

**Community Redevelopment Agency  
Advisory Board Meeting  
Agenda  
October 30, 2017**

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

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**Executive Director Traci L. Gresham**

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

**Meeting Date:** October 30, 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**

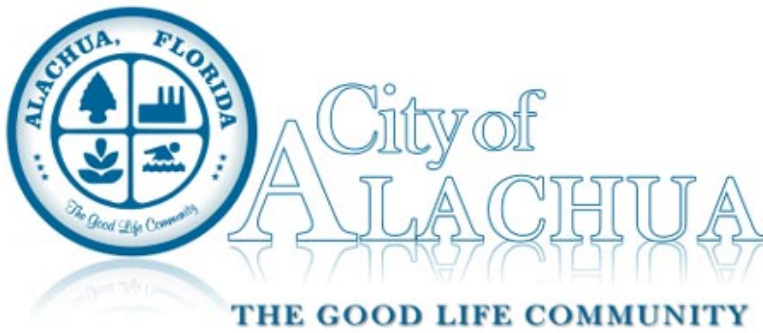
- A. Approval of the Minutes of the August 21st, 2017 and September 18, 2017 Advisory Board Meetings
- B. CRA Activities Staff Update

C. CRA Events Schedule

**III. BOARD COMMENTS/DISCUSSION**

**IV. CITIZENS COMMENTS**

**ADJOURN**



## Board/Committee Agenda Item

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**MEETING DATE:** 10/30/2017

**SUBJECT:** Approval of the Minutes of the August 21st, 2017 and September 18, 2017 Advisory Board Meetings

**PREPARED BY:** Chelsea Bakaitis, CRA Coordinator

**RECOMMENDED ACTION:**

Approve the minutes of the August 21st, 2017 and September 18th, 2017 CRA Advisory Board Meetings.

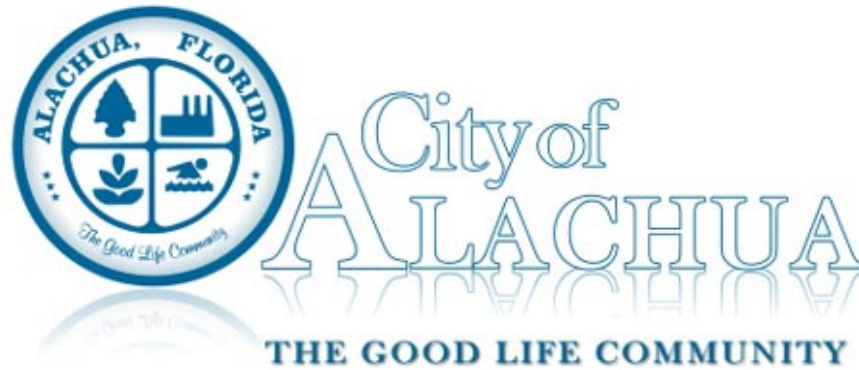
### **Summary**

Approve the minutes of the August 21st, 2017 and September 18th, 2017 CRA Advisory Board Meetings.

**ATTACHMENTS:**

Description

- ▢ Minutes CRA August 21, 2017
- ▢ Minutes CRA September 18, 2017



## **Community Redevelopment Agency Advisory Board Meeting Minutes August 21, 2017**

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

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Executive Director Traci L. Gresham

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

**Meeting Date:** August 21, 2017

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

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

Led by Chair Rudy Rothseiden. All members present.

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

Chair Rothseiden introduced the revised agenda.

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

**Passed by unanimous consent.**

## I. OLD BUSINESS

### A. Proposed CRA Projects

CRA Coordinator Chelsea Bakaitis introduced the item and provided a presentation.

**Member Rick Robertson moved to approve the proposed CRA projects to be implemented in 2018; seconded by Member Marvin Bingham, Jr.**

**Passed by unanimous consent.**

### B. CRA Proposed Fiscal Year 2017-2018 Budget

Finance Department Director Robert Bonetti introduced the item and provided a presentation.

Chair Rothseiden opened the floor for questions from the board.

There were no questions.

**Member Robertson moved to accept the budget; seconded by Member Harris.**

Chair Rothseiden opened the floor for citizen's comments.

There were no comments.

**Passed by unanimous consent.**

## II. NEW BUSINESS

### C. Update: Treescaping Project located on Main Street from NW 148th Pl. to NW 147th Ave.

Ms. Bakaitis presented the Staff Report.

Chair Rothseiden opened the floor for comments.

Member Robertson expressed concern about the planting of Bradford pear trees.

Assistant City Manager Adam Boukari commented about the reasons for using the Bradford pear trees.

### D. Approval of the Minutes of the July 24, 2017 Advisory Board Meeting

**Member Harris moved to approve minutes from last meeting on June 24, 2017 at 3:00 p.m.; seconded by Member Robertson.**

**Passed by unanimous consent.**

### E. September 18th Stakeholders Meeting

Ms. Bakaitis, presented the Staff Report.

Vice Chair Boukari recommended presenting the proposed 2018 CRA projects at the stakeholder's meeting.

