



Ocala West Ocala Redevelopment Advisory Committee Agenda Thursday, July 16, 2026

Meeting Information

Location

Ocala City Hall
110 SE Watula Avenue
Second Floor - Council Chambers
Ocala, Florida

<https://www.ocalafl.gov/meetings>

Time

3:00 PM

Committee Members

Elgin Carelock
Brady Fritz
Jamie Gilmore
Antoinette Hunt
Dennis McFatten
Ruth Reed, Vice Chairman
Glorida Robeson
Linda Wilkerson

Staff

Roberto Ellis, Staff Liaison
Economic Development Manager
Growth Management Department

Jeff Shrum, AICP
Director
Growth Management Department

Aubrey Hale
Planning Director
Growth Management Department

Sarah Andre
Committee Secretary

WELCOME!

All members of the public are invited to attend. If reasonable accommodations are needed for you to participate in this meeting, please call 629-8287 forty-eight (48) hours in advance so that arrangements can be made.

APPEALS

Any person who desires to appeal any decision at this meeting will need a record of the proceedings and for this purpose may need to ensure that a verbatim record of the proceedings is made that includes the testimony and evidence upon which the appeal is made.

1. Call To Order

- a. Roll Call

2. Public Notice

The public notice information for the West Ocala CRA Advisory Committee was published on July 6, 2026.

3. Approval of Minutes

- a. [West Ocala CRA Meeting Minutes May 21, 2026](#)

Attachments: [West Ocala CRA Meeting Minutes May 21, 2026](#)

4. Grants/Applications

None

5. Project Updates

None

6. Public Comments

7. Staff Comments

- a. City Council Work Session RE: Boards & Commissions and CRAs
- b. Modifications to Grant Program
- c. Grant Updates
- d. Previous Action Items

8. Board Comments

9. Next Meeting Date: September 17, 2026

10. Adjournment



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2026-1812

Agenda Item #: a.

Submitted By: Sarah Andre

Department: Growth Management

OCALA'S RELEVANT STRATEGIC GOALS:

Operational Excellence, Quality of Place



Ocala

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

West Ocala Redevelopment Advisory Committee

Minutes - Draft

Thursday, May 21, 2026

3:00 PM

1. Roll Call

Ms. Ruth Reed introduced the two new West Ocala CRA Advisory Committee Members, Mr. Jamie Gilmore and Mrs. Gloria Robeson, after roll call.

Present	Vice Chairman Ruth Etta Reed
	Elgin Carelock
	Brady Fritz
	Jamie Gilmore
	Antoinette Hunt
	Dennis McFatten
	Linda Wilkerson
Absent	Gloria Robeson

2. Public Notice

The public notice information for the West Ocala CRA Advisory Committee was published on May 12, 2026

3. Approval of Minutes

- a. November 20, 2025 Meeting Minutes [2026-1454](#)

Attachments: [November 20, 2025 Meeting Minutes.pdf](#)

RESULT: APPROVED

MOVER: Elgin Carelock

SECONDER: Antoinette Hunt

AYE: Vice Chairman Reed, Carelock, Fritz, Gilmore, Hunt, McFatten, and Wilkerson

ABSENT: Robeson

- b. January 28, 2026 Meeting Minutes [2026-1452](#)

Attachments: [January 28, 2026 Meeting Minutes.pdf](#)

RESULT: APPROVED

MOVER: Brady Fritz

SECONDER: Elgin Carelock

AYE: Vice Chairman Reed, Carelock, Fritz, Gilmore, Hunt, McFatten, and Wilkerson

ABSENT: Robeson

4. Grants/Applications

- a. West Ocala Community Redevelopment Area commercial property improvement grant for property located 3711 SW College Road, in an amount not to exceed \$50,000

[2026-1439](#)

Attachments: [Application Packet - CRA26-0024](#)
[Site Plan - Ocala CRA26-0024 3711 SW COLLEGE RD](#)
[Staff Supporting Documents](#)
[West Ocala Commercial Grant Framework](#)

