



Ocala North Magnolia Redevelopment Advisory Committee Agenda - Final Thursday, January 30, 2025

Meeting Information

Location

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

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

Time

8:30 AM

Committee Members

Angie Clifton
Floyd Hershberger
David McCollister
Darian Mosley
Mike Needham
Clark Yandle
Toni Yoder

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

Gabriela Solano
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

- a. The public notice information for the North Magnolia Advisory Committee was posted on January 22, 2025.

3. Approval of Minutes

- a. [November 25, 2024 Meeting Minutes](#)

Attachments: [11-25-24 Meeting Minutes.pdf](#)

4. Grants / Applications

5. Project Updates

6. Other Business

- a. [Code Enforcement Updates](#)

Attachments: [North Magnolia CRA - Code Enforcement Updates.pdf](#)

- b. [Fiscal Year 2024-25 Goals and Objectives](#)

Attachments: [Fiscal Year 2024-25 Goals and Objectives.pdf](#)

- c. [Commercial Grant Framework - Revisions](#)

Attachments: [N. Magnolia Commercial Grant Framework.pdf](#)

7. Public Comments

8. Staff Comments

- a. [Public Meeting Notice - Parking Garage #2 Updates](#)

Attachments: [Public Meeting Notice - Parking Garage #2 Updates.pdf](#)

9. Board Comments

10. Next Meeting Date: March 27, 2025

- a. [2025 Meeting Schedule](#)

Attachments: [2025 Meeting Schedule - North Magnolia CRA.pdf](#)

11. Adjournment



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0657

Agenda Item #: a.

Submitted By: Roberto Ellis

Department: Growth Management

November 25, 2024 Meeting Minutes



Ocala

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

North Magnolia Redevelopment Advisory Committee

Minutes

Monday, November 25, 2024

10:00 AM

1. Call To Order

a. Roll Call

Present Angie Clifton, David McCollister, Mike Needham, Clark Yandle, and Toni Yoder

Absent Darian Mosley

Excused Floyd Hershberger

2. Public Notice

The public notice information for the North Magnolia CRA Advisory Committee was published on November 19, 2024.

3. Approval of Minutes

a.

Attachments: [7-25-24 Meeting Minutes.pdf](#)

RESULT: APPROVED

MOVER: David McCollister

SECONDER: Clark Yandle

AYE: Clifton, McCollister, Needham, Yandle, and Yoder

ABSENT: Mosley

EXCUSED: Hershberger

4. Grants/Applications

a.

Attachments: [CRA24-0000 - 1618 NW 1st Ave.pdf](#)

Economic Development Manager Roberto Ellis provided a brief overview of CRA24-0006 a request to replace all windows and doors for the property located at 1618 NW 1st Avenue.

Motion to approve CRA24-0006 for the a grant in the amount of \$9,707.68.

RESULT: APPROVED

MOVER: David McCollister

SECONDER: Toni Yoder

AYE: Clifton, McCollister, Needham, Yandle, and Yoder
ABSENT: Mosley
EXCUSED: Hershberger

b.

Mr. Ellis provided a brief overview of CRA24-0007 a request to demolish the property located at 1711 NW 3rd Avenue.

Motion to approve CRA24-0007 for a grant in the amount of \$6,370.50, the property owner will be responsible for the remaining demolition expenses.

RESULT: APPROVED
MOVER: David McCollister
SECONDER: Mike Needham
AYE: Clifton, McCollister, Needham, Yandle, and Yoder
ABSENT: Mosley
EXCUSED: Hershberger

5. Project Updates

Mr. Ellis provided a brief overview of the completed Imagine North Magnolia projects. The property located at 1224 North Magnolia Avenue was an automotive shop and now it's a beauty salon. The parking lot at 909 NW 4th Avenue was resurfaced exterior lighting installed.

Mr. Ellis said staff is trying to get the City owned property plats finalized and into private ownership .The focus for Imagine North Magnolia has been on Project Area 1, which is the Marion Heights community

Mr. Ellis provided a final design for the spring themed pole banners. Approximately 56 banners were installed and 40 sets of brackets were purchased for pole banner replacements.

