

CITY OF JACKSONVILLE
COMMUNITY REDEVELOPMENT AGENCY
BOARD MEETING

Proceedings held on Thursday, July 29, 2021,
commencing at 2:00 p.m., Jacksonville Public/Main
Library, Multipurpose Room, 303 North Laura Street,
Jacksonville, Florida, before Diane M. Tropa, FPR, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

BRAXTON GILLAM, Chairman.
JIM CITRANO, Secretary.
WILLIAM ADAMS, Board Member.
OLIVER BARAKAT, Board Member.
RON MOODY, Board Member.
TODD FROATS, Board Member.
CRAIG GIBBS, Board Member.
DAVID WARD, Board Member.

ALSO PRESENT:

LORI BOYER, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
STEVE KELLEY, DIA, Director of Development.
INA MEZINI, DIA, Marketing and Communications.
JOELLE DILLARD, Office of General Counsel.
XZAVIER CHISHOLM, Administrative Assistant.

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1 We have two in-person speaker card
2 requests. And after that, they'll be followed
3 by anyone who wishes to raise their hand on
4 Zoom.
5 First, we have Carnell Oliver. If you'll
6 come to the podium.
7 (Audience member approaches the podium.)
8 MR. CHISHOLM: State your name and address
9 and you'll have three minutes to speak.
10 AUDIENCE MEMBER: Yes. Carnell Oliver,
11 address is on file.
12 I want to fundamentally speak to something
13 about all this growth and economic development
14 in the downtown area. I would like to see a
15 split in contracting work as far as
16 development, some percentage be going to our
17 local labor unions. Contractors start in our
18 community, where we split it -- split it from
19 50 percent, working with our local labor
20 unions.
21 When I say that, unions have the
22 possibility of an opportunity to provide job
23 training programs. And the more opportunities
24 that we can create associated with our unions,
25 the better off we economically are in our city
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1 PROCEEDINGS
2 July 29, 2021 2:00 p.m.
3 - - -
4 THE CHAIRMAN: We'll call the July 29,
5 2021, Downtown Investment Authority meeting to
6 order.
7 Mr. Moody, would you lead us in the Pledge
8 of Allegiance.
9 (Recitation of the Pledge of Allegiance.)
10 THE CHAIRMAN: I want to welcome everybody
11 here today.
12 Ms. Boyer, do you know if City Council
13 representatives are here with us at all? I
14 don't see anybody in person.
15 MS. BOYER: I do not see anyone in person,
16 but I was just looking on our Zoom list to see.
17 Councilman Gaffney is our primary
18 representative for this council year, and I do
19 not see him in attendance.
20 THE CHAIRMAN: Mr. Chisholm, if you or
21 Ms. Boyer note him joining us later, please let
22 me know so we can recognize him. Okay?
23 We'll start today with public comment,
24 Mr. Chisholm.
25 MR. CHISHOLM: To the Chair, thank you.
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1 as a whole.
2 In some cities they got a local labor
3 agreement, and that's something I strongly
4 believe that we need to establish in some shape
5 or form. And as the tax base is continuing to
6 grow in our community -- especially if I can
7 put in suggestions towards this organization, I
8 would like to see that be established because
9 in some cases some employers and contractors
10 pay the bare minimum, making people a slave to
11 the dollar instead of being in control of a
12 dollar.
13 So I hope that you realize that this is
14 public record and whoever decides to see my
15 comments can see that I'm all for progression
16 and giving people more opportunity and
17 economics. So I would like to see any future
18 contracts being developed as a split. You can
19 still maintain the right to work, but also I
20 want to see a local agreement/policy put on the
21 books with the DIA. It may drive up costs, but
22 think about the economic benefits that you'll
23 have for residents, especially more along the
24 east side.
25 All that economic development means one
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1 thing, that it's going to be jobs that are
 2 going to be developing in the construction
 3 field. And if we can bring in our contractors
 4 who have strong presence of unions, that's what
 5 I want to see.
 6 And I yield the rest of my time.
 7 THE CHAIRMAN: Thank you, Mr. Oliver.
 8 MR. CHISHOLM: Thank you.
 9 Next we have Mr. Nooney.
 10 (Mr. Nooney approaches the podium.)
 11 MR. NOONEY: All right. Hello.
 12 My name is John Nooney. My name and
 13 address continues to remain on the roster, 8356
 14 Bascom Road, Jacksonville, Florida 32216, City
 15 Council District 4.
 16 Well, I'm ecstatic. We've got the play
 17 clock now. That is awesome, and --
 18 Anyway, you know, I just want to take this
 19 opportunity -- I also have to recognize that
 20 Jake Gordon is in the house. And let me just
 21 say that Jake and I, we're going to figure out
 22 where we're going kayaking downtown when we can
 23 figure out this map and -- and he's ready to
 24 go. So he's got the backpack and -- you know,
 25 as soon as we can figure out where we're going
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1 to launch, we're off.
 2 But what I want to share with you -- you
 3 know, DIA -- you know, downtown is access. And
 4 what I really want to just focus on -- you
 5 know, I'm participating in everything. You've