Member Harris recommended staff approach individual business leaders and citizens to encourage meeting attendance.

Member Bingham recommended staff send an invitation to the Alachua Chamber of Commerce and other local organizations.

#### **F. City Holiday Decorations**

Volunteer City Decorator, Diana Carlson provided a report of planned decoration purchases.

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

Chair Rothseiden opened the floor for comments and discussions from the Board.

Vice Chair Boukari thanked Ms. Carlson for her hard work.

Member Bingham recommended to use university students as consultants when developing a branding program.

Chair Rothseiden recommended the CRA use local resources and consultants when implementing the plan.

### **IV. CITIZENS COMMENTS**

Ms. Virginia Lynn, owner of the Good Life Boutique, requested CRA sponsorship for an event she is hosting called "Small Business Saturday, on November 25, 2017.

Ms. Carlson informed the CRAAB of the non-profit group Arc-2-Work.

### **ADJOURN**

**Member Bingham, Jr. moved to adjourn: second by Member Harris.**

**Passed by unanimous consent.**

ATTEST:

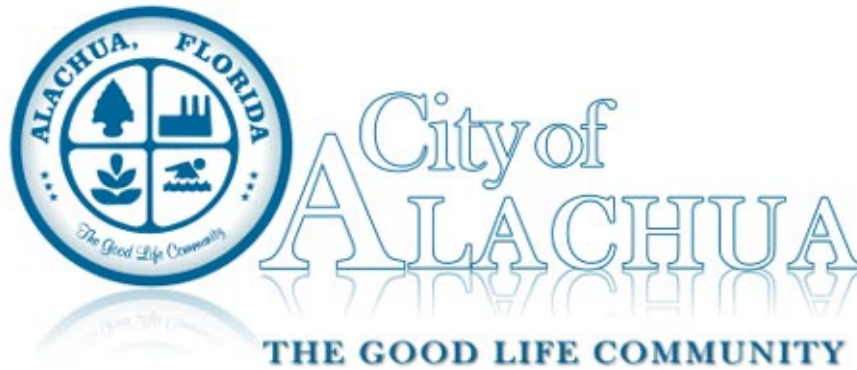
CRA ADVISORY BOARD  
OF ALACHUA, FLORIDA

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CRA Advisory Board Chair

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Staff Liaison



## **Community Redevelopment Agency Advisory Board Meeting Minutes September 18, 2017**

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

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Executive Director Traci L. Gresham

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

**Meeting Date:** September 18, 2017

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

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

Led by Chair Rudy Rothseiden. All members were present. Vice-Chair Bryan Boukari arrived at 3:50 p.m.

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

**Member Kelly Harris moved to approve the agenda; seconded by Member Rick Robertson.**

**Passed by unanimous consent.**

## **I. OLD BUSINESS**

None.

## **II. NEW BUSINESS**

### **A. Schedule Fiscal Year 17/18 Meeting Dates**

CRA Coordinator, Chelsea Bakaitis, introduced the item to the Board.

**Member Harris moved to approve the Fiscal Year 17/18 Schedule; seconded by Member Robertson.**

**Passed by unanimous consent.**

### **B. Downtown Business Stakeholder Forum**

Chair Rothseiden asked the Advisory Board members to introduce themselves.

Ms. Bakaitis presented the proposed CRA projects to be implemented in 2018.

Chair Rothseiden opened the floor for Stakeholder's comments.

Stakeholders comments included: the need to encourage locals to shop on Main Street; the need for marketing Downtown; the need for more cultural events downtown; and the need to create partnerships with biotech companies.

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

Chair Rothseiden opened the floor for comments and discussion from the Board.

Member Bingham discussed drainage at Skinner Field.

Member Harris commented on hosting a regular farmer's market downtown.

Vice-Chair Boukari stated the importance of public involvement in meetings.

## **IV. CITIZENS COMMENTS**

### **ADJOURN**

**Member Robertson moved to adjourn; seconded by Member Bingham.**

**Passed by unanimous consent.**

ATTEST:

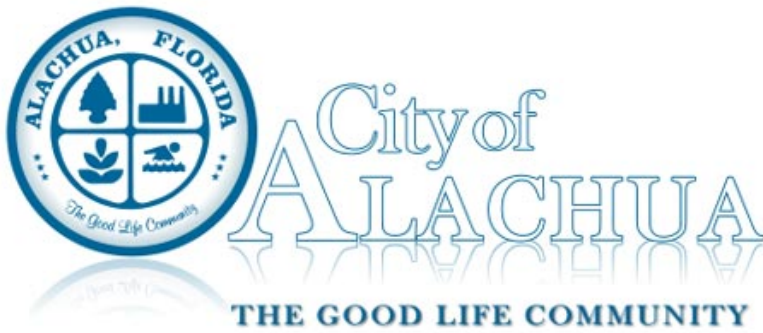
CRA ADVISORY BOARD  
OF ALACHUA, FLORIDA

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CRA Advisory Board Chair

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Staff Liaison



## Board/Committee Agenda Item

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**MEETING DATE:** 10/30/2017

