CITY OF JACKSONVILLE

DOWNTOWN INVESTMENT AUTHORITY

Proceedings held on Wednesday, January 15, 2014, commencing at 5:00 p.m., City Hall, 117 West Duval Street, Lynwood Roberts Room, 1st floor, Jacksonville, Florida, before Diane M. Tropia, a Netary Public in and for the State of Florida at Large.

PRESENT:

OLIVER BARAKAT, Chair. JAMES BAILEY, Vice Chair. TONY ALLEGRETTI, Board Member. CRAIG GIBBS, Board Member. ROBERT CLEMENTS, Board Member. MICHAEL SAYLOR, Board Member.

ALSO PRESENT:

AUNDRA WALLACE, DIA, Chief Executive Officer. JASON GABRIEL, Office of General Counsel. JIM KLEMENT, OED, Redevelopment Coordinator. LORI N. BOYER, City Council, Liaison. KAREN UNDERWOOD, DIA, Executive Assistant.

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Councilman Don Redman and Councilman Schellenberg. Thank you for your support and leadership.

Did I miss any other council members? I want to make sure.

I also want to thank the downtown business community leaders, community leaders who really believe that downtown -- particularly, Toney Sleiman, thank you for your commitment to downtown.

I just want to make a couple of points that I think is important. You're right, this is the second time I've been here, and the first time was your first meeting, but I want to make a few points.

One is, before day one, I've made revitalizing downtown a top priority of my administration. There's no question about it. And I think DIA plays a vital role in revitalizing downtown. It's very, very applicable. And I think by working together we can get it done.

Downtown development is -- it -- it impacts the city citywide, has a major impact, a positive economic impact on our city. During

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PROCEEDING

January 15, 2014

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5:00 p.m.

THE CHAIRMAN: Good evening, and welcome to the January 15th meeting of the Downtown Investment Authority.

My name is Oliver Barakat, chairman. I welcome everybody.

In order to start the meeting, if all could stand for the Pledge of Allegiance.

(Recitation of the Pledge of Allegiance.)

THE CHAIRMAN: Okay. Thank you.

Before we get into our agenda items, we have a special guest with us this evening. Mayor Alvin Brown is here with us.

And we are elated to have you here at our meeting. I think the last time you were with us was our very first meeting. So, Mayor, thank you so much for coming. And whatever you'd like to address, please go ahead.

MAYOR BROWN: Oh, great.

Good afternoon, everyone. To the DIA board members, Mr. Chairman, thank you for your leadership and thank you for allowing me to say a few words. I want to acknowledge my

colleagues on the Council. I see Lori Boyer, Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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the past year, we've gained a lot of momentum. We had a great day today, for example. Natural gas announcement that now will be able to provide natural gas to key stakeholders in the transportation industry. We attended a groundbreaking -- Schellenberg, Fresh Market right there at 220 Riverside, which is really, really good. So they'll have a grocery store.

And I want to thank City Council for passing legislation last night to do three key things that's important to what you're going to do. One, and anti-legislation in terms of doing more events and activities downtown so it could be easier for business and -- and those organizations who really want to make something happen downtown. I'm very happy about that.

I'm very happy about the -- the new board member, Craig Gibbs. Thank you for agreeing to serve.

But there is no way in the 21st Century that we can have a vibrant downtown that's thriving, that would attract people to live, work and play downtown if we don't focus on The Landing. The Landing is a top priority for my administration, and there are a lot of good

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things that's going to take place. And I want 2 to thank Toney Sleiman for -- for his vision 3 for downtown. I want to thank all of those who participated in the workshop, Town Hall meeting 4 5 that we had at the library last month.

We have a tremendous opportunity to really invest back into the city, make The Landing a destination with housing and retail and a hotel, looking down at the St. Johns River through Laura Street. We can do that, and I'm excited about it.

So I want to say that as mayor, I'll do everything I can to continue to work with all the stakeholders and our team, our economic development team with Ted Carter and Aundra Wallace, who's doing a good job, and the board.

So I want to say to the board and all the business leaders here today, we're committed to really making sure that we work together. The best is yet to come. And I know without a shadow of doubt The Landing will be a model for the country to show what you can do when you revitalize a -- a property that should be iconic in its nature.

Since 1987, nothing has happened and it Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

1 Stein Mart building. He's been a practicing

- attorney in -- in Jacksonville for many, many
- years, has held several prominent positions
- with the Jacksonville, Florida Bar. He was on
- our Jacksonville Children's Commission until
- this morning, where he resigned in order to 6
- join this board. So thank you for doing that.
- 8 And most pertinent to our board, he was on the
- 9 JEDC board from 2006 -- was it until it

10 disbanded or --

11

B/M GIBBS: Correct, yeah.

12 THE CHAIRMAN: So -- so thank you, Craig, 13 for joining us, and we look forward to working 14 with you. 15

B/M GIBBS: Thank you.

16 THE CHAIRMAN: We should have another 17 board member with us next month, if all is 18 passed. And Mr. Meeks is here. Jack Meeks, 19 where are you? Raise your hand. So we'll 20 hopefully introduce you next month, and look 21 forward to working with you as well. So 22 that -- that pretty much clears out most of our 23 board positions.

24 And that -- Mr. Bailey, I just want to 25 mention that -- I think I saw a letter by Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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has not lived up to its full potential. And

with the vision that was laid out and all the 2

3 ideas you submitted, it would live up to its

potential by working together to make it 4 5

happen.

So thank you for this opportunity. I really look forward to seeing all the good work that I know you will do and continue to do.

9 And thank you so much for all of your volunteer 10 work.

THE CHAIRMAN: Thank you, Mr. Mayor.

Mayor Brown, thank you so much for addressing us. It's -- it's great to have a pro-downtown mayor, and we look forward to your leadership on downtown issues and our partnership with you and your administration.

So thank you for being here, and we look 18 forward to -- to working with you.

Just to follow up on the mayor's introduction of Mr. Gibbs, he alluded to

Mr. Gibbs coming on our board. I just want to

22 make a quick introduction about him as we -- as 23 we start to work with him. He is our

24 South Bank representative, replacing 25 Don Harris. Craig has a law firm in the

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Councilman Gulliford who expressed his desire

to see you continue on this board. And if 2

you're not ready to -- to tell us what your 3 4 intentions are, that's fine, but I just wanted

to see if you wanted to share what your 5

intentions are moving forward. We know you --6

7 even though you submitted a resignation letter, you continue to be a hard-working member of

this board, and we appreciate that. You've

attended almost all the meetings. I just 10

11 wanted to see a -- are you in it for long haul

12 or are you still discerning? 13

B/M BAILEY: No pressure. THE CHAIRMAN: No pressure.

15 B/M BAILEY: No pressure at all. 16

Thank you, Mr. Chairman.

I -- I -- I received that letter also,

18 and -- and -- and it's -- and as grateful as I am for the confidence, I -- I had not made that 19

20 decision. I'm not going to leave this board

stranded. I'll be here at every meeting and be 21 22 as active and busy.

I did meet with Aundra for a little while 23 24 yesterday. I just asked the mayor if we could

25 meet and talk, and I want to schedule a meeting

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1 with the Council president. And -- and then I 2 will -- I will move forward from there. THE CHAIRMAN: Okay. So maybe by -- by 3

next month, you may have more clarity?

B/M BAILEY: Oh, yes.

THE CHAIRMAN: That's great. Great. All 6 7 right. Thank you.

We are short one board member for a quorum, so -- we have several action items. I believe that board member is on her way. So we will be deferring the action items until that board member shows up. So we will be skipping down to the information and discussion items.

So those of -- those of you who thought you had an hour or so to prepare or think about your presentation, sorry. We're going to do it now.

So the first information/discussion item is The Jacksonville Landing. So, Mr. Wallace, I'm going to have you -- ask you to make the introduction and start a discussion.

MR. WALLACE: Yes. Thank you, Mr. Chairman.

On December 9th, we had one of the most engaging public forum sessions, I think, around

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a -- a waterfront property that I can probably remember in my professional career. I think

3 that we had a very engaging conversation. I

think that the public had very good input. 4

And one of the things that I want to commend the developer, Toney Sleiman, that has

7 control of the -- the asset there, The

Jacksonville Landing, is for listening. From 8

that particular December meeting all the way up 9

until yesterday, we've been meeting

consistently and talking about the public

comments that came forward from that particular

meeting.

I want to thank Board Member Mike Saylor for working with me. I want to thank Board Member Melody Bishop for working with me, DVI, and others as well, as to pulling off that particular event and we've not continued to stop working.

AI -- AIA of Jacksonville, Tom Hurst, equally as well. They've provided all of their particular comments. We kind of broke things down into five comments from that particular meeting:

Connectivity to the waterfront. We talked Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

a great deal about program and use, mixed use for the actual project itself. We talked a lot about the architecture, design and other miscellaneous activities for the Jacksonville 5 Landing.

So over the past month or so, month-and-a-half, Mr. Sleiman, his design team and Haskell Construction, we've all been meeting.

10 And I think that I'm going to bring Alan Wilson up to basically talk about where we were 11 12 in Jacksonville, where we are today, and where we are actually trying to go with this 13 14 particular project, and where we're trying, and where we will go. 15

So, Mr. Wilson, I'm going to ask you to come up and give your presentation and bring us your discussion points with regards to the Jacksonville Landing.

I want to preface a couple of things. This is a design concept for discussion with the board. This is not a financial incentive package discussion, none whatsoever. I'm not going to get into that. I'm not even going to be getting -- kid anyone in terms of what

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numbers and things of that nature. But we have 2 to have the right design concept for the future

3 for our downtown with this particular

waterfront property, and that's what this

particular discussion is all about this

6 evening.

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So, Mr. Wilson, go right ahead.

MR. WILSON: Very good. Are we loaded up 8 9 with the presentation?

(Off-the-record discussion while setting up the PowerPoint presentation.)

12 MR. WILSON: Well, while that's being loaded, I just want to -- I appreciate the 13 opportunity to be here tonight on behalf the 14 15 Haskell and Sleiman. And I think this is a 16 really exciting opportunity.

And what we're going to do is kind of -as Mr. Wallace noted, kind of step backwards a little bit and look at the history of the property to kind of understand or put it in a little bit of historical context as well.

So let's see. There's a few things.

So it's the one at the bottom right there.

24 (Off-the-record discussion while

25 continuing the setup of the PowerPoint

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1 presentation.)

2 MR. WILSON: Thank you.

3 Next slide, please.

So this is the Jacksonville Landing today, 4

5 as everyone knows, aerial view.

Next.

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7 This is what it looked like in the 1930s.

- And I've illustrated where the Main Street 8
- 9 Bridge is. And you can notice on the far left
- of the drawing, the Trio to orient yourself. 10
- And we've put a little kind of yellow box 11
- around the Drew Company (phonetic) buildings 12
- that were on the riverfront as an orientation 13
- for the other images. 14

So, next slide, please.

So this is in the 1940s, not long after the Main Street Bridge was built. We can see where the Drew Company building is, basically with wharfs coming out beyond it. And you can see the end of Laura and Hogan Streets there.

21 If you look to the top right corner, you 22 will see the Trio again on Laura Street as a --

kind of an orienter for you. 23

24 Next.

25 Another view about the same time, looking Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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down Main Street. And the interesting thing

- about this photograph is when the Main Street
- Bridge was built, it was really two ways 3
- 4 straight up and down Main Street and there were
- no off-ramps. So it really made Main Street
- 6 Main Street in the traditional city sense.
- 7 Next.