 6 got Riverfront Parks Now; you've got the duPont
 7 group; you know, you've got the Groundwork Jax.
 8 You know, I'm down to a minute-44. That's
 9 okay. I love the play clock.
 10 So anyway -- but when we look at this map
 11 and our access for active engagement of our
 12 waterways -- just keep in mind that next to
 13 500 Bay and the Shipyards is the 26 feet of
 14 Catherine Street. And it was the brain child
 15 of two Navy veterans; Councilman Jim Love,
 16 District 14; Kevin Kuzel, and then -- when they
 17 served on Waterways. And it can complement
 18 2016-18. I'm kayaking down there all the time.
 19 And to tell the world to visit Jacksonville,
 20 when you have the power to make it happen --
 21 it's not that hard.
 22 And at the February -- 2021-0075, which is
 23 the FIND projects, I asked Paul Harden --
 24 because he's the neighbor. I go, "Paul, do you
 25 have any problem with this?" "No problem,
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1 John." You know, so -- and then the Bay Street
 2 guys, no problem there.
 3 So, you know, I'm down to 28 seconds.
 4 Love the play clock. Thanks for incorporating
 5 that.
 6 Jake, you're the man. I'm telling you.
 7 You know, downtown, it's going to be
 8 happening. So thank you for listening. And,
 9 you know, just have a good day and let's visit
 10 Jacksonville.
 11 THE CHAIRMAN: Thank you, Mr. Nooney.
 12 Mr. Chisholm.
 13 MR. CHISHOLM: Thank you. Next, we have
 14 Ms. Caven on Zoom.
 15 ZOOM MEMBER: Thank you very much. Can
 16 you hear me?
 17 I'm Susan Caven, the president of Scenic
 18 Jacksonville, and I'm here to, first of all,
 19 say how encouraged Scenic Jacksonville is by
 20 the good work of the DIA with plans along our
 21 Northbank Riverwalk. It's an exiting time.
 22 We're very proud of the work that DIA is doing
 23 along those lines.
 24 And today I'd like to give the -- MOSH a
 25 signal -- Scenic Jacksonville, we're in full
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1 support of MOSH moving to the Northbank, if
 2 that's what they want to do. It's a public
 3 facility on a public park, and we're very
 4 thrilled that they are thinking of doing this,
 5 and we support them in every way.
 6 We want to say that duPont has worked so
 7 well. DVDL has developed this Esplanade One
 8 and -- plan, which is a very exciting plan for
 9 the area between -- as you well know, between
 10 the Berkman and Metropolitan Park.
 11 What is special about Esplanade One is
 12 that there is the path of protection berm that
 13 is located parallel to the riverfront, that --
 14 it has the buildings north of the berm for
 15 resiliency and so that the public has access to
 16 the river, all along the river, all along --
 17 next to the future Riverwalk. So we endorse
 18 buildings that are north of the -- of the path
 19 of protection berm and along Bay Street.
 20 So thank you very much. Scenic
 21 Jacksonville is proud of the work that's being
 22 done and we look forward to working with you in
 23 any way we can.
 24 Appreciate your time. Bye-bye.
 25 THE CHAIRMAN: Thank you, Ms. Caven.
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1 Mr. Chisholm.
 2 MR. CHISHOLM: Thank you.
 3 Next, we have Nancy Powell.
 4 ZOOM MEMBER: Hi. Nancy Powell.
 5 I am here speaking on behalf of the
 6 Riverfront Parks Now coalition. And I'm
 7 executive director also of Scenic Jacksonville,
 8 so I echo what Susan says.
 9 We think that the -- MOSH will help
 10 activate the Northbank and complement the park,
 11 the Shipyards Park West that Lori presented and
 12 talked about in the Kids Kampus resolution.
 13 But I just want to take the opportunity to
 14 talk a little bit about -- give you some
 15 comments that we provided to the selection
 16 committee as it relates to the Jacksonville
 17 Landing. So there's also very exciting things
 18 happening there. And we provided some comments
 19 to the selection committee, but I'm just going
 20 to read an excerpt now from that. And it
 21 relates to parking and future development, so
 22 things for you guys to think about as you move
 23 forward into this next phase of the Landing.
 24 First of all, we agreed with the Perkins &
 25 Will position about parking, that there are
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1 proposal, their pavilion was a great example of
 2 that.
 3 So I -- you know, the other component to
 4 this is that there's a coordination needed
 5 between the Landing and the Shipyards and
 6 Metropolitan Park. And so we know that -- that
 7 that's on -- you know, that's on the minds of
 8 people, as well as DIA and GIA -- GAI, who's
 9 working on the CRA update. So we look forward
 10 to those CRA update meetings whenever they are
 11 going to be scheduled.
 12 Thank you so much.
 13 THE CHAIRMAN: Thank you, Ms. Powell.
 14 Mr. Chisholm, do we have any other public
 15 comment?
 16 MR. CHISHOLM: Thank you.
 17 It appears I missed one in person. I have
 18 Ginny Muriel [sic]. I apologize if I said that
 19 incorrectly.
 20 (Audience member approaches the podium.)
 21 AUDIENCE MEMBER: Hi. My name is Ginny
 22 Myrick. I'm the CEO of Cathedral District Jax,
 23 and we're here in support of the resolution
