
MINUTES
Eastside Redevelopment Advisory Board
Thursday, June 3, 2010
6:00 pm
GTEC
2153 Hawthorne Road
Conference Room

A. ROLL CALL

Chairman Filer called the meeting to order at 6:03 pm. Quorum established.

Members Present

Cindy Campbell
Andrew Coffey
Vivian Filer
Namanda Henderson
Juanita Miles-Hamilton
Mary Rhodes
Noah Shitama

Members Absent

Staff Present

Stephanie Seawright
Malcolm Kiner
Matt Dube
Kelly Fisher
Greg Bradley
Anthony Lyons

Guests

Mark Glaeser

B. ADOPTION OF THE AGENDA

Change order having Economic Development Finance first then followed by Strategic Planning and then GRU Master Planning.

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

Recommendation: Adopt the Agenda as modified.

C. APPROVAL OF THE MINUTES

The Board unanimously approved the motion made by Member Campbell, seconded by Member Miles-Hamilton.

Recommendation: Approve the minutes of the February 4, 2010 meeting.

D. REQUEST TO ADDRESS THE BOARD

Mr. Mark Glaeser stated that the fencing project looks great. He thanked the CRA for all their hard work.

E. COMMUNICATIONS

1. **Chairs Report** - Chairman Henderson apprised the board that he planned on visiting other CRA Advisory board meetings.

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;

Kennedy Homes – On the agenda.

Exterior Paint Program- On the agenda

Eastside Fencing – All Florida Enterprises has completed the installation of the aluminum decorative fence along SE 7th Avenue, SE 15th Street, and SE 7th Avenue.

Eastside Redevelopment Plan – The CRA approved the updated Eastside Redevelopment Plan. The Plan is now referred to the City Commission and will require a number a hearings to be formally adopted.

Hawthorne Road Café – On April 2, 2010 site work and initial demo began on the Hawthorne Road Café. Construction management is being handled by BBI Construction with expected substantial completion of the Café in July 2010. Staff is currently focusing on reissuing a solicitation to obtain a tenant for the shell building. Staff has received interest from potential tenants and continues to keep them informed as we move forward.

Project Schedule:

- Café Shell Building Construction - April 2010- July 2010
- Tenant Solicitation- June – July 2010
- Tenant Award – August 2010
- Potential shell build-out – Aug- September 2010
- Grand Opening/ Ribbon Cutting – September/October 2010

Staff apprised the board that the solicitation went out on June 3, 2010.

Triathlon – On the agenda

F. OLD BUSINESS

1. Exterior Paint Improvement Grant Program (B)

The Exterior Paint Improvement Program is a commercial component of the Façade Grant to promote the maintenance and restoration of the exterior of buildings in the Eastside Redevelopment Area. The Exterior Paint Improvement Program was established to encourage business owners and residential owner-occupied property owners to improve the exterior of their structures, thereby reducing blight conditions and improving the aesthetics of the community.

The CRA will allocate 75% of the cost up to \$7,500 per building for the Exterior Paint Program. The eligibility and requirements will be as follows:

- Two estimates from licensed and insured painters (Approved Vendor List) must be provided.
- Building owners must indicate paints colors for the exterior of the building and trim.
- Application will go the Eastside Advisory Board for approval.
- Reimbursement will be after the work is completed by showing proof that 75% of the work has been paid for.
- Building must have no existing code violations.
- Target Corridors will be *Waldo Road to NE 16th Avenue, East University to NE 15th Street, East University to SE 15th Street, NE 8th Avenue to NE 25th Street.*

Staff opened the first application cycle for the paint program in February 2010, and received completed applications from: Beverly Hooker owner of Totally You Salon at 1724 SE 2nd Ave, James Franklin of Lil Ones World Day Care at 1735 SE Hawthorne Road, Ernest Hale proprietor of The Crab Shack 104 NE Waldo Road, Joyce Vinson owner of Educational Child Care Center at 106 SE 11th Street, and Ok-Chin Kwak for Nails Forever located at 114 NE Waldo Road.

Grants were awarded on April 1, 2010 to all the applicants and to date painting has been completed on Lil Ones World Day Care (Raheem Barnwell Painting), Totally You Salon (Dan and Sons Verticals), The

Crab Shack (Dan and Sons Verticals), and Nails Forever (Nails Forever). Staff is ready to reissue applications and prepare for another paint program cycle.

