

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

June 15, 2021

5:30 PM

Hybrid Meeting

City Hall Auditorium

Gainesville Community Reinvestment Area Advisory Board

Jason Atkins-Tuffs

K. Richard Blount

Carrie Bush

Linda Dixon

Evelyn Foxx

Armando Grundy-Gomes

Jacob Ihde

Christopher Merritt

Jason Mitchell

Warren Nielsen

Michael Palmer

Bradley Pollitt - Chair

Stephanie Seawright – Vice Chair

Jessica Turner-Evans

Joakim Nordqvist

If you have a disability and need an accommodation in order to participate in this meeting, please contact the Office of Equal Opportunity 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 relay, please call 1-877-955-8773. For STS French Creole relay, please call 1-877-955-8707.

CALL TO ORDER

ROLL CALL

STAFF REPORT

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

COMMUNICATIONS

Chair's Report

Director's Report

Staff Report

CONSENT AGENDA

[201145.](#)

GCRA 10 Year Reinvestment Roadmap Follow Up (B)

Explanation: At the April 7 Joint GCRA/City Commission meeting, GCRA Advisory Board Members requested that staff return with updated budget information to include revenue sources in the spreadsheet GCRA was using as a project management tool. Follow-up to that item was included on the May 18 GCRA Advisory Board agenda (#201193), however, due to time constraints the item was not presented. That presentation is included as backup to this informational item that further refines the GCRA 10 Year Plan management tool. This spreadsheet is continually updated to reflect recent budget activity, percentage of completion, timeline, and project lead. This tool will be utilized not only internally for project management, but also as a way to communicate the status of the overall Reinvestment Roadmap as needed and prior to the annual budget discussion.

Strategic Initiative: Goals 1-5

Fiscal Note: None

RECOMMENDATION

GCRA Director to GCRA Advisory Board: Receive updated Reinvestment Roadmap

[201145_A_GCRA Reinvestment Roadmap.pdf](#)

[201145_B_Reinvestment Roadmap Spreadsheet.pdf](#)

[201145_C_legistar 201193_GCRA Budget Update Presentation.pdf](#)

[201105.](#)

8th & Waldo Project Update (B)

Explanation: The 36-acre City-owned 8th & Waldo project area was identified in 2018 as a unique opportunity to catalyze economic development in east Gainesville. The City of Gainesville 2020-2025-2035 Strategic Plan identified 8th & Waldo Land Acquisition as a High Priority. The 2019 Gainesville Community Reinvestment Area (GCRA) 10-year Reinvestment Plan identified the 8th & Waldo area as an Economic Development Initiative Core.

In January 2021, the GCRA Advisory Board advised CAPER to pursue community engagement, and approved the allocation of \$4,000 for this task.

A Phase I Environmental Assessment (ESA) was conducted by Water & Air research, Inc. in April 2021. This assessment has revealed evidence of recognized environmental conditions in connection with the property. A Phase II ESA is recommended to further investigate the Recognized Environmental Conditions (RECs) documented during the Phase I ESA. The Phase II ESA will focus on the areas of concern west of NE 14th Street. No further environmental investigation is needed in the geographic area within the GCRA portion of the site.

Today's presentation will review the complete and undergoing due diligence, and the anticipated project process and timeline.

Strategic Connection

This item is connected to Goal 4: 'Resilient Local Economy' in the City's Strategic Plan.

