

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

February 1, 2021

5:30 PM

Hybrid Meeting

City Hall Auditorium

Gainesville Community Reinvestment Area Advisory Board

Lane Abraben

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

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

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

BOARD ELECTIONS

COMMUNICATIONS

Chair's Report

Director's Report

Staff Report

BUSINESS ITEMS

[200614.](#)

City Manager Update on the City's Strategic Planning Process (B)

RECOMMENDATION

The Board hear a presentation from the City Manager on the City's Strategic Plan and the Advisory Board's role relative to this process.

[200614_Strat Plan PPT_FINAL Feldman_20210119.pdf](#)

[200592.](#)

GCRA Advisory Board 2019-2020 Annual Report (B)

Explanation: The City Commission at its September 17, 2020 meeting has requested that all City Advisory Boards and Committees prepare an annual report for Calendar years 2019-2020. The report should consist of the following:

- What do you understand the mission of your board to be?*
- What are the three most important things your board has done during calendar years 2019-2020?*
- What are the three most important things your board is working on right now?*
- What could the City Commission do to help your board better serve our neighbors?*
- What else do you need the City Commission to know about your board?*

The report was due to the commission before their January 21, 2021 meeting, but due to scheduling conflicts the Clerk's office extended the deadline until GCRAAB is able to meet in-person.

Staff has compiled the input received from board members into the accompanying document for the Board's review and feedback.

Fiscal Note: none

RECOMMENDATION

*GCRA Director to GCRA Advisory Board:
Approve GCRA Advisory Board's 2019-2020
Annual Report as presented.*

[200592 DRAFT GCRA Advisory Board 2019-20 Annual Report.pdf](#)

[200638.](#)

Economic Development Finance Update (B)

Explanation: Economic development is a primary objective of the GCRA 10 Year Reinvestment Plan to increase employment levels, raise the tax base, and improve the standard of living within the district. The plan strategizes that the GCRA create economic development finance programs as a mechanism to achieve this objective. The next step to implement this initiative will be to examine past programs, research case studies from other cities, review the reinvestment plan, and gather community and advisory board recommendations.

Historically, the former Community Redevelopment Agency (CRA) implemented business development assistance. grants, loans and development agreements that incentivized existing and new business development. These programs ran in tandem with City-wide initiatives. New incentives will build upon these past programs, lessons learned and feedback from GCRA stakeholders and the small business community.

The new programs will also incorporate input from community members gathered during Reinvestment Plan engagement. The support of local businesses, especially food markets and medical facilities were identified as a priority for community members. To achieve economic development the plan suggests elements such as business recruitment incentives, job training and creation, and small, local, diverse business development. The Gainesville Technology Entrepreneurship Center (GTEC) is a strategic center to implement these elements.

Capital Assets, Planning and Economic Resilience office (CAPER) will be joining the GCRA in the presentation to give an update on city-wide economic development incentives for context as to what's been successful and what's needed.

GCRA staff will discuss previous economic development activities implemented by the former CRA, a summary of what's been done to date and discuss the types of incentive programs desired per the GCRA consolidated plan objectives and community desires. The purpose of this agenda item is to receive feedback from the Advisory Board on the types of incentive programs to develop and implement based on how they help address the Reinvestment Plan objectives and community desires.

Fiscal Note: The not to exceed amount of \$600,000 is budgeted for Fiscal Year 2021 Economic Development Finance opportunities from the GCRA Fund 620

“Economic Development Finance Programs” account.

RECOMMENDATION GCRA Director to GCRA Advisory Board: Hear update from staff and provide feedback.

[200638_A_Economic_Development_Finance_Programs_Presentation.pdf](#)

[200637.](#)

The Infinity Line (B)

Explanation: In an effort to respond to the Board's request to learn more about the Infinity Line, Staff has put together a practical approach specifically for the sections of the Infinity Line within the GCRA district.

One of the larger sections of the Infinity Line that sits within the GCRA district runs a total of 2.4 miles along the Eastside/Waldo Road corridor. The goal for this segment would be to redesign the Eastside Rails-to-Trails and Waldo Road corridor to address safety issues, residential blight, and neighborhood connectivity. A subsequent goal of redesigning the Waldo Road corridor is to encourage redevelopment and reinvestment in the Eastside Duval neighborhoods. Furthermore, connecting the Rails-to-Trails at University Avenue and Waldo Road (Five Points) with a pedestrian bridge can provide safe passage for Duval residents to Depot Park and vice versa.

The second largest portion that sits within the GCRA district is along the 6th St. Rails-to-Trails which spans a total of 1.7 miles. This trail is well established and represents the standard “place making” character of the Infinity Line; i.e. an extension of Depot Park. Although this trail is well established, similar residential blight occurs along the Porters neighborhood where the trail interacts with the neighborhood. The goal for this segment is to address neighborhood connectivity, invite redevelopment and reinvestment, and provide residents of Porters safe access to the other amenities within the City.

The overall purpose of the Infinity Line is to provide Gainesville residents with an alternative way to explore and experience the diverse and rich culture within the City while also providing a safe and comfortable way to do so and spur economic development. Today's update is to continue the conversation and focus on the areas within the GCRA District. Next steps include meeting with internal departments and state agencies to discuss the feasibility of the proposed enhancements, create a project scope and order of magnitude costs.

Fiscal Note: None

RECOMMENDATION GCRA Director to GCRA Board: Hear update from Staff

[200637_The Infinity Line Presentation.pdf](#)

[200752.](#)

Birmingham Crossplex Visit (B)

Explanation: During the November 17, 2020 GCRA Advisory Board meeting, the Birmingham Crossplex was brought into the conversation around the GCRA/CAPER 8th Avenue and Waldo Road project. Since that time the GCRA Staff met with the Executive Director of the Crossplex and Board Member Grundy-Gomes and former City Commissioner Scherwin Henry visited the sports complex in person and received a tour. Upon their return, Grundy-Gomes requested to share their experience and what they learned with the Advisory Board.

Fiscal Note: None

RECOMMENDATION

GCRA Director to GCRA Advisory Board: Hear Presentation and Discuss

[200752_Birmingham Crossplex Visit.pdf](#)

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

February 16, 2021

ADJOURNMENT