Ms. Clifton said the brackets were supposed to be replaced in April. Mr. Ellis replied that the brackets are in the process of being replaced.

Ms. Clifton asked where the banners will be kept. Mr. Ellis responded all the banners will be moved to a city storage facility.

a.

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

Mr. Ellis gave an overview of the Grant Review Committee. The objective of the committee is to increase the efficiency of the grant approval process and ensure compliance with the Sunshine Laws. The committee will elect a Grant Review Chair and a Vice Chaiman to serve initial terms.

Ms. Clifton appointed Clark Yandle for the Grant Review Committee Chairman and

David McCollister for Vice Chair.

6. Public Comments

None.

7. Staff Comments

Mr. Needham said the City cleaned up the property south of the cemetery and did a real good job. Mr. Ellis replied that the property has underground storage tanks and has some drainage concerns. The CRA grant will cover the removal of the tanks.

Ms. Clifton asked if there was still money available in the EPA grants. Mr. Ellis replied there is money in the EPA grants until September 2026.

8. Board Comments

Ms. Clifton said she has been following the homeless issue and Marion County is short 7,000 homes. It was discussed in a previous board meeting that two lots were supposed to be given to Habitat for Humanity to build. Ms. Clifton asked what the delay was to getting the transfer done. Mr. Ellis replied the City has identified the lots that will be donated, but he will get an update from on the two lots for Habitat for Humanity. Two lots were donated to Gainesville Housing Development Corporation and the donations are handled through Community Development Services Department.

Ms. Clifton asked why the lots were given to Gainesville. Mr. Ellis replied he would speak with James Haynes from the Community Development Services Department.

9. Next Meeting Date: January 30, 2025

10. Adjournment

The meeting adjourned at 10:26 am.



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0649

Agenda Item #: a.

Submitted By: Roberto Ellis

Department: Growth Management

Code Enforcement Updates



**North Magnolia CRA – Code Enforcement updates
January 2025**

- 1. Case Number:** 2024_10678
Location: 238 NW 8TH PL (2572-004-005)
Type: JUNK/DEBRIS & INOPERABLE VEHICLE(S)
- 2. Case Number:** 2024_10496
Location: 122 NW 17TH PL (25801-000-00)
Type: OVERGROWTH
- 3. Case Number:** 2024_10489
Location: 837 NW 4TH AVE (2572-005-008)
Type: JUNK/DERELICT VEHICLE
- 4. Case Number:** 2024_10860
Location: 1807 N MAGNOLIA AVE (25365-000-00)
Type: DERELICT CARS/ VACANT/ OVERGROWTH
- 5. Case Number:** 2024_10490
Location: 819 NW 4TH AVE (2572-004-006)
Type: JUNK/DERELICT VEHICLE
- 6. Case Number:** 2023_10341
Location: 1711 NW 3rd Ave (25805-000-00)
Type: STANDARD HOUSING



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0646

Agenda Item #: b.

Submitted By: Roberto Ellis

Department: Growth Management

Fiscal Year 2024-25 Goals and Objectives



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0381

Agenda Item #: a.

Submitted By: Roberto Ellis

Presentation By: Aubrey Hale

Department: Growth Management

STAFF RECOMMENDATION (Motion Ready):

Discuss the goals, objectives and performance standards proposed for the Ocala Community Redevelopment Agency special districts, as required by section 189.0694 of the Florida Statutes

OCALA'S RELEVANT STRATEGIC GOALS:

Operational Excellence, Quality of Place

PROOF OF PUBLICATION:

N/A

BACKGROUND:

The Florida state legislature passed new reporting requirements in 2024 for special districts. Intending to increase the accountability and effectiveness of special districts. The Ocala Community Redevelopment Agency (CRA) is divided into four subareas, each officially recognized as a special district: Downtown, North Magnolia, West Ocala, and East Ocala.

