
MINUTES
Eastside Redevelopment Advisory Board
Thursday, April 7, 2011
6:00 pm
GTEC
2153 Hawthorne Road
Conference Room

A. ROLL CALL

Chairman Henderson called the meeting to order at 6:00 pm.

<u>Members Present</u>	<u>Members Absent</u>	<u>Staff Present</u>	<u>Guests</u>
Cindy Campbell	Noah Shitama	Stephanie Seawright	
Andrew Coffey		Malcolm Kiner	
Vivian Filer		Shaad Rehman	
Namanda Henderson		Sarah Vidal-Finn	
Choppy Hodes		Diane Bennett	
Mary Rhodes		Kelly Gillen	
		Matt Dube	
		Lynn Janoski	

B. ADOPTION OF THE AGENDA

The Board unanimously approved the motion made by Member Campbell, seconded by Member Coffey.

Recommendation: Adopt the Agenda as presented.

C. APPROVAL OF THE MINUTES

The Board unanimously approved the motion made by Member Rhodes, seconded by Member Coffey.

Recommendation: Approve the minutes of the February 3, 2011 meeting with modifications.

D. REQUEST TO ADDRESS THE BOARD

None

E. COMMUNICATIONS

1. Chair's Report -

Chair would like to congratulate staff on Fast Company & our Town magazines articles on the agency and the work it is doing. He thanked staff for all their great work.

2. Staff Report

The communications section will be handled differently during these meetings. Instead of staff presenting each topic in sequence, members are given the opportunity to give comments or ask questions in an open format on any of the topics provided below;

Exterior Paint Program- Staff is preparing to open another paint program application cycle this includes marketing and distributing applications to interested parties. Special focus will be placed on 8th Avenue & Waldo Road corridor.

Power District Redevelopment – CRA staff continues to examine a variety of issues at play in the Power District. Staff has begun the rezoning/land use change process, submitting the Large Scale land use application to the City on March 21st. Simultaneous to this review process, staff will work with regulatory and urban design experts at Perkins+Will to develop streamlined zoning regulations for the area. These regulations will improve the flexibility, efficiency, and clarity of existing regulations, and will be modeled after the framework being developed for the Innovation Square area. Both the rezoning and land use changes are on schedule to be adopted in approx. December 2011.

Hawthorne Road Café – We have reached substantial completion on the Hawthorne Road Café shell building located at 1714 Hawthorne Road. Staff reissued a solicitation to obtain a tenant for the shell building and received a proposal from Southern Charm and Pie Factory to operate a contemporary southern influenced restaurant. The CRA Board approved the proposal of Southern Charm and Pie Factory and staff has entered into negotiations with them as a tenant for the café space. Staff is currently working with Southern Charm to obtain cost estimates for build out of the café. Shell build out is scheduled to begin in February of 2011 and last 8-10 weeks.

Citizens Field Youth Triathlon – The second annual Citizens Field Triathlon is tentatively scheduled for October 8, 2011 at the MLK sports complex, over 100 racers registered for the first year event, we are excited and look forward to having even more participants in 2011.

Citizen's Field Youth Triathlon is scheduled for June 18-19, 2011. The CRA is partnering with DRC Race Management Company to manage the race.

Eastside Medians - Projects planned for Southeast Hawthorne Road and Williston Road have been budgeted; however, these projects are on hold pending resolution of FDOT-City maintenance agreements.

CRA Maintenance Policy – The purpose of the maintenance policy is to enact a predictable and consistent process for managing current maintenance responsibilities and transferring certain activities and costs to the City of Gainesville. CRA staff has received input from Public Works and Parks, Recreation and Cultural Affairs and has incorporated it into the final document. The next step is legal review by the CRA attorney.

Depot Avenue Segment 4 – This is a Public Works Department (PWD) project to revitalize the Depot Avenue corridor into a multi-modal transportation corridor, improve traffic flow through intersections, and add decorative lighting, streetscape, and landscape amenities. The design of Segment 4 (SE Williston Road to SE 7th Street) is currently underway. The CRA will participate after construction of the roadway by adding additional amenities that are not included in the PWD plans for construction, focusing on connecting the Cotton Club to Depot Park. A construction timeframe for the project has not yet been established.

F. OLD BUSINESS

1. Former Kennedy Homes Redevelopment Update

Staff gave an update on where we are in the planning of this project. A revisiting of the Vision, Goals and Guiding Principles and Implementation were discussed.

2. Appointment of Representative to Serve on CAP Loan Committee

The Capital Access Program (CAP) is a revolving loan program designed to assist businesses within the Gainesville Community Redevelopment Areas access Small Business Administration (SBA) 504 loans. The CRA, through CAP, will be one of three lenders involved in the SBA 504 loan.

Under the CAP Policies, as presented to the Eastside Redevelopment Advisory Board, and adopted in September 2010 by the CRA Board, the CAP Loan Committee shall be established as the decision making body for CAP loans. The CAP Loan Committee members shall serve as volunteers, without pay, at the pleasure of the CRA Board. The CAP Loan Committee shall consist of five members: Three representatives of commercial lenders appointed by the CRA Board, the CRA Manager and one representative from each of the Redevelopment Area Citizen Advisory Boards, appointed by majority vote of their respective Boards.

The Board unanimously approved the motion made by Member Rhodes seconded by Member Coffey.

Recommendation: Appoint Member Filer to serve as Board's representative on the CAP Loan Committee.

3. Community Based Seed Fund/Economic Development Finance

CRA research has indicated overwhelming support for the idea of a community-based fund and we've received numerous offers of assistance in a variety ways. Additionally, it appears that the creation of a fund will foster new channels of collaboration and the sharing of resources and expertise among Gainesville's burgeoning entrepreneurial community and the organizations that teach, support and serve entrepreneurs and startup companies. .

G. NEW BUSINESS

1. Strategic Planning

This year's strategic planning session will be organized over two advisory board meeting dates:

Strategic Planning Meeting #1 (April 7, 2011): Advisory board members and CRA staff will have reviewed the previous 3-year redevelopment roadmap, Eastside Redevelopment Plan, and strategic planning points matrix in order to provide input and suggestions for updating and tweaking the current redevelopment roadmap. New projects or initiative suggestions will be discussed at the meeting with respect to meeting redevelopment plan goals and objectives, current workload, budget, and staff resources.

Strategic Planning Meeting #2 (June 2, 2011): Staff will present the results of the updated 3-year redevelopment roadmap and strategic planning point matrix based on the discussions with the board during the strategic planning meeting #1. Upon approval by the board, the 3-year redevelopment roadmap will be implemented for FY 2012, 2013, and 2014 with the opportunity for tweaking during yearly strategic planning sessions.

H. REPORT OF OFFICERS AND COMMITTEES

I. BOARD MEMBER COMMENT

Member Coffey discussed the possibility of buying building permits as an incentive for other improvements.

J. PUBLIC COMMENT

K. ADJOURNMENT - 7:40 pm