

Assistant City Manager Latham responded.

Member Harris expressed her support for small businesses incentives.

Assistant City Manager Latham responded.

Member Boukari inquired about incentives to bring diverse options for restaurant dining.

- C. Completed Activities from the Market Study and Economic Development Implementation Plan

CRA Coordinator Rizzo presented the item.

Vice Chair Harris shared options for marketing strategies.

Member Boukari inquired about potential funding for the gateway signage.

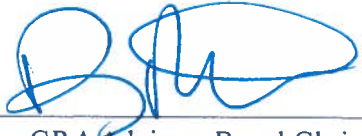
CRA Coordinator Rizzo responded.

Chair Rothseiden suggested solar options that may create funds for signage.

Member Boukari shared his options for solar energy and potential locations for panels.

Vice Chair Harris inquired about solar options and charging stations.

ATTEST:



CRA Advisory Board Chair

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA



Staff Liaison

CRA Coordinator Rizzo responded.

D. T-Mobile's \$3 million Hometown Techover contest

CRA Coordinator Rizzo presented the item.

Vice Chair Harris inquired about the number of towers T-Mobile plans to bring in if the City is selected.

CRA Coordinator Rizzo responded.

Chair Rothseiden responded.

E. Billboards Update

CRA Coordinator Rizzo presented the Update.

Chair Rothsieden supported the layout and the colors of the billboards. He also suggested diversity in the photographs used on the billboards.

Vice Chair Harris suggested switching the billboards design to emphasize the bicyclist direction.

III. BOARD COMMENTS/DISCUSSION

Member Boukari thanked Assistant City Manager Latham.

Chair Rothseiden inquired about including signage into the Façade Grant Program.

Member Boukari shared his concerns for including signage funds into the Façade Grant Program.

Member Harris suggested continuity of standard signs for Main Street businesses.

Member Boukari gave history of the previous sign options businesses on Main Street used.

Member Harris shared her concerns for the potential event that was scheduled for July 4.

CRA Coordinator Rizzo responded.

IV. CITIZENS COMMENTS

None.

ADJOURN

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

Passed by unanimous consent.

[illegible]



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