 24 that's before you today to award us \$10,000
 25 towards our Christmas event.
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1 ample parking options for parking within blocks
 2 of the Landing, and that what we urge the City
 3 to do is work towards shared access and
 4 creative solutions that would not require
 5 parking on riverfront land.
 6 We do not support large development that
 7 requires large amounts of parking space --
 8 garage parking space, since those structures
 9 are impervious, they require driveways,
 10 entrances that impede pedestrians along the
 11 road, and they're hard to hide and take up a
 12 lot of real estate, which is the most important
 13 real estate in our city.
 14 As outlined in our ten-point plan that we
 15 published in the guest column in the Florida
 16 Times-Union, we feel that any development
 17 should be directly related to the parks
 18 activation and that large-scale development
 19 should be incented [sic] across the street and
 20 further inland such that the riverfront parks
 21 are an amenity for all properties.
 22 We support well-designed, low-rise
 23 buildings and businesses with cafes,
 24 restaurants, retail shops and bathroom
 25 facilities. And if you saw the Perkins & Will
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1 The Christmas event runs for an entire
 2 month. It starts after -- the day after
 3 Thanksgiving and runs through the end of the
 4 year, till December 31st. This is our third
 5 year producing it. It was a huge success last
 6 year, in spite of COVID. What we were
 7 prevented from doing is doing any kind of
 8 fund-raising for our nonprofit.
 9 We do think about several thousand people
 10 who drove the district, lit up with 150 trees,
 11 and then an audio that accompanied the drive
 12 that spoke about all the historic buildings.
 13 There are five historic buildings that are
 14 churches and then there are other additional
 15 buildings, such as the tax collector's office
 16 and the Morocco Temple.
 17 So we're moving ahead. We're in the
 18 process of fund-raising right now. I've given
 19 Lori our proposed budget that we're working
 20 diligently on to raise funds. But anything
 21 that the DIA can help us with will be greatly
 22 appreciated.
 23 The other aspect of CDJ is that we are
 24 doing economic development in the district.
 25 And right now we have, under contract, either
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1 coming out of the ground or in financing, 303
 2 residential apartments. It amounts to about
 3 \$42 million worth of development. We've done
 4 this in the last five years of our existence.
 5 So I hope to see a lot more of you, that
 6 you're recognizing what we're doing. We're
 7 thrilled that you are recognizing what we're
 8 doing. We -- when we're here to support the
 9 allocation.
 10 Thank you.
 11 THE CHAIRMAN: Thank you, Ms. Myrick.
 12 Mr. Chisholm.
 13 MR. CHISHOLM: Thank you.
 14 That's all the public comment we have.
 15 THE CHAIRMAN: Thank you very much.
 16 And I appreciate all the public's interest
 17 in our work and your attendance here today.
 18 We're going to open the Community
 19 Redevelopment Agency meeting, and we've got a
 20 couple of different (inaudible) --
 21 (Microphone failure.)
 22 THE CHAIRMAN: Let me start over again.
 23 We'll open the Community Redevelopment
 24 Agency meeting. And, first, before the
 25 meeting, each of the members were distributed
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1 the June 16, 2021, Community Redevelopment
 2 Agency meeting minutes.
 3 Do I have a motion?
 4 BOARD MEMBER MOODY: So moved.
 5 BOARD MEMBER GIBBS: Second.
 6 THE CHAIRMAN: Any discussion about those
 7 minutes?
 8 BOARD MEMBERS: (No response.)
 9 THE CHAIRMAN: All in favor, say aye.
 10 BOARD MEMBERS: Aye.
 11 THE CHAIRMAN: Any opposed?
 12 BOARD MEMBERS: (No response.)
 13 THE CHAIRMAN: In addition, we had an
 14 interim meeting on July 7th, and so we have
 15 meeting minutes from July 7th, 2021. Has
 16 everyone had a chance to review those minutes?
 17 BOARD MEMBER MOODY: Move that it be
 18 approved.
 19 BOARD MEMBER GIBBS: Second.
 20 THE CHAIRMAN: All in favor?
 21 BOARD MEMBER FROATS: Mr. Gillam, I have
 22 one change to make to that.
 23 So I was reading the minutes, and I say --
 24 I noticed it said I made a comment that --
 25 because of the lack of private interest in
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1 development downtown. I'd just like to add to
 2 the end of that, to this magnitude. This was
 3 in reference to the Shipyards proposal.
 4 THE CHAIRMAN: Which page is that?
 5 BOARD MEMBER FROATS: I'm not sure which
 6 page it was.
 7 THE CHAIRMAN: At the bottom of Page 2?
 8 BOARD MEMBER FROATS: Page 4 of 5, at the
 9 very top. It said, "When there's not much
 10 interest in private development downtown,"
 11 which clearly is not the case. What I was
 12 referring to was the magnitude of that
 13 development.
 14 THE CHAIRMAN: I would propose we amend
 15 the minutes.
 16 BOARD MEMBER FROATS: If we just add "of
 17 this magnitude" to the end, that would be
 18 great.
 19 Thanks.
 20 THE CHAIRMAN: Do I have a second to the
 21 request for amendment?
 22 BOARD MEMBER MOODY: Second.
 23 THE CHAIRMAN: Any discussion?
