



Ocala

110 SE Watula Avenue
Ocala, FL 34471

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North Magnolia Redevelopment Advisory Committee

Minutes

Thursday, February 6, 2025

8:30 AM

1. Call To Order

a. Roll Call

Present Floyd Hershberger, David McCollister, Clark Yandle,
and Darian Mosley

Excused Angie Clifton, and Mike Needham

2. Public Notice

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

3. Approval of Minutes

a.

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

RESULT: APPROVED

MOVER: Clark Yandle

SECONDER: Darian Mosley

AYE: Hershberger, McCollister, Yandle, and Mosley

EXCUSED: Clifton, and Needham

4. Grants / Applications

Economic Development Specialist Marie Mesidieu displayed various photos and a brief overview of the finished project for the property at 130 NW 17th Street.

5. Project Updates

Economic Development Manager Roberto Ellis provided a brief update on the Imagine North Magnolia conceptual plan. Three underground storage tanks will be removed in parcel labeled G. In Project Area 2, the City is seeking applicants that can do mixed use, residential and commercial development. Procurement is looking for applicants that are financially capable of completing the project. The design has to be approved by the City. The applicants should have experience with property development. There will be an Invitation to Negotiate issued for single family lots.

Mr. Ellis said the property owner on 730 North Magnolia Avenue approached the City about acquiring a portion of the parcel that is owned by the City.

Mr. Yandle asked if the property was affected by the flood zone. Mr. Ellis replied the property is in a flood zone and will require special accommodations through the Engineering Department.

6. Other Business

Mr. Ellis said the new spring banners were delivered. The bracket replacements for the poles were installed and all the banners will be stored in a single location.

a.

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

Code Enforcement Supervisor Jennipher Buller provided photos and a brief update on recent code enforcement cases. The property at 238 NW 8th Place is scheduled for a code enforcement hearing on March 18th if the property is not brought into compliance.

Mr. Yandle said there is a house on 8th Place with scattered car parts and derelict vehicles. Ms. Buller replied she would follow up on the property.

Ms. Buller said the City cleaned the property at 122 NW 17th Place and now there is a lien on the property. Staff is working with the property owner at 837 NW 4th Avenue for derelict vehicles and unsightly matter. The property at 1807 North Magnolia Avenue is not in compliance and the daily fines are at \$200 dollars per day. The property at 819 NW 4th Avenue was brought into compliance by the owner. The property owner at 1711 NW 3rd Avenue asked staff for assistance to get the property into compliance.

b.

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

Economic Development Coordinator/ Cultural Arts Coordinator Charlita Whitehead provided a brief overview of the new 2024 Florida State Legislature requirements for special districts. The new report for Fiscal Year 2024-2025 Performance Report is due December 1, 2025.

c.

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

Ms. Whitehead said staff proposed changes to the Commercial Building Improvement Grant, increasing the maximum grant from \$10,000 to \$20,000 to allow for more improvements.

Mr. Ellis said the increase will help business owners; it will allow them to do multiple improvements.

Mr. Yandle said the North Magnolia CRA balance is longer then what is being expended and the City needs more staff to get the work completed. Mr. Ellis replied there has been internal restructuring the Economic Development Division has a good team now to get the projects done.

Mr. Yandle asked if the City was trying to buy some of the dilapidated buildings. Mr. Ellis responded there are some properties that the City would like to acquire.

Motion to approve the increase from \$10,000 to \$20,000 for the Commercial Building Improvement Grant.

RESULT: APPROVED

MOVER: Floyd Hershberger

SECONDER: Darian Mosley

AYE: Hershberger, McCollister, Yandle, and Mosley

EXCUSED: Clifton, and Needham

d.

Ms. Whitehead said staff is looking to partner with Ocala Municipal Arts Commission to include public art in the Commercial Building Improvement Grant and in all of the CRA's.

Mr. Yandle asked if the murals require permitting. Ms. Whitehead replied the murals can not be signage; and only a work of art painted on a building.

Ms. Whitehead gave an overview of residential surplus lots in the City that will be available for bids.

Motion to include public art in the Commercial Building Improvement Grant.

RESULT: APPROVED

MOVER: Floyd Hershberger

SECONDER: Clark Yandle

AYE: Hershberger, McCollister, Yandle, and Mosley

EXCUSED: Clifton, and Needham

7. Public Comments

None.

8. Staff Comments

None.

a.

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

Ms. Whitehead provided a brief update of the new parking garage that will start construction in the spring. There will be additional meetings to update the community on the progress and the road closures.

Mr. Yandle asked the status of the new hotel. Ms. Whitehead replied the hotel will be across the street from the new parking garage. Mr. Ellis said the hotel negotiations is in the final stages. He does not know when they are expected to start.

9. Board Comments

None.

10. Next Meeting Date: March 27, 2025

a.

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

Mr. Ellis said the meeting schedule was provided in the packet.

11. Adjournment

The meeting adjourned at 9:19 am.