



Downtown Investment Authority
Regular Meeting

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

Wednesday, September 17, 2014 4:00 p.m.

DIA Meeting
MEETING MINUTES

Board Members Present: Oliver Barakat, Chairman; Craig Gibbs, Secretary; Jim Bailey; Melody Bishop; Tony Allegretti and Doris Goldstein and Kay Harper-Williams

Board Members Absent: Jack Meeks, Vice-Chairman, and Robert Clements

Office of General Counsel: Lawsikia Hodges and Susan Grandin

Council Member: Lori Boyer

Attendees: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Jim Klement, DDRB/OED; and Karen Underwood, DIA Executive Assistant

I. CALL TO ORDER

Chairman Barakat convened the regular meeting to order at approximately 4:05 p.m.

II. ACTION ITEMS

A. APPROVAL OF AUGUST 20, REGULAR MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER BISHOP AND SECONDED BY BOARD MEMBER ALLEGRETTI APPROVING THE AUGUST 20, 2014 DIA REGULAR MEETING MINUTES AS AMENDED THE MOTION PASSED UNANIMOUSLY 7-0.

B. RESOLUTION 2014-08-02: SUPPORTING THE FIRST AMENDMENT (THE “FIRST AMENDMENT”) TO THE ECONOMIC DEVELOPMENT AGREEMENT PREVIOUSLY APPROVED BY ORDINANCE 2011-366-E (THE “AGREEMENT”) BETWEEN THE CITY OF JACKSONVILLE)THE “CITY”), AND PARADOR PARTNERS, LLC, AS SUBSEQUENTLY ASSIGNED TO PARADOR PARKING, LLC “ (“DEVELOPER”), FOR THE PURPOSE OF ELIMATING THE SALE CLAWBACK SO AS TO AUTHORIZE THE SALE OF THE PROJECT PARCEL AND THE ASSIGNMENT OF THE AGREEMENT TO A PURCHASER OF THE PROJECT PARCEL: APPROVING AND AUTHORIZING THE MAYOR, OR HIS DESIGNEE, AND THE CORPORATION SECRETARY, TO EXECUTE THE FIRST AMENDMENT; AUTHORIZING THE EXECUTIVE DIRECTOR OF THE OFFICE

OF ECONOMIC DEVELOPMENT TO CONSENT TO SUCH ASSIGNMENTS IN HIS REASONABLE DISCRETION; PROVIDING AN AFFECTIVE DATE.

CEO Wallace provided a memo and brought forward Resolution 2014-08-02 supporting the removal of certain claw back provisions as contained in a development agreement between the City of Jacksonville and Parador Partners, LLC.

The Board made relative comments regarding the project summary claw back provisions.

Paul Crawford, OED Deputy Director was present to answer questions. Mr. Crawford pointed out that in 2011 a standard language was included in all contracts to prevent an entity from coming in to obtain City funding and gaining cash from the City, not producing what they were supposed to, and selling that option and the property never being approved.

Board Member Bailey made a motion to approve Resolution 2014-08-02. Board Member Gibbs seconded Board Member Bailey's motion.

Board Member Allegretti offered a friendly amendment to Bailey's motion to add DIA's consent, along with OED, to Parador Partners, LLC's assignment of the agreement. Board Member Bailey did not accept Board Member Allegretti's friendly amendment.

Paul Harden, Partner at Law office of Paul M. Harden wanted to understand Board Member Allegretti's friendly amendment and inquired as to whether DIA's consent to the assignment would require further board approval.

Melody Bishop wanted clarity about what the board was voting on regarding the 3rd to the last line of the Resolution where it stated "authorizing the Executive Director of the Office of Economic Development to consent to such assignments in his reasonable discretion".

Paul Crawford asked Council Member Boyer what would be the best way to incorporate any DIA amendments to the legislation pending before Council on this project. Council Member Boyer responded that a recommendation by the DIA to amend the legislation could be offered as an amendment in the Finance committee.

Board Member Bailey amended his previous motion to eliminate the Office of Economic Development and the Economic Development Officer throughout the legislation and replace it with the Downtown Investment Authority and the Chief Executive Officer of the DIA. Board Member Bailey preferred DIA to have sole oversight over the agreement and to consult with OED as needed.

Chairman Barakat restated Board Member Bailey's amended motion and asked if there was a second. Board Member Bishop seconded the motion for discussion purposes.

Chairman Barakat stated that the motion was on the table for discussion.

Board Member Bishop pointed out that if no one was in support of the motion does that mean that there is an interest in the board to take under advisement Mr. Crawford's comments regarding the level of knowledge of OED on this particular issue.

Board Member Allegretti asked CEO Wallace to comment on the matter. CEO Wallace responded to Board Member Allegretti that the DIA staff would prospectively work with the OED and consult OED as necessary.

