



ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting Minutes October 21, 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: October 21, 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

Vice Chair Kelly Harris called the meeting to order. Chair Rudy Rothseiden was absent.

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 September 16, 2019 CRA Advisory Board Meeting

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

Passed by unanimous consent .

- B. Farmers Market Request to Relocate and to Close Main Street Weekly

CRA Coordinator Lindsay Rizzo presented the Staff Update.

Member Boukari discussed the success of the surveys provided to Main Street businesses for input about the Farmer's Market being on Main Street weekly.

Vice Chair Harris commended the CRA Staff for their efforts and commented on the feedback that was received.

Member Bingham inquired about the number of residences located in the block of Main Street proposed for closure during the Farmers Market.

CRA Coordinator Rizzo responded.

Member Roberston suggested reviewing the information from the surveys to see how it can be beneficial to both Main Street Businesses and the Farmers Market.

Doug Hancock, President of the Alachua Chamber of Commerce, addressed the Board and discussed changes in the Farmers Market and a potential alternative location north of Bev's Better Burgers which the Farmers Market may wish to use rather than Main Street.

Member Robert inquired about parking for Farmers Market vendors and customers in the alternate location.

Mr. Hancock responded.

Vice Chair Harris asked about Farmers Market booth arrangements during the Holidays.

Mr. Hancock responded.

Member Harris suggested additional public parking options in the vicinity of the alternate location.

Mr. Hancock responded.

Discussion about the alternate location ensued.

Member Bingham inquired about the impact to the funding request with the alternate location.

Member Roberston inquired about the weather during the Farmers Market.

CRA Coordinator Rizzo responded.

Mr. Hancock withdrew the request to host the Farmers Market on Main Street each week and stated he will submit a request to amend the Special Event Permit application seeking to relocate to the Skinner Field area.

Member Robertson inquired about the next steps to implement the wayfinding signage plan.

CRA Coordinator Rizzo responded.

C. Stakeholder Forum Update

CRA Coordinator Rizzo presented the Staff Update.

Member Robertson suggested an option for marketing the Stakeholder's Forum.

III. BOARD COMMENTS/DISCUSSION

None.

IV. CITIZENS COMMENTS

City Manager Adam Boukari commended the Board for their hard work and dedication to serve the CRA and the residents of the City.

Mr. Hancock shared the grand opening information for Mobility Plus of North Florida.

Vice Chair Harris clarified the Christmas Tree lighting date.

CRA Coordinator Rizzo stated the next CRAAB meeting will be November 18, 2019 at 3:00 p.m.

Vice Chair Harris suggested combining the window display contest with other City events to maximize participation.

Member Boukari discussed the billboards as a marketing tool and offered ideas to consider when redesigning billboards.

CRA Coordinator Rizzo responded.

Member Boukari clarified the proposed billboard locations.

CRA Coordinator Rizzo responded.

Member Robertson discussed billboard lighting and suggested redesigning the billboards.

Vice Chair Harris suggested using brighter colors on the billboards and adding the word "historic."

Member Bingham discussed the importance of the placement of the billboards.

Discussion about the billboards ensued.

ADJOURN

Member Bryan 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