Mr. Roberto Ellis, Economic Development Manager, presented CRA26-0024 to the Advisory Committee for the West Ocala CRA Commercial Property Improvement Grant for the property located at 3711 SW College Road for Jordan Matson of Walla Coffee CO LLC. The property was formerly a gas station and has been vacant since the station was demolished and the underground tanks were removed in 2016. Walla Coffee CO LLC recently acquired access to the property with plans to build a modular, drive-through service-only, coffee shop. This project qualifies as a new construction item under the West Ocala Commercial Property Improvement Grant Program. The current zoning for the property is B-2 which satisfies the proposed use. Staff completed a site visit on May 13, 2026, and the images captured from that visit were included as exhibits with the agenda packet for the Committee to review. Mr. Carelock asked for clarification on the precise location of the site in relation to Interstate-75 and other local businesses, and confirmation that this was in the West Ocala subarea. Mr. Ellis confirmed that the interstate acts as the Western boundary line for the West Ocala subarea. Mr. Elgin Carelock posed the question of traffic patterns with the lot entrance being close to the interstate's northbound entrance. Mr. Ellis took the floor, addressing Mr. Carelock and confirmed that this would have been considered during the building review process after submitting site plans. These site plans included landscaping, which will improve the streetscape at the property. Mr. Ellis concluded this project presentation with clarification that Walla Coffee CO LLC, is leasing the property, and the use of the property could change in time. Staff recommended approval. A motion was carried to approve West Ocala Community Redevelopment Area Commercial Property Improvement Grant CRA 26-0024 for property located at 3711 SW College Rd, in an amount not to exceed \$50,000.

RESULT: APPROVED

MOVER: Elgin Carelock

SECONDER: Ruth Etta Reed

AYE: Vice Chairman Reed, Carelock, Fritz, Gilmore, Hunt, McFatten, and Wilkerson

ABSENT: Robeson

5. Project Updates

Ms. Charlita Whitehead, Economic Development Project Coordinator, provided updates on

projects that have previously been brought before the Committee for recommendation. The first update was for Residential Property Improvement Grant CRA25-0017 for the window installation at property 1338 NW 14th Avenue and that the project is complete and closed. The next update was for the Residential Property Improvement Grant CRA24-45841 for a new construction single-family residence at property 650 NW 5th Street and that the project is complete, with the home being in the closing process. The next update was for the Residential Property Improvement Grant CRA26-0004 which was awarded a grant for termite tenting, repainting, and fencing installation at property 1705 NW 16th Street. This project is an example of a more comprehensive project, which the CRA encourages. The final update was for the Residential Property Improvement Grant CRA26-0008 for the installation of a new perimeter fence for the property at 2052 SW 2nd Street which was awarded a grant. This concluded her updates and she gave the floor to Mr. Ellis. He took the floor and provided an update on the roadwork along State Road 40/ Silver Springs Boulevard by the Florida Department of Transportation (FDOT), with CRA contributions. The primary concentration is where those roads pass through our Downtown CRA, but with some parts of West Ocala CRA being impacted at the intersection of U.S. Route 441/ Pine Avenue and State Road 40. This project will include stamped concrete intersections like what are present on Martin Luther King Jr. Boulevard. The FDOT only approved the concrete stamping component, and not the additional landscaping component that was proposed by the city for the State Road 40 project. The City intends to discuss the landscaping improvements going forward. Then he provided an update on the Local Road Safety Plan (LRSP) that was adopted by City Council on May 19, 2026. This acts as the current framework for developing safety improvements to the city's transportation network and all road users. The Plan also includes strategies to increase pedestrian safety while limiting all road casualties, adding improvements to visibility at intersections, hosting driver-safety educational campaigns, and installing additional road signals, and signs. The CRA is awaiting a decision on whether it will receive a portion of the Plan's funding for assisting of the implementation in the CRA subareas. He then gave project updates to expand The Reed Place Community Center, a formerly completed West Ocala CRA project. This conceptual project will be discussed in future fiscal meetings. The proposed expansion would include additional restrooms and parking. The timeline is for site plans to be submitted in fiscal year 2026-2027, and groundbreaking in fiscal year 2027-2028. A question was posed by Mr. Carelock on if the extension would include a request for proposal, to which Mr. Ellis said that it would be included. A question was posed by Ms. Wilkerson on if the CRA funds are separated into separate pools for residential, commercial, and road safety. Mr. Ellis addressed this by discussing CRA funding having separate trust funds for each CRA subarea, with the budget including different line items such as operational costs, grant reimbursements, and capital improvement projects. This concluded the project updates.