The CRA reinvests tax increment financing into economically distressed areas to encourage redevelopment. As a result of these redevelopment efforts, transformation of certain properties and facilities into productive assets within the CRA and its subareas can be achieved.

FINDINGS AND CONCLUSIONS:

The CRA will publish an assessment of its performance during Fiscal Year 2024-25 by December 1, 2025. This new reporting requirement is in addition to the stipulations of Section 163.371 of the Florida Statutes, which dictate that the CRA Annual Report and Audit documentation are due by March 31.

Section 189.0694 of the Florida Statutes specifies the following requirements for all special districts:

- 1) Beginning October 1, 2024, or by the end of the first full fiscal year after its creation, whichever is later, each special district must establish goals and objectives for each program and activity undertaken by the district, as well as performance measures and standards to determine if the district's goals and objectives are being achieved.

- 2) By December 1 of each year thereafter, each special district must publish an annual report on the district's website describing:
 - a) The goals and objectives achieved by the district, as well as the performance measures and standards used by the district to make this determination.
 - b) Any goals or objectives the district failed to achieve

If there are no changes, staff will discuss with the Advisory Committees then post the document to the City's website. Staff will also make the document available to auditors when required.

FISCAL IMPACT:

Successful performance under the established goals and objectives will potentially result in a net increase of ad valorem tax revenue and other benefits for the CRA, and ultimately, the City.

PROCUREMENT REVIEW:

N/A

LEGAL REVIEW:

N/A

ALTERNATIVE:

- Recommend changes.

Community Redevelopment Agency (CRA)



SPECIAL DISTRICTS; PERFORMANCE MEASURES AND STANDARDS.

FLORIDA STATUTES, CHAPTER 189: UNIFORM SPECIAL DISTRICT
ACCOUNTABILITY ACT



Background

Per Chapter 189 of the Florida Statutes, each special district must establish goals and objectives for each program and activity undertaken by the district, as well as performance measures and standards to determine if the district's goals and objectives are being achieved. In December 2025, the CRA is required to publish an annual report to show if the CRA achieved its goals and objectives. The goals and objectives presented cover all CRA subareas, namely North Magnolia, Downtown, East Ocala, and West Ocala. The annual report and established performance measures will solely consider projects and activities occurring within the respective CRA subareas, or actions taken through the regular functions of the CRA.

Performance Period

October 1, 2024, to September 30, 2025

Key Terms

Special District: A unit of local government created for a special purpose, as opposed to a general purpose, which has jurisdiction to operate within a limited geographic boundary and is created by general law, special act, local ordinance, or by rule of the Governor and Cabinet.

Community Redevelopment Agency: A special district created by a local (city or county) government to carry out redevelopment activities in a specifically defined geographic area.

Community Redevelopment Area: A slum area, a blighted area, or an area in which there is a shortage of housing that is affordable to residents of low or moderate income, including the elderly, or a coastal and tourist area that is deteriorating and economically distressed. This term may be used to reference one or more designated areas.

1. Community Outreach

The success of the CRA depends on the effective promotion of its plans and programs to create a fully engaged community.

Goal 1.1: Publish documentation as statutorily required and share any relevant information with the public via the City’s website and other available platforms.

Objective

Ensure that all official CRA documentation and promotional materials are readily available and easily accessible to the public. This includes, but is not limited to, meeting minutes, grant documents, agendas, annual reports, plans, resolutions, annual budgets and amendments, financial audit reports, meeting notices, event flyers, and CRA boundary maps.

Performance Measures

Website reviews completed to ensure statutory compliance for sharing CRA documentation.

Number of materials created to promote the CRA. These will be distributed across available multimedia platforms.

Minimum Standard

One (1) review performed in each quarter of the fiscal year.

Three (3) marketing materials shared with the public including, but not limited to, newspaper advertisements, articles, social media posts, flyers, brochures, and press releases.

Goal 1.2: Convene regular public meetings for the purpose of conducting CRA business and for all other purposes.

