



Downtown Investment Authority
Budget Committee Workshop

City Hall at St. James
117 West Duval St., Don Davis Room , 1st Floor
Wednesday, April 27, 2016 -2:00 p.m.

DIA
Budget Committee Meeting Minutes

Board Members Present: Jack Meeks, Committee Chairman; DIA Chairman Jim Bailey; and Brenna Durden, Board Member

Council Member: None

Mayor's Staff: Jordan Elsbury, Mayor's Office

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

Committee Chairman Meeks convened the meeting at 2:00 p.m.

I. Overview of FY 2015-2016 ADOPTED BUDGET

The purpose of this committee is to review the parking department and to make any operational and policy recommendations to the DIA Board of Directors.

A. Downtown Investment Authority (DIA)

CEO Wallace brought forth the Preliminary DIA Budget until an authorization was received from Human Resources. A handout was provided.

The committee discussed the DIA line items. CEO Wallace addressed his priorities. Board Member Barakat wanted to ensure that there was flexibility within the budget to appropriate more funds to cover all of the services needed for dispose of lazy assets. Committee Chairman Meeks concurred.

Board Member Durden addressed the design standard RFP's and pointed out that it may be appropriate of not signing a contract for the full \$200,000. She also has concerns of waiting for six (6) months into the fiscal year before putting out an RFP for the DDRB and Riverfront Design Standards.

CEO Wallace addressed the strategies for LaVilla and JRTC.

DIA Chairman Bailey stated that the DIA is understaffed and it would be considerable of having an extra staff person to assist. CEO Wallace responded that he has been conversing with Kelli O'Leary's team in Human Resources regarding the reorganization. He provided the organization structure chart. Public Parking has been added in April 2016 with 35 additional employees.

An accountant and a planner would be requested to do the work forthcoming. He emphasized the importance of compliance as a key factor for any organization. He will provide another organizational chart back before the Board.

Jordan Elsbury pointed out that the next MBRC will be May 23, 2016.

Board Member Barakat commented that the budget will be approved by knowing that a sacrifice may have to be made between the design standards, reducing the scope of the design standards study or delaying the sale of one of the properties in the event to determine the due-diligence cost exceed the resources. CEO Wallace responded or the Board can order him to move \$35,000 from event contribution and move it to professional services. CEO Wallace suggested moving \$25,000 from event contribution to professional services and to leave \$10,000 for another event.

A MOTION WAS MADE BY BOARD MEMBER BARAKAT MEEKS AND SECONDED BY BOARD MEMBER BAILEY APPROVING THE DIA FISCAL YEAR 2016/2017 BUDGET AS PRESENTED WITH ONE MODIFICATION OF MOVING \$25,000 FROM THE EVENT CONTRIBUTION LINE ITEM TO THE PROFESSIONAL SERVICES LINE ITEM. THE MOTION PASSED UNANIMOUSLY 3-0

CEO Wallace provided the Downtown East TID (SF-181), Southside TID (SF-182) and Northside West TID (SF-183). A handout was provided. Guidance was requested for (SF-182).

Committee Chairman Meeks stated that it would be interesting to look at these numbers in more details and also to get a sense of whether or not the numbers will continue to grow.

Board Member Barakat stated that the MPS Urban Core Garage has been around for 10 years. The Board continued to review the documents.

Tom Daly clarified that there is a loan facility with the City of Jacksonville and has to be funded with cash and the cash is borrowed from the TIF to fund the rental. He responded to any questions that were asked.

Committee Chairman Meeks requested a breakdown below:

- \$2,150,000.00 (Northside West TID SF-183)
- Projections about the future as to whether or not this fold is going to continue to grow
- The MPS Garage – a detail of \$2,150,000 in comparison in detail to the previous year of \$2,105,089.

CEO Wallace discussed taking \$1M and applying it towards parking improvements along the area, because some parking up under the various TIF for bridges on the Southbank where the right-of-way is owned and controlled by FDOT, but is actually being leased to JTA. JTA is subletting the space for their monthly parking individuals, companies, etc. He agreed to bring this back before the committee for options. No action was taken.

The committee discussed the Southbank.

B. Public Parking

Robert Carle, Office of Public Parking reported the revenue projections to the Board. A handout was submitted.

II. TABLE OF ORGANIZATION

A. Reorganization

CEO Wallace commented that the parking budget was rather straight-forward. He reported that there are a total of 36 employees with 2 – 3 vacancies. The vacancies will be addressed with the HR Department.

III. REVIEW AND RECOMMENDATION OF FY 2016-2017 BUDGET

C. DOWNTOWN VISION INCORPORATED

Jake Gordon presented DVI's budget to the Committee

CEO Wallace said that he participated in strategic planning to address the existing overlaps. DVI's main focus and responsibility are noted below:

- Clean and safe – Downtown Ambassadors on the waterfront
- Marketing – Website provides all of the downtown events

CEO Wallace reiterated that there was no overlapping. He referenced Attachment A and pointed out that the \$166,676 was an enhancement request by the City. A handout was provided.

CEO Wallace stated the BID Boundaries do not mirror the global CRA Boundaries.

Jake Gordon explained that DVI has no contract with the Friends of Hemming Park for this fiscal year.

Jennifer Hewett-Apperson was available to answer any questions.

DIA Chairman Bailey commented that DVI has been more efficient and he appreciates what Jake Gordon's organization does. He addressed concerns of not being able to increase DIA's services and salaries. A discussion of the DIA budget needed to be maintained.

DIA Chairman Bailey referenced Attachment E amount of \$733,108 and stated that they were not sure what that proposed ad valorem tax will be at this point. Jake Gordon said the \$733,108 was based on the previous year and may not change a huge amount.

Committee Chairman Meeks mentioned that CEO Wallace reported that he felt like with the number of employees that were coming on the parking side could make all of that work.

CEO Wallace announced couple of vacancies on the parking ledger that he is working on by utilizing those vacancies to support globally what is needed as an organization. He is requesting someone to be fixated upon making sure that what happens before in Public Parking does not happen again. With DIA/Public Parking merging together, compliance and finance will structure organization.

Board Member Barakat commented that the organization made significant investment with the Retail Enhancement Program. He noted having ambassadors to focus upon the Riverfront was an obvious need. It may be easier connecting the ambassadors with the retail enhancement investment. DIA Chairman Bailey concurred. Jaques Klempf building and other establishments could benefit from this ambassador enhancement.

Board Member Durden said that it was a really good idea to focus on the Riverwalk's.

DIA Chairman Bailey expressed having a hard time not increasing DIA's administrative budget and endorsing DVI's increase except by tying it into Retail Enhancement.

A MOTION WAS MADE BY DIA CHAIRMAN BAILEY AND SECONDED BY BOARD MEMBER MEEKS TO APPROVE DVI'S BUDGET. THE MOTION PASSED 2-0-1 (Barakat)

ADJOURNMENT

There being no further business, Committee Chair Meeks adjourned the meeting at approximately 4:09 p.m.

The next DIA Budget workshop will be determined.

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.