



## **Community Redevelopment Agency Advisory Board Meeting Minutes January 29, 2018**

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Chair Rudy Rothseiden

Executive Director Traci L. Gresham

Vice - Chair Bryan Boukari

Member Marvin Bingham, Jr.

Member Kelly Harris

Member Rick Robertson

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

**Meeting Date:** January 29, 2018

**Meeting Location:** James A. Lewis Commission Chambers

<p><b>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.</b></p>
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<h3><b>CRA ADVISORY BOARD MEETING</b></h3>
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#### **CALL TO ORDER**

Chair Rudy Rothseiden called the meeting to order. All members were present.

#### **APPROVAL OF THE AGENDA**

**Vice Chair Bryan Boukari moved to accept the agenda; seconded by Member Kelly Harris.**

**Passed by unanimous consent.**

#### **I. OLD BUSINESS**

None.

## II. NEW BUSINESS

- A. Approval of the Minutes of the November 20th, 2017 CRA Advisory Board Meeting.

**Vice Chair Boukari moved to approved the minutes; seconded by Member Rick Robertson.**

**Passed by unanimous consent.**

- B. CRA Activities Staff Update.

CRA Coordinator Chelsea Bakaitis presented the Staff Report. Member Harris commended the CRA Staff for the recent CRA sponsored special events.

Chair Rothseiden shared his enjoyment of the event he attended. Member Robertson suggested additional ways to advertise events.

Vice Chair Boukari acknowledged that traffic has increased during events. Discussion ensued.

Chair Rothseiden opened the floor up to citizen comments. There were no comments.

- C. Review Proposed Main Street Branding Material.

Coordinator Bakaitis presented the Staff Report.

Member Harris suggested simplifying the elevator speech and adding to the key facts. Vice Chair Boukari suggested giving context and history to the key facts. Discussion ensued.

Member Marvin Bingham, Jr. suggested stating that Main Street has homes on it and mentioning the different architectural styles in the key facts.

Member Harris suggested adding the city's establishment date of 1905, and also the winding curves of Main Street to the logo. Member Bingham favored the logo with the Pear Trees.

Chair Rothseiden suggested creating the logos in different shapes and blocks. Member Robertson suggested keeping consistency between the Main Street logo and the CRA logo.

## III. BOARD COMMENTS/DISCUSSION

Chair Rothseiden stated the next meeting will be February 26, 2018 at 3:00 p.m.

## IV. CITIZENS COMMENTS

Leroy Haynes suggested the slogans "feel the good life" & "experience the good life."

Madeline Rhyand favored the winding road in the logo examples and the slogans "hometown heart" and the "heart of the good life community."

Zach Seymour suggested adding the word "businesses" to a sentence in the elevator speech. He suggested opening the branding project up to local artists and designers. He commended the Advisory

Board for their hard work.

Mayor Gib Coerper suggested keeping the elevator speech short and to the point. He also suggested continuing to look at other options.

Doug Hancock suggested looking at more options for branding consultants.

**ADJOURN**

ATTEST:

CRA ADVISORY BOARD  
OF ALACHUA, FLORIDA

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CRA Advisory Board Chair

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Staff Liaison