Objective

Hold regular meetings to conduct CRA related business. Citizens are encouraged to participate in CRA meetings. Regular meetings will be open to the public and agendas will be made available prior to any meeting.

Performance Measures

Number of CRA Board meetings held as evidenced by meeting minutes and public notices.

Number of Advisory Committee meetings held as evidenced by meeting minutes and public notices.

The public is timely informed of meetings by posting notices on the City’s website or through other appropriate mediums.

Minimum Standard

Three (3) CRA Board meetings held.

Two (2) meetings held by each Advisory Committee for a total of 8 during the fiscal year.

More than 95 percent of notices posted at least 7 days before each CRA Board and CRA Advisory Committee meetings.

Goal 1.3: Participate in community outreach events and activities.

Objectives

To strengthen relationships among the City, citizens, community organizations and other stakeholders through strategic engagement.

Performance Measures

City staff or appointed CRA representatives regularly attend events or participate in activities located in the CRA subareas.

Minimum Standard

Participation in 3 community events or activities.

2. Incentive Programs



The CRA coordinates public and private resources to increase private capital investment in all CRA subareas.

Goal 2.1: Provide grants for residential property improvements that enhance their physical appearance and energy efficiency.

Objective

Encourage homeowners to make interior and exterior improvements to their properties while adding value within the CRA and reversing deteriorating trends in the area.

Performance Measures	Minimum Standard
Number of grants awarded by the CRA Board.	Ten (10) grants awarded.
Number of reimbursements paid to homeowners or authorized representatives.	Eight (8) residential grant payments made.
Number of site visits to inspect condition of residential properties.	Staff participates in 15 site visits.
Number of projects utilizing CRA funds to increase housing or improve housing conditions for low to moderate income households.	Four (4) projects completed.

Goal 2.2: Provide grants to restore value and prominence of commercial areas by enhancing their physical appearance and increasing business activity.

Objectives

Encourage businesses to reinvest in identified corridors and target areas to reduce blight, thereby establishing Ocala as a vibrant economic hub.

Performance Measures	Minimum Standard
Number of grants awarded by the CRA Board.	Five (5) grants awarded to businesses.
Number of new construction projects presented to the Advisory Committee or CRA Board for approval.	Two (2) or more projects presented for approval.
Number of reimbursements paid to commercial property owners or authorized representatives.	Four (4) commercial grant payments made.
Number of site visits to inspect condition of commercial properties.	Staff participates in 5 site visits.

3. Capital Improvement Projects

The CRA implements projects that cause a permanent or structural change to property or assets within its boundaries. These projects encourage development and address conditions of slum and blight that are identified in each CRA subarea.

Goal 3.1: Implement projects targeting streetscape, corridor, and gateway improvements.

Objective

To support development by removing deficiencies and enhancing pedestrian environments, corridors and gateways with features that have the potential to encourage private investment and enhance community appearance.

Performance Measures	Minimum Standard
Number of projects started to provide enhancements such as sidewalk widening, lighting, aesthetic hardscape, gateway features and landscaping.	Design or construction started for 3 projects.
Amount of budgeted funds disbursed to vendors for capital improvements and special projects.	\$400,000 in CRA funds disbursed.

4. Strategic Redevelopment



The CRA implements projects that cause a permanent or structural change to property or assets within its boundaries. These projects encourage development and address conditions of slum and blight that are identified in each CRA subarea.

Goal 4.1: Explore opportunities to acquire properties in support of residential and commercial development initiatives.

Objective

Acquire additional land to support the City's affordable housing goals or incentivize development that align with the revitalization of the CRA.

Performance Measures

Up to date list of properties suitable for acquisition.

Number of site visits completed to evaluate and inspect properties available for purchase.

Number of properties purchased or under contract for acquisition.

Minimum Standard

List created and updated on an annual basis.

Two (2) visits to properties under consideration for acquisition.

One (1) property acquired or under contract to be acquired with CRA funds.

Goal 4.2: Coordinate public and private resources to increase private capital investment.

Objectives

Identify and incentivize catalytic projects with the greatest potential for impact by addressing the community's needs.