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And then in the 1950s, we decided to fill 8 in the waterfront and make it a parking lot, which -- which were -- all the wharfs were. So it really extended the land out into the water. 12

I'm not going to make any value judgments 13 on that. 14

15 Next.

- Just showing the history. 16
- 17 Next, please.
- 18 And then this is another image of that to
- show how it looks in the context of downtown. 19
- And -- and it essentially had the effect of 20
- extending downtown into the water, essentially. 21
- 22 Next.
- 23 So then this is The Landing to --
- basically today. This is a few years old 24
- because the tower behind us is Modis in 25

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that -- in this photo. But you can see where

- 2 the Drew buildings that were basically at the
- 3 waterfront were in that picture. So you can
- understand that The Landing is all on what used
- 5 to be wharfs at the water.

6 Next.

7 So looking at the -- The Landing itself,

8 it is really at the crossroads of Jacksonville.

- It -- and -- and I know that everyone knows
- this, but it's just interesting to see it in an
- 11 aerial depiction because it is the place where
- it connects back by Laura and Hogan to Hemming 12
- 13 Plaza, where we are now. Water Street is the
- main road along the waterfront. The -- the 14
- Riverwalk itself on the North Bank and the 15
- 16 connection to the South Bank arrives at the
- same location. And, of course, just being on 17
- 18 the river itself means that it's a point of
- access for -- by water as well. 19

Next.

21 And this -- this diagram just illustrates

22 how important The Landing is relative to the

- 23 primary buildings downtown. And all of the
- tallest buildings are within about a
- 25 four-minute walk, and Hemming Plaza itself,

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where we are now, it's about six minutes away.

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3 So we go back to the aerial of the 4 existing Landing.

Next.

6 And this was the site plan that we

7 presented on December 9th, which was noted by

Mr. Wallace earlier. 8

Next.

10 And I won't -- I won't focus on that

11 because we've moved on from that, but there

12 were a number of things that were very

important, that are still important, that were 13

presented on December 9th. This really is 14

15 Jacksonville's homeplate. It really is

where -- kind of the crossroads, where 16

17 everything comes together.

The primary objective for us was to -- is

19 the integration of downtown and the riverfront.

- 20 And that's accomplished by a number of things,
- including view corridors and the physical 21 riverfront connection that is pedestrian 22
- 23 friendly because of all the linkages we saw;
- 24 that it becomes a rejuvenated event and
- entertainment center; it's a destination 25

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restaurant experience; and there's an infusion 2 of public art.

Next.

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Now, I -- I want to kind of reiterate what 4 5 Mr. Wallace said earlier and say that the workshop we had was tremendously helpful and 6 beneficial. It really started with Mayor Brown 7 laying out a vision of what downtown should be, 8 Mr. Wallace showing examples of other cities 9 and -- and using them as reference of what this 10 area could be as well, Mr. Davis putting it in 11 an economic context. We got commentary from 12 the design community and a lot of downtown 13 stakeholders. 14

And as a result of all of that, this is kind of how it -- it played out as the biggest concerns that we heard in that meeting, which were it really needs to be mixed use. It needs to have -- and with that, it needs to be an activated streetfront, have retail, hotel and residential incorporated. It needs to be world class. And, you know, we'll talk later about ways in which that can be accomplished.

That workforce residential itself was very important. Getting people living in downtown Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

have since been incorporated into the design 1 we're about to show you. 2

3 Next, please.

I want to begin with --

5 (Applause.)

riverfront.

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MR. WILSON: I haven't said anything yet.

6 7 I want to begin with kind of the -- a massing of it because it's easier to understand 8 9 the plans. I think you can understand a 3D 10 image better. I think significantly -- the first thing I'd like to illustrate is that 11 12 the -- Laura Street continues through to the

Second is that the riverfront itself -there -- the buildings along the riverfront are such a pinch point to the promenade that should be along the river, that those -- and -- and -and this is -- would have to be phased to work, but this -- those are eliminated and pulled back so that the waterfront is given back to the -- to the people. Right. 21

Then the buildings are about four or five story base of buildings that create a backdrop and -- and appropriately scaled to people who would be engaging that space and to the

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is critical to the success of Jacksonville.

And each property that can do it should take 2 3 that opportunity.

There was a discussion about removing the ramp that is in front of The Landing. And as you saw in the early photo, those ramps were a later addition to the original bridge. And what they do is they cut the downtown off from the riverfront. So, to the extent possible, that would be a benefit.

An emphasis on Hogan Street. You know, the -- the plan that we illustrated focused mostly on Laura, with a little bit of discussion about Hogan. But when you look at its placement in the city, Hogan Street is equally important and needs to be emphasized.

And that these -- the biggest issue with The Landing now is that it really was designed relatively in isolation to the city. It turns its back. What we need to do in the -- the -going forward is to have The Landing integrate back into the city. And don't think of it as a separate thing, but make it -- think of it as totally integrated.

> So those were the concerns we heard that Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

waterfront itself. 1

Beyond that, you have the buildings, the two buildings, most likely a hotel on the left and residential on the right. That still remains to be seen, but in terms of the massing, the idea is that you step up from the lowest level that the people inhabit to a base level that kind of creates a -- a nice environment or context for what happens in the foreground. The towers are then set back. On the left, there's -- it sort of steps

up, as you see from the lowest level to that level to kind of a mid-level -- mid-rise buildings to the high-rise buildings in the background.

And then on the right, you can see they are more in the family of those mid-rise buildings, stepping up to the -- the taller buildings behind them. So the idea there is that it really integrates into the city structure.

Interestingly, the angle does two things. One is, there's a secondary grid you see where, you know, EverBank and the -- the building in front of it have that secondary 45-degree. So

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these buildings work -- work toward it. It 2 also has the effect of -- if you're coming 3 downtown -- if you're coming down Laura, it opens out to the river. And if you're looking 4 5 from the riverfront, it funnels your view into 6 the city. So it -- it has -- it does a number 7 of things at once.

Now, looking at this, we'll kind of -we'll go to the plan and -- and talk about some of the particulars.

Next, please.

So all things we talked about. The event plaza kind of draws you in. We created a covered space that connects the event plaza to what we're calling The Landing courtyard that's almost a hundred feet square. And that can be a visual identifier for The Landing all the way from Hemming Plaza and from the riverfront simultaneously so that the image is the same in both directions, which is one of the issues now. You really are looking from Hemming Plaza at the back of The Landing and its lettering.

The idea here is that there's restaurants and retail all at the ground level, and the restaurants have outdoor seating that then

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that it -- it benefits The Landing. And three

is that it's adjacent to the Times-Union and

3 events could be incorporated that works out

between all of those uses. And it's -- it

really, once again, takes pavement and gives it 5 6

back to public use where people can inhabit. The wonderful thing about all -- the --

7 8 all the arrangement of these spaces is that you can accommodate all different scale of events and activities. You can have an event in the 11 courtyard, and if it got bigger it could expand through the north to the event plaza or 12 13 laterally across the Riverwalk, and -- and even incorporate the plaza. So you have lots of 14 15 flexibility. And knowing how this site is 16 used, that is very important.

Just a few other details that we've -we've created in our promenade along the Water Street side that really connects up to the riverfront. And let's -- and then -- and then on the other side, we're -- we've shown a potential future building just as -- as an orienter, not knowing whether the -- those -those ramps could ever be removed, but we

would -- just wanted to keep in mind a -- kind Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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overlook a promenade that is near what we're calling an art installation. And we'll look at

some imagery for that later, but we think that

4 this is a potential to have a world-class art

installation that becomes an -- an image maker in and of itself.

And then the riverfront -- the Riverwalk, which narrows to almost nothing on the far eastern side of the property, is widened to about 20 feet, so that it really makes a strong connection laterally across the site.

A few years ago, there -- there was a roundabout placed at the end of Laura Street, and we would suggest that a similar one showing the importance of Hogan be placed at the end of Hogan Street and ending the street at that point.

That does a couple things. One is it equates those two streets and -- and it relieves some of the traffic flow at that point, but it also provides the opportunity to create a plaza at the end of Hogan Street. which is really beneficial for a number of things.

> One is just the view corridor. Two is Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

of a long-term vision of the property. That 1 2 actually still also becomes the service side of 3 the property as well.

Next, piease.

5 This gives a little idea of the buildings 6 in relation to the The Landing now. So you can see, particularly noteworthy is the -- where 8 the art installation would be in the -- you 9 know, down by the riverfront, relative to the 10 existing buildings there. 11

Next.

So looking at the -- kind of just a conceptual planning is, as you can see, it's -on the ground floor, it's all restaurant and retail, and with support spaces and access to parking sort of tucked away. Floors 2 through 5 would be office or residential or -- that would have a beautiful view of the riverfront itself. And then the towers would be above that with roof terraces. That would be wonderful for the people who inhabit either of those towers.

Next.

24 So just a -- a couple other notes here. 25

There's potential for -- for providing more Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

docking space to get people water access to 2

The Landing and to -- to this location.

3 By the bridge, we've shown a -- let me see 4 if I can do my pointer. Right there, there's 5 a -- a ramp that allows you to walk down

6 from -- so you can go from the river --

7 Riverwalk directly to the -- to get to the

South Bank itself. And then just above that, 8

9 there are rest rooms that are public in nature

that are along the Riverwalk so that it -- it 10

be -- it kind of deals with that issue as well. 11

Next, please.

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So just want to talk a minute about this feature because this, I think, can really be an image maker for the city and for this particular site.

Next.

So this is a -- this is a bridge view, but it gives an indicator, I think, of what it could be where you create something beautiful and lit from below so that as you look at it from downtown at the river, it's something that becomes an identifier and an image for the city.

25 Next.

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1 And then looking at the -- the waterfront 2 itself and what happens that -- the building 3 would serve as a backdrop for that waterfront. 4 Next.

And really have to think about that in the context of the city day and night. I mean, we have a -- beautiful images with the -- with the bridges lit and Friendship Fountain. And this would be in that ensemble and understanding how it all works.

Next.

So this is actually a project in -- in -in Ireland that I think is interesting and somewhat relevant where it creates a beautiful image at night. If you look at the bottom view, building on the left. The building can serve as kind of a backdrop for this image in the foreground.

Next.

And I think particularly what I like is the idea that you have -- it's inhabited space. So it's -- it's a beautiful image that you see. You know, you can imagine Jacksonville hosting

a Super Bowl, the blimp flying over and you see this wonderful space that's well lit at night

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1 with lots of people in the space itself.

2 Next.

3 This is another idea of what it could be.

4 This is actually in Irving, Texas. It's called

5 the Mustangs of Las Colinas. When I went out

to Texas, I specifically went -- and this is 6

7 what you'd want a project like this to do -- to

see this because it's a world-class art

installation and it -- it's a draw. And the

building, again, acts as sort of a backdrop for 11

a beautiful piece of art.

12 Next.

13 And beautiful at night as well.

14 Next.

15 So taken together, all of this, the idea behind it is really the interconnectivity of

16 17 riverfront and downtown, aesthetically,

18 experientially and three-dimensionally. It's

mixed use. Kind of -- it's exciting. It --19

it's activated. It's pedestrian-friendly. It 20

really focuses on being an event and 21

22 entertainment center and it's world-class

worthy of its critical position in the city and

creating that kind of armature for a

25 world-class art installation to occur, I think,

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would be wonderful.

