



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda December 11, 2023

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: December 11, 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

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

- A. Approval of CRAAB Meeting Minutes- November 20,2023
- B. Staff Updates

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



City of
ALACHUA

THE GOOD LIFE COMMUNITY

Board/Committee Agenda Item

MEETING DATE: 12/11/2023

SUBJECT: Approval of CRAAB Meeting Minutes- November 20,2023

PREPARED BY: Brenda Dean, Planning Assistant

RECOMMENDED ACTION:

Approve CRAAB Meeting Minutes- November 20,2023

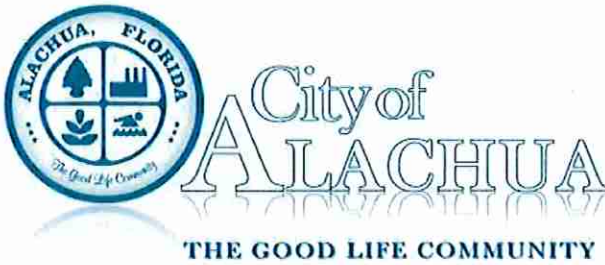
Summary

Approval of CRAAB Meeting Minutes- November 20,2023

ATTACHMENTS:

Description

D CRAAB Meeting Minutes- November 20,2023



Board/Committee Agenda Item

MEETING DATE: 12/11/2023
SUBJECT: Staff Updates

PREPARED BY: Susan King - CRA Coordinator

RECOMMENDED ACTION:
Receive Staff Updates

Summary

Florida Redevelopment Association (FRA) - 2023 Conference

Staff attended the FRA conference on October 25 & 26 in Ponte Vedra, FL. The FRA is dedicated to assisting Florida professionals and volunteers in community revitalization efforts across the state. The FRA provides: 1) a forum for members to share knowledge and common experiences; 2) training and professional development opportunities; and 3) revitalization news and tools for CRAs and redevelopment professionals. Staff attended the CRA Board Training session, which provided an overview on practical, legal and administrative best practices for CRAs. Other training sessions staff attended focused on the following: 1) statutory compliance and guidelines regarding common CRA activities and the spending redevelopment trust fund dollars; 2) finding other financial resources available to CRA practitioners; 3) bringing historic buildings back to life in downtown areas; 4) strategies in packaging and presenting demographic, market and redevelopment information to investors and developers; and 5) an overview of the vision and mission of Scenic America. The next FRA Annual Conference will be held in Tampa, FL on October 22-25, 2024.

Placer.ai - Location Analytics Platform

Placer.ai is an advanced location analytics platform, which collects geolocation and proximity data from

mobile devices. Placer.ai was considered the preferred vendor for this technology because of the following: 1) most accurate visit estimates on the market (92%); 2) user-friendly interface; 3) dedicated "customer success manager" as part of the subscription; 4) specializes in Visitor Behavior Intelligence; and 5) offers historical data ranging back to 2017. Placer.ai features include: visitation measurement and trends; customer insights and demographics; "True Trade Area" (where customers live, work, shop and for how long); details on customer journeys; and competitive analysis. Staff will use this service to: 1) measure the success of special events; 2) gain insights on attracting and retaining businesses; 3) support and share data with businesses in the CRA district; and 4) promote Main Street Alachua's strengths, benefits and competitive advantages.

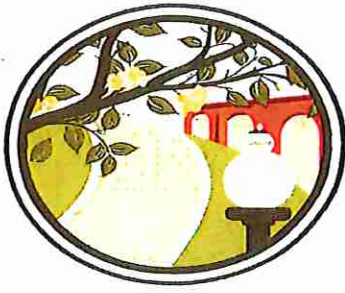
Christmas On Main Street Tree Lighting

This year's Tree Lighting event was considered a profound success by many thanks to the partnership of

This year's Tree Lighting event was considered a profound success by many, thanks to the partnership of the City of Alachua, CRA and Alachua Chamber. City staff, Main Street business owners and volunteers contributed their time, ideas and passion to make this a memorable and fun experience for children and their families. In addition to Santa visits, carriage rides, bounce house, miniature train, and live music and performances, the Tree Lighting event was enhanced this year to include more than 25 stations offering kids crafts, fun activities, snacks or beverages, extending the full length of Main Street. The Alachua Elementary School Chorus sang at the tree lighting and the Alachua Children's Theatre performed at Theatre Park. Using Placer.ai, staff estimated that more than 2,200 were in attendance with an average "dwell time" of 98 minutes. Staff would especially like to thank the event sponsors: Boukari Law and Alachua Today, Dollar General Distribution, Walmart Distribution, and Visit Gainesville, who approved a \$5,000 grant through their Small Cities and Towns Tourism Grant Program to support this event.

Wayfinding Signage

After reviewing feedback and the priorities of the CRA Advisory Board regarding types, quantity and possible locations of wayfinding signage, Staff recommends that Phase 1 of the CRA's Wayfinding Signage Plan should include the fabrication and installation of the following: one (1) gateway sign – Type B, Option 3 (Text and Acrylic Backing Illuminated with LED light changing; and six (6) parking signs – Type A, Option 3. The gateway sign should be situated on Main Street off US-441. The six parking signs should be installed at the entryway of each city parking lot in the downtown area. The approximate cost of the proposed signage, based on 2019 estimates, is \$71,000. Other costs may include surveying, sign design and detailed drawings, permitting, and installation.



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

CRAAB Meeting Sign In Sheet

DECEMBER 11, 2023

Name (Please Print)	Name (Please Print)
(Please Print) Lyon Hayes	(Please Print)
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Handwritten notes:

- Blue diagonal line across the left column from row 2 to row 9.
- Blue diagonal line across the right column from row 2 to row 9.
- Blue text "B. Dean 12-11-23" written diagonally in the left column.
- Blue text "M. Dean 12-11-23" written diagonally in the right column.