



# ALACHUA CRA

COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Advisory Board Meeting Minutes June 15, 2020

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

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Executive Director Adam Boukari

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

**Meeting Date:** June 15, 2020

**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. All Members were present.

#### APPROVAL OF THE AGENDA

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

**Passed by unanimous consent.**

#### I. OLD BUSINESS

None.

#### II. NEW BUSINESS

- A. Approval of the Minutes of the February 10, 2020 CRA Advisory Board Meeting

**Vice Chair Harris moved to approve the minutes; seconded by Member Marvin Bingham, Jr.**

**Passed by unanimous consent.**

- B. Alachua County Matching Grant for City Art Projects/Events

CRA Coordinator Lindsay Rizzo presented the Staff Update.

Vice Chair Harris suggested a mural to welcome visitors to Main Street or near US 441/I-75 interchange.

Chair Rothseiden spoke in support of a mural. He discussed the alley between Conestogas and Kelly's Kreations and possible improvements to the area.

Member Bryan Boukari voiced he does not support a mural. He spoke in support of an event for painters and artists, and possibly using the art to create postcards.

Chair Rothseiden discussed the cost of a mural and possible ways to involve students in local schools and display art in local businesses.

Vice Chair Harris discussed the previous Art Walk event.

Member Rick Robertson inquired about the municipalities that are eligible for the grant.

Chair Rothseiden discussed the possible options to include local children.

Member Boukari inquired if Staff had any suggestions.

CRA Coordinator Rizzo responded.

Member Boukari discussed the grant application requirements and ways to ensure the application and project considers the current condition resulting from the COVID-19 pandemic.

- C. CRA Staff Updates

CRA Coordinator Rizzo presented the Staff Update.

Member Robertson inquired about the old Ivy House.

Chair Rothseiden responded.

Vice Chair Harris responded.

Discussion about business updates ensued.

Member Robertson inquired about wayfinding signage program.

Member Boukari suggested providing a tutorial and guidelines for businesses when preparing a promotional video if the video would be featured on City social media accounts.

Vice Chair Harris suggested a business questionnaire and other recent marketing efforts that may be able to increase marketing of the CRA.

CRA Coordinator Rizzo responded.

Member Harris inquired about the details of boosting of each business.

Member Robertson discussed the demographics of businesses in the CRA.

Member Boukari discussed how to raise awareness of the CRA to employees of businesses in Progress Park.

Chair Rothseiden suggested reaching out to University of Florida and Santa Fe College to seek out students on which way to produce marketing material.

Member Boukari discussed a "We've Noticed" program to acknowledge physical improvements to properties in the CRA.

Chair Rothseiden suggested this be implemented in social media.

Vice Chair Harris suggested welcome signs for new businesses.

Vice Chair Harris discussed the possibility to make the northbound I-75 billboards work together to increase their messaging statement.

Chair Rothseiden discussed car shows and past attendance at such events.

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

Vice Chair Harris discussed potential signage to reduce truck traffic in certain areas of the CRA.

Member Boukari discussed signage for truck traffic.

### **IV. CITIZENS COMMENTS**

None.

### **ADJOURN**

**Member Boukari moved to adjourn; seconded by Vice Chair Harris.**

**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