

Chair Rudy Rothseiden
Vice Chair Kelly Harris
Member Brian Boukari
Member Jovante Hayes
Member Rick Robertson

City Manager Mike DaRoza
City Attorney Marian Rush

The Community Redevelopment Agency Advisory Board will conduct a

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

to address the item(s) below.

Meeting Date: August 19, 2024

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

Community Redevelopment Agency Advisory Board Meeting

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.

CALL TO ORDER

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

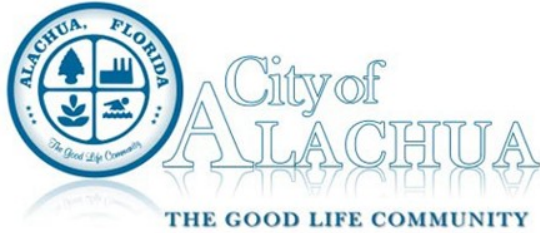
A) APPROVE MEETING MINUTES- 06-17-24

B) STAFF UPDATES

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Commission Agenda Item

MEETING DATE: August 19, 2024

SUBJECT: Approve Meeting Minutes- 06-17-24

PREPARED BY: Brenda Flieger

RECOMMENDED ACTION:

Summary

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. 24.06.17.M.CRAAB



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes June 17, 2024

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: June 17, 2024

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

Kelly Harris – Acting Chair 3:03 p.m.

Rudy Rothseiden – Chair Absent
Bryan Boukari - Member Absent

APPROVAL OF THE AGENDA

Member Jovante Hayes moved to approve the agenda; seconded by Member Rick Robertson.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

- A. Approval of Special CRAB Meeting Minutes- May 6, 2024.

Member Robertson moved to approve the minutes from the May 6, 2024, meeting; seconded by Member Hayes.

Motion passed by unanimous consent.

- B. Staff Updates

Redevelopment Coordinator, Susan King, presented.

Received and filed.

Vice Chair Harris had questions about the Vibrancy Grant Program.

Member Robertson and Member Hayes commented about what type of businesses they felt would be considered “anchor businesses” for downtown. Specifically, concerns about consideration for a brewery locating downtown.

Vice Chair Harris suggested including all Friday nights for shop, dine and stroll in the Christmas on Main Activities. She also queried about the percentage of non-profit businesses allowed on Main Street.

Discussion ensued about the possibility for outdoor dining along Main Street, Farmer’s Markets and giving incentives to young entrepreneurs to start a business on Main Street.

Member Robertson questioned the budget concerning Theater Park rejuvenation.

III. BOARD COMMENTS/DISCUSSION

Member Robertson addressed the handicap curb stop in the parking lot near Pink Threads. It has been moved out of place and needs to be corrected.

IV. CITIZENS COMMENTS

ADJOURN

Member Hayes moved to adjourn; seconded by Member Robertson.

Motion passed by unanimous consent.

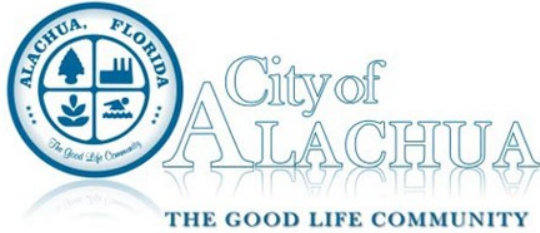
Acting Chair Harris adjourned the meeting. 3:50 p.m.

ATTEST:

CRA ADVISORY BOARD
OF ALACHUA, FLORIDA

CRA Advisory Board Chair

Staff Liaison



Commission Agenda Item

MEETING DATE: August 19, 2024

SUBJECT: Staff Updates

PREPARED BY: Susan King

RECOMMENDED ACTION:

Receive Updates

Summary

Wayfinding Signage - Update

Staff has been in discussions with the CVS parcel owner to work out details to acquire land rights at the corner of Main Street and US-441 for the new Gateway sign. The landowner referred staff to the tenant (CVS), who wanted more information on the sign, the dimensions, its location and the plan for the removal of trees, which are already partially obscuring the existing CVS sign. Overall, the discussions have been positive and no objections have been raised.

CRA Maintenance Updates

A number of CRA maintenance projects have been completed: 1) ten street light poles between City Hall and the Alachua Police Department have been sanded, primed and painted; 2) three sidewalk and hardscaping repairs on Main Street have been completed; 3) three young replacement Bradford Pear trees have been planted on Main Street; and 4) the irrigation system repairs in the Towne Centre area have been completed. Staff is getting quotes on installing a new irrigation system and new landscaping in the beds on NW 147th Drive in front of the Rolling Oaks plaza. Staff is also looking into replacing the remaining incandescent light bulbs in the street lights within the CRA with energy-efficient LED bulbs.

Holiday Light Pole Decor

Keith Watson Events has scheduled the installation of the holiday décor on 122 light poles located on Main Street and the side streets in the downtown area. The job also includes installing the “smart” Christmas tree with app-controlled lighting effects and all ornaments in the sidewalk extension near Theatre Park. The installation will take place after the Alachua Main Street Harvest Festival on November 17, 2024.

Billboard Apron Advertising Message

OutFront Media will install a new advertising message on the apron of the three billboards located on I-75. The “apron,” the narrow, horizontal steel panel located below the large

billboard panel, provides an eye-catching, cost-effective space for seasonal announcements. Staff has used this space to promote the Alachua Main Street Harvest Festival, the Christmas Tree Lighting and the July 4th Fireworks. OutFront Media will install “Beautiful Historic District!” on the three billboard aprons, which will remain until mid-October. Thereafter, the aprons will be used to promote the Alachua Harvest Festival on November 17 and the Tree Lighting on December 6.

Street Tree Lighting

The Downtown 5-Year Action Plan presented a number of ideas and various ways to add vibrancy and visual interest to downtown streets and public spaces. One idea presented was to add year-round, Christmas-style lighting to the existing street trees on Main Street to add vibrancy to the downtown area. It was suggested that this would also help create a visual connection between the two ends of Main Street. Lights could be strung in the canopies of the Bradford Pear trees, wrapped around the trunks or used in a number of creative ways. Lighting added to the roofline of the downtown buildings was also suggested as an effective visual enhancement. Upon the recommendation from Keith Watson Events, staff met with a representative from Twinkle Nights, a local company that specializes in lighting displays and permanent installations using high-quality lighting products and technology. Staff will explore the various lighting solutions and pricing for illuminating downtown and creating enchanting year-round light displays.

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

None