



Downtown Investment Authority

City Hall at St. James
117 West Duval St., Lynwood Roberts Room

Wednesday, November 20, 2013 – 5:00 p.m.

MEETING MINUTES

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

Board Members Not Present: P. Perez, and R. Clements

Office of General Counsel: John Sawyer

Council Members Present: Council Member Lori Boyer, District 5

Attendees: Aundra Wallace, DIA, Chief Executive Officer; Paul Crawford, OED Deputy Director; Karen Nasrallah, OED Staff; Alex Rudzinski, OED Staff; and Karen Underwood, Recording Secretary

I. CALL TO ORDER

Chairman Barakat called the meeting to order at approximately 5:10 p.m.

II. ACTION ITEMS/INFORMATION ITEMS

APPROVAL OF THE SEPTEMBER 23, 2013 DIA MEETING MINUTES APPROVED UNANIMOUSLY 6-0

Vice Chairman Bailey noted to change page 1, under information items, the words from North Carolina to South Carolina.

APPROVAL OF THE OCTOBER 16, 2013 DIA MEETING MINUTES APPROVED UNANIMOUSLY 6-0

Chairman Oliver Barakat discussed what occurred at the LUZ Committee Meeting on Tuesday, November 19, 2013. The demolition permits were not approved in LUZ for the Bostwick Building. Over a year ago, a resolution was made to City Council urging them not to permit the demolition.

USS CHARLES ADAMS – RESOLUTION OF SUPPORT (ORGANIZATIONAL SUPPORT ONLY)

A proposed resolution of support was distributed to the board members. Ordinance 2013-408 was introduced to City Council on June 11, 2013 and was approved on August 13, 2013. The Jacksonville Historic Naval Ship Association (JHNSA) has also asked the DIA to approve the resolution.

Board Member Michael Saylor had several meetings with this group to evaluate the project. Aundra Wallace commented that the entire team, which is a non-profit organization, is going to raise \$3.2 million to bring the ship to Jacksonville. The members of their team have taken out lines of credits with financial institutions in order to do renovations and repairs. This is not an investment from the DIA. The team needs to negotiate a lease for the docking of the ship.

Board Member Bishop wanted clarification on section 1 on the back page stating “true and correct”. Jason Gabriel responded that that statement is used on other resolutions and that term was used from the ordinances from City Council.

Board Member Bishop also wanted clarification of the back page, stating whereas, the Downtown Investment Authority deems that the JHNSA’s efforts to bring the retired naval vessel USS Charles F. Adams to downtown Jacksonville as a floating museum and tourist attraction is deserving of the support of this body.

Vice Chairman Bailey inquired about the negotiation of the lease. He also asked if the location affects the ability to raise money.

Daniel Bean, President of JHNSA, stated that it makes it easier for them to satisfy the Navy standards for financial stability because it alleviates the first threshold of them having build a State-of-the-art pier on the Southbank immediately. Once the ship arrives, it would be easier for other donors to step in and see the value of it.

A MOTION WAS MADE BY BOARD MEMBER SAYLOR AND SECONDED BY BOARD MEMBER BISHOP APPROVING THE RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING SUPPORT OF ORDINANCE 2013-408-E. THE MOTION PASSED UNANIMOUSLY 6-0.

III. INFORMATION/DISCUSSION ITEMS

DOWNTOWN PROJECTS UPDATES – AUNDRA WALLACE

Aundra Wallace updated the board on the downtown projects

- Unity Plaza. The developer is seeking assistance from DIA regarding approval at City Council.
- Laura Street Trio – This project is ongoing and in the underwriting process. The project is progressing. The City and the DIA has submitted letters to the Department of the Treasury for them to receive a certification of the building history. They hope to have designation from the Department of the Treasury in the next couple of weeks.
- Gorman & Gorman Company has submitted a proposal for Sax Seafood and will be meeting with them on Friday, November 22, 2013.

- The Shipyards will be formulated through the CRA workshop planning process to propose recommended strategies.
- The Old Main Library. Mr. Wallace has met with the architects for the project. Plans are being reviewed and will be processed through DDRB. He also met with the developers for the building, who are seeking market tax credits.
- Downtown Beautification Infrastructure Retail Enhancement. A presentation will be upcoming

Board Member Bishop inquired about Unity Plaza. She stated that they had to resubmit for final approval. Aundra Wallace replied that there was a conversation regarding the conceptual plan. It was moved to a special meeting date. Vice Chairman Bailey noted that the DDRB special meeting was on Tuesday, 11/12, at 2:00 p.m. and adjourned in five minutes.