2 So thank you for allowing me to present,

3 and --

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4 THE CHAIRMAN: Thank you, Mr. Wilson. 5

(Applause.)

6 THE CHAIRMAN: So I want to go around and 7 get other board members' thoughts and maybe

8 while they're gathering theirs, I'll share

some -- some thoughts of my own. 9 10

I think this is a dramatic improvement from the original design, and I think you guys

12 have done an excellent job of taking the

community and stakeholder input and 13

incorporating those. 14

> I think the setting of the footprint back from the river is a fantastic idea. The notion of an art promenade along the river is a

world-class idea. And -- and I thank you 18

19 for -- for proposing that. And thank you for 20 eliminating the notion of surface parking on

what is the most valuable -- one of the most 21

valuable properties in -- in the city of 22

23 Jacksonville.

24 We understand parking is -- is valuable 25

for -- for success and in some context, but Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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garage parking, although it costs more, is much 2 more appropriate than -- than surface parking.

3 And I want to talk real quick before I go 4 to other board members regarding density and 5 height. I think that the -- the past or the prior proposal was light on density for a site 6 7 at this -- this location. And I'd like -- if you mentioned it, I missed it, I'm sorry, but 8 did you mention the proposed height or number 9 10 of stories for the two towers.

11 MR. WILSON: I did not, and -- and I 12 specifically didn't because a lot of that is a 13 little bit -- you know, this is sort of a conceptual at this point. So I think what it 14 shows is the hotel is maybe 10, 12 stories 15 above 5, and the residential is maybe 20 or so. 16 17 But those are rough numbers just to get -- this is really to get a sense of what it should do 18 and then the -- we have to see what really 19 20 works.

THE CHAIRMAN: Yeah. My initial thoughts that we -- as we consider density, we need to consider a couple of things. One is that the feasibility of more density and the more -- the more residential units, the greater cost of the

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want to be thoughtful about the amount of

units, the cost that represents. And then I

also think we need to get smart as a board in

the next month or two about demand and whether

there is sufficient demand for a large-scale 6

project --

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MR. WILSON: Right.

THE CHAIRMAN: -- which goes beyond your 8 scope. I know you're -- you're mostly in the 9 10 design stage now, but just wanted to share that 11 thought with you --

MR. WILSON: Okav.

13 THE CHAIRMAN: -- sooner than later.

So those are my initial thoughts.

15 Anybody else? Why don't -- why don't we start to our right. I can't imagine any of you 16 17 don't have any thoughts.

Mr. Saylor, do you want to share any reaction?

20 B/M SAYLOR: Well, my reaction was 21 probably not as obvious as it should be. I've 22 been kind of lockstepped with Alan in this

23 process for a couple of months now, so it's not a surprise to me to see the -- the imagery. 24

> But it's -- this is a great reminder that Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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project, obviously, and, therefore, the greater 1 2 the cost of the incentives most likely. So we

need to consider that. 3

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We need to be cognizant of view corridors of the office buildings directly behind The Landing.

MR. WILSON: Right.

THE CHAIRMAN: And the tax base they represent. I understand you have been thoughtful in -- in those considerations by angling the buildings.

MR. WILSON: May I say --

THE CHAIRMAN: You want to address --

MR. WILSON: I just wanted to say one

thing, if I might, which is we did do a version, for example, with the tower on the

right orthogonal to the -- the grid behind it, 17 but felt like it blocked the -- the Wells Fargo 18

building too much. So by pulling forward 19 and -- and angling it, it really does help that

20 21 a lot if -- if you're going to go up.

THE CHAIRMAN: Right.

MR. WILSON: So --THE CHAIRMAN: Well, and I -- I don't want

to get into too much detail now, but I just

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an inclusive process has now brought us an 1

extraordinary product. And hats off to

everybody who pushed for that, and particularly

to Mr. Sleiman, who was very receptive to

making this process, this design process happen 5

6 the way it should, and now we've got a product

7 that we are proud of.

Thank you.

THE CHAIRMAN: Thank you, Mr. Saylor. 9

10 Mr. Bailey.

11 B/M BAILEY: And -- and I don't want to

12 repeat what -- at this time, what -- what

13 everybody says, but many of us think

14 The Landing is -- is foundational to the

15 redevelopment of downtown. I do. I think we

have to start somewhere. I -- I love it. I 16

think it's absolutely beautiful. 17

We went through this before. We did this one time before, and I seem to remember -- and

I guess this will come out at some point about 20 21 air rights of those buildings. Didn't we have

22 some issues, Jason, with the height of those

23 buildings and things? So we need to be

realistic and understand what we can do and 24 25 can't do. And -- and I don't know the process,

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how you go through that, but there were some 2 land right issues.

We have a chance to do it right and we need to do it right. And if we're going to do it, let's do it right.

And -- and I think pushing it back and -and opening it up to the river like that is what's needed. I don't know what that does to the square footage of the building, but -- but I think that's going to lend to its success.

So I -- I think it's a wonderful -wonderful project. But I just want to make sure if we're going to do it, we do it right this time. Not that we did it wrong, but Toney went through this -- I mean, those -- those marinas out there -- that marina out there is wonderful.

Toney, remember when we went through that? When you got it -- I don't think anything's changed in the river. We couldn't do it at that time, so I don't know if -- if anything has changed to be able to do a marina like that, which I think would be fabulous. We're one of the only cities with a river running through downtown that doesn't have a marina.

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add much. 1

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2 I mean, I coach a kids soccer team so I 3 missed the public meeting, and I'm starting to think I should start missing more because this is really good. This is a good, like, surprise.

7 So -- so, anyway, I'm -- I'm very bullish on it. I'm -- I'm hoping we can see some 8 9 bulldozers soon.

10 (B/M Clements enters the proceedings.) 11 THE CHAIRMAN: Thank you, Tony.

I'd like to welcome Mr. Clements. We are 12 13 now a quorum. 14

Thank you for joining us.

B/M CLEMENTS: I had to do that. Sorry. THE CHAIRMAN: What we're doing, Rob, is

17 going around the table and just giving our 18 reaction to the new design. I'm not going to 19 ask you to do that, let you absorb it for a 20 minute.

B/M CLEMENTS: Love it.

THE CHAIRMAN: Mr. Gibbs, do you want to

23 take a sip from the fire hose or --

24 B/M GIBBS: I'd be happy to.

25 All of the comments that the board has

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But I don't think it's physically possible to put a marina out there with -- with an 80-foot depth off there and the current that runs through there.

But I think it's beautiful and I think we should try to do whatever we can. Toney has the ability to do it, and he needs a public partner. And we're that public partner and we should be doing everything we can to help.

THE CHAIRMAN: Tony Allegretti.

B/M ALLEGRETTI: Well, I'll just reiterate some of the things that you guys said. I absolutely love what's happening with Hogan Street. I think that's really smart. I love how much access we're giving to the public.

Our Riverwalk is one of the best urban waterfronts in the whole country. We've got more access in the -- in the grid than a lot of cities, which they have.

I think adding the public art -- I see a lot of art folks in the crowd that -- I think this is outstanding.

I love the idea of taking down some of these viaducts. I hope that's a trend that we see. The -- the ramps, they're -- they don't

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given have been very cogent with regard to this

beautiful project. My concern -- and I did

this on the JEDC -- was to try to get my arms 4 around need. 5

Market surveys, those will be very important because we are spending the people's capital here. And I remember developers coming to the JEDC and offering market surveys that would make magicians like David Copperfield blush, or David Blaine blush.

So I would be interested to see the market surveys there so that we do protect the public's interest with regard to this wonderful project.

THE CHAIRMAN: Yeah, I -- I agree with that. And that touches upon some comments I made regarding whether there's sufficient demand for the density that's being proposed.

So, Aundra, to that end, what can we do?

MR. WALLACE: I've heard you. I will incorporate the market feasibility study within

22 the CRA redevelopment planning process, go

23 through that particular theme. We've already got someone on our board doing market studies. 24

25 I will work with Prosser Hallock to make that

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9 of 40 sheets

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part of their task for us to get this done. 2 So it goes down the same time table, bring 3 the redevelopment planning process forward, but

4 I'm going to use that process to actually get this done. 5

THE CHAIRMAN: And we would want to make sure that a market study doesn't slow the process down. And we --

MR. WALLACE: We aren't going to slow the process down. I anticipated this question. And for me professionally, I have to have it in order to do my due diligence. So we will be doing it.

THE CHAIRMAN: Thank you.

Mr. Bailey, do you have comments?

B/M BAILEY: Actually, I -- I want to get

Ms. Boyer's comments, if she has any.

C/M BOYER: I'm really pleased with the changes and particularly excited about the riverfront setback, and I just hope that the DIA board would consider that a model for anything else you're looking at on the riverfront, is that -- that it is really

24 important to keep that public view and public

25 access along the -- our greatest asset.

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1 THE CHAIRMAN: We learned that lesson on the South Bank, did we not? 2

3 C/M BOYER: I -- I've been trying to handle the --4

5 THE CHAIRMAN: Thank you, Ms. Boyer.

6 Mr. Bailey.

B/M BAILEY: And I -- just one thing. 7

8 Sure. I mean, I -- just through the due

9 diligence, that we get some information on the 10 ability to be able to do a marina like that.

And in the ramp -- aren't -- aren't those FDOT? 11

MR. WALLACE: Yes, they are.

B/M BAILEY: And get some information or -- or have a representative at least opine

on what our ability to do that is. B/M CLEMENTS: The abilities of what, Jim? B/M BAILEY: With the ramps, the off-ramp,

on-ramps and --MR. WALLACE: Mr. Bailey, we're a step ahead of you. We have already reached out to

Transportation on that particular piece. They 22 are actively engaged with us. This is not some

23 type of design concept that we did not take

24 that into consideration. We had a conversation

with FDOT last week and they are working

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directly hand-in-hand with us.

THE CHAIRMAN: Excellent.

3 Any further comments from the board?

4 While you're dwelling on that, as far as

the public is concerned, if you do want to make 5 6 comments on this design, please fill out one of

7 these white speaker request cards.

8 Karen, where -- do you have -- are you in 9 possession of them? Karen, right here, wave 10 your hand.

And we will take those comments towards 11 the end of the meeting. 12

13 So yes, Ms. Boyer.

C/M BOYER: Just a quick question.

15 I mean, you mentioned the fact that it was great there wasn't surface parking, and I know 16 I see some ramps. But, Alan, I heard you say 17 18 floors 2 through -- floor 1 was restaurants and

19 retail, floors 2 through 5 was office or

residential. Where is the parking inside that 20

21 box?

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22 MR. WILSON: If you go -- you would have

23 to go back. Could we go back to -- it's --

24 C/M BOYER: Is it on the lower floors, the 25

2 through 5 floors?

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MR. WILSON: Yes. And the -- the -- on

the riverfront side, it's the office or 2

3 residential. And on the back side or town

4 side, I should say --

C/M BOYER: Okay.

MR. WILSON: -- is the parking.

THE CHAIRMAN: And while she's looking 7 8 that up, Alan, you did say the -- you did say

9 the back (inaudible) facility will be moved

10 towards the Main Street side, away from --

11

MR. WILSON: Yes.

12 C/M BOYER: There it is, floors 2 through

13 5. I see it. Okay.