6. Public Comments

None.

7. Staff Comments**a. Election of Officers**

Mr. Ellis took the floor to call the Election of Officers, held annually at meetings on, or after, March first. The Committee was asked to recommend appointment for the new Chairperson and Vice Chairperson, with their terms ending on March 1, 2027. The current Chairperson position is vacant from former West Ocala Advisory Committee Member, Dr. Brooks, resigning. Ms. Ruth Reed assumed the role of Chairperson for the remainder of the expired term. Mr. Brady Fritz recommended Ms. Ruth Reed as Chairperson with Mr. Carelock seconding, and unanimous approval. Mr. Carelock nominated Mr. Dennis McFadden as Vice Chairperson with Ms. Antoinette Hunt seconding, and unanimous approval. Mr. Ellis reminded the Committee that the Chairperson or Vice Chairperson is only allowed to serve for two consecutive terms, and next year a new Chairperson must be appointed.

**b. Presentation of Ocala Community Redevelopment Agency Fiscal Year [2026-1453](#)
2024-25 Annual Report****Attachments: [2025 Annual Report - Fiscal Year 2024-25](#)**

Mr. Ellis then presented the Ocala Community Redevelopment Area Fiscal Year 2024-2025 Annual Report. This report covers all four of the CRA subareas, with him highlighting that the West Ocala and Downtown Ocala CRA subareas had the most taxable value increase, with West Ocala being the largest revenue generator of all the subareas. The increase in revenue in the West Ocala CRA allows for increased funds to support more comprehensive CRA and Capital Improvement Projects. The report shows an increase in revenue of \$4.9 million with approximately \$2 million of that revenue generated from the West Ocala CRA. This concluded the Annual Report updates.

c. Advisory Committee Vacancies

Mr. Ellis moved on to speak of the vacancies on the West Ocala Advisory Committee and the Brownfields Advisory Committee, encouraging the Members to recommend eligible persons to apply online and through the City Clerks' Office.

d. CRA Training Opportunities

Mr. Ellis spoke on the CRA training opportunities hosted by the Florida Redevelopment Association (FRA) for interested Members, with expenses covered through the CRA. Anyone interested should contact him to coordinate.

e. City Council Work Session RE: Boards & Commissions and CRAs

Mr. Ellis transitioned to speak of the City Council Work Session, RE: Boards & Commissions and CRAs being held in the City Council Chambers starting at 12:00 PM on June 9, 2026. This is a two-part session with the second part focusing on the CRA, its policies, and proposed changes. Mr. Carelock posed the question of whether a tenant or lessee can apply for a CRA grant. Mr. Ellis addressed Mr. Carelock and spoke about tenants being eligible applicants given the property owner cosigns the application.

f. Affordable Housing Community Event

Mr. Ellis provided an update that CRA Staff attended the Affordable Housing Community Event

held by Community Housing Services at the Mary Sue Rich Community Center on May 14, 2026, and that CRA staff plan on attending future Affordable Housing events.

g. **West Ocala CRA Educational Material**

The final staff comment Mr. Ellis made was for the West Ocala CRA Rack Card educational materials that were provided for each Member to review at the meeting. The staff comments were concluded.

8. Board Comments

Mr. McFatten discussed seeing electric bikes and electric scooters on other local news, posing the question of if these should cause concern for our community's sidewalks and pedestrian safety. Mr. Ellis addressed him in saying that he is unsure if the City has an ordinance on this and will follow up with our City's Engineering Department. This concluded the board comments.

9. Next Meeting Date: July 21, 2026

10. Adjournment

The meeting was adjourned at 3:36 PM.