

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

September 21, 2021

5:30 PM

Hybrid Meeting

GRU Multipurpose Room

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

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

COMMUNICATIONS

Chair's Report

Director's Report

Staff Report

REQUEST TO ADDRESS THE BOARD

SE Historic Residential District - Member Blount

CONSENT AGENDA

[210270.](#)

GCRA Business Improvement Grant Update (NB)

Explanation: At the City Commission's July 15, 2021 meeting the Historic Masonic Gainesville, LLC Business Improvement Grant program application and associated backup were presented for consideration. This application met the program requirements, and staff recommended approval of the application. The City Commission had concerns and wished to speak to the applicant, who was originally present to speak. But after changes to the Agenda the applicant had to leave prior to the item being heard.

City Commissioner Reina Saco motioned that the item be continued at the August 5th meeting where the applicant can be present and answer questions. Commissioner Adrian Hayes-Santos seconded the motion, and it passed 4-3 with Commissioners Gail Johnson, Desmon Duncan-Walker, and Harvey Ward voting against.

Per the City Commission's request, the Grant application was brought back to the August 5, 2021, meeting and the presentation and backup were updated to address City Commissioner's expressed concerns and provide more context as to the applicant's request. The City Commission approved a grant not to exceed \$85,000 as opposed to the recommended amount. The City Commission also asked that the GCRA look at program guidelines and intentions in regards to Historic commercial properties.

[210268.](#)

GCRA Housing Programs Update (NB)

Explanation: This item is a follow up to the GCRA Housing Initiatives Update provided to GCRAAB on July 20, 2021 (Legistar # 210166). The GCRA is releasing five new housing programs in the near future. The original launch date of all five programs was in the late summer or early fall, but due to unforeseen delays, programs will be announced as they become live.

Each of these programs are a piece of a comprehensive strategy towards the Area's objectives to implement community housing initiatives that directly benefit community members by maintaining the culture and population of an area. The 10 Year Reinvestment Plan outlines the housing objectives of the area to add new infill housing, improve existing homes in the district, and provide quality housing at different price points for renters and homeowners.

The suites of program offerings are as follows:

- 1. My Neighborhood Grant Program: Offers a \$25,000 incentive forgivable loan to former neighborhood residents to welcome them back to purchase a home or lot. Eligible neighborhoods include: Cedar Grove II, Duval, Fifth Avenue, North Lincoln Heights, Pleasant Street, Porters, Springhill and Sugarhill. This program was approved by the City Commission on August 5, 2021. Application workshops will be organized by early fiscal year 2022, October 1, 2021.*
- 2. Neighborhood Paint Program: Provides free pressure washing and painting services to the exterior of single-family residential homes. Eligible neighborhoods include: Duval, Fifth Avenue, Pleasant Street, Porters, Springhill and Sugarhill. A Request for Proposals (RFP) was posted, and closed on May 24, 2021. Two out of town vendors responded, and the City Manager's office requested a rebid with some changes to encourage local contractors to participate. Staff anticipates this posting by the end of the Fiscal Year 2021, or September 30, 2021.*
- 3. Heirs Property Program: Offers free probate legal assistance to heirs' property owners to clear the title to their homes. The program is offered district-wide. On July 15, 2021 the City Commission approved the award to Three Rivers Legal Services as the primary vendor and Lippes-Mathias-Wexler as the secondary vendor. Once the vendors are under contract they will assist staff in finalizing program documents. Staff anticipates this program going live prior to the end of Fiscal Year 2021, or September 30, 2021.*
- 4. GCRA/CWC Partnership: The GCRA and Community Weatherization Coalition are partnering to offer home energy tune-ups and more permanent home energy upgrades to homeowners, renters, and lessors. The program is offered district-wide and awards are based on needs identified through the CWC's Home Energy Tune-Up Program. On July 19, 2021 the City Commission approved this partnership between*

the GCRA and CWC. GCRA staff met with GRU staff and recognizes and opportunity to partner on a joint contract. Next steps include working with GRU staff and the City Attorney's office to see about leveraging funding and administration by combining the two programs.