 24 BOARD MEMBERS: (No response.)
 25 THE CHAIRMAN: All in favor, say aye.
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1 BOARD MEMBERS: Aye.
 2 THE CHAIRMAN: Any opposed?
 3 BOARD MEMBERS: (No response.)
 4 THE CHAIRMAN: Thank you very much.
 5 MS. BOYER: Mr. Chairman.
 6 THE CHAIRMAN: Yes, ma'am.
 7 MS. BOYER: Before you move forward into
 8 the resolution actions, would you like to have
 9 the board members announce their presence or
 10 would you like to announce who all is here
 11 today?
 12 THE CHAIRMAN: Thank you for reminding me,
 13 Ms. Boyer.
 14 So I will go around the table.
 15 Mr. Adams, are you present? I think they
 16 want this for the record.
 17 BOARD MEMBER ADAMS: Yes, sir, I am here,
 18 present, Mr. Chair.
 19 THE CHAIRMAN: Mr. Gibbs.
 20 BOARD MEMBER GIBBS: I'm present.
 21 THE CHAIRMAN: Mr. Moody.
 22 BOARD MEMBER MOODY: Ron Moody, alive and
 23 well.
 24 THE CHAIRMAN: Mr. Citrano.
 25 BOARD MEMBER CITRANO: I'm here.
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1 THE CHAIRMAN: Mr. Ward.
 2 BOARD MEMBER WARD: Very much here.
 3 THE CHAIRMAN: Mr. Barakat.
 4 BOARD MEMBER BARAKAT: Yes, sir.
 5 THE CHAIRMAN: Mr. Froats.
 6 BOARD MEMBER FROATS: Present.
 7 THE CHAIRMAN: Other than Ms. Worsham, I
 8 believe we have a full contingent.
 9 MS. BOYER: Thank you.
 10 And I'm going to ask Mr. Chisholm if he
 11 had an excusal for Ms. Worsham. I believe she
 12 was out of town for the last two weeks of July,
 13 and that we were aware of that. So she should
 14 be marked excused; is that correct?
 15 MR. CHISHOLM: Through the Chair to CEO
 16 Boyer, that is correct.
 17 MS. BOYER: So if you'd reflect that in
 18 the minutes and in the record, please.
 19 Thanks.
 20 THE CHAIRMAN: Thanks for not allowing me
 21 to miss that, Ms. Boyer.
 22 Ms. Boyer, our first order of business for
 23 the Redevelopment Agency is Resolution
 24 2021-07-03. Do you have a report?
 25 MS. BOYER: I do. Thank you,
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1 Mr. Chairman.
 2 So we do not have a staff report for
 3 several of these resolutions today because I
 4 don't think they are of a nature that requires
 5 a staff report.
 6 Resolution 2021-07-03 is a resolution of
 7 the Board expressing general approval of the
 8 concept of MOSH's relocation to the Northbank
 9 area, where they have requested a future site
 10 in what we refer to as Lot X, and which you saw
 11 depicted in the various renderings of the
 12 future park space and the Shipyards proposal
 13 when we presented that last month. So you saw
 14 the potential MOSH location in the middle.
 15 MOSH is in the process of fund-raising and
 16 they're moving forward. We are not ready with
 17 a specific term sheet that has a surveyed
 18 boundary that we could publish for disposition.
 19 But in the meantime, while we are developing
 20 that -- and I will say MOSH and the WXY, DDVL,
 21 duPont team are working on refining what the
 22 exact location of the boundaries of that site
 23 would be.
 24 So while we're working on that, which may
 25 take another couple of months as that gets
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1 refined, we are presenting you with this -- the
 2 staff is presenting you with this resolution in
 3 which you simply express your support, in
 4 general, for that move and relocation and
 5 consideration of a disposition in the future,
 6 and directing staff to continue to work with
 7 MOSH on refinement of the actual site and the
 8 terms of a term sheet.
 9 THE CHAIRMAN: I don't want to overstate,
 10 but is this a cheerleading resolution?
 11 MS. BOYER: I'll let you characterize it,
 12 Mr. Chairman.
 13 THE CHAIRMAN: Better question, what
 14 exactly are we approving here?
 15 MS. BOYER: You are not approving any
 16 formal action other than directing your staff
 17 to continue working with MOSH regarding a
 18 potential disposition.
 19 THE CHAIRMAN: Thank you.
 20 Is there a motion on the resolution?
 21 BOARD MEMBER GIBBS: Mr. Chair, I'd like
 22 to move to approve Resolution 2021-07-03.
 23 BOARD MEMBER MOODY: Second.
 24 THE CHAIRMAN: All right. So how about
 25 some discussion? I'll start on the left this
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1 time.
 2 Mr. Froats.
 3 BOARD MEMBER FROATS: I'm in favor of
 4 moving forward.
 5 THE CHAIRMAN: Mr. Barakat.
 6 BOARD MEMBER BARAKAT: Yeah, I don't think
 7 this is taking anybody by surprise. This has
 8 been well-publicized, so I think asking
 9 Ms. Boyer to formally engage in conversations
 10 (inaudible) --
 11 BOARD MEMBER GIBBS: Mr. Barakat, could
 12 you move your microphone a little closer to
 13 you?
 14 BOARD MEMBER BARAKAT: Do you need me to
 15 repeat or -- I'll do it next time.
 16 BOARD MEMBER GIBBS: Thank you.
 17 BOARD MEMBER BARAKAT: All right.
 18 Thank you.
 19 THE CHAIRMAN: Mr. Ward.
 20 BOARD MEMBER WARD: Nothing from me.
 21 Thank you.
 22 THE CHAIRMAN: Mr. Citrano.
 23 BOARD MEMBER CITRANO: Just a question to
 24 Ms. Boyer.
 25 The resolution references the duPont
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1 report or study. Can I assume that the
2 preliminary site plan or proposed site plan is
3 going to generally follow recommendations from
4 that -- from that report?