Chairman Barakat opened the floor for public comments.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER BISHOP TO APPROVE 2014-08-02 AS AMENDED REPLACING THE "OFFICE ECONOMIC DEVELOPMENT" THROUGHOUT THE LEGISLATION WITH THE "DOWNTOWN INVESTMENT AUTHORITY" AND THE "ECONOMIC DEVELOPMENT OFFICER" WITH THE "CHIEF EXECUTIVE OFFICER OF THE DIA". THE MOTION PASSED UNANIMOSLY 7-0.

The board deviated from the agenda and heard Discussion IV.A First Guaranty Bank and Trust Building Redevelopment Project

CEO Wallace brought fourth First Guaranty Bank and Trust Building Redevelopment Project as known as Bostwick Building.

Jacques Klempf, President and CEO of Dixie Egg Company distributed a handout of their concept to the board as the Cowford Project. He gave a brief overview of the process of the historical landmark. Mr. Klempf has selected Elkins Constructors, Inc. as the contractor for the Cowford project and Design Cooperative as their design firm. Preston Haskell will be the consultant on the project and they have hired Paul Weaver as their Architectural Historic Expert.

III. DISCUSSION ITEMS –

A. LANDING PROGRAMMING AND DESIGN

Chairman Barakat stated that there was fair amount of reaction regarding an initial design at the Landing about a year ago and the DIA organized along with DVI and AIA a charrette that took place in December 2013. Several items came out from the meeting

- The removal of the main street bridge ramp.
- Commentary on density and vesting the project
- Market Feasibility consulting team was hired for the business plan.
- Feasibility plan was completed April 18, 2014
- The developer went back to the drawing board
- Mayor Alvin Brown proposed over \$10M to go towards public right of way in the CIP Plan
- Developer submitted a 3rd iteration that was based on public input and market feasibility study.

- Outcome was the reduction of scale and density, uses of retail and multi-family.

CEO Wallace pointed out that the Board would need to work with Sleiman Enterprises regarding the program design by engaging with Stakeholders and lead by Board Member Goldstein. He discussed how to pull in the Urban Land Institute, AIA, Downtown Development Review Board Representatives, Downtown Task Force, Jacksonville Council, Jacksonville Community Council Inc., and etc. to work with the DIA.

Guy Parola will begin working with Board Member Goldstein on the mechanics “mechanics of creating a Committee and report to the Board.

Chairman Barakat asked Board Member Goldstein that once a subcommittee was established, he and CEO Wallace would like to volunteer Board Member Bishop to that committee given her skillset. Board Member Bishop would obviously be engaged with the CRA process which will become intense in the next few days and also requested her to be involved with the Riverplace Boulevard Road Diet Project as a liaison.

Board Member Goldstein added that the panel would be looking at not only architecture and design but also programming.

Board Member Bishop commented that the programming is the piece that is missing and understanding what the Ordinance says about that property in terms of entertainment.

IV.B FY 2014-2015 Budget Update

CEO Wallace brought forward the FY 2014-2015 Budget Update and gave an overview of the adjustments.

Council Member Boyer reminded the Board that 10% of the Southbank TIF Increment may be utilized for operational expenses for the DIA.

Board Member Bailey addressed the ongoing expense of the environmental fire station on Adams Street. He inquired about what needed to be done to remedy the issue with those facilities. CEO Wallace responded that the DIA is working with Solid Waste Division on addressing those issues with a disposition strategy for those parcels. 752 W. Adams was probably budgeted for more than what the property is valued. Board Member Bailey noted that it would be nice to permanently eliminate that expense.

CEO Wallace stated that once the budget is approved, Jim Klements will begin working with the Downtown Investment Authority.

CEO Wallace brought forth the CIP. He stated that there are three 3 items that are in the Redevelopment plan. The items are signage, lighting, and conversion of one-way to two-way streets that are on the CIP list. The DIA Staff would like to have those items removed from the CIP and left within DIA’s plan [and at a later date. He noted that the Landing should remain on the CIP list.

Chairman Barakat opened the floor for public comments.

A MOTION WAS MADE BY BOARD MEMBER BISHOP AND SECONDED BY BOARD MEMBER GIBBS WITH THE RECOMMENDATION OF DIA CHIEF EXECUTIVE OFFICER TO MOVE FROM THE CIP LIST BACK INTO DIA'S CONTROL THE SIGNAGE, LIGHTING, AND CONVERSION OF ONE-WAY STREET TO TWO-WAY STREETS. THE MOTION PASSED UNANIMOUSLY 7-0.

Council Member Boyer advised the board that the Council adopts and makes amendments to the CIP. She said if the board makes a recommendation to have the projects eliminated from the CIP so that they are in the DIA's purview to move forward as funds become available.

Chairman Barakat and CEO Wallace brought forth Council Member Love to report Ordinance 2014-305 regarding the Ordinance Code Amendment to change the time limit for docking at Pearl Street for designated passenger loading and unloading zones from ten to thirty minutes.

The board made relative comments regarding 2014-305.

Council Member Love commented that he would be more than happy to work with the DIA regarding further changes to help the vibrancy of downtown. He also noted that he would be interested in a future modification of the bill once additional information became available through the Dock Master and others, in order to improve river traffic and make downtown more vibrant. He would also talk with representatives of the Foxy Lady.

IV.C LEGISLATIVE UPDATES

CRA PLAN

CEO Wallace presented a handout, "CRA-BID Presentation to Council Outline". The DIA Staff, OGC and the Consultants were in the process of coming up with a presentation to the Council. The purpose of the presentation to the Council Members and EA's is to provide an overview of the legislation to increase their familiarity of the documents and allow for Q&A.

The board members made relative comments regarding the Presentation to Council Outline.

The 3-member special committee that was appointed to Governance will meet on Thursday, September 18th at 3pm on the 3rd floor of City Hall at St. James in Conference room C.

RIVERPLACE BOULEVARD ROAD DIET

CEO Wallace reported that Ordinance 2014-580 River Place Road Diet has worked its way through CC Committee and will be going to City Council next week. Board Member Melody Bishop will assist the DIA staff in preparation of the Riverplace Boulevard Road Diet design scope of work for the public works department

D. HEMMING PLAZA

CEO Wallace provided an update of Hemming Plaza, including the recent selection of Vince Cavin for the Executive Director. He suggested Board Member Gibbs be the liaison from the Board to the non-profit organization that is managing Hemming Park. Board Member Gibbs commented that he would be happy to serve.

Chairman Barakat pointed out that he would like to have an update of the meeting every four to six months to stay alert of the developments.

E. DIA WEBSITE DESIGN

CEO Wallace provided an update of the DIA Website Design template to the board members. The Information Technology Department has been working with the staff with an anticipated date of completion between October and November 2014. College intern's applications are being reviewed to work on various downtown initiatives with good IT background.

IV. DOWNTOWN BRIEFING

Jim Klement was not available to provide the DDRB update. Guy Parola provided the update to the board: DDRB 2014-008, 929 East Bay Street, Request for Final Approval is going in for final design approval at the next DDRB meeting on Thursday, October 2, 2014 at 2:00 p.m.

V. OLD BUSINESS None

VI. NEW BUSINESS

Board Member Goldstein brought forward the City's parking management program an on-street metered parking. She provided the statics to the board and a resolution recommending adjustment in Downtown parking meter rates to improve meter turnover and to optimize management of parking resources.

The board members made relative comments regarding the parking meter resolution.

- The price of meters should be higher per hour
- There are some people that believe that parking should be free
- First 30-minutes are free to capture people that are going in and out quickly
- First hour should be equal to the garage and increase more than the garage for a longer time period.
- If a meter fee is increased, the increased revenue should go towards new meters
- Lack of education on how street parking works
- Come with a very good messaging campaign if changing rates
- Most people do not think about the parking until they are leaving to pay
- Compared Greenville South Carolina Downtown Public parking services to find parking downtown in addition to convenient FREE parking that is available in and around the downtown are in designated one-hour and two-hour parking zones.

- Current downtown retailers receive most of their business from people that have already parked
- A driver continuously seeking a parking space is congesting Downtown.
- Has to be done in conjunction with one-way street.
- Parallel parking is tough for people that are visiting.
- Make the parking meter rate more expensive than parking in the garage for increased turn-over, but still available for convenience.

Chairman Barakat suggested that the board request that the Office of Public Parking study the merits of increasing the meter rate by \$1.00.

Board Member Bishop requested capturing the bullet points of the comments from the board members to provide to the Office of Public Parking for a study.

VII. PUBLIC COMMENTS

Carnell Oliver commented that Cincinnati Center City Development Corporation (3CDC) rose \$50M from the private sector to help fund economic development projects.

John Nooney stated that River front access is rare in an urban setting. He recommended that the board attach an amendment [to increase dock time at all docks not just Pearl Street] to Ordinance 2014-305 to inform all of the regional partners that they are welcomed downtown.

Bruce Fouraker congratulated Mr. Wallace regarding keeping the taxpayer in mind when faced with the situation of City Council slicing the budget.

VIII. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 6:38 p.m.

The next scheduled DIA Regular Board meeting is scheduled for Wednesday, October 15, 2014 at 4:00 p.m., in the Lynwood Roberts Room.

Please note that all attachments referenced will be posted on the DIA website <http://www.coj.net/departments/downtown-investment-authority.aspx>

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at karenu@coj.net.