5. *Historic Home Stabilization Program: Proposed program offers funding for structural improvements to historic homes to resolve code violations and dangerous conditions. The Program is offered for contributing structures to Gainesville's historic districts within the GCRA District boundary. On July 20, 2021 the GCRA Advisory Board heard a presentation about the program and recommended revisions to program policies. Staff is in the process of collecting data in order to return to the Advisory Board with the information needed to make recommendations for revisions, if applicable. It is expected to go before the GCRA at the September 2021 meeting.*

GCRA staff is preparing a marketing plan to educate District Neighbors about these opportunities. To inform the community, GCRA staff will attend neighborhood association meetings and host community workshops to help interested applicants apply. Neighborhood members will be sent postcards through the mail, and brochures will be distributed at community centers. A press release will be sent out to news outlets, information will be posted online and through social media, and an advertisement will be broadcasted through TV and radio.

As these are all pilot programs, the GCRA has committed to reviewing the efficacy of each program and any suggested changes will be brought back prior to the first year anniversary of each program.

[210274.](#)

Heartwood Update (NB)

Explanation: Homes in the Heartwood neighborhood have been on sale since June 30th, 2021.

As of September 7, 2021, three Showcase Purchase and Sales Agreements (PSA's) are being negotiated and three additional PSA's have been fully executed. Next steps include the buyers negotiating their construction contracts with their assigned builder.

On July 14, 2021, the Dreams2Reality application window closed. A total of 31 applications were successfully submitted. On July 16, 2021, those 31 applications were given to the City Auditor for randomization. All applicants received notification of their place on the randomized list and the first 11 were connected with Housing and Community Development (HCD) to begin the qualification process. As applicants are qualified by HCD they are referred to Team Dynamo to finalize the home purchase process. As of September 7, 2021, two 2 Dreams2Reality PSA's have been fully executed and are now pending execution of construction contracts.

Construction contracts must be fully executed within 30 days of the PSA execution. The deadline for construction completion is within nine months construction contract execution date. Staff will continue to provide updates to the advisory board each month with updated sales information.

BUSINESS DISCUSSION ITEMS

[210271.](#)

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, in partnership with Development Strategies and EDA, was executed in 11/2020 and co-funded by the GCRA and UF. The Office of Capital Asset Planning & Economic Resilience (CAPER) is the project lead.

On April 8, the GPC approved the project's Engagement Brief. Per the Brief, a Neighbor Advisory Group was established and met in June. This group, composed of up to 15 members including the selected GCRA Advisory Board representative, member Jacob Ihde, is a representative voice of the Gainesville community that will directly guide the process. In July, the project team hosted 12 hourlong sessions, focusing on 10 different topics, with more than 70 attendees, representing neighborhoods, businesses, and organizations. Community roundtable events are planned for August. In addition, in the past months the 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. Following the August engagement events, the project team will share what we've heard through an Engagement Summary, which will be publicly available on our project website. An online survey <<https://www.surveymonkey.com/r/downtowngnv>> and an opportunity to sign up for email updates <<https://lp.constantcontactpages.com/su/tYktoBF/downtownGNV>> are available on the website as well. <https://cityofgainesville.org/downtownstrategicplan>.

Per the GCRA Advisory Board's request to be considered a project stakeholder, in today's presentation, the project team will share the information that was delivered at the July engagement sessions, and will open the discussion for GCRA Advisory Board members to share perspectives on downtown's assets, issues, and opportunities.

Fiscal Note: No fiscal impact to the budget at this time

RECOMMENDATION

Hear presentation and provide input.

[210271_A_Stakeholder Focus Group Presentation.pdf](#)

[201159.](#)

8th & Waldo Project Update (B)

Explanation: The Capital Assets Planning and Economic Resilience (CAPER) Department provided an 8th and Waldo Road Status Report on the consent agenda for the June 15th GCRA Advisory Board meeting (Legistar #201192). The item was pulled from the consent agenda and several inquiries were made by the Board as to specific components of the project. This agenda item is intended to report out on next steps and work completed/pending regarding the project.