2. Eastside Youth Triathlon (NB)

CRA staff was asked to take a look at programs/projects that will make an impact within the City of Gainesville on tourism and the continued establishment of Gainesville as a destination City. In December 2009 the Eastside Redevelopment Advisory Board approved of the concept of hosting a Youth Triathlon on the Eastside (via MLK Center, Dwight Hunter Pool & Citizen Field). The triathlon will be open to youth ages 7-15, and will compete for prizes according to their age groupings. In March 2010 the CRA board approved the CRA amendatory budget allocating \$15,000 towards the Eastside Youth Triathlon.

Staff in partnership with Jeff Plaesschaert of the Shands Sport Performance Center is coordinating the event which is scheduled to take place on October 3, 2010. The Triathlon will consist of 3 events, a swim, a bike, and a run portion with the finish line on Citizens Field. Participation awards will be given to all participants along with additional prizes for those who finish in the top 6 of their respective age grouping.

The Triathlon also has the potential to become a qualifier for regional and national championships sanctioned by USA Triathlon. USA triathlon is the sanctioning authority for more than 2000 diverse racing events nationwide.

Staff believes that East Gainesville's MLK complex, Citizens Field, and Dwight Hunter Pool are great venues for fostering a relationship with the Triathlon community. The event has the opportunity to bring in between 200 – 400 participants which potentially can spur tourism dollars for the City and highlight the viability of the Eastside.

3. Kennedy Homes (NB)

In February of 2009 staff presented an initial concept direction for the redevelopment of the former Kennedy Homes site to the Eastside Redevelopment Advisory Board. The board voted to allow staff to move forward with the initial phases of concept design. In February 2010 staff presented the concept direction to the CRA board who also voted to move forward with staff's concept for an eco/intentional/green community. Staff has continued to research green communities, green design features, and green systems integration as it relates to the former Kennedy Homes site.

Staff has formed a working team that is researching the sites constraints, potential systems (solar), wetland enhancements, financial feasibility, and additional stakeholders and partnerships. As the concept continues to develop toward a potential development master plan staff will keep the board informed of the projects status.

4. Strategic Planning (B)

The CRA Board has approved the newly revised Eastside Redevelopment Plan, including the proposed boundary expansions, and CRA staff has provided notice of this event to all taxing authorities, in accordance with state statutes. A number of City Commission hearings will be required to finalize adoption of the new Redevelopment Plan, and staff will explain this process to ERAB at the upcoming advisory board meeting. With the Redevelopment Plan on the road to adoption, CRA staff and ERAB can now begin strategic planning for the Eastside Redevelopment Area.

The CRA strategic planning system was developed in order to provide clear linkage between the goals and objectives outlined in each district's Redevelopment Plan and the CRA projects which are pursued and implemented. The system is also designed to maximize efficiency and promote action-oriented redevelopment activities and a timely implementation of CRA initiatives, and it has been recognized by the Florida Chapter of the American Planning association as an exemplary and innovative planning/redevelopment tool. The end result of strategic planning is the creation of a document known as

the 3-Year Roadmap, a high-level snapshot of CRA projects over a three year timeframe. The 3-Year Roadmap will provide a broad outline of redevelopment activities through the remainder of FY 2010, FY 2011, and FY 2012. It will be utilized to help coordinate the budgets, timelines, resources, and partnerships necessary to bring reinvestment to the community and to achieve implementation of high-quality redevelopment projects.

At the ERAB meeting, CRA staff will explain the strategic planning process to the advisory board and will provide information about current Eastside CRA projects and potential future initiatives. ERAB will also have the opportunity to brainstorm and provide suggestions about potential future projects. All input from this session will be evaluated through the strategic planning framework and staff will bring these results to the next advisory board meeting to continue the strategic planning process. For informational purposes, a “final draft” copy of the Eastside Redevelopment Plan is attached as backup to this agenda (this is the version approved by the CRA board). Additionally, copies of the 3-Year Roadmaps from both the College Park/University Heights Redevelopment Area and the Fifth Avenue/Pleasant Street Redevelopment Area are attached to provide examples of the final result we will be working towards during strategic planning.

G. NEW BUSINESS

NDC Grow America SBA 7(a) Fund and Capital Access Program

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

Recommendation: Approve the policies and procedures for Capital Access Program approved to form and legality from CRA Attorney.

H. REPORT OF OFFICERS AND COMMITTEES

I. BOARD MEMBER COMMENT

Member Shitama thanked staff for all their hard work. He also referenced a business alliance for local living economies. Was interested in how do we connect funds.

Members asked that a special meeting in June be set-up for review of the Economic Development Finance programs.

J. PUBLIC COMMENT

K. ADJOURNMENT - 7:55 pm