14 MR. WILSON: Right. So -- so the ramps and -- access is tucked in, and then the

15

16 office, residential is facing the river. And

17 then above the retail areas, or access to

18 the -- the lobbies to the towers above would be

the parking on levels 2 through 5. 19

20 And, also, the loading area is tucked 21 against the bridge so that it -- it's sort of

22 like The Landing acts now. It's sort of there,

23 but it's out of the way. And that would

service both buildings. So you'd have to cross 24

across the -- between them, so -- but it -- but

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it isolates it away from the public. 1 2

THE CHAIRMAN: Yeah. Well, it -- it would

3 free up Hogan Street to be an amenity.

MR. WILSON: Correct. Right. Exactly.

5 THE CHAIRMAN: And in -- in relation to

6 the parking structure, the garage, I assume it

7 will be hidden or it won't look like a garage?

8 So we'll -- we'll --

> MR. WILSON: Yes. That's its own issue, but yes.

THE CHAIRMAN: Yeah. Okay. All right.

Any -- any further comments or questions?

13 I'm going to take them at the end. Yeah, I

iust -- if you --14

So, again, if you want to make any comments, please fill out this card and we will take public comments towards the end of the meeting.

All right. We have a quorum now with the additional board member here, so we're going to get into our agenda.

22 Mr. Wilson, thank you for the

23 presentation.

24 All right. First, we're going to approve

25 the board meeting minutes from the November

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20th regular board meeting.

2 Did you have a chance to review that, have

3 any comments?

4 BOARD MEMBERS: (No response.)

5 THE CHAIRMAN: Seeing none, I need a

6 motion.

7 B/M SAYLOR: Move approval of the minutes.

8 THE CHAIRMAN: Second?

9 B/M BAILEY: Second.

10 THE CHAIRMAN: Any discussion?

BOARD MEMBERS: (No response.)

THE CHAIRMAN: All in favor.

BOARD MEMBERS: Aye.

14 THE CHAIRMAN: Okay. Motion passes.

15 We're -- we're actually going to split up

16 the public comment section this evening because

17 I assume there will be a number of comments on

18 The Landing tonight.

> Minding the state statute, we need to have public input for each of the resolutions that

we vote on, and so we're going to have a vote

22 on three resolutions, Resolution 2014-01-01,

23 -02 and -03, and they pertain to the following:

24 DIA amending the adopted Downtown Jacksonville

25 Retail Enhancement Plan, which we -- we voted

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on as a board and approved last meeting. 1

2 We're going to have an amendment

3 discussed, then we're going to adopt the DIA

mission statement, and then we're going to vote

on a resolution rescinding the authorization of 5

6 OED to negotiate and -- and engage on various

7 downtown projects, which is a resolution we did

8 back in July.

9 So if there is any public input on those

three items, I would allow them at -- at -- at 10

11 this time. Again, trying to partition the

12 public comments so we don't get them all at

13 the --

14 Again, those three items, any public input

15 at this time?

16 Mr. Nooney, does this pertain to one of

17 these three items only? If it does not -- this

18 is not pertaining to the Waterways Commission.

19 If you have that comment, I would ask you to

20 wait till the end of the meeting.

21 AUDIENCE MEMBER: Well, I -- I'd like to

22 comment on -- as to 2014-01-01.

23 THE CHAIRMAN: Okay. Come on up. You

24 have three minutes.

(Audience member approaches the podium.)

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AUDIENCE MEMBER: And I'll throw in a

2 waterway angle.

3 THE CHAIRMAN: Now, I'd like you just to

keep it at this particular issue only, please. 4

AUDIENCE MEMBER: Where would you like me

6 to --

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7 THE CHAIRMAN: You can sit down in this

8 chair.

9 AUDIENCE MEMBER: Okay. It's a resolution

10 of the DIA, let's see, amending to adopt --

THE CHAIRMAN: Mr. Nooney, if you could 11

12 identify yourself and your address for the

13 court reporter.

14 AUDIENCE MEMBER: Yeah. John Nooney, 8356

15 Bascom Road, Jacksonville, Florida 32216,

16 District 4.

THE CHAIRMAN: Thank you.

18 MR. NOONEY: The Retail Enhancement Plan,

19 you know, I would just hope after public

20 comment, at the last DIA board meeting, that

21 the board will consider a project other than a

22 fixed structure, and by that I'm talking about

23 50,000 for the USS Charles F. Adams.

24 And I'm not here by any capacity

representing that group. I'm just talking as a

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private citizen. And the only reason I'm 2 mentioning that project is because it's on the 3 river in this new DIA zone from the Fuller 4 Warren to the Mathews, you know, within this 5 new CRA that's being created. 6 THE CHAIRMAN: Thank you. 7 AUDIENCE MEMBER: I want to make some 8 comments. 9 (Audience member approaches the podium.) 10 THE CHAIRMAN: We'll consider that. 11 Mr. Oliver, have you filled out a card? AUDIENCE MEMBER: Not for this 12

13 particular --

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THE CHAIRMAN: If you're going to -- if you want to speak regarding these three resolutions, please -- if you could sit in this chair over here so the court reporter can hear you.

19 AUDIENCE MEMBER: Okay. 20 THE CHAIRMAN: Thank you. 21 AUDIENCE MEMBER: I want to make a

22 statement on the --

THE CHAIRMAN: Name and address, please. 23 24

AUDIENCE MEMBER: Carnell Oliver. Address is on file.

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I want to make a key statement on the 1 2 Retail Enhancement Plan. From the last meeting that I attend, you was going through the process of hashing it out and working it out. 4 Now, I expect results to come about this 5 action, and I expect some juvenation [sic] back

6 7 into the downtown core. 8 The efforts have been put in, and I see

9 some the work that has been done has -- has 10 come through, but now it's time to raise bar 11 and expectation. For every dollar that we 12 spend, the taxpayer's dollars, we want a return on those dollars. It's like -- it's like --13 it's like anything else we buy. We expect a

14

key return on our investment. And I hope that 15

16 these dollars that you are using are key 17

investments to bring life back into the downtown core. And that is the responsibility

18 of every last one of you that are appointed on 19

20 this board, to maintain that level and raise

21 the bar of expectations. 22

And have a good evening.

THE CHAIRMAN: Thank you, Mr. Oliver.

Any other public comment? 24

25 Yes, Mr. Langton.

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(Audience member approaches the podium.) 1

2 THE CHAIRMAN: Please identify yourself

3 and state your address.

4 AUDIENCE MEMBER: Certainly, Mr. Chairman.

Michael Langton, 1300 Oak Haven Road, 5

Jacksonville, Florida. 6

7 I just want to speak in support of the amendment. I think the amendment -- its 8 purpose and intent to the amendment is to allow 9 10 your executive director and you, the board, as 11 much flexibility in doing these incentive 12 deals.

I hope -- I hope you will do 20, 25 of these deals and each deal will -- will be significantly different. It will be unique in -- in terms of the particulars of that. So the most flexibility you can give your staff and yourself just makes a lot of sense.

18 So I speak in favor of the amendment. 19

20 Thank you.

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21 THE CHAIRMAN: Thank you, Mr. Langton.

22 Any other public comment?

23 AUDIENCE MEMBERS: (No response.)

THE CHAIRMAN: Okay. I'm going to close 24

25 the public comment for these three items.

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48 Mr. Wallace, if you could take us through

2 the three items. MR. WALLACE: Yes, sir. 3

With regards to -- I'll just use the last 4

one, the first resolution itself. This is 5

6 amending the Retail Enhancement Plan as you

7 brought forward -- that I brought forward last

month that you adopted.

9 There was a little ambiguity. The 10 ambiguity centered around whether or not there 11 was a maximum cap of \$50,000 or whether or not 12 there was going to be -- the maximum would be \$20 per square foot of leased space where we 13 14 would do no more than 50 percent of that total project cost itself. 15

To get rid of that particular ambiguity, I've eliminated the \$50,000 maximum cap. And it reads now in terms of -- because I wrote in the actual memo itself, the grant offered, the maximum grant award, \$20 for every square foot leased or occupied by the proposed tenant or

21 22 business, as recommended by staff, the review

23 committee and approved by the governing board. The amount of the incentive dollars 24

awarded shall not exceed 50 percent of the

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total construction costs. The allocation may 2 be made by the building owner, the tenant or 3 jointly by the building owner and the tenant.

The funds are not available for previously funded improvements.

The application is verified. Expenditure for the improvements must reach the maximum amount of the grant funding, so basically a minimum of one-to-one ratio. The amount of the grant shall not exceed the \$20 for every square foot leased or occupied by a proposed tenant or business.

That is going to be basically how our cap would actually be set under this particular program. That's clearing up the ambiguity from last month.

THE CHAIRMAN: All right. So it was a clarity of whether the cap was 20 bucks a foot or \$50,000. Now the cap is \$20 per foot?

20 MR. WALLACE: Right.

21 THE CHAIRMAN: Okay.

All right. Any questions on this

amendment? If not, we need a motion. 23

24 B/M CLEMENTS: So moved.

25 B/M SAYLOR: Second.

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I'm in agreement with the actual mission statement that you have developed.

3 THE CHAIRMAN: Okay. I think the mission 4 statement was passed out again with the board package material, so you've hopefully had time 5

to take a look at it. Once -- once it's in, it will be -- it will be up for the world to see.

8 Obviously, we can amend it again at a later 9 date.

Do we have any comments? MR. WALLACE: I will read it for the record.

THE CHAIRMAN: Okav.

MR. WALLACE: The Downtown Investment

Authority serves as a clearinghouse to 15 establish an identity for the region that 16

17 capitalizes on partnerships to guide the

18 revitalization of the core of the city of

Jacksonville; to attract investment, facilitate 19

job creation and residential density, while 20

21 assuring a unified effort is strategically

22 focused to implement action through capital

23 investments, planning, advocacy, marketing and

the establishment of policy for the general 24

25 community and downtown stakeholders.

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THE CHAIRMAN: Okay. Any further 1 2 discussion?

BOARD MEMBERS: (No response.)

THE CHAIRMAN: All in favor, raise your 4

hand or say aye, please. 5

BOARD MEMBERS: Aye.

THE CHAIRMAN: Any opposed? 7

BOARD MEMBERS: (No response.)

9 THE CHAIRMAN: Okay. Motion passes.

2014, Number 2.

MR. WALLACE: Mr. Saylor -- I mean --

sorry. 12

Chairman Barakat, your mission statement was developed in either the spring or summer of 2013. At that time, Chairman Harris asked Board Member Bailey to develop an actual mission statement, which was fair, and brought forward to the board, vetted by this particular board, and fell short of adoption as the board felt as though they wanted to wait until your CEO had arrived to have a review of the statement and make their comments.

I've arrived. I reviewed your mission statement. I approved it. It's up to you to adopt your own mission statement, but I'm in --

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That's the mission statement that was developed by this board.

3 THE CHAIRMAN: Any questions, comments?

4 B/M SAYLOR: Mr. Chairman.

5 THE CHAIRMAN: Mr. Saylor. 6

B/M SAYLOR: Just as a back check, if I 7 could ask Councilmember Boyer if that language

8 comports with your understanding of the nature

9 of the legislation that you moved upon. 10

It does to me.

11 C/M BOYER: Well, this is my first reading 12 of it. And as I'm going through it, trying to kind of analyze it and see whether I think it 13 14 is inclusive of everything -- and in the first 15 thought process I was going through are the 16 various powers and authorities you have as the CRA governing board, if granted those and 17 18 whether they are all included in that 19 statement.