Council Member Boyer pointed out that Unity Plaza is satisfied with the fact that their funding is being approved through DDRB. She noted another issue that has become an obstacle. There is a threshold amount of their development activity to occur before they can receive a certain amount of infrastructure funding from the City. There is a piece of legislation that is being introduced that would recognize the contributions that they have made as being adequate.

PRESENTATION – SHORT TERM IMPLEMENTATION PROJECTS

Lara Diettrich presented the Downtown Investment Authority immediate targets for signage, lighting, beautification, and the Retail Enhancement Program.

- The kick start will begin during the first quarter of 2014
- Overlap 4 targets focus areas for impact and efficiency
- Coordinate implementation (e.g., Public Works, JEA, JSO, P&DD, Parks & Rec., Cultural Council)
- Follow up with DIA Board in December 2013

Mr. Wallace provided a memorandum regarding the Retail Enhancement Program. He asked Board Member Allegretti to refer the program to the Downtown Experience Committee on Friday, December 6, 2013, at 4:00 p.m., and to respond back to the DIA regular meeting on December 18, 2013, at 5:00 p.m. He stated that having a Retail Enhancement Program would create a momentum of recruiting and retaining restaurants, retail businesses and other creative office spaces in the Northbank urban core. This program has been designed to mimic a recoverable grant. If an owner has a five-year lease, each year 20 percent of the grant will be forgiven until the end of the grant cycle.

Board Member Melody Bishop inquired if the Economy Committee could be included in the meeting. That way it would come from both groups. Chairman Barakat suggested having a joint committee meeting.

Aundra Wallace stated that he has been in consultation with Toney Sleiman, Sleiman Enterprises, concerning public/private/partnerships on a planning aspect for the Jacksonville Landing.

1. Community input will provide a framework to encourage public dialogue and comments relative to the plans for the Landing.
2. Connections. Evaluate the Landing within the broader context of its surroundings and its relationship to the waterfront. Key components include adjacent roads, parcels, and connectivity to the Northbank core.
3. Character and Architecture. Develop a level of excellence in building form and aesthetics to maximize this valuable and highly visible waterfront site.
4. Identify the mix of uses to ensure success with all users.

Timeline:

November 20, 2013, Gain input on the public meeting with consultation from the DIA Board
December 9, 2013, Community Planning Workshop
Date TBD, to review conceptual designs based on the public hearings
January 6, 2014, to select desired outcomes
January 13, 2014, to prepare for the DIA presentation on January 15, 2014

Jason Gabriel commented that the community forum needs to be noticed as a public meeting.

Board Member Melody Bishop asked if funding would be expended by DIA. Aundra Wallace responded that there could very well be a sponsorship to do that. Sleiman has been engaged to do a design and is hoping that they would be involved.

Vice Chairman Bailey commented that Toney Sleiman has a project, an architect, a plan, and knows exactly what they want to do. The DIA is going to look into how it fits how they can enhance it and make it work.

Board Member Saylor mentioned that there was a similar process to what Mr. Wallace described in downtown Orlando. In 1978, the downtown Development Board in Orlando held a charette for Orange Avenue in Downtown Orlando. The American Institute of Architects acted as a facilitator and posted a statewide meeting.

The Board determined to go the AIA charette route.

Jason Gabriel wanted clarification on the public meeting. Aundra Wallace stated that the meeting is for public input.

Board Member Saylor commented that Mr. Sleiman has a long-term lease on the property and has the right to do whatever project he cares to do. He asked for community input. He explained that it is no longer a private sector project it is a public/private/partnership and they are about to launch the project into discussion of how the public/private/partnership moves ahead.

Chris Flagg, Flagg Design Studio, briefed the members on the Landing project. He stated that an RFP was initiated about four weeks ago.

It was called an informal RFP and was advertised through the COJ website. He called the procurement office and they informed him that it was for any projects under \$50,000.00. Flagg Design Studio, and Steve Lovett, ELM, were the only two respondents. Two days later, they both received a rejection letter from the City. He wanted to clarify the process.

