



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Agenda January 10, 2022

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

Executive Director **Mike DaRoza**

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: January 10, 2022

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. Holiday Nights
- B. Staff Updates
- C. Approval of the Minutes of the November 15, 2021 CRAAB Meeting

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 1/10/2022

SUBJECT: Holiday Nights

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

Hear update and provide input for future planning.

Summary

The Community Redevelopment Agency is developing signature events for downtown Alachua. Holiday Nights on Main was a new event created in 2020. During the first year, the events pertained to Friday evenings and were met with success. In 2021, staff realized the name Holiday Nights should pertain to the entire month to attract patrons and tourists to enjoy the lights, photo opportunities and brick and mortar store events throughout December. As such, staff encouraged businesses on Main Street as well as churches, non-profits and other organizations to develop events and activities pertaining to the holidays that would occur throughout the month in addition to the City and CRA sponsored Friday evenings. The Community Redevelopment Agency worked closely with the City staff, the Alachua Woman's Club, the Alachua Chamber of Commerce and the Shop, Dine and Stroll Committee to design events specifically for the month-long series of events throughout December.

DECORATION ENHANCEMENT

Beginning in April, staff began to review the current selection and condition of holiday decorations. Staff then developed a budget to increase the quantity of decorations over a several year period as well as a plan to install and store the increased quantity of decorations. The increase in the quantity of decorations also led to a budgetary increase for installation of the decorations. The time period for changing over the decorations from the Fall Festival to Holiday Nights is a one-week period. In order to accomplish this task in a short time frame, it is necessary to have tasks for Public Services as well as a scope of services for a private company to take on the additional tasks of the increased supply of decorations.

Staff worked with Public Services to select installation tasks for the streets and roads crew as well as the electric crew that would require street closures and bucket trucks such as the red and white light spheres hanging from trees, the large bow hanging across Main Street and the tall Christmas tree located next to Skinner Field. Staff worked with a private company to restore existing decorations and increase holiday displays such as the new electronic Christmas tree and the Santa Sleigh.

The goal for the next two to three years is to continue to increase the quantity of decorations managed by the CRA and to continue to encourage downtown property owners to decorate.

LANDSCAPE ENHANCEMENT

Staff worked with two landscape companies and public services to prepare Main Street. Public Services trimmed several trees in the location of the tree lighting and along the north end of Main Street. SAS removed a large dying Bradford Pear from the landscape bed with the new electronic tree. SAS also came twice a week including on Friday afternoons prior to events in order to vacuum leaves. Landscapes Unlimited Nursery installed pavers along the right-of-way in front of the Alachua Woman's Club and installed landscaping around the two featured photo opportunities of the electronic tree and Santa sleigh. Staff worked with Public Services to create Shelfie Stands located in the enhanced landscapes.

EVENT SPONSORS AND PARTNERS

EVENT SPONSORS AND PARTNERS

The annual Christmas Tree Lighting was the kickoff to Holiday Nights. At the tree lighting City staff worked with several organizations to prepare the magical experience complete with hot chocolate, snow, crafts and cookies.

- Boy Scouts of America provided hot chocolate
- Capital City Bank provided holiday characters
- Dollar General provided candy canes
- Julie's Pins and Needles provided the services and costuming of Mr. and Mrs. Claus

CRA staff worked with the Shop, Dine and Stroll Committee to design and manage events on Main Street. The first meeting was held in July. This committee was comprised of approximately 20 individuals including Main Street restaurant, retail and professional services, local church representatives, the Chamber of Commerce President and businesses located off Main Street such as Springs Title and Fracture. These partners worked together to develop a full scope of activities including City organized elements such as the horse drawn carriage rides and brick and mortar elements such as candle making at Kelly's Kreations or Pizza and PJs at My Happy Pizza Place.

CRA Staff worked with the Alachua Chamber of Commerce to install a Santa House in the Chamber Welcome Center on Main Street. The building was set up in Mid-November thru December so that families could admire the window displays and look thru the front doors to Santa's living room. This was funded thru sponsorships from Fracture, Power Productions Management and VyStar Credit Union. Each company contributed funds. Fracture also gave each family a free Fracture via a coupon code and as they left the Santa house they received JOY sign. In addition to funds, Power Productions Management installed electricity on the exterior of the building which powered exterior Christmas lights, a ten-stall luxury portable restroom and the movie on the wall.

CRA Staff worked with several companies to develop the area around the Santa House with services, labor and materials that were donated. The efforts of these companies created a magical space where families were entertained by a movie playing while they waited to visit Mr. and Mrs. Claus. They then entered Santa's Living Room for a personal one on one experience where they were able to visit and chat about the Santa's LEGO village or Mrs. Claus antique snow village. As each family left, they received a free JOY sign from fracture and a free stuffed animal from Santa's toybox. During the events, on December 3rd, 10th and 17th Magnolia Lane photographed 115 families at the Santa House and 205 families at the Annual Tree Lighting.