Performance Measures

Number of Invitations to Negotiate (ITNs) promoting development opportunities successfully advertised and posted across available platforms.

Redevelopment or Lease Agreements approved.

Minimum Standard

Three (3) solicitations issued.

Two (2) incentive agreements negotiated and approved.



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0647

Agenda Item #: c.

Submitted By: Roberto Ellis

Department: Growth Management

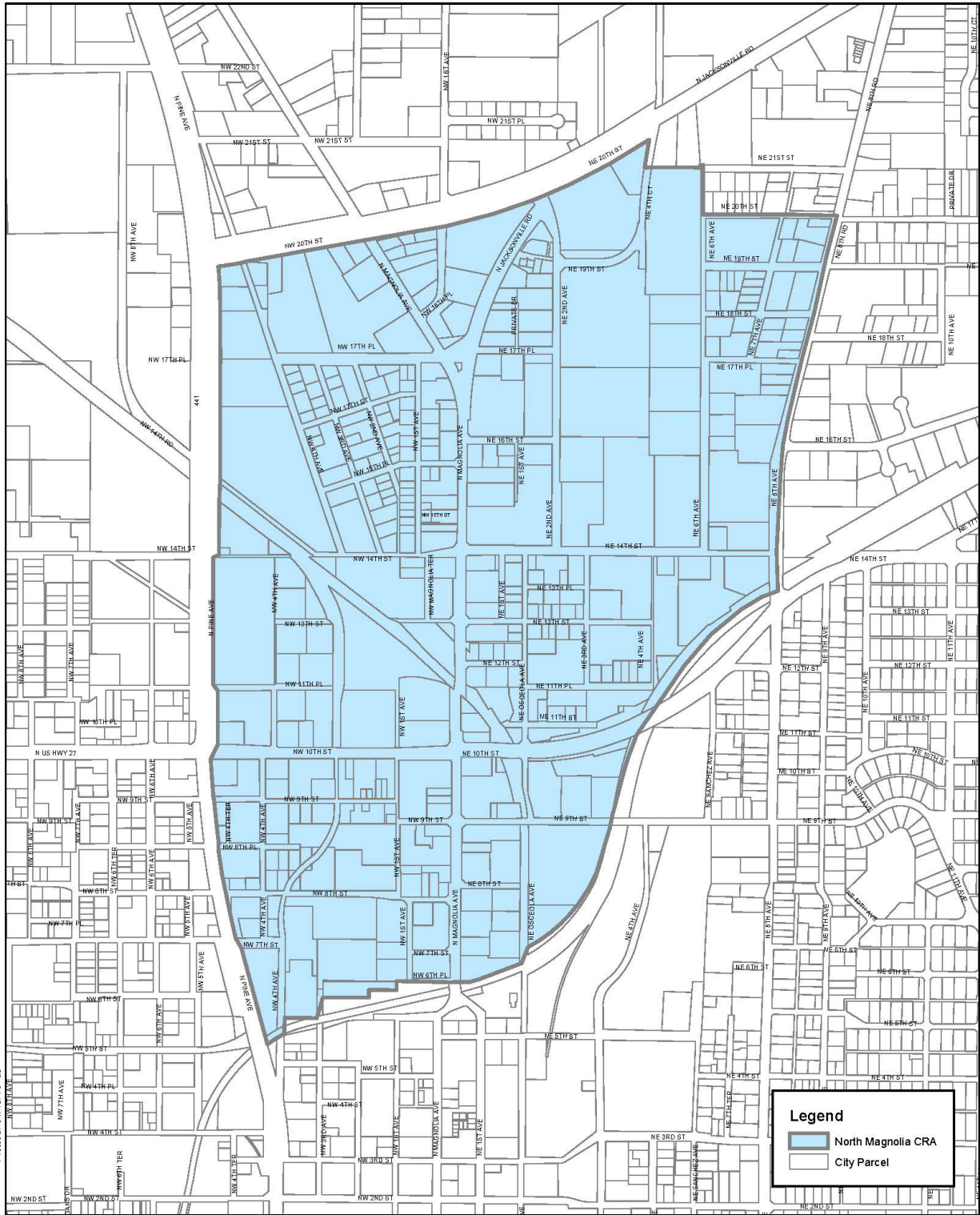
Commercial Grant Framework - Revisions

**NORTH MAGNOLIA CRA SUBAREA COMMERCIAL BUILDING IMPROVEMENT
GRANT PROGRAM SUMMARY** *2/1/22*

Revised: January 2025

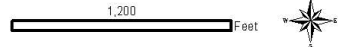
ELIGIBLE AREA	North Magnolia CRA (see map)
ELIGIBLE BUSINESSES	All business in North Magnolia CRA in a B-Business or M-Industrial zoning are eligible.
ELIGIBLE APPLICANT	Property owner or business owner.
ELIGIBLE BUILDING	Existing buildings only.
ELIGIBLE PROPERTY TYPE	Taxable ad valorem properties only. Properties in B-Business and M- Industrial zoning.
INELIGIBLE PROPERTIES	Tax delinquent property; property in litigation; property in condemnation or receivership; property or tenants with outstanding financial obligations to City require City Council approval.
ELIGIBLE WORK	<p>Eligible work elements are:</p> <ol style="list-style-type: none"> 1. Exterior painting/paint removal for the entire building. 2. Exterior cleaning of the property/masonry repair/parking lot coating and striping. 3. Repair or replacement of front, side or rear facade details/materials - doors, walls, trim and lighting. 4. Repair or replacement of windows for the entire building. 5. New landscaping area (trees and shrubs) visible from the street/sidewalk. _ 6. New or replacement wall signage. 7. New or replacement awnings for the entire building. 8. Fencing.
