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**AGENDA**  
**Fifth Avenue Pleasant Street Redevelopment Advisory Board**  
**Tuesday, November 2, 2010**  
**5:30 pm**

**CRA Office**  
**802 NW 5<sup>th</sup> Avenue, Gainesville, FL 32601**

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**A. ROLL CALL**

**B. ADOPTION OF THE AGENDA**

**C. APPROVAL OF THE MINUTES – Minutes from November 2, 2010 and December 16, 2010**

**D. REQUEST TO ADDRESS THE BOARD**

Nkwanda Jah, Cultural Arts Coalition, Fifth Avenue Arts Festival

**E. COMMUNICATIONS**

1. Chair's Report
2. CRA Staff Update

Model Block 5<sup>th</sup> Ave- The CRA Board approved a GMP of \$424,300 for the construction of three new Model Block Homes located at 403 NW 8<sup>th</sup> Avenue, 725 NW 4<sup>th</sup> Ave, and 321 NW 7<sup>th</sup> Avenue subject to securing financing on Dec. 20, 2010. Staff is currently conducting a market analysis to determine the feasibility of constructing the 3 new homes while also preparing to secure financing for the project.

Façade Program – The Façade Grant Program is currently open and staff is accepting and reviewing applications.

NW 5<sup>th</sup> Ave Commercial Building 802 NW 5<sup>th</sup> Ave – Construction is complete on the commercial building, CRA staff has relocated its office to the second floor suite. The first floor suite is currently for lease, please contact Rick Cain (352-281-9393) of Bosshardt Realty for any inquiries.

**F. OLD BUSINESS**

**1. Reappropriation of Economic Development Fund (B)**

...Explanation

At its November 15, 2010, meeting, the CRA heard a presentation from Staff about reappropriating and moving line items in the Economic Development Fund (ED Fund) to isolate the accounting for GTEC operations. Staff also presented the concept for a local Seed Fund program as a recommendation of where to move some of the funds currently appropriated in the ED Fund.

The CRA is well-positioned to carry out economic development initiatives in the city's core, particularly in the area of economic development finance. Over the last year, the CRA contracted with the National Development Council (NDC) to assess existing city-wide economic development financing resources, as well as to launch several new economic development financing programs, including the Grow Gainesville Fund and the Capital Access Program to supplement the SBA's 504 Loan program. Also, in FY11 the Small and Minority Business Development Coordinator position and management responsibilities associated with GTEC were transferred from General Government to the CRA.

As part of the needs assessment process, NDC, CRA Staff and other community stakeholders identified early-stage funding as a key component of attracting and growing local companies, and a critical gap in Gainesville's funding continuum. To meet this need, Staff developed the framework for a local Seed Fund program.

The CRA voted to request the City Commission to:

- 1) Release the appropriations in the ED Fund.
- 2) Appropriate \$75,000 of the ED Fund fund balance and move it to a separate account, to be used for the capitalization of a future Seed Fund program.
- 3) Appropriate the balance of funds in the ED Fund for use in GTEC-related programming, and potential future land acquisition and/or tenant transition programs. Additionally, any future draws for economic development initiatives (i.e. Q.T.I.) could be appropriated from this line item.

**...Fiscal Note**

There is no fiscal impact to the General Fund. This item releases current appropriations in the ED Fund and reappropriates \$75,000 of the ED Fund fund balance to be used for the creation of a Seed Fund program.

**...Recommendation**

CRA Staff to FAPS: 1) Hear a brief presentation from Staff

**2. Legacy Project Update (NB)**

**..Explanation**

On December 16, 2010, CRA staff presented the final draft of the Legacy Project Interpretive Plan to the FAPS advisory board. The board members provided staff with positive feedback. The discussion touched on the issues of parking and reaching out to other local organizations. Staff then presented the Interpretive Plan to the CRA board on December 20, 2010. The following is a summary of the discussion highlights from the CRA meeting.

*Interpretive Plan:* Staff presented the general approach to interpreting the house and heritage trail. Staff explained that the house and trail will present a comprehensive, inter-related story that can engage visitors at different levels. The strategy is to develop a project that will occupy a unique niche among existing cultural facilities focusing on the accomplishments of A. Quinn Jones and the many people he inspired.

*Artifacts* - Staff received comments urging the inclusion of more of Mr. Jones' personal effects and home furnishings in the interpretation of the house, which are currently owned by the City of Gainesville. No final decisions have been made concerning the use of these objects in the house; however, the interpretive plan will be used to help decide which objects to incorporate in the project.

*Outreach* – The CRA encouraged staff to present the project to various committees, non-profits, and citizen's groups including the Pleasant Street Historical Society, Cotton Club, the Ebony Awards, and Quiet Courage committee. Staff is presently setting up these meetings.

*Onsite Parking* – Staff presented the site plan with on-site parking at the 1019 NW 7<sup>th</sup> Avenue site. Parking is needed onsite to accommodate a small number of visitors including people with mobility limitations. Commissioners expressed concern over the possible demolition of the house at this site to make way for this limited parking facility. Staff explained that other options were explored including on-street parking or use of the A. Quinn Jones Center across the street, which would be limited to non-operating hours only, according to school officials. Commissioners recommended that the CRA pursue negotiations with the Alachua County School Board to determine if additional parking could be obtained at the Center.

*Capital Campaign:* Plans are underway to initiate the capital campaign. To date, an account to hold donated funds is established, internal accounting procedures are drafted, graphic services have been procured, and meetings are being scheduled with prospective donors. The CRA is targeting a kickoff event for late-February, contingent on securing initial donor commitments.

*Rezoning and Land Use Change:* The petition is scheduled to go before the City Plan Board on February 24, 2011.

*Thomas Center Exhibit - A. Quinn Jones:* The CRA has provided information to the Gainesville Parks, Recreation and Cultural Affairs Department for inclusion in the exhibit titled "Retrospections: Celebrating the Life and Legacy of A. Quinn Jones" slated for January 15th through March 20th.

..Fiscal Note

There is \$31,133 unobligated in the Heritage Trail account #613-W541-W140 and \$33,025 unobligated in the A. Quinn Jones House Phase 1 account #613-W520-293.

..Recommendation

CRA Staff to FAPS: Hear a presentation from staff and give feedback as needed.

**G. NEW BUSINESS**

No new business

**H. REPORT OF OFFICERS AND COMMITTEES**

**I. BOARD MEMBER COMMENT**

**J. PUBLIC COMMENT**

**K. ADJOURNMENT**