



Downtown Investment Authority
Regular Meeting

City Hall at St. James
117 West Duval St., Lynwood Roberts Room
Thursday, July 29, 2015 - 9:00 a.m.

DIA Regular
MEETING MINUTES

Board Members Present: Jim Bailey, Chairman; Jack Meeks, Vice Chairman; Melody Bishop Secretary; Craig Gibbs, Oliver Barakat and Doris Goldstein

Board Members Absent: Kay Harper-Williams and Robert Clements

Council Member: Council President Greg Anderson and Council Vice President Lori Boyer

DIA Staff: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Jim Klement, DIA Development Coordinator; and Karen Underwood, DIA Executive Assistant

Attendees: Mike Brown, Wakefield Beasley and Associates; Daryl Joseph, Manager of Parks and Recreation; Jim Robinson, Director Public Works and Heather Surface, Surface Communications LLC.

Office of General Counsel: John Sawyer

I. CALL TO ORDER

Chairman Bailey convened the meeting at 9:05 a.m. with a quorum present. He recognized Council President Anderson and welcomed the media.

II. PRESENTATIONS
None

III. ACTION ITEMS

A. Approval of June 18, 2015 Regular Board Meeting Minutes

Chairman Bailey proposed the board to provide any changes/edits to staff ahead of time to avoid spending too much time reading during the meeting.

Board Member Bishop considered a change made on page 4 of 8 under the Landing update to make change to say "what the Landing should look like". Chairman Bailey added his comment during the Hemming Plaza Update to Mr. Cavin. He reported it was important that they manage and be sustainable in the future.

A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER BARAKAT APPROVING THE JUNE 18, 2015 REGULAR BOARD MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 6-0.

B. 1. REP Application 2015-004 Wine Decadence, LLC -

CEO Wallace reported to the board that the REP Committee recommended approval for Application 2015-004 at the meeting of June 24, 2015.

Wally Lee, President of Wine Decadence was present to answer any questions.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GOLDSTEIN APPROVING REP APPLICATION 2015-004 WINE DECADENCE, LLC.

A FORGIVABLE LOAN IN THE AMOUNT OF \$33,520; SUBJECT TO:

- 1. Applicant to obtain appropriate permits within 6 months of final program document approval and executed agreements with DIA**
- 2. Applicant to have all work completed within a 6 month period from final program document approval and executed agreements with DIA**
- 3. Applicant may receive up to a 6 month period extension to comply with final program document approval and DIA executed agreements**
- 4. The forgivable loan will be secured by an assignment of lease**

THE MOTION PASSED UNANIMOUSLY 6-0

C. REP APPLICATION 2015-005 DANIELS JAMES SALON, INC.

CEO Wallace reported to the Board that the REP Committee recommended approval for Application 2015-005 at the meeting of June 24, 2015.

Chairman Bailey reported a brief summary of the Retail Enhancement Program which has created 54 jobs since January 1, 2015. Currently, there are eight (8) active applicants and (1) withdrawal, Jersey Mike's. There has been great success with the program to date.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GOLDSTEIN APPROVING REP APPLICATION 2015-005 DANIEL JAMES SALON INC.

A FORGIVABLE LOAN IN THE AMOUNT OF \$32,000 SUBJECT TO:

- 1. Applicant to obtain appropriate permits within 6 months of final program document approval and executed agreements with DIA**
- 2. Applicant to have all work completed within a 6 month period from final program document approval and executed agreements with DIA**

3. **Applicant may receive up to a 6 month period extension to comply with final program document approval and DIA executed agreements**
4. **The forgivable loan will be secured by personal guarantee of the applicant.**

THE MOTION PASSED UNANIMOUSLY 6-0

Council President Anderson thanked the applicants for their participation. He said that this program was envisioned several years ago and appreciated applicants taking advantage of it.

IV. CHIEF EXECUTIVE OFFICER REPORT

A. LANDING DESIGN UPDATE

CEO Wallace presented a memorandum to the board describing the design process that took place in June and July, the objectives of the redevelopment of the Landing and how these objectives are reflected in the plan to date. **A copy of that memorandum is attached to these minutes.**

He thanked Board Members Bishop and Meeks for attending the extra workshops in addition to Council Vice President Boyer for attending last week as well.