INELIGIBLE WORK	<p>Grant cannot be used to correct outstanding code violations in an active code enforcement case.</p> <p>Only work begun after approval by the Ocala CRA (CRA) will be eligible for a grant. Work in progress or performed before approval will not be eligible.</p> <p>Reroofing.</p>
MAXIMUM GRANT	\$10,000 <i>\$20,000</i>
REQUIRED MATCH	City (75%) – Applicant (25%)

North Magnolia CRA



Plotfile: 04/13/16 ds

Prepared by: CITY OF OCALA DEPARTMENT OF GROWTH MANAGEMENT





Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0650

Agenda Item #: a.

Submitted By: Roberto Ellis

Department: Growth Management

Parking Garage #2 Updates



City of Ocala

110 SE Watula Ave.

Ocala, FL 34471

352-629-2489

FOR IMMEDIATE RELEASE

CITY OF OCALA TO HOST PUBLIC INPUT MEETING ON PARKING GARAGE #2 UPDATES

OCALA, Fla. (Jan. 17, 2025) – The City of Ocala will host a public input meeting to provide updates regarding Parking Garage #2. Two sessions will be held on Thursday, Jan. 30, at The Brick/MCA (23 SW Broadway St.), with the first session starting at noon and the second at 5:30 p.m.

Each session will last approximately one hour and will include a brief presentation detailing the latest updates about Parking Garage #2 and an opportunity for attendees to participate in a Q&A session with City staff and representatives from the companies involved in the project.

For more information, contact the City of Ocala Growth Management Department at 352-629-8404 or visit ocalafl.gov.

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Media Contact: Gregory Davis, Public Information Officer

Phone: 352-804-1525, Email: gdavis@ocalafl.gov



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0652

Agenda Item #: a.

Submitted By: Roberto Ellis

Department: Growth Management

2025 Meeting Schedule



NORTH MAGNOLIA CRA ADVISORY COMMITTEE

8:30 AM

(last Thursday EVERY OTHER month)

Staff Liaison: Roberto Ellis

Secretary: Gabriela Solano

MEETING DATES

1. January 30, 2025
2. March 27, 2025
3. May 29, 2025
4. July 31, 2025
5. September 25, 2025
6. November 20, 2025