



**Community Redevelopment Agency
Advisory Board Meeting
Agenda
July 24, 2017**

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

**Executive Director Traci L.
Gresham**

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

Meeting Date: July 24, 2017

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

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

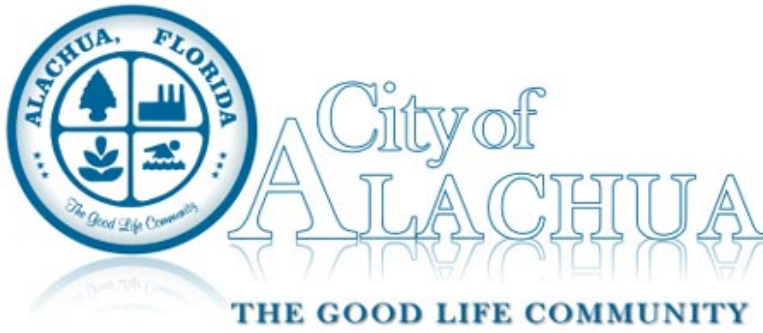
- A. CRA Staff and Advisory Board Members Introductions
- B. Community Redevelopment Agency Orientation
- C. Chair and Vice-Chair Election

- D. Discussion of Priority Projects
- E. Schedule FY 16/17 Advisory Board Meeting Dates
- F. CRA Proposed Fiscal Year 2017-2018 Budget

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Board/Committee Agenda Item

MEETING DATE: 7/24/2017

SUBJECT: CRA Staff and Advisory Board Members Introductions

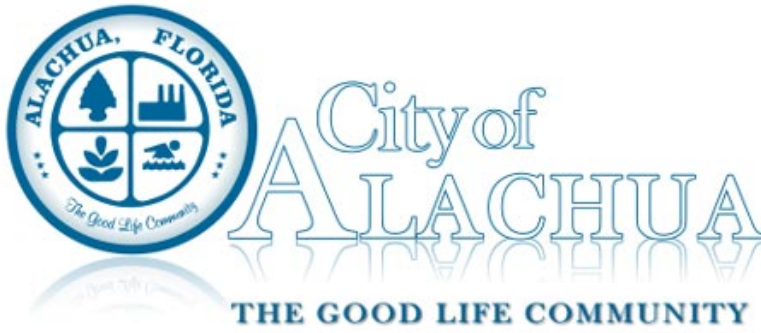
PREPARED BY: Chelsea Bakaitis, CRA Coordinator

RECOMMENDED ACTION:

Invite each board member and staff to introduce themselves.

Summary

CRA staff welcomes the five new members of the Community Redevelopment Agency Advisory Board. Since this is a new board it is important that they are familiar with City staff and each other.



Board/Committee Agenda Item

MEETING DATE: 7/24/2017

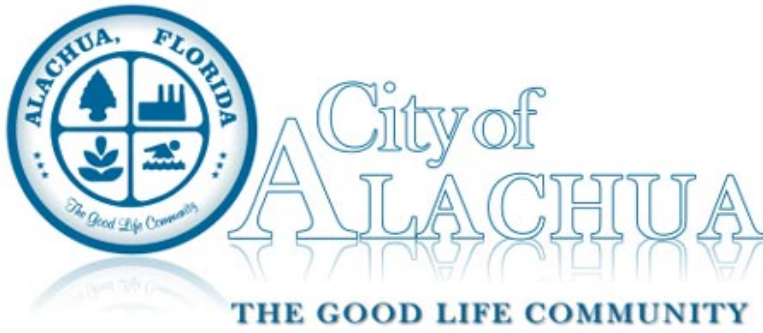
SUBJECT: Community Redevelopment Agency Orientation

PREPARED BY: Chelsea Bakaitis, CRA Coordinator

RECOMMENDED ACTION:
Receive presentation.

Summary

Due to the establishment of the new Community Redevelopment Agency Advisory Board (CRAAB), staff recommends a review of relevant laws and rules that govern the board. The review will also include the role between the CRA and the CRAAB.



Board/Committee Agenda Item

MEETING DATE: 7/24/2017

SUBJECT: Chair and Vice-Chair Election

PREPARED BY: Chelsea Bakaitis, CRA Coordinator

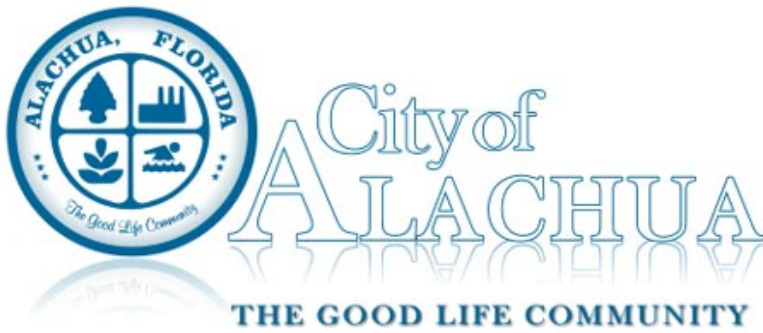
RECOMMENDED ACTION:

Elect a CRA Advisory Board Chair and Vice Chair.