Board Member Goldstein reported that two (2) charrettes were held involving the public as well as closed group discussions about the Landing design. The team listened to the input and made adjustments based on the comments. In particular, the park space and plaza on the river were improved since the drawings that were shown at the public meeting, and these changes are reflected in Mr. Brown's presentation.

The team mainly focused on the open space and activity to create a great urban waterfront space. The architectural design of the buildings will be developed at a later date at Sleiman's expense. The illustrations being shown today are conceptual drawings, and the entire plan will continue to be refined and improved.

Mike Brown, from Wakefield Beasley and Associates, provided a Jacksonville Landing power point presentation, brought the Board up to date and answered any questions.

Board Member Goldstein stated that it was a pleasure working the consultants.

The Board made the following relative comments.

- The team was congratulated on a very complex process
- What is the percentage of land dedicated to public use? Approximately 40 percent of the site is public space and 45 percent is mixed use development and 5 to 10 percent estimated for roads
- Has there been any direction regarding a parking use that faces the street? Mr. Brown responded from a planning context, that a walkable urban scale edge which includes parallel parking was proposed.

- Retail on both sides of Laura Street is very important.
- Main Street Bridge is going to be very important as a backdrop to the proposed plan.

Chairman Bailey inquired about the next steps. CEO Wallace noted that additional information will be taken up at the next board meeting. Chairman Bailey stated that a special meeting will be called if demanded for this project. Mr. Brown stated that he would make himself available for any discussions.

Board Member Bishop was interested in knowing why Main and Ocean Street were not highlighted. Mr. Brown stated that they could spend an hour discussing Main Street.

Council Vice President Boyer pointed out that this was public owned property that is subject to a lease. There have been various issues with lease terms and amendments to the lease. She recommended that all important terms be written down in a list that OGC can incorporate in a future revised lease for clarity and not left to speculation. She encouraged the DIA to renegotiate the lease to include what the DIA would like to see, rather than negotiating from an already compromised position.

Chairman Bailey asked if the Landing could hold 3500 people. Mr. Brown responded that the open area will be much larger than the existing Landing.

B. COASTLINE DRIVE UPDATE

Jim Robinson, Director of Public Works reported the DOT is returning to do a reinspection. During the week of July 20th a very thorough investigation was conducted particularly on the section of Coastline in front of the Hyatt. DOT placed traffic restrictions between Newnan and Market Street following their previous survey.

A more detailed study will be used to carefully analyze data and move forward with something related to repair/replacement for that area. The Mayor's proposed budget includes \$5M in the capital improvement program for that area. It will take DOT a few weeks to process and get back to Public Works. There is an urgency to return that area to a two-way traffic flow. At this point the progress is at a pace with forthcoming funding and information detailing the necessary repairs.

The board made the following relative comments

A question was raised if he was looking into cost repairs, bridge structure replacement, retaining wall replacement and fills and tire removal. Mr. Robinson replied that they are looking at many accommodations.

Council President Anderson asked what the administration was presenting to come to a decision. Mr. Robinson responded that the top priorities are in order as far as getting a resumption of service.

Council President Anderson stated that he is looking forward to hearing what the vision will be. Mr. Robinson said that more information will be forthcoming to address the concerns.

C. WATER TAXI UPDATE

Chairman Bailey brought forth information regarding the Water Taxi service and stated that they are working hand in hand with the Parks Department.

Daryl Joseph, Interim Director of Parks and Recreation provided an update. He thanked the DIA for their support of the legislation to move forward with the public-private partnership. The Parks Department is looking forward to working with the DIA.

D. HEMMING PARK

Daryl Joseph, Interim Director of Parks and Recreation, reported that legislation was introduced by Council Member Gulliford to clarify some language in the agreement for the Hemming Park. He will back every month to provide continual updates on the project.

The Board made the following relative comments.