- Magnolia Lane Photography provided a photographer each Friday night to capture family photos with Santa. The photos were then edited and emailed in a gallery to each family.
- Springs Title arrived each Friday night to set up the Movie on the Wall with hay bales, video and audio equipment and then store the hay bales at the end of each night
- Alachua Farm and Lumber provided hay bales for the movie on the wall
- Landscapes Unlimited Nursery provided holly trees and other holiday plants surrounding the Santa House
- Signarama provided signage that was installed all through downtown with the Holiday Nights on Main information as well as banners for the Elves' Lounge and the Santa House Sponsors
- Julie's Pins and Needles provided the services and costuming of Mr. and Mrs. Claus.

CRA staff worked with the Alachua Woman's Club to create The Charity Ball of Saint Nicholas as an adult event for Holiday Nights on Main. This event was funded through several sponsors.

- Emory Group Companies
- Polaris of Gainesville
- Holiday Inn Express and Suites
- Keith Watson Events
- VyStar Credit Union
- Brightway Insurance
- Our Town Magazine
- Alachua County Today
- WCJB TV20

The Alachua Chamber of Commerce organized the Alachua Christmas Parade. The Chamber Board developed a new approach to sponsorship and asked one company to sponsor the entire event. This year's sponsor was Wastepro who developed an edgy video complete with Santa and his elves on the Wastepro truck to advertise the event.

EVENT MARKETING

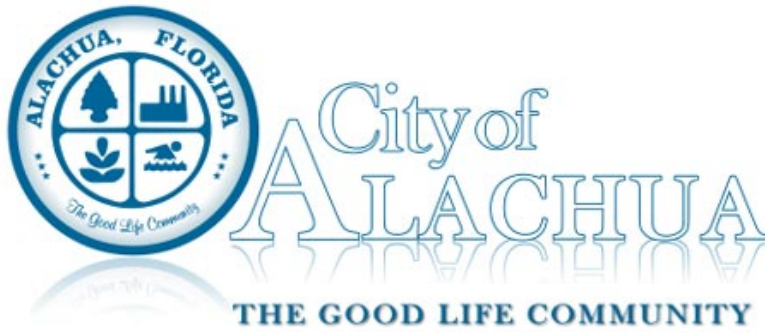
EVENT MARKETING

CRA staff worked with key marketing companies in the local community to inform the public of the month-long series of events.

- CRA staff developed a landing page for HolidayNightsOnMain.com which included a calendar of events and clickable links for flyers related to each event
- CRA staff developed graphics, flyers and an activity map regarding Holiday Nights and FaLaLaLa Fridays
- CRA staff worked with Magnolia Lane Photography to develop marketing for the First Inaugural Charity Ball of Saint Nicholas
- Alachua County Today provided free advertising of the FaLaLaLa Fridays event flyer and a lengthy cover story discussing the event activities and sponsors.
- Studio 601 was contracted to create a video with key scenes from Holiday Nights in 2020 such as the tree lighting and horse drawn carriage rides as well as in store scenes including shopping and dining. Studio 601 was present at the 2021 tree lighting to capture new footage for use in future videos.
- WCJB TV20 was contracted to show a holiday video created by Studio 601. The video highlighted key scenes from Holiday Nights such as the tree lighting and horse drawn carriage rides as well as in store scenes including shopping and dining.
- Our Town Magazine was contracted for a full page advertisement showcasing Holiday Nights on Main. In addition, the magazine provided a free full page advertisement for the Alachua Woman's Club Charity Ball of Saint Nicholas
- Facebook was used to sponsor the FaLaLaLa Friday events
- Large window flyers were handed out at the Chamber Lunch
- Small handouts were dispersed to the elementary schools
- City of Alachua electric bills
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ADDITIONAL VENDORS

- Horse Drawn Carriages- Staff worked with three vendors to fill the slots so that there were two carriages on each night
 - Musicians- Staff hired a saxophonist to be stationed near the electronic tree and Theater Park and a bluegrass group on the porch of the Hanes Haus.
 - Restrooms- Staff worked with Royal Restrooms to have a 10-stall luxury restroom trailer on site from December 2nd to the 18th.
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Board/Committee Agenda Item

MEETING DATE: 1/10/2022

SUBJECT: Staff Updates

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

Hear Update.

Summary

Parking Lot Update

The City of Alachua Community Redevelopment Agency received notice of a grant award of \$150,000 from the Rural Business Services (RBS) of the United States Department of Agriculture (USDA) under its Rural Business Development Grant (RBDG). Currently, staff is completing a bid package to construct the parking lot with underground water retention and underground utilities. The goal is to have the bid package complete by the end of January.