5 MS. BOYER: I would not want to presume
6 how the two parties are going to come to a
7 resolution or agreement because I think they're
8 in talks. I mean, they're working together
9 cooperatively, but I don't know what the
10 results of that are going to be. But,
11 obviously, whatever the results of that are,
12 you will be advised of it when we actually
13 evaluate and present a site.

14 If, for example, MOSH is requesting
15 something that the duPont study suggests
16 shouldn't be, that will be part of our staff
17 report and recommendation and will be taken
18 into consideration.

19 I think it's highly likely that what
20 you're going to have is a recommendation where
21 both parties are in agreement.

22 BOARD MEMBER CITRANO: Great. Thank you.

23 THE CHAIRMAN: Mr. Moody.

24 BOARD MEMBER MOODY: I'm in favor of this
25 resolution.

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1 are unanimous but for Ms. Worsham, who's not
2 here today.

3 Thank you very much.

4 Next resolution is 2021-07-04. Ms. Boyer,
5 do you have a report for us on that resolution?

6 MS. BOYER: Mr. Kelley will give the
7 report on that.

8 MR. KELLEY: Thank you, Mr. Chair.

9 So members of the Board will recall this
10 application, having been presented in almost
11 identical fashion, and approved in 2020, from
12 Vestcor. Vestcor is a developer primarily
13 focused in developing affordable and
14 mixed-income housing using tax credits that are
15 administered and awarded by the Florida Housing
16 Finance Corporation, FHFC.

17 It's a very competitive process, and each
18 year FHFC structures RFAs -- Requests For
19 Application -- that incorporates a local
20 government support loan, which is further
21 administered locally by the Jacksonville
22 Housing Finance Authority.

23 So in the application last year, as is
24 true in the application this year, Vestcor is
25 requesting \$625,000 in an economic development

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1 THE CHAIRMAN: Mr. Gibbs.

2 BOARD MEMBER GIBBS: I'd like to see
3 negotiations continue. I like the fact that
4 you're going to let us know bimonthly how
5 things are going.

6 THE CHAIRMAN: Mr. Adams.

7 BOARD MEMBER ADAMS: No comments.

8 THE CHAIRMAN: All right. Any other
9 discussion before we take a vote?

10 BOARD MEMBERS: (No response.)

11 THE CHAIRMAN: Mr. Adams, how do you vote?

12 BOARD MEMBER ADAMS: I'm in favor.

13 THE CHAIRMAN: Mr. Gibbs.

14 BOARD MEMBER GIBBS: I'm in favor.

15 THE CHAIRMAN: Mr. Moody.

16 BOARD MEMBER MOODY: In favor.

17 THE CHAIRMAN: Mr. Citrano.

18 BOARD MEMBER CITRANO: I'm in favor.

19 THE CHAIRMAN: Mr. Ward.

20 BOARD MEMBER WARD: In favor.

21 THE CHAIRMAN: Mr. Barakat.

22 BOARD MEMBER BARAKAT: In favor.

23 THE CHAIRMAN: Mr. Froats.

24 BOARD MEMBER FROATS: In favor.

25 THE CHAIRMAN: I'm also in favor, so we

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1 loan from DIA that will be used in support of
2 their application in the competitive funding
3 round with Jacksonville Housing Finance
4 Authority. If they are successful in winning
5 that round, they will proceed to the FHFC
6 competitive bidding process, and so that's
7 what's before you today.

8 Ryan Hoover, who is the president of TDC
9 Development, is here to address any questions.

10 And, structurally, the \$625,000 loan, the
11 terms are dictated by the Florida Housing
12 Finance Corporation that are in front of the --
13 in front of you today.

14 Ultimately, if Vestcor is successful at
15 the JFHA level, they will come back before this
16 board with a DPRP request. And so ultimately
17 the maximum amount of funding that DIA would
18 consider is \$1,025,000.