A. *The City of Gainesville 2020-2025-2035 Strategic Plan identified 8th & Waldo Land Acquisition as a High Priority, and the 2019 Gainesville Community Reinvestment Area (GCRA) 10-year Reinvestment Plan identified the 8th & Waldo area as an Economic Development Initiative Core. To meet these goals and maximize the impact of the 36-acre City-owned 8th & Waldo project area, Colliers International negotiated on behalf of the City a purchase agreement with Segovia Ventures for the Ace Check Cashing site, located at the NW corner of Waldo Road and NE 8th Ave, on 806 NE Waldo Road, Gainesville, FL 32641 (Tax Parcel# 10515-002-000).*

The purchase price of \$210,000 is subject to the validation by a certified appraisal ordered by the Buyer. The purchase price will not exceed the appraised value. The appraisal fee for this was quoted at \$2,700, the boundary survey at \$4,020, the Environmental Assessment Phase 1 at \$1,800. This property is within the GCRA area.

B. *A Phase I Environmental Assessment (ESA), conducted by Water & Air research, Inc., revealed evidence of Recognized Environmental Conditions (RECs) within the property, in the areas west of NE 14th Street. A Phase II ESA was recommended to further investigate the RECs. No further environmental investigation is needed in the geographic area within the GCRA portion of the site.*

A General Fund source will be used for funding the Phase II ESA. The Phase II ESA is expected to be complete within 3 months of the Notice to Proceed.

C. *A Market Feasibility Analysis will be conducted to help assess future appropriate uses for the site. A General Fund source will be used for funding the Market Feasibility Analysis.*

D. *Staff of Communications & Engagement, Office of Equity, and CAPER developed a Community Engagement Plan, which was shared with the Board in a memo dated 5/5/21. Community engagement will begin in the Fall, once the Phase II ESA and Market Feasibility Analysis are complete. The GCRA Advisory Board advised CAPER to pursue community engagement, and approved the allocation of \$4,000 for this task.*

..Fiscal Note

CAPER Staff is seeking \$218,520 for the due diligence and purchase of 806 NE Waldo Road; Gainesville, FL 32641 (Tax Parcel# 10515-002-000). \$796,000.00 is available in the Economic Development/8th & Waldo fund #PR_0201.

Fiscal Note: CAPER Staff is seeking \$218,520 for the due diligence and purchase of 806 NE Waldo Road; Gainesville, FL 32641 (Tax Parcel# 10515-002-000). \$796,000.00 is available in the Economic Development/8th & Waldo fund #PR_0201.

RECOMMENDATION

GCRA Director to GCRA Advisory Board:

1. Approve an amount of \$2,700 for property appraisal for the 806 NE Waldo Road; Gainesville, FL 32641 (Tax Parcel# 10515-002-000)
2. Approve an amount of \$4,020 for property boundary survey for 806 NE Waldo Road; Gainesville, FL 32641 (Tax Parcel# 10515-002-000)
3. Approve an amount of \$1,800 for Phase I Environmental Assessment for 806 NE Waldo Road; Gainesville, FL 32641 (Tax Parcel# 10515-002-000)
4. Approve an amount of \$210,000 to purchase the 806 NE Waldo Road; Gainesville, FL 32641 (Tax Parcel# 10515-002-000)

[201159A 8th Waldo Presentation GCRA 092121.pdf](#)

[201159B 8th Waldo 806 NE Waldo Appraisal Quote.pdf](#)

[201159C 8th Waldo 806 NE Waldo Boundary Survey Quote Quote EDA.pdf](#)

[201159D 8th Waldo 806 NE Waldo Road ESA Phase I Quote.pdf](#)

[201159E 8th Waldo 806 NE Waldo Road Sales Contract \(commercial\) Segovi](#)

[201159F 8th Waldo 072921 Ace Cash Checking Memo with Attachments.pdf](#)

[201159G 8th Waldo ESA Phase II Proposal.pdf](#)

[201159H 8th Waldo Market Feasibility Quotes.pdf](#)

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

October 21, 2021

ADJOURNMENT