



# Ocala

110 SE Watula Avenue  
Ocala, FL 34471

[www.ocalafl.gov](http://www.ocalafl.gov)

## Downtown Ocala Redevelopment Advisory Committee

### Minutes

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**Tuesday, April 22, 2025**

**10:00 AM**

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1. Call To Order

a. Roll Call

**Present** Vice Chair Rhella Murdaugh, Kendall Drake, TaMara York,  
and Chairman Ted Schatt

**Absent** Summer Gill, and Rachel Laxton

2. Public Notice

The public notice for the Downtown Ocala CRA Advisory Committee was posted on April 16, 2025.

3. Election of Officers

a. Chairman

Ms. York nominated Ted Schatt for Chairman.

There being no further discussion the motion carried by roll call vote.

**RESULT:** APPROVED

**MOVER:** TaMara York

**SECONDER:** Kendall Drake

**AYE:** Vice Chair Murdaugh, Drake, York, and Chairman Schatt

**ABSENT:** Gill, and Laxton

b. Vice Chairman

Ms. York nominated Dr. Murdaugh for Vice Chairman.

There being no further discussion the motion carried by roll call vote.

**RESULT:** APPROVED

**MOVER:** TaMara York

**SECONDER:** Kendall Drake

**AYE:** Vice Chair Murdaugh, Drake, York, and Chairman Schatt

**ABSENT:** Gill, and Laxton

4. Approval of Minutes

a. October 22, 2024

**Attachments:** [Minutes - 10.22.24](#)

**RESULT:** APPROVED  
**MOVER:** Rhella Murdaugh  
**SECONDER:** TaMara York  
**AYE:** Vice Chair Murdaugh, Drake, York, and Chairman Schatt  
**ABSENT:** Gill, and Laxton

5. Grants/Applications

None.

6. Project Updates

a. Completed Project - CRA24-45569 (Marley Mae)

**Attachments:** [Completed Project – CRA24 – 45569](#)

Economic Development Manager, Roberto Ellis provided a update on project CRA24-45569 (Marley Mae) - The project project awarded in March 2024 was completed in January 2025. The applicant received a \$50,000 reimbursement. The scope included installing a new staircase for upper-floor access from the street and making ADA upgrades to the bathroom. The upstairs space is operated by Arlene. This was one of the last projects approved last year.

b. Downtown Projects

Economic Development Manager, Roberto Ellis provided an update on the following projects:

Hilton Garden Inn is scheduled for completion in September 2025. Final first-floor improvements are underway, which will complete the project. Incentives will follow.

The Forge at Madison Common and the American Legion building are still in progress. The Forge was originally expected to be completed in December; the current target is August. The space includes over 13,300 sq. ft. The American Legion building was scheduled for May but now anticipates floor completion by July. Both projects are actively moving forward.

Economic Development / Cultural Arts Coordinator provided an update on the following projects:

The second parking garage, part of the Marriott project downtown, has entered the site preparation phase, which will continue through fall 2025. Foundation work is scheduled for fall to winter and final construction into summer 2026. Expected opening: summer/fall 2026. Both the garage and hotel projects will run simultaneously, with the hotel projected to finish slightly earlier.

Senior Transportation / Projects Administrator Provided an update on the following

update:

SW 3rd Avenue: ADA improvements completed with new millings, striping, and signage. Initial paving done; final paving pending hotel’s water connection. Full completion expected in two (2) months, including decorative sidewalks. Pedestrian access will remain open with rerouting.

Brick City Lofts: Two buildings (22 units total) under construction. Sidewalk, parking, and bike lane improvements planned. Final phasing plan in progress to separate pedestrian and construction traffic. Sidewalk contract is out to bid; timeline to be set once the plan is received.

7. Other Business

- a. Discuss Fiscal Year 2023-24 Annual Report

**Attachments:** [Annual Report - Fiscal Year 2023-24 - Final](#)

Mr. Ellis provided an update on Fiscal Year (FY) 2023-24 Annual update:

**CIP Projects**

- Wayfinding - Downtown Parking Gargage
- Streetscape Improvements - Brewery in Midtown, The Forge at Madision Commons

**Downtown Commercial Grant Projects**

- 2 Projects approved - Total \$64,977
- 3 Projects approved - \$68,150 in Grants, \$161,883 in Private Investments

**Redevelopment Projects**

- Mellow Mushroom

- b. Fiscal Year 2025-26 Budget Discussion

Mr. Ellis provided an update of Fiscal Year 2025-2026 Budget.

- c. Approve CRA Grant Review Committee Guidelines

**Attachments:** [Ocala CRA - Grant Review Committee Guidelines](#)

Mr. Ellis provided an overview of the Grant Review Committee and its guidelines, emphasizing streamlining the grant process and ensuring compliance with Sunshine Laws. This committee will have two representatives from the Advisory Committee that are required to attend the site visit for the facade grants.

The Advisory Committee nominated TaMara York for Chairman and Kendall Drake for Vice Chairman.

**RESULT:** APPROVED

**MOVER:** Rhella Murdaugh

**SECONDER:** Ted Schatt

**AYE:** Vice Chair Murdaugh, Drake, York, and Chairman Schatt

**ABSENT:** Gill, and Laxton

**d.** Committee Membership Update

Mr. Ellis provided an update on the Committee Membership:

- Total Committee Membership: 7
- Vacancy: 1
- Reappointments: Ted Schatt was appointed for another four (4) year and his term is set to expire on March 1, 2029

8. Public Comments

None.

9. Staff Comments

Mr. Ellis noted that a Mandatory CRA Training session will be scheduled for next month. Also, Mr. Ellis briefly discussed with the Advisory Committee that the East Ocala Redevelopment Advisory Committee is currently going through the process of adding murals to the East Ocala Commercial Grants.

10. Board Comments

The Advisory Committee discussed current projects and provided updates on their progress.

11. Next Meeting Date: June 24, 2025

**a.** 2025 Meeting Schedule

**Attachments:** [2025 Meeting Schedule - Downtown CRA](#)

12. Adjournment

The meeting adjourned at 11:02 a.m.