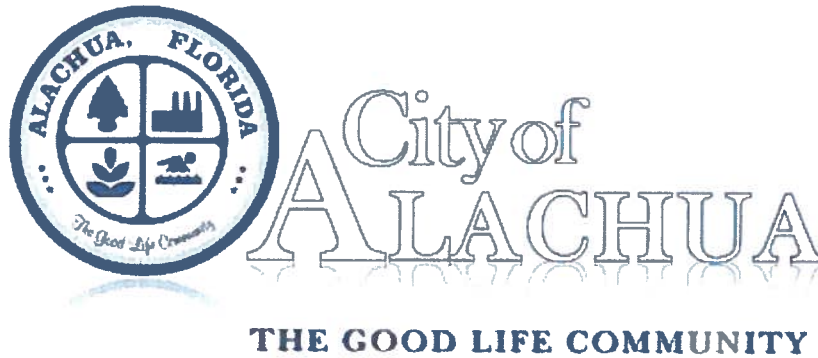




**Community Redevelopment Agency Meeting
Minutes
March 12, 2018**

Chair Gib Coerper
Vice Chair Shirley Green Brown
Member Gary Hardacre
Member Ben Boukari, Jr.
Member Robert Wilford

Executive Director Traci L. Gresham
CRA Attorney Marian Rush
CRA Coordinator Chelsea Bakaitis

The City Commission will conduct a
Community Redevelopment Agency Meeting
At 5:00 PM
to address the item(s) below.

Meeting Date: March 12, 2018

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.

COMMUNITY REDEVELOPMENT AGENCY MEETING

CALL TO ORDER

Chair Gib Coerper called the meeting to order. Member Robert Wilford was not present.

APPROVAL OF THE AGENDA

Member Gary Hardacre moved to accept the agenda; seconded by Vice Chair Shirley Brown.

Passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of the Minutes of the January 8th, 2018 Community Redevelopment Agency Public Meeting

Member Hardacre moved to accept the minutes; seconded by Vice Chair Brown.

Passed by unanimous consent.

- B. CRA Activities Staff Update

CRA Coordinator Chelsea Bakaitis presented the Staff Report.

Chair Coerper opened the floor for questions from the Board.

Vice Chair Brown inquired of the names of the bands performing at the upcoming Third Thursday.

CRA Coordinator Bakaitis responded.

Commissioner Dayna Miller inquired about alcoholic beverage operations at the new Third Thursday event.

CRA Coordinator Bakaitis responded.

Assistant City Manager Adam Boukari expressed that Third Thursday will be a great opportunity to showcase Main Street, and that the first event provided helpful insight to guide CRA and City Staff for future events. He also commended the CRA and City Staff.

Commissioner Miller inquired about the response of Main Street businesses about the first event.

Chair Coerper inquired about the advertisement for the event.

CRA Coordinator Bakaitis responded.

Vice Chair Brown suggested an evaluation or survey be made available to the public to obtain feedback from attendees.

CRA Coordinator Bakaitis responded.

- C. Finalization of Brand Documents

Commissioner Wilford arrived at approximately 5:20 PM.

CRA Coordinator Bakaitis presented Staff Report.

Assistant City Manager Boukari shared background information on the rebranding logo selections.

Member Hardacre asked for a summary of the Advisory Board discussion about the use of the

word "historic" in the logo.

CRA Coordinator Bakaitis responded.

Chair Coerper stated that he favored the use of "historic" on the logo.

Acting Executive Director Boukari shared less is more, and the word historic does not have to be used on the logo, but can be used in other ways.

Discussion ensued about choosing a brand name for the Alachua downtown area.

Vice Chair Brown moved to accept "Main Street Alachua" as the brand name of the downtown area, "Discover the Good Life" as the slogan, the corresponding logos, the proposed elevator speech, and the key facts with the addendum of adding the term "festivals" within the messaging text; seconded by Member Wilford.

Chair Coerper opened the floor for comments.

Marvin Bingham, CRA Advisory Board Member, shared his recommendations for the use of the word historic and the elevator speech.

