

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

August 2, 2022

5:30 PM

SPECIAL MEETING

GRU Multipurpose Room, 304 SE 4th Ave.

Gainesville Community Reinvestment Area Advisory Board

Evelyn Foxx

Jacob Ihde

Jason Mitchell

Michael Palmer - Vice Chair

Stephanie Seawright – Chair

Joakim Nordqvist

Kali Blount

Brian Ausgood

Davonda Brown

If you have a disability and need an accommodation in order to participate in this meeting, please contact the Office of Equity and Inclusion at (352) 334-5051 at least two business days in advance. TTY (Text Telephone Telecommunication Device) users please call 711 (Florida Relay Service). For Speech to Speech (STS) relay, please call 1-877-955-5334. For STS Spanish to Spanish relay, please call 1-877-955-8773. For STS Spanish to English relay, please call 1-844-463-9710.

CALL TO ORDER

ROLL CALL

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

COMMUNICATIONS

*Chair's Report
Director's Report
Staff Report*

CONSENT AGENDA

REQUEST TO ADDRESS THE BOARD

BUSINESS DISCUSSION

[211412.](#)

Explanation: The Downtown Strategic Plan is a Top Priority for the City Commission as identified in the City Strategic Plan: 2020-2025-2035. A contract authorized by the City Commission with MKSK, in partnership with sub-contractors, Development Strategies and EDA, was executed in November 2020 and co-funded by the GCRA and University of Florida. The Department of Sustainable Development, Division of Economic Opportunity and Special Projects, is the project lead.

On April 8, 2021, the City Commission at a General Policy Committee (GPC) meeting approved the project's Engagement Brief. Since then, the project team has reviewed existing conditions, analyzed previous planning efforts, and engaged with more than 700 voices in the Gainesville community through a variety of tools and mediums, including one public meeting, two presentations to the GCRA Advisory Board, fifteen focus groups, hundreds of online and paper surveys, and dozens of one-one-one meetings with key organizations, community partners and stakeholders, in order to develop a clear understanding of the Gainesville downtown area. MKSK representatives have visited Gainesville three (3) times during this process and as mentioned have been working on the project with local firm EDA.

In April, the project team shared its draft analysis and key ideas for the proposed Downtown Strategic Plan in three public settings, including the 4/19/22 GCRA Advisory Board meeting, a Community Meeting on

4/20/22, and the 4/21/22 City Commission meeting. The draft was generally received with enthusiasm in all forums, and community feedback was collected by staff and MKSK. This feedback has been incorporated into the final document, which will be presented at this meeting for adoption. The Downtown Strategic Plan includes the following five chapters: 1) Introduction, 2) Downtown Today, 3) Community Engagement, 4) 16 Ideas for Downtown GNV, 5) Implementation.

Fiscal Note: Original Strategic Plan planning contract amount: \$250,000 (\$125,000 GCRA, \$125,000 UF)

Expended to date (7/7/22): \$230,000 (\$115,000 GCRA, \$115,000 UF)

No funds have been allocated for the Plan implementation. However, proposed order of magnitude costs for potential implementation projects are outlined in the implementation matrix.

Recommendation

GCRA Interim Director to GCRA Advisory Board: 1) Hear a presentation. 2) Recommend the City Commission adopt the City of Gainesville Downtown Strategic Plan. 3) Discuss next steps for Plan implementation.

[211412 A GCRA 080222 Downtown Strategic Plan Presentation](#)

[211412 B 22 0712 - DT GNV Strategic Plan Book](#)

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

Tuesday, August 16, 2022

ADJOURNMENT