19 This \$625,000 is before you today. It is
20 contingent upon successfully being selected as
21 the winning applicant by the Jacksonville
22 Housing Finance Authority, ultimately being
23 selected by the Florida Housing Finance
24 Corporation for an award of low-income housing
25 tax credits. Both of those things must happen

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1 prior to this commitment being utilized.
2 And along that path as well, as I
3 mentioned, Vestcor would come back before this
4 board with a more in-depth underwriting for
5 DPRP funding, up -- between 400,000 up to the
6 full 1,025,000.

7 So the point of all of that is to say that
8 what we're making a commitment for today is
9 substantially for the application purposes as
10 this works its way through JHFA and then on to
11 FHFC.

12 I'm happy to address any questions that
13 you might have. Ryan Hoover, as I mentioned,
14 is here as well and would address those also.

15 THE CHAIRMAN: Thank you, Mr. Kelley.

16 Before we proceed with further discussion
17 on this item, Mr. Chisholm, I think I
18 overlooked you earlier today. We've got a
19 number of 8B disclosures. Can you present
20 those now? And that will be with regard to all
21 the different resolutions that are expected to
22 be presented today.

23 MR. CHISHOLM: Thank you, Mr. Chairman.

24 Pursuant to Section 112.3143 of the
25 Florida Statutes, a Form 8B, Memorandum of
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1 Voting Conflict, filed by Board Member Barakat
2 prior to this meeting must be read publicly at
3 the next meeting, after the form is filed.

4 Pursuant to that requirement, Board Member
5 Barakat declares a conflict on Resolution
6 2021-07-07 for the following reasons: Board
7 Member Barakat may have a future business
8 relationship with one of the partners, JWB.

9 A conflict on Resolution 2021-07-05 for
10 the following reasons: Board Member Barakat's
11 employer has a business relationship with
12 Related.

13 A conflict on Resolution 2021-07-04 for
14 the following reasons: Individuals associated
15 with Board Member Barakat's employer have a
16 business relationship with Vestcor.

17 Pursuant to Section 112.3143 of the
18 Florida Statutes, a Form 8B, Memorandum of
19 Voting Conflict, filed by Board Member Citrano
20 prior to this meeting must be read publicly at
21 the next meeting, after the form is filed.

22 Pursuant to that requirement, Board Member
23 Citrano declares a conflict on Resolution
24 2021-07-04 for the following reasons: Board
25 Member Citrano's employer, TrustBank, has a

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1 business relationship with Vestcor.

2 A conflict on Resolution 2021-07-07 for
3 the following reasons: Board Member Citrano's
4 employer, TrustBank, has previously conducted
5 business with an affiliate of Corner Lot
6 Development Group, which is a partner in
7 Johnson Commons.

8 And lastly, pursuant to Section 112.3143
9 of the Florida Statutes, a Form 8B, Memorandum
10 of Voting Conflict, filed by Board Member Moody
11 prior to this meeting must be read publicly at
12 the next meeting, after the form is filed.

13 Pursuant to that requirement, Board Member
14 Moody declares a conflict on Resolution
15 2021-07-04 for the following reasons: The
16 resolution is Vestcor's proposed development of
17 a project known as the Lofts at Cathedral.
18 Board Member Moody's appraisal firm, Moody
19 Williams Appraisal Group, is currently engaged
20 with an appraisal for Mr. John Rood, chairman
21 of the Vestcor Companies. Board Member Moody's
22 appraisal services do involve the proposed
23 Lofts at Cathedral project.

24 Pursuant to Section 112.3143 of the
25 Florida Statutes, a Form 8B, Memorandum of
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1 Voting Conflict, filed by Board Member Gillam
2 prior to this meeting must be read publicly at
3 the next meeting, after the form is filed.

4 Pursuant to that requirement, Board Member
5 Gillam declares a conflict on Resolution
6 2021-07-04 for the following reasons: The
7 resolution relates to Vestcor's proposed
8 redevelopment of the project known as Lofts at
9 Cathedral.

10 Board member Gillam's law firm is
11 currently engaged to assist another affiliate
12 of Vestcor on several small litigation matters.
13 The legal services do not involve the proposed
14 Lofts at Cathedral project.

15 THE CHAIRMAN: Thank you, Mr. Chisholm.
16 That was a mouthful.

17 BOARD MEMBER CITRANO: Mr. Chairman, I'd
18 like to ask a clarification question. And
19 forgive me, but -- I had previously filed a
20 Form 8 on the Related Group. And I missed, for
21 this meeting, that filing. But I also noticed
22 that that item is in the DIA agenda and not the
23 CRA. My understanding is I would have to
24 abstain, then, from voting on that?

25 MS. BOYER: I'll let Ms. Dillard answer,
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1 but I believe you are correct, that if it's in
2 the DIA agenda and it is a voting conflict,
3 then you would have to abstain.

4 MS. DILLARD: Ms. Boyer, I believe you're
5 right.

6 THE CHAIRMAN: Just to round out this
7 discussion with regard to conflicts that relate
8 to CRA resolutions, those conflicts have to be
9 disclosed, and they have been. That does not
10 create voting conflicts for members.

