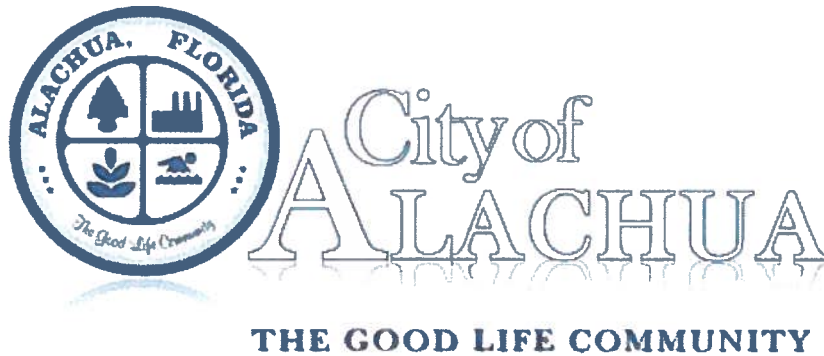




**Community Redevelopment Agency Advisory Board Meeting
Minutes
February 26, 2018**

Chair Rudy Rothseiden
Vice - Chair Bryan Boukari
Member Marvin Bingham, Jr.
Member Kelly Harris
Member Rick Robertson

Executive Director Traci L. Gresham

**Community Redevelopment Agency
Advisory Board Meeting
3:00 PM**

Meeting Date: February 26, 2018

Meeting Location: James A. Lewis Commission Chambers
15100 NW 142nd Terrace Alachua, FL 32615

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 Rothsieden called the meeting to order. All member were present.

APPROVAL OF THE AGENDA

Vice Chair Bryan Boukari moved to accept the agenda; seconded by Member Rick Robertson.

Passed by unanimous consent.

I. OLD BUSINESS

None.

II. NEW BUSINESS

- A. Approval of the Minutes of the January 29th, 2018 Advisory Board Meeting.

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

Passed by unanimous consent.

- B. CRA Activities Staff Update.

CRA Coordinator Chelsea Bakaitis presented the Staff Report.

- C. Presentation by R.B. Oppenheim and Associates.

CRA Coordinator Bakaitis presented the Staff Report.

Rick Oppenheim, President and CEO, of R.B. Oppenheim and Associates & Jessie Johnson, Senior Accounts Manager, made a presentation about the final proposed messaging and brand draft materials and availed themselves for questions.

Member Harris favored adding the word "historic" to the logo and as part of the Main Street Alachua brand name.

Mr. Oppenheim responded.

Vice Chair Boukari shared the importance of choosing the best image and font that represents Main Street.

Mr. Oppenheim responded.

Discussion ensued.

Vice Chair Boukari moved to recommend that the CRA choose logo options A and E with proposed changes, including adding the word "historic" to the Main Street brand name. Logo C and D is recommended to be an alternative; seconded by Member Harris.

Chair Rothseiden opened the floor for comments. There were no comments.

Motion passed 5-0 in a roll call vote.

III. BOARD COMMENTS/DISCUSSION

Vice Chair Boukari stated that the CRA logo should stay similar to the Main Street logo.

Chair Rothseiden commented that he would love to see the logo on letterhead, and signs. He also shared his concern about a potential traffic safety hazard along NW 142nd Avenue.

Member Marvin Bingham spoke about his fondness for the City of Alachua.

IV. CITIZENS COMMENTS

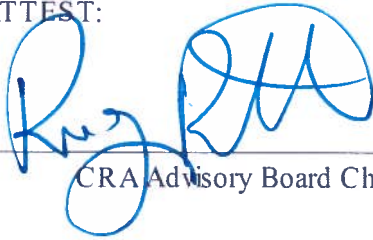
Gib Coerper expressed his love for the City of Alachua.

ADJOURN

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

Passed by unanimous consent.

ATTEST:

A handwritten signature in blue ink, appearing to be "Rug" followed by a large, stylized "R" or "H", written over a horizontal line.

CRA Advisory Board Chair

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

A handwritten signature in blue ink, appearing to be "Cheusea Boukari", written over a horizontal line.

Staff Liaison