Rick Robertson, CRA Advisory Board Member, agreed with using the word historic in other ways than in the downtown brand name.

Chair Coerper asked for any additional questions.

Vice Chair Brown moved to amend the motion to add changing the word from "all" to "many" in a brand key fact statement; seconded by Member Wilford.

Passed in a 5-0 roll call vote.

D. Proposed FY 2017 CRA Annual Report

CRA Coordinator Bakaitis presented an overview of the FY 2017 CRA Annual Report.

Chair Coerper opened the floor for comments.

There were no comments.

III. BOARD COMMENTS/DISCUSSION

None.

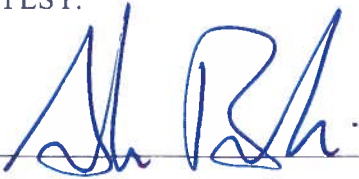
IV. CITIZENS COMMENTS

None.

ADJOURN

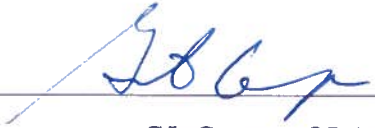
Chair Coerper called the meeting to adjourn.

ATTEST:

A handwritten signature in blue ink, appearing to read 'Traci L. Gresham', written over a horizontal line.

Traci L. Gresham, CRA Executive Director

COMMUNITY REDEVELOPMENT AGENCY
OF ALACHUA, FLORIDA

A handwritten signature in blue ink, appearing to read 'Gib Coerper', written over a horizontal line.

Gib Coerper, CRA Chair

RESOLUTION CRA 18-02

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF ALACHUA, FLORIDA, APPOINTING ONE (1) MEMBER TO THE COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD; ESTABLISHING THE TERM OF SERVICE; ESTABLISHING BEGINNING AND ENDING DATES FOR THE TERM OF SERVICE; REPEALING ALL RESOLUTIONS IN CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

RECITALS

WHEREAS, City Commission Ordinance 17-05, Sec. 2-854, Subpart b., states that “The CRA shall create an advisory board to represent the Community Redevelopment Area...[and] will serve in an informal advisory capacity...”; and,

WHEREAS, Resolution CRA 17-03 and Resolution CRA 17-04 establish the powers and duties of the Community Redevelopment Agency Advisory Board; and,

WHEREAS, the CRA Board consists of five (5) voting members; and,

WHEREAS, there is one (1) vacancy on the CRA Advisory Board; and,

WHEREAS, advertisement of the vacancy was placed at least two (2) weeks prior to this appointment in a newspaper of local circulation.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF ALACHUA, FLORIDA AS FOLLOWS:

- 1. Incorporation.** The above recitals are true and correct and are incorporated into this resolution by reference.
- 2. Appointments.** The following member will be appointed for the following term:
 - 1) Rudy Rothseiden, to fill a three (3) year term commencing on June 12, 2018 and ending on June 12, 2021.
- 3. Terms.** The term of service for this position shall begin and end as mentioned above.

4. **Severability.** It is the declared intent of the Community Redevelopment Agency of the City of Alachua that, if any section, sentence, clause, phrase, or provision of this Resolution is for any reason held or declared to be unconstitutional, void, or inoperative by a court or agency of competent jurisdiction, such holding of invalidity or unconstitutionality shall not affect the remaining provisions of this Resolution, and the remainder of this Resolution after the exclusion of such part or parts shall be deemed to be valid.
5. **Repealing Clause.** All Resolutions or parts thereof which are in conflict with this Resolution are hereby repealed.
6. **Effective Date.** This Resolution is effective upon passage.

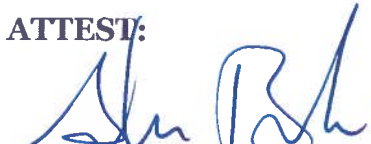
DULY ADOPTED in a regular meeting, this 14th day of May, 2018.

COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF
ALACHUA, FLORIDA



Gib Coerper, CRA Chair

ATTEST:



Adam Boukari, CRA Executive Director