11 MS. DILLARD: That's correct. It's not
12 prohibited (inaudible).

13 THE CHAIRMAN: Thank you.

14 MS. BOYER: Mr. Chairman.

15 THE CHAIRMAN: Yes, ma'am.

16 MS. BOYER: I know it's been a long time
17 since we had a staff report, however, I want to
18 clarify something Mr. Kelley said in the staff
19 report just for the record.

20 So the loan that is being requested, and
21 the reason this appears in the CRA agenda
22 rather than in the Downtown Investment
23 Authority portion of the agenda, is the loan is
24 coming from CRA funds, not from economic
25 development funds. Just so we're clear.

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1 as at the District, where -- then it's an
2 absolute requirement. Oftentimes it's an
3 aspirational requirement and it sets a goal.
4 But we have not had, to my knowledge, a
5 requirement for local contractors, nor have we
6 had a requirement for union contractors.

7 In the past -- I will say that there was a
8 substantial discussion at City Council this
9 week and at a previous meeting about using
10 local contractors. So I think that is
11 something that -- I mean, to my knowledge,
12 there is no ordinance for us to follow that
13 says we should do that. I also don't know that
14 there's anything that restricts us, if, going
15 forward, we want to require, as part of an
16 incentive project, that a certain percent or a
17 hundred percent need to be local contractors,
18 or if you want to enter the issue of whether
19 you're going to require a certain percent to be
20 union contractors. I mean, certainly that
21 would be up to the Board to have that
22 conversation.

23 We could do some research for you to
24 determine legality as to whether there's
25 anything that would prohibit you from doing

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1 THE CHAIRMAN: Thank you, Ms. Boyer.

2 I guess at this point I would take a -- or
3 entertain a motion on the resolution.

4 BOARD MEMBER FROATS: Move to approve.

5 BOARD MEMBER CITRANO: Second.

6 THE CHAIRMAN: Thank you.

7 So, at this point, I want to go around and
8 make sure everyone has asked all the questions
9 they have of either staff or Mr. Hoover, who is
10 with us here today.

11 I'll start with Mr. Adams.

12 BOARD MEMBER ADAMS: I don't really have
13 questions relative to the pending resolution,
14 though it seems like a decent enough time to
15 ask a question related to a public comment
16 from, I think, Mr. Oliver. Do we or have we
17 ever considered requiring some sort of local
18 employment requirement as a condition of the
19 funds that we distribute?

20 MS. BOYER: Through the Chair to Board
21 Member Adams, our contracts typically have a
22 JSEB requirement, which is a small and emerging
23 business requirement. Sometimes those are
24 absolute requirements if you are using City
25 dollars towards construction of a project, such

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1 that, but I'm not aware of it.

2 BOARD MEMBER ADAMS: I think that research
3 would be a fine idea. I don't know whether
4 it's a good idea or a bad idea as implemented,
5 but it sounds like a good idea, at least in
6 concept.

7 THE CHAIRMAN: Anything else, Mr. Adams?

8 BOARD MEMBER ADAMS: No, sir. I apologize
9 for the rabbit trail.

10 THE CHAIRMAN: Mr. Gibbs.

11 BOARD MEMBER GIBBS: Vestcor has been a
12 good partner with the City over the years and
13 I'm in favor of this particular project.

14 THE CHAIRMAN: Mr. Moody.

15 BOARD MEMBER MOODY: Although I'm not
16 going to vote on this, I do want to comment.

17 This is going to be a great project for
18 the Cathedral District. I had one question,
19 though. On Page 1 it talks about, we're going
20 to create 120 units, but it could be as low --
21 as few as 100 units, depending on the parking.
22 If, in fact, it is 100 units, what effect
23 would -- would that have any effect at all on
24 what we're voting on today?

25 MR. KELLEY: Through the Chair to

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1 Mr. Moody, so, similar to other agreements that
2 we've structured, this one perhaps more so than
3 others is still in some engineering phases, and
4 so there will be a more complete underwriting
5 for the DPRP component.

6 The \$625,000 component that you're voting
7 on today would not be changed as a result of
8 the change in unit count; however, when we
9 fully underwrite the DPRP request that's
10 pending, then that will be sized based on the
11 final unit count.

12 Mr. Hoover may be able to clarify if that
13 unit count has evolved further from the
14 information provided here.

15 (Mr. Hoover approaches the podium.)

16 MR. HOOVER: Yeah, it'll be -- Ryan
17 Hoover, 3030 Hartley Road, Vestcor.

18 It will be 120 units. So that's all I
19 have.

20 THE CHAIRMAN: Thank you, Mr. Hoover.
21 Anything else, Mr. Moody?

22 BOARD MEMBER MOODY: No other questions.

23 THE CHAIRMAN: Mr. Citrano.

24 BOARD MEMBER CITRANO: Just a quick
25 question and then I'm going to -- I'll make a

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1 comment. Vestcor is in a competitive situation
2 relative to the tax credits on this deal. But
3 as it relates to this loan, in theory, if the
4 Housing Authority had two projects and it was
5 going to select candidates for -- and both
6 candidates happened to be developing in the
7 CRA, it would not be a competitive situation
8 here. They would both be eligible for a loan
9 like this; is that correct?

