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1/16/2020	1	City Commission	Discussed	

Gainesville Community Reinvestment Area (GCRA) DRAFT Reinvestment Plan (B)

Ordinance No. 181001, adopted by the City Commission on September 5, 2019, outlines the CRA’s transition from a Community Redevelopment Agency overseeing projects in four redevelopment areas to become a City Department and one consolidated Community Reinvestment Area. As required by the ordinance in Section 2-410, the City Commission must adopt a reinvestment plan to guide community redevelopment within the new Community Reinvestment Area (GCRA).

The GCRA is consolidating the former redevelopment plans into one reinvestment plan for the City of Gainesville. The plan document will provide a brief history of the CRA, encapsulates the present by an annual accounting of redevelopment activities completed in FY19 and looks to the next ten years by analysis of community feedback received, project opportunities, proposed redevelopment locations and surrounding context, and potential strategies for the next decade.

The community outreach began with a kick-off meeting on October 14 to gather information about the community’s vision for the district. Four area-specific meetings were hosted the week of November 4. At these meetings the public was encouraged to prioritize potential plan objectives and areas of focus. All engagement meetings were posted on the City’s Notice of Meetings, and as a public notice in the Gainesville Sun newspaper. Flyers with engagement information were distributed on public bulletin boards and advertised by social media. Every property located with the district received a mailed postcard with engagement dates. Area specific surveys were administered and advertised online. In addition to GCRA sponsored meetings, staff also attended and presented information about the reinvestment plan and engagement meetings at eight different neighborhood crime watch organization meetings.

At today’s meeting the City Commission will receive a presentation and update on the reinvestment plan draft, review results from the community engagement meetings and hear about next steps, including the revised timeline and potential strategies for the next decade of the GCRA’s work.
None at this time

City Manager to the City Commission: Hear presentation and provide feedback on the draft Reinvestment Plan