



REDEVELOPMENT PLAN COMMITTEE
MEETING MINUTES
DRAFT

Board Members Present: Chairman O. Barakat, J. Bailey, M. Bishop, M. Saylor, and K. Harper Williams

Office of General Counsel: Jason Gabriel

Attendees: Eric Lindstrom, OED Staff and Michelle Stephens, Recording Secretary

I. CALL TO ORDER

Board member M. Bishop, Chair of the DIA Redevelopment Plan Committee called the meeting to order at approximately 3:45 p.m.

Board member Bishop referenced an email she sent earlier in the day that included the following in preparation for the 3:45 pm meeting:

- Introduction of CRA Redevelopment and Business Investment Plan Consultant*, who will provide a brief Overview, anticipated Workshops, approach to Market Analysis, and melding of Existing Plans.
- The Consultant* will assist the Redevelopment Plan Committee in initial discussions leading towards the identification of guiding principles, specific and measurable goals, objectives, and performances to provide a framework for consideration of potential revitalization projects brought forward to Staff, and the Board in evaluating same. This initial step facilitates discussions of key revitalization projects, prior to completion of the Business Investment and Development Plan and approval by City Council.
- *Background: due to the critical nature of this plan for downtown, the Mayor's Office and OED expedited approval of ranking and then approval of the negotiated contract Exhibit "A"; PSEC has approved the "Exhibit "A", and the Mayor's Office is reviewing for approval this PSEC action. While the contract has not been executed nor the Consultant been given NTP, they have graciously offered to participate in order to hit the ground running as soon as possible pending contract and NTP

Board member Bishop advised that the consultants would provide a presentation and then they could begin the conversation about performance measures, key elements of identifying and determining what projects the board might be able to support if there was a need for support such as incentives, REV grants, etc. She commented that by developing that list staff would then know at

any given time when a project comes to them how the board may generally react to a project opposed to having to meet individually with board members every time something comes along. Part of that is going to be a requirement anyway as those performance measures and criteria of what the city council has asked the board to do as part of the enabling legislation.

II. PRESENTATION BY CRA CONSULTANT

Mr. Tony Robbins, AICP Senior Planner with Prosser Hallock introduced the consultant team and provided a presentation on their planned approach to develop the Community Redevelopment Plan and the Business Investment Plan (attached).

- Ms. Lara Diettrich with Diettrich Planning, LLC who serves as the regions representative for the Florida Redevelopment Association, has a stellar reputation with redevelopment agencies throughout the state and was instrumental in completing a similar approach to amending the Jacksonville International Airport CRA Plan last year.
- Mr. Ken Creveling, with Urbanomics, Inc. who were there in the 1980's with the original CRA plans approved for downtown as well on the project team for the 2000 Downtown Master Plan (not present)
- Mr. Jim Catlett with Infinity Global Solutions, LLC who knows what has transpired, what could transpire and where it has been, etc.

Ms. Diettrich advised that the first workshop will be a CRA 101 refresher encouraging all DIA members to attend. The workshop will be very beneficial for all DIA members and will help to ensure that everyone is clear and there is consistent progress of what we need to do and why.

Mr. Catlett referenced a massive plan during Phase II to talk about which blocks or which series of blocks can support what type of development. The original plans are based on what could go there, as an example, they did not know that the Prudential program was coming, but had talked about what could go there and what infrastructure, etc. was in place that could support that plan. They knew in advance what size buildings would fit and what infrastructure was needed to be added to make it fit. This includes figuring out what will fit and how to recruit them to particular sites where they can fit.

Board member Bishop referenced the following:

- One of the criteria of PSEC was to make sure that the DIA approved the consultant as well (Exhibit A) adding that she was bringing it to the DIA at their regular meeting this afternoon.
- In case there is a conversation or question having to do with phases she commented that the intent was to award the contract in full (approximately \$250,000), but because of the economy and where we are right now, we are \$100,000 short. She suggested that the DIA should figure out how to pursue legislation to either pursue the monies from the TIF or through the \$9 million that is established, but to move forward now and get moving on it.

She emphasized that she thought it was critical that the entire scope be started and initiated at the same time simultaneously referencing that the market analysis drives a lot of what would go in phase I.

- Referencing slide three of the presentation, she noted that expenditures can be made but have to be approved by City Council on an individual project basis.
- She suggested inviting other CRA's in the City, as well as City Council members.

III. DISCUSSION

- Replying to a question relative to the life of the current plan, Ms. Diettrich clarified that if a CRA plan was created and adopted before July 1, 2002 it has a total life of sixty years. If it was created on or after July 1, 2002 it only has a total life of 40 years. All three of the current plans were created before that date. The current plans have approximately 28 to 30 years remaining. She added that two of the three plans have been merged and they need to look at the legislation, if the timeline on that plan was merged through the City in 2000. She commented that, her belief is, the BIP is contemplated to be thirty years, as well, and that they can roll forward together through their life expectancy.
- Plans should be revisited on a regular basis (every 5 years, or as needed was referenced). Ms. Diettrich commented that their effort, as a team, is to create a very thorough plan that includes as much as possible, so you don't have to continue spending time and money updating your plan. The plan should be a living tool that is very comprehensive.
- Board member Bishop briefly reviewed the matrix (attached) from the January 16, 2013 meeting and advised that it was also provided to the consultant. She also referenced and provided a copy of the JEDC Downtown Action Plan Overview (attached) that outlined 4 key objectives for downtown and 19 action steps.
- The committee discussed future meetings/workshop dates and times and agreed to meeting bi-weekly. Ms. Stephens will poll the Board for acceptable dates and times.
- Mr. Catlett explained that back in 1980/81/82 three different tax increment districts were set up and three different plans were established on purpose. The purpose was that each one of them needed a property enhancement generator. On the Southbank it was Prudential. On the northbank east is was the Southern Bell Building and everything else was the northbank west. What has happened since then is that the northbank east has dropped in what it produces in tax increment revenue because of land being taken off the tax roll as a result of the sports and entertainment venues the City owns so those don't produce taxes anymore, but they consume taxes. The northbank west and the southbank are still producing tax increment income.
- Ms. Diettrich explained that TIF funds are only to be used on items that are in CRA Plans and on projects that are in the CRA boundary. Over the last several years, the City Council

has determined if the plan and associated eligible projects are not encumbering funds during a budget year the Council has swept the fund, which they are allowed to do.

IV. PUBLIC COMMENTS

The floor was open for public comments.

- Bruce Fouraker: Asked if we considered using financing for downtown projects where developers would want to do their own financing or where we would want to issue mortgage money and is it possible, since it is a CRA, to issue IRB or housing financing authority bonds depending on the type of project. Mr. Robbins replied that the updated Plan will illustrate a wide array of financing opportunities for both the public and private side that are available to CRAs.
- Connie Benham: Suggested getting rid of the JEDC. The DIA works for the community, not the Mayor and not the JEDC. Cannot imagine the DIA putting any more thought into residences going on that land. Nothing going on that is going to make people pull off the interstate to come to our downtown.

V. ADJOURNMENT

There being no further business, Board member Bishop adjourned the meeting at approximately 4:52 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Michelle Stephens, Office of Economic Development, at (904) 630-1979 or by email at msteph@coj.net.