



# ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Advisory Board Meeting Minutes August 19, 2019

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

Executive Director Adam Boukari

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

**Meeting Date:** August 19, 2019

**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

Chair Rudy Rothseiden called the meeting to order. Vice Chair Kelly Harris was not present at roll call.

#### APPROVAL OF THE AGENDA

**Member Bryan Boukari moved to approve the agenda; seconded by Member Marvin Bingham, Jr.**

**Passed by unanimous consent.**

#### I. OLD BUSINESS

None.

#### II. NEW BUSINESS

- A. Approval of the Minutes of the July 15, 2019 CRA Advisory Board Meeting

**Member Bingham moved to approve the minutes; seconded by Member Rick Robertson.**

**Passed by unanimous consent.**

- B. Introduction of New CRA Coordinator

CRA Coordinator Lindsay Rizzo introduced herself and presented her background in Community Redevelopment.

- C. Final Draft of Wayfinding System Master Plan

Vice Chair Harris arrived at 3:12 pm.

CRA Coordinator Rizzo introduced the item.

Caeli Tolar, Landscape Architect with CHW, provided a presentation and discussed the Wayfinding Sign Master Plan.

Member Robertson inquired about options of LED lighting.

Ms. Tolar responded.

Chair Rothseiden inquired about pricing between LED lighting options.

Ms. Tolar responded.

Member Boukari inquired about the ability to use any sign manufacturer for fabrication.

Ms. Tolar responded.

Vice Chair Harris discussed the two design options for gateway signage, priorities for implementation of the plan, and parking sign options.

Ms. Tolar responded.

Chair Rothseiden discussed funding for the wayfinding signage.

Member Boukari discussed past CRA projects and how prioritization may be addressed.

Vice Chair Harris discussed phasing of the plan and opportunities to implement directional signage for businesses.

Member Boukari discussed implementation strategies and bidding the work to receive more definitive cost estimates.

Ms. Tolar discussed potential implementation strategies.

Vice Chair Harris discussed budgeting for the current and upcoming fiscal years.

Department Director Kathy Winburn responded.

Chair Rothseiden discussed prioritization of signage types.

Ms. Tolar clarified the final tasks to finalize the plan and steps to move forward.

Member Boukari discussed the options for the gateway.

Member Bingham inquired about the cost between the two gateway arch options.

Ms. Tolar responded.

Vice Chair Harris discussed current signs used to share information about special events, ways to incorporate public information into wayfinding signage, and directional signage for businesses.

**Member Boukari moved for the Board to accept the report and presentation and that the feedback provided at the meeting be incorporated into the final report; seconded by Vice Chair Harris.**

**Motion Passed 5-0 in a roll call vote.**

D. Seasonal Decoration Update

Volunteer Decorator Diana Carlson gave the update and provided information about proposed decoration spending.

Member Robertson inquired about where the historic Main Street Alachua banners will be placed.

Vice Chair Harris inquired about the light bulbs.

Member Boukari thanked Ms. Carlson for her continued work.

Chair Rothseiden inquired about the use of local vendors.

E. CRA Proposed Fiscal Year 2019-2020 Budget

Finance & Administrative Services Director Robert Bonetti presented the proposed Fiscal Year 2019-2020 CRA Budget.

Vice Chair Harris inquired about the expenditures for social media.

Finance & Administrative Services Director Bonetti responded.

Chair Rothseiden asked about the use of the former City warehouse for storage for decorations.

Finance & Administrative Services Director Bonetti responded.

Vice Chair Harris asked about additional storage at the Swick House.

Finance & Administrative Services Director Bonetti responded.

Vice Chair Harris inquired about the Fiscal Year 2019 total expenditures.

Finance & Administrative Services Director Bonetti responded.

Member Boukari clarified the use of the term "end fund balance."

Finance & Administrative Services Director Bonetti responded.

Member Boukari inquired about the budgeted amount for marketing for Fiscal Year 2019.

Finance & Administrative Services Director Bonetti responded.

**Member Boukari moved to forward the proposed budget to the CRA as presented; seconded by Member Robertson.**

**Motion Passed 5-0 in a roll call vote.**

- F. Business Façade Grant Program Application: A request by Rick Robertson, applicant and property owner, requesting the approval of a Business Facade Grant Application for Project improvements to buildings located at 14911 Main Street and 14040 NW 148th Place

CRA Coordinator Rizzo presented the Staff Report.

Chair Rothseiden stated he is happy to see the program being used.

**Member Boukari moved that based upon Staff's recommendation, this Board finds the Business Facade Grant Program Application submitted by Rick Robertson for improvements buildings located at 14911 Main Street and 14040 NW 148th Place to be consistent with the Business Facade Grant Program Policies and Procedures and transmits the application to the City of Alachua Community Redevelopment Agency with a recommendation to approve; seconded by Member Bingham.**

**Motion Passed 4-0 in a roll call vote, with Member Robertson abstaining.**

### **III. BOARD COMMENTS/DISCUSSION**

Member Robertson discussed the Business Facade Grant Program.

Member Bingham discussed the occupancy eligibility requirements for the Business Facade Grant Program Program.

### **IV. CITIZENS COMMENTS**

Doug Hancock discussed proposed changes to the Alachua Farmer's Market and requested CRA sponsorship of the event to assist with costs associated with the proposed changes.

Board discussion ensued.

**Member Boukari moved to ask Finance & Administrative Services Director Bonetti to attend the next meeting to clarify the available budget for the Alachua Farmer's Market request;**

seconded by Member Bingham.

Passed by unanimous consent.

**ADJOURN**

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

Passed by unanimous consent.

ATTEST:

CRA ADVISORY BOARD  
OF ALACHUA, FLORIDA

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CRA Advisory Board Chair

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Staff Liaison