**SUBJECT:** CRA Activities Staff Update

**PREPARED BY:** Chelsea Bakaitis, CRA Coordinator

**RECOMMENDED ACTION:**

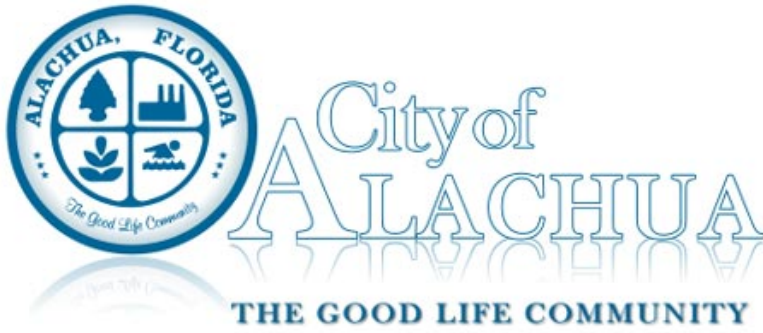
No action required.

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### Summary

Since the last CRAAB meeting CRA and City staff have taken action consistent with the CRA 2018 Initiatives. The following is a list of CRA activities:

- The Phase II Treescaping Project on Main Street between NW 148<sup>th</sup> Place and NW 147<sup>th</sup> Avenue began on September 20<sup>th</sup> and was completed on October 14<sup>th</sup>. This was a beautification project to remove and replace dying trees. This project also involved sidewalk demolition and replacement, installation of new irrigation lines, pressure washing the sidewalks and re-striping of the roadway and parking lots.
  - The CRA Coordinator, Chelsea Bakaitis, attended the Annual Florida Redevelopment Agency Conference on October 18<sup>th</sup> and 19<sup>th</sup>. This conference provided training sessions about CRA topics specific to Florida.
  - Every Thursday evening during the month of October the CRA has partnered with the Alachua County Library to provide a story and activity for families in the Theatre Park. There will be a final reading event on Halloween night.
  - The CRA, in partnership with the Alachua Business League (ABL), will host a Window Display Contest for Main Street business and property owners during the month of December. The ABL is providing cash prizes for contestants and winners will be chosen by a popular vote from the public.
  - The CRA staff has begun to seek quotes for Downtown place brand development as part of the CRA Marketing Initiative. The request for quotes seeks a consultant to develop a CRA logo, a Downtown Alachua logo, a style guide, and messaging content. Development of these materials will require the consultant to meet twice with City staff, once to twice with the Advisory Board, and once with the CRA.
  - Facade Grant Policies and Procedures have been drafted by staff and are under review.
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## Board/Committee Agenda Item

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**MEETING DATE:** 10/30/2017  
**SUBJECT:** CRA Events Schedule

**PREPARED BY:** Chelsea Bakaitis, CRA Coordinator

**RECOMMENDED ACTION:**

Hear staff presentation and provide comments or recommendations concerning the events.

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### **Summary**

Staff has prepared a list of proposed events to be held in the CRA. These events are consistent with the events recommended in the Alachua CRA Market Study and Economic Development Implementation Plan. Attached is a list of the proposed events with types of activities for each event.

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**ATTACHMENTS:**

Description

- ▢ FY 17/18 Event Schedule Summary Sheet

Exhibit A: FY 2017-2018 Event Schedule Summary Sheet			
Event	Date	Purpose	Potential Activities
Shop-Dine-Stroll	Friday, December 15, 2017	Create a memorable holiday tradition for families and encourage visitors to patron local Downtown businesses.	Free Mule and Buggy Rides
			Musician in Theatre Park
			Street closed off
			Window Display Competition hosted month of December
			Christmas Lights
			Sidewalk musicians placed throughout downtown
Downtown Alachua Discovery Tour Event (name to be determined)	Last Thursday of every month starting in January	Create a vibrant event that brings new visitors to Main Street, and encourages regular visits.	Quarterly Art Walk.; Show art in each Main Street business
			Quarterly wine and beer tastings in each business
			Quarterly historic walking tours
			Quarterly restaurant tours
			Discovery Tour Guide Brochure; patrons may collect stamps for visiting each business
			Juried art vendors in front of each vacant store front
			First block of Main Street closed off
			Information booth set up in Theatre Park
			Each month employees of two different Progress Park companies are specially invited.
			Sidewalk musicians placed throughout downtown
			Create a memorable and unique name for the event
Paint Main Street	Spring 2018	Create a collection of original artwork of Downtown to	One day painting event that invites artists to render portraits of Main Street
			One block of Main Street is closed off for a few hours to allow artists to set up easels and paint
			Hosted in spring to capture colorfulness of the flora this time of year

		be used in marketing materials.	
Main Street Photography Competition	Autumn 2018	Create a "lifestyle photo" database to be used in marketing materials.	Month long call for photographs
			Hosted in November to capture color of fall leaves
Activate Theatre Park	As available	Create a lively atmosphere, and activate theatre park to be a memorable outdoor space for regular use.	Continue partnering with the Alachua County Library to host Storytime events
			Invite local yoga studios and gyms to host classes in park