Fiscal Note: None

RECOMMENDATION *Hear staff update and provide feedback.*

[201105.A 8th & Waldo Working Group members_final_20210518](#)

[201105.B 8th Waldo Presentation GCRA 051821_final_20210518](#)

[201105.C 210024 8th Waldo Memo_043021_final_20210518](#)

[201105.D Attachment A 8th Waldo Project Overview_final_20210518](#)

[201105.E Attachment B Memo_CM GCRA 8th Waldo Feasibility Consideratic](#)

[201105.F Attachment C 8th Waldo 2021 ESA Phase I_final_20210518](#)

[201105.G Attachment D 8th & Waldo GFR Amenities_final_20210518](#)

[201105.H Attachment E 8th Waldo Engagement Plan_final_20210518](#)

[201192.](#)

Downtown Strategic Plan Project Update (B)

Explanation: The Strategic Plan for Downtown is a Top Priority project for the City

Commission City Strategic Plan: 2020-2025-2035. A contract with a consulting group, led by MKSK and EDA, co-funded by the GCRA and UF, was executed in 11/2020. The project was assigned to the Office of Capital Asset Planning & Economic Resilience (CAPER). Since project initiation, project team held introductory meetings with internal stakeholders, including City staff, GCRA Advisory Board, one-one-one meetings with City Commissioners, Alachua County staff, UF staff, as well as site visits, and information gathering.

On April 8, the GPC approved an Engagement Brief for the project that was developed by MKSK in close collaboration with the Department of Communications and Engagement, Office of Equity and Inclusion, GCRA, UF, and CAPER staff.

As part of the engagement strategy, a Neighbor Advisory Group (NAG) will be established. The NAG, including up to 15 members, will be a representative voice of the Gainesville community that will directly guide the process. Members will provide critical feedback, establish the plan's guiding principles, and guide the direction for the planning process. Members will serve as ambassadors of the project, actively communicating and advocating for the plan's shared vision. The group will meet 4-6 times throughout the process. The NAG will include one (1) representative from the following organizations: GCRA Advisory Board, Alachua County, UF, Innovation Hub, and the Chamber of Commerce. The 5 abovementioned members will invite up to 10 members that represent downtown property and business owners and Gainesville neighbors to become members of the NAG.

In the presentation, we will introduce the project overall and engagement approach, timeline and next steps.

Strategic Connection

This item is connected to Goal 4: 'Resilient Local Economy' in the City's Strategic Plan.

Fiscal Note: None

RECOMMENDATION

Provide input on the presentation and select a GCRA Advisory Board representative to the Downtown Strategic Plan Neighbor Advisory Group.

[201192 Downtown Strategic Plan GCRA AB 051821 final 20210518](#)

BUSINESS DISCUSSION ITEMS

[210069.](#)

**Fifth Avenue Arts Festival/Community Partnership Grant Program
Follow Up**

Explanation: At the March 16 GCRA Advisory Board meeting, the Cultural Arts Coalition requested funding for the 2021 Fifth Avenue Arts Festival in the

amount of \$2,000 from the GCRA's Community Partnerships fund (Legistar #200936). The board unanimously approved the funding and requested that the Cultural Arts Coalition return to the board after the event to report on how the funds were spent and how the event went. The Fifth Avenue Arts Festival took place from April 24 through May 3, 2021, and at today's meeting the Cultural Arts Coalition will return to the board with the requested information.

Fiscal Note: None

RECOMMENDATION

GCRA Director to GCRA Advisory Board: Hear update from the Cultural Arts Coalition Executive Director, NKwanda Jah

[200904.](#)

GCRA and CWC Partnership Initiative (B)

Explanation: The proposed Reinvestment Area Home Energy and Water Efficiency Initiative is a partnership between the Community Weatherization Coalition (CWC) of Alachua County and Gainesville Community Reinvestment Area (GCRA). The vision of this Initiative is to strengthen neighborhoods by maintaining the culture and population of the district neighborhoods through long term residency. The mission being to directly benefit community members by lowering their monthly utility bill and thus increasing the number of energy and water efficient homes in the District. Residents with inefficient appliances, poorly functioning air conditioning, and water leaks may spend hundreds to thousands of dollars in additional annual costs. In addition, areas of poor quality housing and a large numbers of inefficient homes can destabilize communities by leading to a high turnover rate for permanent residents.