Underground Stormwater Retention Cleanout

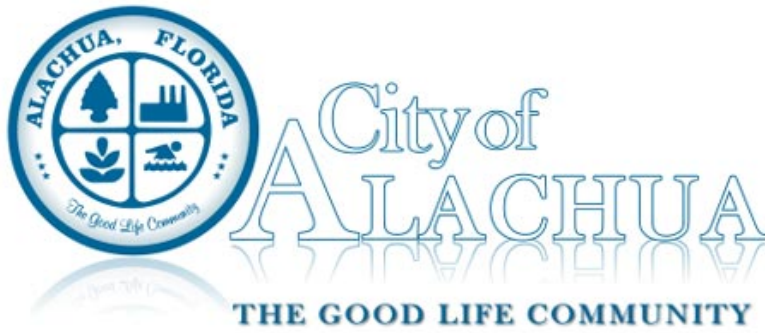
The underground stormwater retention basin beneath Skinner Field requires maintenance to remove the debris that has collected due to typical stormwater washout. The basin has not been maintained since its original construction. Staff is in the process of developing a scope for maintenance to be placed on a regular schedule. The schedule will be determined based on what is found upon this first cleanout. Staff is in the process of researching contractors to perform the cleanout service.

Billboards

In FY 21-22 the CRA renegotiated the contract to have two billboards on each side of the interstate with the idea the the boards would play off each other. The contract was negotiated as a buy board, get one board free deal. Staff has noticed that the original board retained since FY18-19 is frequently compromised due to overgrowth of vegetation causing the board to have limited viewing time as vehicles pass thru the curve. In negotiating the new contract for FY22-23 Outfront Media was no longer interested in providing the buy one board, get one board free deal due to an increase in costs. After two months of negotiating, staff was able to retain the deal with a minimal 5% increase in cost. Also, staff requested to exchange the right board with limited viewing time for a board close to the overpass where CR 241 passes over I-75. This board is scene by vehicles on I-75 as well as those commuting to Alachua via CR241.

The CRA leases two billboards in the southbound direction from Clear Channel. The same contract terms of buy one board, get one free were approved for FY 21-22.

Staff has developed a plan to exchange out the vinyl based on seasons and events. With this in mind, staff is looking to use grant funding from Visit Gainesville.



Board/Committee Agenda Item

MEETING DATE: 1/10/2022

SUBJECT: Approval of the Minutes of the November 15, 2021 CRAAB Meeting

PREPARED BY: Lindsay Rizzo, Community Redevelopment Agency

RECOMMENDED ACTION:

Approve minutes of the November 15, 2021 meeting.

Summary

Approval of the minutes of November 15, 2021.

ATTACHMENTS:

Description

- ▢ Minutes of November 15, 2021



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes November 15, 2021

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

Executive Director Mike DaRoza

Community Redevelopment Agency Advisory Board Meeting 3:00 PM

Meeting Date: November 15, 2021

Meeting Location: James A. Lewis Commission Chambers

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CRA ADVISORY BOARD MEETING

CALL TO ORDER

Vice Chair Kelly Harris called the meeting to order. Chair Rudy Rothseiden and Member Marvin Bingham, Jr. were absent.

APPROVAL OF THE AGENDA

Member Bryan Boukari moved to approve 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 October 18, 2021 CRAAB Minutes

Member Boukari moved to approve the minutes as amended; seconded by Member Robertson.

Passed by unanimous consent.

- B. Holiday Nights

CRA Coordinator Lindsay Rizzo presented the Staff Update.

Member Rick Robertson suggested advertising to the schools.

Vice Chair Harris suggested advertising on social media to Alachua Main Street Facebook group.

CRA Coordinator Rizzo responded.

Member Boukari suggested monitoring parking for the first week of Holiday Nights and then adjust accordingly.

Vice Chair Harris suggested utilizing QR Code to assist with parking.

CRA Coordinator Rizzo responded.

Member Boukari inquired about the electronic tree.

CRA Coordinator Rizzo responded.

- C. Parking Lot Update

CRA Coordinator Rizzo presented the Staff Update.

Member Robertson inquired about the entering and exiting of delivery trucks.

CRA Coordinator Rizzo responded.

Member Boukari responded.

Chair Harris inquired about a timeframe for completion of the parking lot.

CRA Coordinator Rizzo responded.

III. BOARD COMMENTS/DISCUSSION

Vice Chair Harris shared her summary and concerns about the Harvest festival.

The Board's concern about parking and towing issues during events on Main Street ensued.

IV. CITIZENS COMMENTS

None.

ADJOURN

Member Boukari moved to adjourn; seconded by Member Robertson.

Passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison