

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

June 21, 2022

5:30 PM

GRU Multipurpose Rm., 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

[211270.](#)

**Amendment the Gainesville Community Reinvestment Area (GCRA)
Advisory Board Rules (B)**

Explanation: On January 20, 2022, the City Commission, on second reading, amended the GCRA's City ordinance (Legistar #210666), reducing the number of Board members from fifteen (15) to nine (9). As a result of the amendment, the GCRA Advisory Board Rules must also be revised to reflect the change.

Subsequently, on May 5, 2022, (Legistar #210898) the City Commission approved the same change to the GCRA Rules.

Additionally, in consultation with the City Attorney, it was suggested that this also provided an opportunity to address/recommend other edits to the Rules. Accordingly, upon review of the document, staff identified a discrepancy in Article VI - Order of Business as shown.

Current Order

- 1. Roll Call*
- 2. Approval of Agenda*
- 3. Approval of Previous Meeting's Minutes*
- 4. Request to Address the Board*
- 5. Communications*
- 6. Old Business*
- 7. New Business*
- 8. Board Member Comment*
- 9. Next Meeting Date*
- 10. Public Comment*
- 11. Adjournment*

Proposed Order

1. *Call to Order*
2. *Roll Call*
3. *Adoption of the Agenda*
4. *Approval of Minutes*
5. *Communications*
6. *Consent Agenda*
7. *Business Discussion*
8. *Public Comment*
9. *Board Member Comment*
10. *Next Meeting Date*
11. *Adjournment*

The recommended changes to the Order of Business were also approved by the City Commission.

RECOMMENDATION

Staff provide an update to the GCRA Advisory Board on the amendment to the GCRA Advisory Board Rules to reflect 1) the reduction in membership from fifteen (15) to nine (9) and 2) approve the changes to Article VI - Order of Business.

[211270_A_AMENDMENT to Rules of the GCRA Advisory Board_2022.05.05](#)

REQUEST TO ADDRESS THE BOARD

[211242.](#)

Swarthy East GNV (B)

Explanation: Swarthy East GNV has requested event sponsorship from the GCRA and will give a brief presentation to the GCRA Advisory Board.

The backup included provides information on the various sponsorship levels.

RECOMMENDATION

The GCRA Advisory Board hear a request for sponsorship from Swarthy East GNV and render a decision.

[Revolution Before Evolution Festival](#)

[211243.](#)

Request to Address the Board - THE FEST (B)

Explanation: THE FEST is an independent multiple-day, multiple-venue underground

music festival held annually in Gainesville, Florida. In 2021, THE FEST celebrated 19 years after postponing the 2020 installment due to Covid-19 safety concerns. The FEST brings thousands of attendees to downtown Gainesville each year, which generates revenue for local businesses. FEST organizers worked to develop COVID protocols to hold the event safely. THE FEST is requesting the GCRA sponsor of this year's festival.

The backup included, provides information of the various sponsorship levels.

RECOMMENDATION The GCRA Advisory Board hear requests for sponsorship from THE FEST, and render a decision.

[211243 A FEST 20 Sponsorship Guide SS V2 \(1\)](#)

[211265.](#)

Request to Address the Board - SOAR Mentoring Services (B)

Explanation: SOAR Mentoring Services, a local 501(3)(c) organization, has requested to address the GCRA Advisory Board to request a sponsorship for the East Gainesville Backyard BBQ Cook-off. Information describing the event and sponsorship are included as backup.

RECOMMENDATION The GCRA Advisory Board hear request for sponsorship from SOAR Mentoring Service, and render a decision on the respective request.

[211265 A SOAR Event Sponsor Proposal](#)

[211265 B Backyard Cook Off Flyer](#)

[211263.](#)

Request to Address the Board - Pride Celebration (B)

Explanation: Pride Celebration has requested event sponsorship from the GCRA and will give a brief presentation to the GCRA Advisory Board.

The backup included provides information on the event..

RECOMMENDATION The GCRA Advisory Board hear request for sponsorship from Swarthy East GNV and render a decision on the respective request.

[June 24th](#)

BUSINESS DISCUSSION

211345.

NW 5th Avenue Streetscape Phase III Opportunity (B)

Explanation: As part of the NW 5th Avenue/Pleasant Street Redevelopment Plan, the former CRA delivered two streetscaping projects along the NW 5th Avenue Commercial Corridor. The first was completed in the Pleasant Street neighborhood from NW 3rd Street to NW 6th Street (Phase I) and the second from NW 6th Street to NW 10th Street (Phase II). The two former projects included a visible “upgrade” with brick, lighting, street furnishings, wider sidewalks and undergrounded utilities, and infrastructure improvements for water/wastewater. It was envisioned that the final stretch of the NW 5th Avenue streetscaping efforts (Phase III) would be considered for funding once there was a plan for the former Seminary Lane properties. This way the intensive work could be completed in coordination with its redevelopment, which brings us to today, as you will hear the CHW presentation on Phase III of the NW 5th Ave Streetscape Project.

On May 3, 2021, the GCRA received a formal request from CHW Professional Consultants regarding a potential partnership with the City and Tramell Webb Partners to complete the NW 5th Avenue Commercial Corridor streetscape from NW 10th to 13th Street (Phase III). Their request stated their intention to present to the GCRA Advisory Board, and on May 18, 2021, CHW provided a summary (Legistar #201232) of the proposed partnership and the opportunity to tie in the Heritage Trail project.

The GCRA Advisory Board was supportive of the project, and though no official motion was presented, CHW was asked to return with an update and next steps on the project.

Today, CHW will provide a more structured plan of the proposed streetscape improvements.

Fiscal Note: To be determined.

RECOMMENDATION

The GCRA Advisory Board hears a presentation from CHW on the NW 5th Ave Streetscape (Phase III) Project and provides feedback on the same.

211345_A_NW5th Ave Streetscape Phase III

[211245.](#)

GCRA Community Partnership Grant Program (B)

Explanation: At the March 15, 2022 Gainesville Community Reinvestment Area Advisory Board meeting, a draft of the Community Partnership Grant

Program (Legistar #210323) was brought to the board for review and feedback. Feedback received during that meeting and the City's legal department has been incorporated into the proposed program.

Background: The former Gainesville Community Redevelopment Agency (CRA) and the current Gainesville Community Reinvestment Area (GCRA) have assisted local non-profit organizations with small-scale grants for events within the District for most of its existence. An example of this is the annual support of the Fifth Avenue Arts Festival. Typically, the grant funds assisted with the fixed costs related to city services required via permit. Examples of these costs include street closures, Gainesville Police Department participation, Gainesville Fire Rescue support, etc.

In the past, non-profit groups would request to address the CRA Advisory Board, give a presentation about their event, and ask for the Board's financial support. If the event met the criteria of the CRA Redevelopment Plan, the Board typically approved these funding requests. Grant awards ranged from \$1,500 to \$3,000.

The GCRA 10-Year Reinvestment Plan identified the need for this program to continue and to develop a formal program for its administration. In its transition to a city department, there was also a need to understand other sources of community grants available from the city to avoid duplication and understand what's available city-wide to promote events of this kind.

GCRA Staff, in conjunction with Parks Recreation and Cultural Affairs, has been working to understand how to help supplement their Special Event Additional Support (SEAS) grant program. The SEAS grant is specifically for special events throughout Gainesville and focuses on support services required for safety, traffic, waste, and park clean-up.

In thinking through how the GCRA could differentiate its program, complement the SEAS grant, and meet a community need, Staff created this grant program to assist with other event costs not covered in PRCA's grant program. Events must align with the plan by focusing on community, arts and culture, recovery/resiliency, cultural celebration, neighborhood improvement, and racial healing/justice. The GCRA program is proposed to be a 50% matching grant, and the maximum grant amount is \$5,000.

Strategic Connection

Goal 1: Equitable Community - Building equity and inclusivity. The program has components that allow for funding towards Arts and Cultural Initiatives, Cultural Celebration, Neighborhood Improvement, Racial Healing / Racial Justice Training

Goal 3: A Great Place to Live & Experience

Goal 4: Resilient Local Economy

Fiscal Note: GCRA Fund (1132) currently has \$42,000 in funds available for the program with an additional \$15,000 of proposed funding for FY23.

RECOMMENDATION

The GCRA Board hears a presentation and provide recommendation to advance proposed program as presented to City Commission for review and approval.

[211245 Community Partnership Grant Presentation.pdf](#)

[211246.](#)

Heartwood Update (NB)

Explanation: At the March GCRA Advisory Board meeting, the board requested that staff bring back a discussion on the construction costs for the Dreams2Reality homes in the Heartwood Neighborhood. The City has executed a cost plus construction contract with the builder for each of the 11 homes. The contract price is based on the estimated project costs and the final cost of each home will be known closer to the completion of construction. Some of the materials have increased in price since the end of 2021 when the estimates were created. The final cost of the homes may exceed the current construction contract prices and additional funding would need to be identified. The Dreams2Reality homes are currently in the beginning stages of construction, and staff expects to have more concrete numbers in three to four months.

Fiscal Note: None.

RECOMMENDATION

The GCRA Board hears a presentation and provide feedback.

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

Tuesday, July 19, 2022

ADJOURNMENT