To the extent you are talking -- it -- I guess my thought is, okay, to the extent you are granted the authority to lease properties or to sell properties, do they -- is that part of attracting investment, facilitating job creation? Because it's not being a

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clearinghouse.

2 I think it probably falls in the second 3 sentence, but, I mean, I'm -- I'm just trying 4

to go through those functions and address them.

5 Basically, I'm not prepared to give you a 6 complete answer to your question.

7 B/M SAYLOR: If you would like to take a

8 few minutes, I could stall. C/M BOYER: Not without a copy of the 9

10 enabling legislation in front of me.

11 B/M SAYLOR: I -- I've read it and 12 compared it back with the legislation. As --13 as all mission statements tend to be pretty global and -- and -- and try to cover the

waterfront, that is what Mr. Bailey has done 15

16 here.

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We had actually a fairly lengthy discussion about this mission statement seven or eight months ago, and -- and there's a good bit of -- of effort that went into -- into deciphering of verbiage and so on.

And I think it -- from my point of view, it meets the -- the standard of the mission statement. There are certain operational objectives and obligations and so on that are

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covered in our bylaws that I think are really more of what you're talking about. Bylaws cover more of those intricacies. This is very alobal.

Unless you have an objection, I'll make a motion to approve it.

C/M BOYER: I certainly don't object to it. No, I don't have an objection to it, but I will give it some thought after this.

10 THE CHAIRMAN: Well, I'd ask that --11 B/M SAYLOR: As you know, it can be 12 changed.

THE CHAIRMAN: It can be amended if there is a significant reason to do so. It has been pretty well vetted, so --

B/M SAYLOR: (Inaudible) more comments.

THE CHAIRMAN: I'm sorry?

B/M SAYLOR: (Inaudible) more comments.

19 THE CHAIRMAN: Are there any -- any other

20 comments?

BOARD MEMBERS: (No response.)

22 THE CHAIRMAN: Okay.

B/M SAYLOR: I will make a motion to

24 approve.

THE CHAIRMAN: A motion on the floor.

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1 Is there a second.

2 B/M GIBBS: Second.

3 THE CHAIRMAN: Second.

4 Any further discussion?

5 BOARD MEMBERS: (No response.)

6 THE CHAIRMAN: All in favor.

7 **BOARD MEMBERS:** Aye.

8 THE CHAIRMAN: Any opposed?

BOARD MEMBERS: (No response.)

THE CHAIRMAN: Okay. That motion passes. 10

All right. 2014-01-03.

12 Mr. Wallace.

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13 MR. WALLACE: Yes. On July 24th, 2013,

14 the project narrative granting authorization of

15 my colleagues at OED to negotiate and engage on

various downtown projects was distributed to 16

17 the DIA governing board. There is an

18 attachment in your package.

> The recommended action referenced that OED staff would work collaboratively with -- with

21 the DIA CEO to begin detailed and comprehensive 22 negotiations and review with certain specific

23 proposals as outlined in the attached July 24th

24 document. On pages 3 and 4, there were six

25 projects that were actually listed.

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1 OED staff has graciously provided support

2 to -- to me over the past four months. That

3 has been most appreciative.

During this period, the project

5 negotiations and due diligence has been led by

6 the DIA, with me, with assistance from OED as

7 needed. So therefore, for clarity purposes, I

8 support the recommendation suggested at the

9 December meeting to rescind the Board's July

24th, 2013 resolution authorizing the OED to

10

negotiate and engage on various downtown 11

12 projects, as amended.

THE CHAIRMAN: Thank you, Mr. Wallace.

14 As we said, this should be pretty simple. We can govern ourselves accordingly, but this

15 16 codifies those -- that -- that conflict.

17

So any discussion or questions regarding this item?

B/M BAILEY: I have a question.

20 Was anything -- I assume we still have 5.3 in the Historic Preservation Trust Fund, and 21

22 that was committed during that period of time?

MR. WALLACE: That's absolutely correct,

24 sir.

25 B/M BAILEY: Okay.

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1 THE CHAIRMAN: Okay. Is there a motion? 2 Mr. Nooney, we -- we -- the public --3 there --

4 MR. NOONEY: There's a public hearing on 5 this, isn't there?

6 THE CHAIRMAN: We've already had the 7 public comment hearing on these three items.

MR. NOONEY: Oh. I thought you were taking them.

10 THE CHAIRMAN: No, I did them all at once. 11 Sorry.

12 Any further comments? If not, I need a 13 motion.

B/M CLEMENTS: So moved.

THE CHAIRMAN: Is there a second?

B/M SAYLOR: Second.

THE CHAIRMAN: Any further discussion?

18 BOARD MEMBERS: (No response.)

19

20 BOARD MEMBERS: Aye.

BOARD MEMBERS: (No response.)

23

Okay. Just a reminder. Some -- some have

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look at it. 1

2 But during the month of January,

3 Mr. Wallace has offered some insights.

4 Ms. Bishop's comments are expected, and we

January 15th. Going all the way to the end of

March, there's 75 days. So from there, I've

February, March, April, and May take -- May

own. However, I want to make sure that we

So I'll let Mr. Robbins tell you what's

getting us to that April -- first week of April

We have the current draft of the

redevelopment plan, the statutory side of

going to go on in January, February, March, and

MR. ROBBINS: Thank you, Mr. Wallace,

things, not the business investment plan, under

Chairwoman Bishop. We're working with her to

figure out the best way that she would like to

comments back first and tweak it some or to

committee as a whole come on back together and

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unveil it to the DIA, whether we get her

bring it back as-is and have the -- as a

peer review by the Redevelopment Plan Committee

takes on a life -- May takes on a life of its

sat down with Tony, who is a principal at

Prosser Hallock. I've developed these

particular timelines, goals for January,

conclude our process.

Mr. Chairman, Board Members.

submission.

5 anticipate a draft of that aspect in some form

6 or fashion, again, subject to the -- the

7 chairwoman's desires, to come forward in

February.

9 So we're finishing in filling in some 10 holes, tweaking, responding to some of the

11 comments that we've received thus far this

12 month, initiating the market analysis as,

13

again, some of the -- in December, some of the

14 changes in focus, some different projects and 15 some fine-tuning of exactly what the business

investment plan -- the other side, not the CRA 16

17 update, but the business investment and

18 development plan, the -- the solidness of the

19 market analysis that's associated with that.

20 For instance, projects such as the -- The

21 Landing. That's -- that's an element that is

22 going to be looked at in the BID plan as well.

So we want to make sure that that's -- the

that and that your BID plan does have something

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Ts are crossed and the -- the Is are dotted on

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THE CHAIRMAN: All in favor.

21 THE CHAIRMAN: Any opposed?

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THE CHAIRMAN: Okay. Motion passes.

24 Thank you, Mr. Wallace.

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joined us. We have had -- we skipped around in

the agenda. We have had the Jacksonville 2

3 Landing presentation. If there's any public 4 comment regarding that or any other matter, I'd

like to remind you to fill out these white 5

cards, if you haven't already. Ms. Underwood, 6

7 over here to my right, has them.

I cannot acknowledge you unless you filled out one of these cards. We will take that comment -- all of your comments toward the end

of the meeting.

Okay. Moving down to the CRA update. Mr. Wallace and Tony Robins. Who is

13 14 first?

MR. WALLACE: I'll go first.

THE CHAIRMAN: Okay.

MR. WALLACE: Having an opportunity to be here the past four months, going on five, I have had an opportunity to look at our process, and I've got a plan for the end date. So what

21 I've kind of done is sat down with the -- with

22 the planning team and it's -- come up with

23 a -- what I'll call our 75-day plan. 24

The way I look at it is, it's got to be 25 done by the end of March. This is -- this is

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that you can hang your hat on that -- that --2 to -- to your credit, Board Member Gibbs, 3 having a market analysis on some of these 4 suggestions that are in there -- is there.

So in February, again, a draft of the BID and the CRA plan come forward, completing the market analysis. And that, to Mr. Wallace's correct point, we're -- we're to maintain that schedule to have this in for your consideration in March. And then after that, submit it to the City Council. It takes on -- we're -we're going to coordinate with the Office of

General Counsel about the various subcommittees from City Council, whether it's advantageous and efficient to perhaps have some joint workshops among those or whether it is the regular legislative calendar.

Tremendously appreciate Mr. Wallace's insights and critiques thus far, and look forward to getting some more with you. And I am just here to answer any questions that you may have at this time.

23 Thank you, Mr. Chairman.

> THE CHAIRMAN: Thank you, Mr. Robbins. So, again, the goal is to have a draft to

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1 us by the end of March? That is the goal? 2 MR. WALLACE: That is what we would 3 consider. The goal is to get the chairwoman's -- the committee chairwoman's

4 information and then provide -- provide that 6 particular draft to each of you.

The goal is at the end of March, having that final -- not final final, but final enough that you could have your public meeting, have a conversation about this particular document, and making sure that we do everything that we need to do, that is to encapsulate everything, you give your final approval on this particular document. Because somewhere along that time in April, I would like to move this on to OGC,

15 16 getting us to move this on to City Council. 17 That's the game plan.

MR. ROBBINS: And more directly, that in -- sometime in the month of February, that you are seeing the initial drafts. Still some holes, still some missing pieces, but you're not going to get a Thanksgiving size meal in 22 March that you have to digest, that you're going to have to take a look -- and we'll, again, get those impact -- input comments,

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ideas and critiques from you during the month

2 of February as well. It's just that the

3 logistics haven't allowed us to coordinate with the chairwoman precisely about how best to

proceed, how she would like to proceed as well.

6 THE CHAIRMAN: I believe she's on her way. 7 So she may arrive any moment.

Any other questions regarding the CRA redevelopment plan?

9 10 BOARD MEMBERS: (No response.)

11 MR. ROBBINS: Thank you very much.

12 THE CHAIRMAN: All right. Thank you,

13 Mr. Robins, Mr. Wallace, for your hard work on that. 14

Next on the agenda is the Hemming Plaza update.

Mr. Wallace.

18 MR. WALLACE: Yes.

19 Well, I can tell you off the top of my 20 head with regards to that piece, one particular 21 proposal was submitted to Parks and Recreation.

It is now in committee for their actual review 22

of that particular project. Nothing has been 23

determined as of yet. I will know more for you

25 on -- at your February board meeting at this

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particular point in time. There is only one 1 2 respondent to that proposal.

3 THE CHAIRMAN: So the -- he will -- I'm 4 not a hundred percent clear on the way our City 5 works in this regard.

Who -- who reviews that proposal? Is that the Parks Department that will review the validity of that proposal?

MR. WALLACE: Well, it's actually the grading committee -- the grading's response after receiving the authorization from PSEC. So PSEC is pretty much the keeper of the

process. And that was just granted on January 13 14 the 9th. So they (inaudible) that as a

15 committee, so that committee has to be formed.

THE CHAIRMAN: And they are keeping you involved?

MR. WALLACE: Yes.

19 THE CHAIRMAN: Okay. I just wanted to 20 make sure we are involved as much as possible.

And I think our role, among many things, is to kind of keep the process moving as quickly through the bowels of government, so --

all right. 24

Any -- any questions regarding Hemming Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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Plaza? 1 2 BOARD MEMBERS: (No response.)

THE CHAIRMAN: Thank you again,

4 Mr. Wallace.

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5 We have one more update on the Waterways 6 Commission.

MR. WALLACE: Yes, sir.

8 The waterways Commission will undertake a 9 maritime management plan in 2104, and Parks and 10 Recreation has the responsibility to tackle

11 that topic and Waterways is going to -- the

12 Commission will actually rule on it.

> So from a staff aspect, we will continue to monitor that process. The board may want to consider assigning a member to act as an ad hoc member of the Waterways Commission. That's up to you-all, but I will continue to monitor it.

It comes up at our board meeting. It has come up every month since I've been here, so I am going to start keeping a much more active track of what's actually going on.

THE CHAIRMAN: I think that is a good idea to have a board liaison, similar to what we have with DDRB. So I'll -- I'll dwell on that and talk about that, and then we'll reach out

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vou in a minute. 1

2 B/M SAYLOR: I know we'll hear from him.

3 THE CHAIRMAN: Mr. Saylor, we will ask

4 that a liaison -- and you're on the list, so --

5 B/M SAYLOR: Since I brought it up, yeah. 6

THE CHAIRMAN: Okay. On to -- I think

that concludes our information items. 7

Correct, Mr. Wallace?

9 MR. WALLACE: Yes. The other -- the last

item is, I will start interview processes

11 tomorrow with regards to one position, downtown

redevelopment manager, all of next week 12

13 probably, with the downtown -- the downtown

real estate analyst. I will be interviewing 14

15 six people for the downtown redevelopment 16 manager and about eight or nine people for the

17 real estate analyst position.

> THE CHAIRMAN: So you have got a pretty good representation?

MR. WALLACE: Good mix. It gives us an opportunity -- gives me an opportunity to really sit down and work with some people.

23 Feel free, as a board member, if you want 24 to sit in -- see Karen, come in and sit in on

25 the actual interview process. It's up to you.

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1 to one of the board members.

B/M SAYLOR: Mr. Chairman.

3 THE CHAIRMAN: Yes, Mr. Saylor.

4 B/M SAYLOR: I was of the understanding

5 that Mr. Bailey was an ad hoc member.

B/M BAILEY: No. 6

THE CHAIRMAN: He --

B/M BAILEY: I was -- I served on

9 Waterways for many years.

B/M SAYLOR: Oh, you served on Waterways.

I thought you still attended. 11

B/M BAILEY: No. I --

13 B/M SAYLOR: I suggested previously,

14 though, we should have somebody either on or at

least in attendance at -- at Waterways. The 15

topic this committee brings up every month is 16

to -- this board, is something about the 17

access, specifically launches. That is being 18

19 delegated, I guess -- not delegated, but the

20 responsibility has always been with the

21 Waterways Commission and they have now

delegated it to the Parks Department to do that 22

user evaluation. 23

So, Mr. Nooney, somebody is on it.

THE CHAIRMAN: All right. We'll talk to

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1 THE CHAIRMAN: Great. Keep us updated.

2 That's really important for this board, and, obviously, for you because you are doing

4 three or four jobs as one person.

MR. WALLACE: Very important.

6 THE CHAIRMAN: Look forward to progress

7 there.

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8 Downtown briefing. There was no DDRB 9

meeting this month; is that right, Mr. Gabriel?

MR. GABRIEL: That's correct.

THE CHAIRMAN: And Mr. Wallace --

12 MR. WALLACE: That's correct.

13 THE CHAIRMAN: So skipping over that and 14

aoina into old business.

The CBS DDRB appeal, the appellants 15 16 counsel is out of town this evening. We were going to continue that hearing this evening. 17

18 It has been tentatively deferred to our

19 February board meeting. So once we finalize

20 that, all of you will be (inaudible.)

Yes, Mr. Allegretti.

22 B/M ALLEGRETTI: On that one, is there any

23 way that we can start the meeting earlier for

24 that one? It seems like we have a lot of --

25 well, it seems like right now we're sort of

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hitting -- hitting the ground running. We've got good paces at our meeting. We're -- we're doing things, and I just -- that one takes up 3 so much time and it's so impassioned and it has 4 5 so very little to do, in my opinion, with the 6 work that we have to do. Can we -- can we maybe have an earlier start time for that 7 meeting to kind of --8

THE CHAIRMAN: Yeah. Well, if you noticed -- we originally sent out the meeting time --

MR. ALLEGRETTI: Yeah.

THE CHAIRMAN: -- for 4 o'clock.

MR. ALLEGRETTI: Something similar to one meeting earlier.

THE CHAIRMAN: I mean, if you guys are okay with that, we can start at our old time of 3 o'clock for -- for this meeting and in this process because it will probably take another hour or two as one agenda item. So I don't want to scare anyone from coming, but --

MR. WALLACE: If you note, we discussed 4:00 p.m. to 5:30 p.m. on that particular topic, a 90-minute cap, making sure that we are consistent with regards to time, making sure

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1 The opposition point of view is that that sign is not legal under any circumstance. This is a -- a legal issue that apparently will be

resolved at some point in time.

My question is, is it properly before us at this point or should we be waiting until perhaps the court or some higher authority rules one way or the other? Why would we hear something that's res judicata?

MR. GABRIEL: Let me say this: There were some issues brought up, obviously, by both sides at the last meeting, the issues as to whether it should even be before the -- the DIA, let alone the DDRB, before you.

We have presented those open questions to both sides and we're actually soliciting some information so that hopefully we will be ready to explain that to you next time, if that's, in fact, an issue. I mean, as far as we're concerned at this point in time, yes, it is validly before you.

There are some permit questions pursuant to the settlement agreement that transcend, and for your own sake, it -- it's not something that's before you. You're going to -- as you

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all sides have an amount of time. 1

So if you are comfortable with 4:00 to 5:30, we'll set that for our February the 19th correction on the agenda. February 19th, is that Wednesday? And that will be for that particular meeting at that particular one time.

THE CHAIRMAN: We're going to do it at 3:00 or 4:00. The only X factor in the time is the amount of public input we get. That's -that's where we don't know how long it will take. So anyway.

B/M ALLEGRETTI: No, that was my question.

B/M SAYLOR: Mr. Chairman.

THE CHAIRMAN: Yes, Mr. Saylor.

B/M SAYLOR: I might ask a substantive question of counsel related to this item.

THE CHAIRMAN: Okav.

B/M SAYLOR: Quick answer -- question.

MR. GABRIEL: Yes, sir.

B/M SAYLOR: If I understand correctly. the premise of the appellant is that -- this is

22 before us as an appeal to DDRB

responsibilities, which has to do with the 23

24 appropriateness in the design character of this 25 sign.

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mentioned, you're -- you're looking at design 1 2 review appropriateness and some other issues

3 pursuant to the downtown overlay. There are

some separate permit questions pursuant to the

settlement agreement that we at the Office of

6 General Counsel are looking at which were

7 raised last time. So we are looking at that.

And, absolutely, if there's a reason that it 8

shouldn't be further processed because of

10 something on that side, we'll certainly bring 11 that to your attention. But at this point in

time, we don't have any such evidence and we 12

need to vet that. And at this point we just 13 have to, you know, follow through with that

14 15 this is properly before the DIA at this point

in time. So we are looking at that. 16

B/M SAYLOR: So do you feel that you have got adequate time before we take this up at the next time to advise us whether it is, in

fact --20

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MR. GABRIEL: I think it's --

22 B/M SAYLOR: -- lawful to replace that 23

sian?

24 MR. GABRIEL: It -- it -- it had been 25 noticed for the previous meeting. It was

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continued to this meeting, and you're 2 appropriately, you know, opening and continuing 3 to the next meeting on the 19th. If for some reason -- we -- we expect to, within the next 4

5 month, have that information, but if -- if for some reason we don't, you would continue it 6

7 again at that time. 8

B/M SAYLOR: I understand.

THE CHAIRMAN: Thanks.

10 Mr. Wallace.

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MR. WALLACE: And also we're going to be asking both sides to submit information to me ahead of time so that -- to avoid inundating you with documents on the spot and you not having the proper time to review those particular documents.

So once he makes -- gets his information, makes a determination, that information will be requested of them so that you have at least two weeks to review that information.

THE CHAIRMAN: Yeah, And -- and then typically, as a matter of our policy, we like to get them the Friday before the next board meeting --

MR. WALLACE: Okay.

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THE CHAIRMAN: -- so we can have the weekend to review it, if necessary.

Okay. With no further questions, we'll move on from old business to new business.

I just want to mention that myself, Mr. Saylor and Mr. Wallace attended the City

Council Finance Committee's meeting vesterday 7

on the review of the economic incentives that 8 the City is reviewing. They are reviewing the 9

10 overall economic incentive policy for all of 11 the city.

So OED gave a presentation on current procedures and their thoughts on potential improvement, and we -- we want to be at that table. And when downtown comes up, and it will come up, we -- we would like to be there and, obviously, have -- give them our input so that we ensure that what we're doing, our business plan, those dots are connected with any policy that may come out of this committee. So --

20 Ms. Boyer was also there, so she could also 21 22 help us be eyes and ears in that process.

I am probably going to appoint a liaison from this board so we can codify a connection there. And I haven't done that yet, but I

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think probably it would be wise for us to do 2 that.

3 Okay. Any other -- any -- any other new business? 4

Ms. Boyer.

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C/M BOYER: I just wanted to bring up one 6 thing that came to my attention in the last 8 couple of weeks.

9 I have received a number of e-mails regarding the -- the fact that the leases 10 11 associated with the water taxis are in the 12 process of being renegotiated by the Parks Department. So I didn't know if you guys were 13 14 aware of that, if you have any input or suggestions about, you know, how you would like to see them operated.

But since I was informed that they are in the process of being renegotiated by the Parks Department, I just wanted to bring it to your attention so it would be timely if you want to engage, have a discussion with someone, if someone wants to try to meet with them about it, whatever.

I -- I don't know anything about the terms that are being negotiated, but I know that they Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

1 are up, apparently, for renewal.

2 THE CHAIRMAN: Okay.

3 B/M BAILEY: I'd be glad to work with

Aundra. I drafted the original RFP for the 4 water taxis with Lynette Self, I believe, 5

6 during the Delaney administration.

7 MR. WALLACE: All right. We'll -- we'll 8 go talk to them.

THE CHAIRMAN: Excellent, All right.

10 Thank you, Ms. Boyer. Maybe you can give us an 11 update at the next meeting.

MR. WALLACE: Yes, sir.

THE CHAIRMAN: Thank you, Ms. Boyer.

14 Any other new business?

Mr. Allegretti.

B/M ALLEGRETTI: Through the Chair, the --16 I believe City Council -- our awesome City 17

18 County passed the -- do you like that -- passed

19 the -- the update to insurance requirements which some are subtle but some will really 20

allow for more events and -- and -- and some 21

22 better streamline process. And I just want to

23 congratulate the City County and the

24 administration for getting that through. That

25 was an idea that was jointly done with all

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those parties, plus Risk Management. And I'll 2 have to say the really cool experienced 3 committee listened to that, too.

THE CHAIRMAN: Which you chaired, right? B/M ALLEGRETTI: Right, Which, coincidentally, I chaired.

7 Anyway, that's -- that's -- it's -- it's a 8 very subtle thing, but I think it's pretty --9 in terms of events, it's a pretty -- pretty big 10 deal. And so I'm happy to see that happen.

11 B/M GIBBS: What was the outcome? 12 B/M ALLEGRETTI: It passed. We basically 13 had --

B/M GIBBS: What does that mean? B/M ALLEGRETTI: We have less -- less rigorous requirements for insurance, and some of the wording that was prohibitive for some events to happen downtown, that loosened up a bit, and some of the requirements changed for -- in a good way.

21 THE CHAIRMAN: Yeah. For -- for example. 22 the Jacksonville Jaycees, that -- one of their 23 biggest annual events, they wanted to move to downtown and couldn't make it happen because 24 25 the insurance requirements were so cost

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1 THE CHAIRMAN: It does lighten the load.

2 C/M BOYER: So it does in that regard.

3 It changed with respect to subrogation.

4 It changed with respect to automobile policies,

5 that you only have to have an automobile policy

6 that's an automobile oriented event, like a

parade with automobiles in it, as opposed to 7

8 everybody having to have an auto policy just

9 because there's a car present.

10 And so there -- it was -- it didn't go as 11 far as some of us may have liked to see it go.

12 And there are many other areas to be addressed 13 with Risk Management, but it is a step in the

14 right direction.

15 THE CHAIRMAN: Okay. Well.

Mr. Allegretti, it would be nice maybe six 16

months from now, since you are on top of these

18 things, give us a flavor of whatever you

19 think --

20 B/M ALLEGRETTI: Absolutely.

21 THE CHAIRMAN: -- is going on to bring on

22 more changes.

23 Okay. Any other new business?

24 BOARD MEMBERS: (No response.) 25

THE CHAIRMAN: All right. Great.

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prohibitive. So a lot of nonprofits have had

the events, but couldn't afford to -- and 2 3 wanted to be downtown, but weren't able to. So

hopefully we'll see more -- more events come 4 out of this. 5

C/M BOYER: In large part, the -- the amount of insurance required did not change.

THE CHAIRMAN: Oh, really?

B/M ALLEGRETTI: No. Yeah, the amount --9 10 it was some word -- subrogation was, I think, 11

was a word --C/M BOYER: Right. But one of the key things that Risk Management did in the change is they allowed whoever enters into the permit

for the event to maintain the insurance.

Previously, every sub under them who was doing something had to have their own insurance, too. So one of the big things is to say, okay, whoever the primary contact is, who obtains the permit, can have the insurance and then they're responsible to make sure they're indemnified by -- or whatever relationship they have with all of the participants in the event

is up to them, and that's a big thing for all

25 of the other parties. Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

1 So we'll go into public comments. I'll

2 give one last reminder. If you have not filled out one of these cards, please fill them out so

we can make your comments regarding The Landing

or any other agenda item that you wish to 5

6 share.

7 So we will start with Mr. Dick Jackson.

And each individual has three minutes, as you

9 conclude.

10

(Audience member approaches the podium.)

11 THE CHAIRMAN: State your name and 12 address, Mr. Jackson.

13 AUDIENCE MEMBER: Dick Jackson, 4426

14 Herschel Street, 32210.

15 Let me just start by saying I just

16 finished a book Happy City, and I'd be donating

17 it to the DIA Library except I read it on

18 Kindle. My son bought me a Kindle for

19 Christmas. Anyway, it's -- it's great.

20 I -- I did want to make the statement that 21 on -- regarding The Landing, that you cannot

22 have too much residential downtown. It just --

23 to me, there's no such thing as too much

24 residential.

> Okay. And another thing on The Landing is Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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the -- is that -- was that a jetty that I saw in the left-hand corner of the picture, a jetty going out into the water? 3 4

THE CHAIRMAN: Sure. You can --

5 MR. WILSON: Okay. Maybe a pier, maybe 6 not. I mean, it was just an idea.

7 MR. JACKSON: Okay. Well, a jetty would 8 be great because it would stop the flow of the 9 water.

10 MR. WILSON: That's correct.

MR. JACKSON: A pier will not.

And if you want to see entertainment at The Landing, people can watch the boats out there as they crash into one another with the design that is presently there. A jetty might help on that.

All right. And -- but anyway, I -- I don't want to dwell on the dwellings -- that's a little pun there.

But anyway, the Skyway is my real thing now. I mean, you know, I just -- I do think it's probably the most critical thing, not popular, and it's expensive and there's no federal funding, but I think it's --it's really vital to -- you know, to integrate that into

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2 MR. JACKSON: Oh, great.

THE CHAIRMAN: -- and I agree with you, very thoughtful book and well-written book.

4 5 B/M ALLEGRETTI: Through -- through the Chair, I see Dick out all the time. He's very 6 active in the urban scene. But I do want to say that the -- the perception of the Skyway is unpopular. It's actually getting about 4,000 9 riders a day right now, and they hit a million 10 11 in 2013. So -- -

MR. JACKSON: Right.

13 B/M ALLEGRETTI: I mean, I -- I see you on 14 it a lot, so I --

MR. JACKSON: All right. Well, I'd be willing to serve on any committee or board or whatever that is -- it's my new passion, is the Skyway.

B/M ALLEGRETTI: Awesome.

20 THE CHAIRMAN: All right. Mr. Fouraker, 21 Bruce Fouraker.

(Audience member approaches the podium.) AUDIENCE MEMBER: I am Bruce Fouraker,

24 4441 Genna Trace Court, 32257, in the wonderful 25

Council District Number 5.

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the plan. Now, the extension of the Skyway. Okav.

And I was asked to read in another thing here, too, by the way, on something I submitted, but it's just -- using the letters of Cowford, C-o-w-f-o-r-d, I came up with creativity oozes wantonly from our river downtown. And the translation of that is it's in the water, talent emanates from Jax's urban scene.

And the only other thing I've got to mention is that I -- I came up with an event idea concept. Instead of using first Wednesdays or whatever -- I mean, not in place of. Fifth Fridays, they come about four times a year, and -- but we need something of impact event-wise to -- you know, to use up the --

18 the -- the four or five -- we have four per year, about, spread out over the course of the 19 year. You know, this year is January, May, 20

21 August and October. And I -- just to -- okay. 22 Thanks.

THE CHAIRMAN: Thank you, Mr. Jackson.

I like the Cowford acronym. It's very

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1 And I just want to thank everyone for the 2 opportunity to speak. I really am impressed 3 with the work that's gone into the plan for The Landing, and I realize that this is just a 4 second step in a long road to getting finalized 5 6 plans.

7 But a couple of things to consider. Number one, you have the boutique hotel, and that's halfway between the Omni and the Hyatt. 10 And so that's a perfect location for you to use for overflow rooms from either of those two 11

The other thing is with the workforce housing. One thing to be considered in financing -- and I know you're a way from discussing financing on this -- is if workforce housing is being built, a lot of times housing finance authority bonds can be issued to pay for the workforce housing. If the people who live in it are within a certain income range --

21 and it's not in the poverty level, but it's a 22 certain percentage well above the poverty

level, but not in the level of being wealthy.

And then, additionally, I like the idea just of overall having the open to Laura

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Street. I think that's going to create a lot of flow in and out of The Landing and will help 2 3 improve things.

So I just wanted to commend you on what you're doing with The Landing.

And I did want to mention one thing about the Laura Street Trio. Until maybe about three -- two to three weeks ago, I had a lot of qualms about that project. But in seeing how it could possibly mesh with the new center that the DuPont Trust is doing at the Hayden Burns Library with their 150-person conference room, the Marriott that they're planning, I believe, or Sheraton, whichever the boutique hotels they were planning at the Laura Street Trio would fit in perfectly. It's a block and a half away from 150-person conference center. And so if they are able to book the conferences, they have the place for the people to stay just right down the street.

So again, I'm impressed with the work that's going on downtown. I think you guys are doing a great job.

Thank you.

THE CHAIRMAN: Thank you, Mr. Fouraker. Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

has sustained really well. And I'm sure the

that was done back in the '80s, I would hope

structural integrity of that is going to have

to be significantly looked at in order to be

able to build on to it, kind of like us --6 we've talked about with the courthouse.

Curious about workforce housing. Glad it's in there. We have written into our plan microlofts all the way up to luxury in the balance, as necessary. I would imagine to sustain the cost of construction for workforce 12 house in this location would have to be married with some other upper ends in order to cover and balance out that cost.

I would like to recognize two new members. We've been working with and/or will be working with. Ms. Polednick (phonetic) and Ms. King -are they still here -- from the MOSH. And -are they back there? I can't see. Oh, okay. And Ms. Garcia, the chair of the Cultural Council. We're also working with Christy, of course, very closely.

So some of those holes were referenced in our plan with regards to some of the partners that we're still integrating some of those

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Okay. Next, Laura Diettrich.

(Audience member approaches the podium.)

AUDIENCE MEMBER: I forgot to start timing 3 so I'm glad your memory is --4

5 Laura Diettrich, Diettrich Planning, 1332

Avondale Avenue, Jacksonville 32205. 6 7

Three things really quickly. One, I'm pleased to see -- I -- unfortunately, I was out of town when that charette was held, but I'm pleased to see that all of the things that came out of that married perfectly with what we've been putting and integrating into this area plan, everything from the corridors and the perimeters and the boundaries to the viewscapes to art installations, mixed use, of course, and connectivity.

A couple of things -- as a Planning Commissioner it brought to mind actually in working on a project -- or reviewing a project that Mr. Balanky had brought before us was comments in shadowing. So I'm sure Al and my

wonderful neighbor, who's done a wonderful job, has taken into consideration also how those shadows cast onto peripheral buildings.

> Also, the -- the fill of the foundation Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

items as well as some data. Just wanted to let 1 2 you know that.

And I think it's wonderful how we're 3 progressing and we're going to be reaching our 4 5 goal very soon.

And I thank you for your time and cooperation.

THE CHAIRMAN: Thank you, Laura.

9 And when you say "we," you're acting --

10 you're saying as consultants?

11 MS. DIETTRICH: As this -- as part of 12 Sierra (phonetic) consulting team and working

13 with the DIA and Mr. Wallace.

THE CHAIRMAN: Great. Thank you.

15 Okay. Next, Ms. Melissa Beaudry.

16 AUDIENCE MEMBER: Beaudry.

THE CHAIRMAN: Beaudry. Sorry.

(Audience member approaches the podium.)

AUDIENCE MEMBER: Hello. My name is

Melissa Beaudry, and my address is 3201

Riverside Avenue, Jacksonville, Florida 32205. 21

22 I have a few handouts today, if that's 23 okay to pass around.

24 THE CHAIRMAN: Sure.

25 MS. BEAUDRY: And the big picture for my Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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Baldwin Trail.

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public comment is the Emerald Necklace. And 2 I'd like to talk about how that can be

3 incorporated into the plans for DIA, that it

does fall outside of the scope of the primers 4

5 to the urban core, but it's, I think, extremely

6 important to looking at the connectability,

7 beautification and public health concerns for

8 what you are working with.

The first map that I just -- that should have gone around is our detailed description of what the Emerald Necklace could look like. We've broken up the two blueway systems of Hogan's Creek and McCoy's Creek. These are our two tributaries that run off of the St. John's through downtown. We've broken them up each

into two separate parcels looking at the neighborhoods that they run through.

You then will see certain bike and pedestrian connectors that create that Emerald Necklace. And this is not a new idea. I'm sure that most of you are already familiar with

21 22 it. Henry Klutho developed it in the early

1900s as a vision for downtown to be the 23

Central Park, if you will, for Jacksonville. 24

25 And we are looking to revitalize that.

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1 changes.

2 We've also spoken with some of the City Council members about -- that are in -- that

fall within the districts about the needs of

reducing speeds, adding bike lines, more

signage, things like that that would make 6 this -- this a -- a likely project to see going

8 through.

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But really, I just wanted to talk to you-all about the importance of greenspace planning in downtown. In looking at the plans

12 for The Landing, it's a lot of hardscape. I

13 think it's a -- overall, a very great plan 14 and -- and I was at the meeting on the 9th, and

so very excited to see the changes that were 15

made after the feedback from that meeting. 16

17 However, there still isn't a garden aspect, 18 there isn't greenspace, there isn't trees. And

that's all I'll say on that. 19

But thank you all. Look more in depth.

21 THE CHAIRMAN: Thank you.

22 And, you know, that's a good point on the

23 greenscape. You know, having plaza with a 24 park.

25 MS. BEAUDRY: Yeah.

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1 It definitely will take a lot of work.

2 The creeks themselves are a mess, and the

Waterways Commission could -- could talk more 3

about that and -- and definitely some of our 4 other environmental partners. 5

I am here representing North Florida Land Trust. We are a conservation nonprofit in the seven-county northeast Florida region. And as also just a citizen and native to Jacksonville. and concerned about the environmental health and overall greenspace of our downtown. I'd love to live downtown, but not right now.

So in these maps and in the two-page document that you will see, we outline more in depth of what this plan could look like, as well as a Baldwin Trail connector from Riverside and from the Riverwalk out to the

This is in match with TPO's plan, as is the Emerald Necklace, but that connector, parts that we put in there are also in line with TPO's plans. A little bit updated since when the plan was produced a couple years ago, but

24 pretty much on point. And we've met with TPO about this plan, and they're conducive to the

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THE CHAIRMAN: I know people still wish it

2 was a park, and I think the Hogan drawings 3 contemplated more of a plaza atmosphere. So I

4 think those are -- those are warranted topics

5 to further discuss.

So, thank you.

MS. BEAUDRY: Okay.

8 THE CHAIRMAN: Ms. Boyer, do you have --

9 C/M BOYER: Yes. I -- I have guestion or

a comment for Ms. Beaudry. You mentioned that 10 11 you had been talking to the TPO.

MS. BEAUDRY: Yes.

13 C/M BOYER: And -- and I just wanted to bring to your attention I had a meeting with 14 15 someone yesterday who has also been talking to 16 the TPO. And I understand that the TPO is

engaged right now in a Beaver Street study.

MS. BEAUDRY: Okay.

C/M BOYER: But they are engaged in it for the purposes of widening Beaver Street to

21 facilitate truck radiuses and truck turning

22 movements and things. So I think that that's 23 somewhat of a conflict with the suggestion you

24 have in here.

25 MS. BEAUDRY: Uh-huh.

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C/M BOYER: And previous suggestions I 1 2 have heard for bike lanes. And so just 3 reengage them.

MS. BEAUDRY: Yes. Thank you.

5 C/M BOYER: They may be going in two 6 opposite directions at the same time.

7 MS. BEAUDRY: Thank you, Councilwoman.

8 THE CHAIRMAN: I agree. They are going in 9 the wrong direction.

10 MS. BEAUDRY: I will get right on that with my -- my team. 11

12 Anything else?

13 THE CHAIRMAN: Okay. Thank you.

MS. BEAUDRY: Thank you.

THE CHAIRMAN: All right. Next, we have 15 16 Mr. Nooney. Do you want to address this again? 17

(Mr. Nooney approaches the podium.) MR. NOONEY: Yes. I filled out two

speaker cards. Do I get to talk on The Landing and --

THE CHAIRMAN: No, it doesn't work that way.

MR. NOONEY: Okay. John Nooney, 8356 Bascom Road, Jacksonville, Florida 32216.

First, I just want to compliment, you

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with -- it's Bergman. So it's misrepresented.

So here's today meeting. And Councilwoman

Boyer can speak to it, if she wants. Here's

another misrepresentation. And in -- just in 4

the interest of time, I -- I see Mr. Sleiman in 5

the back. You know, Toney, you know, way back

when, you know, with The Landing and actually

with downtown, you know, with this RFP that's

9 going on with the water taxis, you know, and

10 you can ask Toney -- and I missed the charette.

But the reason -- well, what happened was the 12 legislation was 2007-451. It would allow for

anyone to pick up and drop off passengers. 13

And -- and what I just really want to share or -- embrace with you is that we have a lot of potential public access nodes and allow for that access.

18 And one more thing and I'll finish up. 19 But you know what, before I wrote this, I

20 happened to put in at the school board building

21 and kayaked and I drove by -- and this was

22 early, just hours later after that shooting at

the Wyndham next to the Duval County School 23

we're building. So I'm going by, putting in my 24

25 kayak, launch, and --

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know, Board Member Bailey and Councilwoman Boyer. You know, having them on this board is

invaluable. I mean, it's very, very good.

What I want to share with all of you, the 4 Florida Times-Union, every issue is worth

getting into. This was Monday, and I rode the 6

7 ferry and had an opportunity to talk to Mayor

Brown. And it was very engaging. And I just 8

9 told the mayor, you know, I'm telling

10 everybody, if you think we're getting more

11 public access and economic opportunity on the

12 waterways downtown, it's just not happening. 13

And he said, Well, we'll work on more public access. So, you know, I'm -- I'm fired up. 14

So here's what I want to share with you.

Today we -- there was a Jacksonville Waterways Commission meeting this morning at 9:00 a.m.

And I shared this with all of you on numerous 18

occasions. This is our 2013 FIND -- Florida 19

20 Inland Navigation, proposed applications. Now,

21 this was last year. I shared this with you.

You know, here is shipyards, the floating dock. 22

23 Legal opinion from the Office of General 24 Counsel, site alteration not recommended.

> Well, you know what, it has nothing to do Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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And I'll just finish up with this. Public private partnerships. I've never been to a

3 Duval County school board meeting. I've never

4 been to the JEA board meeting. But that launch

is right there, and it's very positive. It is

6 the least expensive.

And let me also just say, too, that this DIA board can submit a project that can still make it up -- make it onto the FIND list.

THE CHAIRMAN: All right. Thank you, Mr. Nooney.

11 MR. NOONEY: Thank you for listening. 12 THE CHAIRMAN: Okay. A couple more.

13 14 Mr. Chris Flagg.

(Audience member approaches the podium.)

AUDIENCE MEMBER: Thank you and good evening. Nice to be on this side of the table.

I have a couple of notes, so pardon me.

Chris Flagg, 220 East Forsyth, 22202. 19 20

First of all, I want to pile on a little bit and -- and want to commend certainly you as a board, DIA, Aundra and Tony, for really -- to

23 quote Mr. Saylor, creating an inclusive process

24 leading to extraordinary project.

We have an opportunity here, one that I Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

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hope we, as a community, can aggressively

- 2 advocate for and continue the momentum. For
- those of us who have been in Jacksonville for a 3
- 4 number of years, we've seen extraordinary ideas
- 5 come before us with prior plans. It's
- 6 incumbent upon us to ensure that you, as a
- board, keep us reminded as to the progress 7
- for -- for The Landing. I think it's extremely
- 9 exciting, and I think it's also an opportunity
- 10 that we need to hold this -- this design to the
- highest standards possible. 11

When -- when you use "world-class" and "Jacksonville" in the same sentence, it's --

it's -- it's unprecedented. You normally don't 14

use those two words in the same sentence, but I 15

16 think it -- again, it's incumbent upon us to

17 hold -- hold the design, hold the process to

18 its highest of standards, if we can.

I wrote down a couple of thoughts. Don't

flirt with the use of world-class, really mean 20 21

it. Really mean it when we -- when we look at the architectural articulation, when we look at

23 the -- when we look at -- as -- as the young

24 lady spoke, greenspaces. Can we incorporate

sustainable practices, green roofs? Those are

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iust a few things. 1

> I know this is a block plan and a block diagram, but it's an excellent start. So I

think we need to elevate our standards. 4

I was quoted once before that we hold

mediocrity to such high esteem. Let's leave that quote in our past and think aggressively

7 as -- as we look at a tremendous opportunity

8 9 here.

So I would ask, what are The Landing's next steps, and how, as a community, can we

fall in line and advocate for the -- the --

13 highest quality, the most extraordinary project

14 that we have seen in decades happen at

The Landing? 15

So, thank you very much.

THE CHAIRMAN: Thank you, Chris.

As far as -- as far as next steps, I think

that, you know, design would just need to be refined. I think we need to come to consensus

20 21 as a board and a community on the appropriate

- design and scale before we get into pricing.
- And that's where the devil will be in the
- 24 details on the success -- successful outcome
- for the project.

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But to answer your question, Mr. Flagg, I

think we'll just need to refine the design. I

think we all agree we made tremendous progress 4

in the last 30 days.

5 Okay. Quickly, we have one more.

Mr. Carnell Oliver, do you want to come

back up?

8 MR. OLIVER: Yeah, I would.

THE CHAIRMAN: Okay.

10 (Mr. Oliver approaches the podium.)

MR. OLIVER: Carnell Oliver. Address is

on file. 12

Karen, can I get you to bring that to the 13 14 first screen for me, the beginning stage of

15 this project?

Thank you.

Could you stop my time for me, if you

18 don't mind, sir?

Thank you. I appreciate you.

20 Not that -- that far back, but to the

21 screen where it's completely redeveloped.

All right. Now, the screen at the very

23 top has a very economic impact on downtown

core. When this project starts, in my eyes, 24

there's going to be small retail businesses

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that's going to be impacted from the

construction of this project, which would mean

that small businesses that will consider moving

to downtown would be immediately impact because 4

5 the simple fact is that it's going to create

jobs and it's going to bring sustainability for 6

7 a short period of time until this project is

done. That's the benefit of having this

9 project start. And I want to see this project

10 started as fast as it can.

The responsibility of the City is to

maintain all public access, not a private --12

13 not a private park is the responsibility of

14 Mr. Shelman [sic] and his team, Mr. Toney

Shelman. 15

11

16

18

THE CHAIRMAN: Sleiman.

17 MR. OLIVER: Mr. Toney Sherm [sic] and his

team.

19 This is the private partnership in which 20 we took upon this project. It's a easy project

that could get done. Now let's get it done. 21

22 As we have been wrestling with so many ideas

23 for so long that we have not actually got

nothing done. If this is going to be the 24

centerpiece of the downtown core, then we need Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203

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 to make it happen. It's our responsibility to our citizens and to our taxpayers.

And if any dollar daddies put towards the waterfront property, it needs to be local people working on these projects, anything that is a public funded part of the city. Let's put our citizens back to work.

I see downtown for the next five to six years being a reconstruction of jobs for people. And this needs to happen.

And with that, thank you.

THE CHAIRMAN: Thank you, Mr. Oliver. Thank you for your comments.

Okay. I hope I didn't miss anybody who filled out a card.

And that concludes our public comments session.

And that brings us to adjournment. So great crowd tonight. Thank you all for comments and thank you board members for coming.

(The above proceedings were adjourned at 6:54 p.m.)

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CERTIFICATE

3 STATE OF FLORIDA)

COUNTY OF DUVAL)

I, Diane M. Tropia, Court Reporter, certify that I was authorized to and did stenographically report the foregoing proceedings and that the transcript is a true and complete record of my stenographic notes.

DATED this 26th day of January 2014.

Diane M. Tropia

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