Summary

Resolution CRA17-04 states "The Advisory Board shall elect a Chair and Vice Chair from among its members, each of whom shall serve for a one year and/or until a successor is elected and qualified. The Chair shall preside at all meetings and exercise the usual rights, duties, and prerogatives as Chair. She/he will lead the meetings. The Vice Chair shall perform the duties of the Chair Person in the absence of the Chair."

This item is provided to effectuate the election of chair and vice chair.



Board/Committee Agenda Item

MEETING DATE: 7/24/2017

SUBJECT: Discussion of Priority Projects

PREPARED BY: Chelsea Bakaitis, CRA Coordinator

RECOMMENDED ACTION:

Recommend prioritized CRA Projects. A member should move to approve recommendations followed by a majority vote.

Summary

The CRA Advisory Board will be responsible for recommending priority CRA projects to the CRA, in order to focus staff resources and funding.

Every year the Commission updates the City of Alachua Strategic Plan. The Strategic Plan provides an annual roadmap for the budget and staff resources. Last year, Strategic Initiative 1.3, Revitalizing Main Street and the Downtown Area was one of the highest prioritized initiatives. The Action Steps listed in the plan to accomplish the strategic initiative include the following:

1. Hire a CRA Professional; estimated completion date: December 2016; Status: Completed
2. Develop and install wayfinding signage and improvements; estimated completion date: July 2017; Status: Ongoing
3. Develop a branding and marketing program; Estimated Completion Date: September 2017; Status: Ongoing
4. Develop an event and program schedule; Estimated Completion Date: September 2017; Status: Ongoing
5. Establish a business retention and attraction program; Estimated Completion Date: September 2017; Status: Ongoing
6. Continue implementation of 2016 Market Study Recommendations; Estimated Completion Date: Ongoing; Status: Ongoing

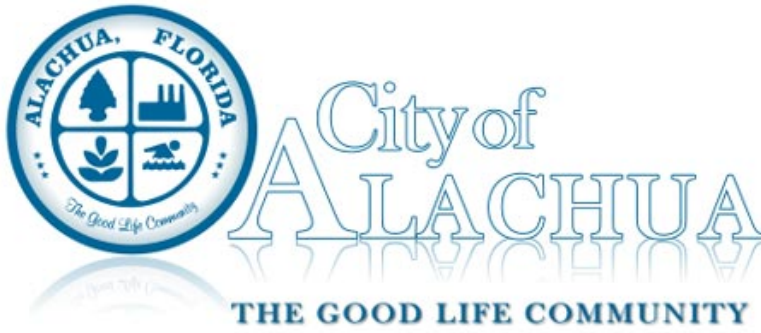
The specific initiatives recommended for the CRA in the Market Study and Economic Development Plan include the following:

1. Implement a retail attraction branding, marketing and messaging program.
2. Target specific uses for downtown, including coffee shops, antique stores, breweries, recreational and sporting goods purveyors.
3. Host regular events in the Downtown District through vision partnerships with the business community.
4. Implement a Facade Improvement Grant Program.
5. Target a business hotel for the area.
6. Target additional residential development in the surrounding area.
7. Implement an incentive based program to encourage development of targeted uses.
8. Improve and create interstate, wayfinding and directional signage.
9. Create trails and bike trails and connect to Sun Trail.

Projects must be included in either the CRA Plan Update or the CRA Market Study and Economic Development Plan in order for them to be funded by the CRA..

City Staff will present all recommendations to the CRA. There will be an opportunity at the next meeting for staff to answer

City Staff will present all recommendations to the CRA. There will be an opportunity at the next meeting for staff to answer any questions and for the Advisory Board to finalize recommendations if necessary.



Board/Committee Agenda Item

MEETING DATE: 7/24/2017

SUBJECT: Schedule FY 16/17 Advisory Board Meeting Dates

PREPARED BY: Chelsea Bakaitis, CRA Coordinator

RECOMMENDED ACTION:

Staff recommends the Advisory Board consider meeting bi-weekly or monthly for the remainder of the fiscal year, until the end of September.