Chris Flagg commented that moving forward, this process could either be eliminated, streamlined, or happen prior to the proposal submission. He stated that a lot of time and money goes into the process.

Aundra Wallace clarified that the DIA did not ask that OED put together this particular process on behalf of DIA. Procurement determined that they did not meet the terms and conditions of that RFP. Nevertheless, they have been trying to identify the right way to assist this project in downtown. Chairman Barakat stated that there is an attempt to move fast because the developer wants to expedite negotiations with the City of Jacksonville.

STAFF HIRING – UPDATE – AUNDRA WALLACE

Aundra Wallace provided an update of the staff hiring. The positions for a Downtown Redevelopment Manager and Downtown Real Estate Analyst have been posted on the City's job website, FPZA, ICMA, IEDC, and IDA. He asked the board members to please contact him if they should know anyone who may be interested in these positions.

Theodore Carter, OED Executive Director, presented a Powerpoint in preparation for the London trip with the Chamber of Commerce. Todd Roobin, OED Manager of Film and Television, put together a four-minute video to show the Quality-of-life opportunities in Jacksonville, Florida. The purpose of the video is to highlight Downtown Jacksonville.

Board Member Melody Bishop asked if anyone has seen the presentations done by the Chamber of Commerce and that it may be interesting to see some of the scenes from them. Theodore Carter responded that that sounds like a good idea.

IV. DOWNTOWN BRIEFING – Jim Klement

Mr. Klement provided an update from the November 7, 2013 DDRB regular meeting and the November 12, 2013, DDRB-2013-022, (2012-005), 220 Riverside, Unity Plaza special meeting.

V. OLD BUSINESS

Vice Chairman Bailey addressed the Retail Enhancement Plan and incentives. He visited with the folks from the Connector and complimented them on their project. He hopes that the board listens, hears, supports, and accepts all offers. Chairman Barakat stated that there has been some dialogue with Mr. Wallace and the Connector group. Aundra Wallace pointed out that tomorrow at 3:00

p.m. there will be a mandatory pre-proposal conference for the Hemming Plaza RFP, which will be held in Room 825 of the Ed Ball Building. Those interested in responding to the RFP must attend the pre-proposal conference. Board Member Michael Saylor will be attending the meeting to represent the DIA due to Mr. Wallace having a previous obligation at that time.

VI. NEW BUSINESS

Vice Chairman Bailey discussed the funding application for the Riverwalk. The board needs to be updated.

Mr. Saylor stated that DVI is seeking underwriter approval for a holiday party in December.

VII. PUBLIC COMMENTS

The floor was open for public comments.

- John Nooney voiced support for the 26' Berkman floating dock.
- Dane Baird addressed homeless issues and asked the board to start looking at all of the various communities. Board Member Allegretti is working with the Chamber and the United Way in studying a model in Los Angeles. He and Dane are attending committee meetings regarding homelessness. Chairman Barakat asked Lara Diettrich to consider a long-term remedy of the homeless situation downtown in the Business Improvement Plan. Board Member Allegretti stated that the providers are open to new ideas and direction on homelessness.
- Carnell Oliver stated concerns regarding downtown. He mentioned the sports and entertainment district having the shipyards, but they may not have the capital to do projects. He would love to see basketball tournaments for all of the high schools in Jacksonville.
- Lara Diettrich stated that there was a Savannah College of Arts and Design (SCAD) workshop held from 1 p.m. to 3 p.m. in the Ed Ball Building with the Planning Department. Mr. Wallace and Lara Diettrich shared an idea of bringing institutional academia downtown.
- Eddie Berrang, with the Connector, discussed an opportunity to make the downtown life easier by improved community perception. He has an idea to help revitalize Downtown Jacksonville; a Friday and Saturday night nonstop bus service between the Urban Core and the Beaches.

VIII. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 7:50 p.m.

The next regularly scheduled DIA meeting is scheduled for Wednesday, December 18, 2013, at 5:00 p.m.

Downtown Investment Authority

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Please note that all attachments referenced above will be posted on the DIA website, www.jaxdowntowninvestment.org

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 Karen Underwood at (904) 255-7567 or by email at karenu@coj.net.