Board Member Meeks asked if it would be appropriate for the Board to consider a resolution to support Council Member Guilford's idea. Chairman Bailey replied that there will be a clarification after the Finance Committee Meeting on Monday. John Sawyer noted the contract provides a performance standard benchmark, requiring the Friends of Hemming Park (FOHP) to raise a certain amount of money. The legislation expands the definition of funds raised to include concessions and other park revenue as well as private donations.

CEO Wallace noted the DIA did not issue the original request for proposal for Hemming Park. The request for proposal was issued through Parks and Recreation.

Board Member Bailey addressed concerns about concessions competing with downtown merchants. Board Member Bishop suggested that merchants might benefit from events and business in the park. Board Member Goldstein noted that revenue might actually be better than donations as a benchmark for showing the success and viability of the park.

PUBLIC COMMENT

Bruce Fouraker spoke in favor of supporting Hemming Park and all support given in the next few months should be given to the group to allow them an opportunity to complete their task.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GIBBS SUPPORTING COUNCIL MEMBER GULLIFORD'S PROPOSED LEGISLATION CHANGE IN THE CONTRACT FOR HEMMING PLAZA.

THE MOTION PASSED 5-1 (BAILEY)

E. FY 15/16 BUDGET UPDATE

CEO Wallace reported that the TIF REV Grant workshop will be held on August 12, 2015 at 10:00 a.m. in the Lynwood Roberts Room. The DIA Finance budget hearing will be held on August 21, 2015.

F. SHIPYARDS

CEO Wallace provided an update to the Board.

V. DOWNTOWN BRIEFING

Jim Klement provided the DDRB update. A workshop was held on July 22.

VI. OLD BUSINESS

Chairman Bailey thanked Board Member Barkat on his past chairmanship and stated that the DIA is where they are today because of his tremendous participation. His legislation was adopted in Council yesterday.

Heather Surface, a partner with Lakeshore Marine thanked the Board for their support of the Water Taxi and the legislation. She briefly updated the Board about the campaign with On Board Jax to improve ridership of the River Taxi. They are working closely with the Jaguars organization and events and programs will be forthcoming in the next few months.

The Times Union and the River Keeper are huge sponsors as they awarded a grant which will provide every Title 1 fifth grade student in Duval County an opportunity to take a River cruise.

Starting September 14th there will be two (2) tours a day during the week for Title one fifth graders. They are working with Jaguars on programs, events and monthly water taxi passes for downtown residents. Passes are being worked on for Jaguar season ticket holders to avoid purchasing individual tickets.

She offered the Board Members private individual tours with a different schedule of times. Chairman Bailey requested the Board to ride the taxi to see what it is all about. He also requested Ms. Surface to be included as the Landing plan continues to move along. Chairman Bailey requested Board Member Meeks to Chair the Retail Enhancement Committee. Board Member Meeks accepted.

Board Member Bishop left the meeting at 11:07 a.m.

Chairman Bailey requested the Regular meeting be established after a Council Meeting. His preference was to follow the same schedule as Council. CEO Wallace agreed and noted the time will be from 2pm – 4pm.

Chairman Bailey requested the minutes to be submitted prior to the meeting for review to move on the agenda items.

Board Member Barakat shared that three (3) historic workshops were held and measures were discussed. A recommendation to the Board is being discussed with Guy Parola. He thanked Chairman Bailey for his kind comments regarding his performance as Chairman.

VII. NEW BUSINESS

Council President Anderson acknowledged the Board for their service. He pointed out that Downtown Revitalization is on the top of the list of priorities. This is the year to see the benefits of Downtown and he encouraged everyone to move quickly. Secondly, he commented that he was aware of member's reappointments and is currently working on them. Lastly, he is encouraged with the Board's support of Hemming Park and emphasized the importance of the Board.

Chairman Bailey noted the expiring Board member terms next year and stated several opportunities will be forth coming for new members.

VIII. PUBLIC COMMENTS

Public speaker cards on file with the Downtown Investment Authority.

Board Member Barakat left the meeting at 11:18 am.

ADJOURNMENT

There being no further business, Chairman Bailey adjourned the meeting at approximately 11:30 a.m.

The next DIA meeting is scheduled for Wednesday, August 26, 2015 at 2:00 p.m.

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