The CWC currently provides free services to homeowners through the Home Energy Tune-up (Tier 1) and Upgrade (Tier 2) Programs. The Tune-up (Tier 1) Program offers a free kit that contains water and energy saving supplies, as well as education on conservation behaviors. These supplies include energy-efficient light bulbs, water-saving showerheads, and toilet tank displacement bags. The Upgrade (Tier 2) Program offers more permanent energy upgrade services such as installation of attic and underfloor insulation, water heater replacement, and window pane replacement. Both programs are designed to lower the residential energy cost burden-or the percent of a resident's annual household income that goes toward energy costs.

Through the partnership, the GCRA would provide funding for each low income participant or lessor (within the district) the CWC provides services to. The objective is to increase the number of energy and water efficient homes and expand the program to rental property owners (lessors). By helping residents save money on energy costs, the initiative supports the GCRA 10 Year Reinvestment Plan goals.

The Reinvestment Plan supports the Initiative's vision through the Plan's

“Community Enhancement and Housing Objective.” The purpose of this objective is to directly benefit community members by maintaining the culture and population of neighborhoods. The Gainesville City Commission's Strategic Plan also outlines steps to create a “Great Place to Live & Experience” (Goal 3) by increasing affordable housing opportunities for both ownership and rental units.

Fiscal Note: The total estimated cost for one year to implement the initiative is \$70,132.00. Funding has been budgeted for and will be utilized from the GCRA Fund W022. As this is a pilot program GCRA and CWC have committed to reviewing the efficacy of the program and any suggested changes will be brought back prior to the first year anniversary of the program.

RECOMMENDATION

GCRA Director to GCRA Advisory Board: Hear proposed Partnership for Home Energy and Water Efficiency Initiative; and approve as presented or modified, if applicable.

[200904_A_GCRA-CWC_Partnership_Initiative_Presentation_A.pdf](#)

[200904_B_Home_Energy_and_Water_Efficiency_Initiative_DRAFT.pdf](#)

200401.

Heartwood Update (B)

Explanation: On May 6, 2021, the City Commission approved the Purchase and Sale Agreements (PSA) and Construction Contracts for Heartwood. This was the final step needed to kick off the marketing and start the timeline for sales and construction.

The Heartwood website, [heartwoodgnv.com](http://www.heartwoodgnv.com) <<http://www.Heartwoodgnv.com>>, went live on Friday, May 16, 2021. To date, the website has had over 2,100 visitors since launching, with the most frequently visited pages being “Home Models” and “How to Buy.” The GCRA’s communications reached over 1,400 interested neighbors via direct email and was also posted to the GCRA and Heartwood websites, GCRA Facebook and Instagram, and a formal press release was issued. Keller Williams - Team Dynamo marketing communications reached over 11,000 interested neighbors via direct mail, and was posted on the Multiple Listing Service (MLS) and Team Dynamo’s social media outlets. The following news outlets have also recently published articles about the Heartwood neighborhood; WUFT, the Gainesville Sun, and the Main Street Daily News.

On Wednesday, June 2, 2021, Staff held two virtual Homebuyer Informational Sessions to provide the public an opportunity to meet with the Heartwood Team, hear about the two purchasing paths, ask critical questions, and receive a virtual tour of the model home. Between the two sessions, there was a total of 57 attendees and over 60 questions asked. The event was recorded and is accessible via the Heartwood website.

The next two Heartwood events will be an on-site "Neighborhood Drive-Through and Open House" on Wednesday, June 16, 2021 from 3-6 p.m. and "Heartwood Sales Day" on June 30, 2021. At today's meeting, staff will provide an update and more information on the upcoming events.

Fiscal Note: None

RECOMMENDATION

GCRA Director to the GCRA Advisory Board: Hear update from Staff

[200401_A_Heartwood Update Presentation June GCRAAB.pdf](#)

[200401_B_Heartwood Gainesville Virtual Tour.mp4](#)

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

July 20, 2021

ADJOURNMENT