Following a bi-weekly schedule, staff recommends that the board meet on the first and third Monday of the month at 3:00 pm. Dates for this fiscal year would be:

August 7, 2017;

August 21, 2017; and

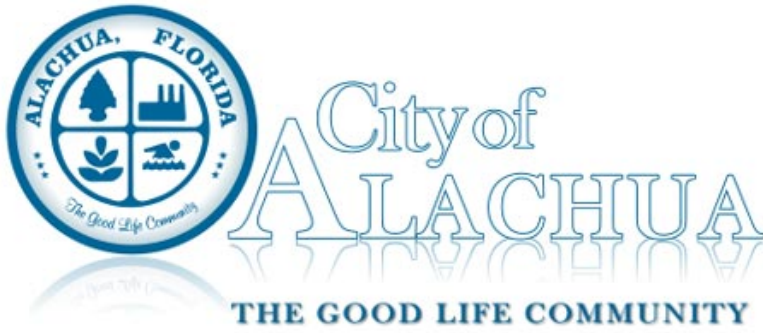
September 18, 2017- Annual Stakeholders Meeting

Summary

In order for the goals of the CRA to be successful, it is important that the new CRA Advisory Board decide how frequently they would like to meet.

The Market Study and Economic Development Plan recommended several new initiatives for the CRA to implement. The Commission also has several large projects prioritized in the 2016 & 2017 Strategic Plan. In order to properly discuss these initiatives and create meaningful recommendations of action, the board should consider initially meeting bi-weekly or at least monthly.

Successful boards also host stakeholder meetings to discuss CRA goals and to hear public input. These meetings develop community cohesiveness. Staff recommends that the Advisory Board hold an annual stakeholders meeting for CRA business and commercial property owners, and that this annual meeting be held on September 18, 2017.



Board/Committee Agenda Item

MEETING DATE: 7/24/2017

SUBJECT: CRA Proposed Fiscal Year 2017-2018 Budget

PREPARED BY: Robert Bonetti, Finance and Administrative Services Director

RECOMMENDED ACTION:

Receive input, comments and recommendations; forward to the CRA Board for approval.

Summary

Presentation and review of Proposed Fiscal Year 2017-2018 Community Redevelopment Agency Budget.

ATTACHMENTS:

Description

- ▢ CRA Proposed FY17-18 Budget

**CITY OF ALACHUA
COMMUNITY REDEVELOPMENT AGENCY
FY 2017-2018 PROPOSED BUDGET**

Projected Revenues:

Alachua BOCC TIF	\$271,105	
Interest Earnings	200	
Rentals	7,000	
City of Alachua TIF	190,229	
Est. FY 18 Beg. Fund Balance	476,976	
Est. FY 18 End. Fund Balance	(217,388)	
TOTAL ESTIMATED FY 18 REVENUE:		<u>\$728,122</u>

PERSONAL SERVICES:

Salaries	\$44,065	
Overtime	15,000	
FICA	4,519	
Retirement	5,759	
Life & Health Insurance	8,987	
Worker's Compensation Insurance	83	
TOTAL PERSONAL SERVICES		<u>\$78,413</u>

OPERATING EXPENDITURES:

Professional Services	\$65,000	
Contractual Services	96,750	
Travel & Per Diem	1,000	
Communications	3,200	
Utilities	38,000	
Rentals & Leases	3,400	
Insurance	2,579	
Repairs & Maintenance	7,000	
Road Repair & Maintenance	7,000	
Marketing/Information Campaign	30,000	
Promotional-Goodwill	1,000	
Legal Advertising	5,600	
Operating Supplies	15,000	
Decorations	10,500	
Publications & Memberships	1,100	
Training & Education	1,300	
TOTAL OPERATING EXPENSES:		<u>\$288,429</u>

CAPITAL OUTLAY:

Machinery & Equipment	\$0	
TOTAL CAPITAL OUTLAY:		<u>\$0</u>

DEBT SERVICE:

Principal	\$85,535	
Interest	13,745	
TOTAL DEBT SERVICE:		<u>\$99,280</u>

GRANTS & AIDS:

Grants and Aids	\$30,000	
TOTAL GRANTS & AIDS:		<u>\$30,000</u>

CIP PROJECTS PROGRAMMED FOR FY 2018:

Treescaping (replacement)	\$30,000	
Sidewalk improvements	10,000	
Downtown Parking Lot	182,000	
TOTAL RESERVED FOR CIP PROJECTS:		<u>\$222,000</u>

NON-OPERATING:

Contingency	\$10,000	
TOTAL NON OPERATING:		<u>\$10,000</u>

TOTAL EXPENDITURES:		<u>\$728,122</u>
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