10 MS. BOYER: That's correct. We do not do
11 an open competitive system where we ask all
12 people to apply and then rank them against each
13 other. We are simply looking at each project
14 individually. And there could be three
15 projects that come in that meet our criteria,
16 that we agree to provide a loan or other
17 incentive to, that they then go to JHFA and use
18 that incentive as their local match. And it is
19 at the JHFA level that it is competitive and
20 they make the choice between the projects.

21 BOARD MEMBER CITRANO: I asked that
22 question -- and I've had experience, actually.
23 I sat on the Housing Authority board before I
24 came on DIA. And I think we've all seen, based
25 on the success that developers that we've been

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1 involved in, developing these projects, when
2 you can deliver a property and have it a
3 hundred percent preleased or near a hundred
4 percent when you CO, it clearly demonstrates
5 that there is far more demand for affordable
6 housing than there is supply.

7 And I think our State and our City does as
8 good a job as anybody in the country in fairly
9 distributing that money, but I am more than
10 happy to support Vestcor or any other
11 affordable housing developer that wants to do a
12 project like this in our CRA.

13 THE CHAIRMAN: Thank you, Mr. Citrano.
14 Mr. Ward.

15 BOARD MEMBER WARD: Nothing from me.
16 Thank you.

17 THE CHAIRMAN: Mr. Barakat.

18 BOARD MEMBER BARAKAT: Yes, thank you.
19 Just a couple of things. One, I'm

20 supportive of this project. I appreciate the
21 developer preserving the original -- I think it
22 was the YWCA building and then it turned into
23 Community Connections. If you've ever been in
24 that building, the lobby is really gorgeous.

25 And I hope that they incorporate that lobby in

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1 some way into the entrance of their building.
2 I think the residents will love it. So thank
3 you for preserving the historic building.

4 I do want to build on Mr. Citrano's
5 comments. I agree, there's more demand than
6 supply. I do think as an agency that we do
7 need to be thoughtful, not just about supplying
8 affordable housing, but also about balance and
9 the type of units we're delivering downtown.

10 If you strip out the Southbank and Brooklyn,
11 most of what we incentivize on this board has
12 been the affordable housing. So I think we
13 just need to be thoughtful about, you know,
14 delivering market-based luxury as well as
15 affordable in the downtown. The best downtowns
16 have a strong mixture of all product types.
17 And the core of downtown has seen mostly one
18 kind of product type, when you include LaVilla
19 and exclude the outlying micro markets.

20 Third, just -- the only question I have,
21 on the source of the funds, it says it's in the
22 Northbank CRA loan program. Does that mean
23 it's funded by the Northbank TIF dollars?

24 MS. BOYER: (Nods head.)

25 BOARD MEMBER BARAKAT: Okay. So is

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1 that -- when the loan proceeds are delivered,
 2 is it out of next year's budget? Have we
 3 already budgeted for it?
 4 MS. BOYER: Through the Chair to
 5 Mr. Barakat, we have a program funding budget
 6 that is already in place that has been
 7 allocated from prior years. So this would be
 8 an encumbrance against an existing balance of
 9 funds. It doesn't require new funds from next
 10 year's budget. We have funds on hand, and this
 11 would encumber -- just like in Retail
 12 Enhancement or other programs, we have funds on
 13 hand. So when applicants come in, we have
 14 funding available that can be encumbered to
 15 facilitate that. And this loan is a loan. And
 16 when repaid, it would also be repaid into the
 17 Tax Increment District.
 18 BOARD MEMBER BARAKAT: Thank you.
 19 No further comments, Mr. Chairman.
 20 THE CHAIRMAN: Thank you, Mr. Barakat.
 21 Mr. Froats.
 22 BOARD MEMBER FROATS: Yeah, I, too, am in
 23 favor of the project. I just -- to add on to
 24 that, what is the balance of that account right
 25 now?

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1 MS. BOYER: I can look it up for you. I
 2 don't have it with me right now. Perhaps
 3 Mr. Parola can look it up while we are talking.
 4 I know we are just doing these balances
 5 for a July 31 report, so we absolutely have it
 6 at our fingertips. We just have to access that
 7 paper.
 8 BOARD MEMBER FROATS: But we do have the
 9 funds to cover this amount?
 10 MS. BOYER: Absolutely. We make a habit
 11 of, before we do a resolution and before we
 12 decide, looking at where we have available
 13 balances and using those that are appropriate.
 14 BOARD MEMBER FROATS: Because I do recall
 15 some discussions in the past where we have
 16 lowered -- we've taken some money out of this
 17 account and moved it to some other accounts, I
 18 believe, in the past.
 19 I just wanted to make sure we had enough
 20 money in here. And is it something that we see
 21 that we're going to need future money for? We
 22 can address that in the finance meeting.
 23 Thank you.
 24 THE CHAIRMAN: Thank you, Mr. Froats.
 25 I also would be in favor of this project.

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1 You know, it's exciting, for a long time we've
 2 talked about the magical 10,000 residents
 3 downtown in number. And, you know, these
 4 continued products from Vestcor and others in
 5 our community, we're fast approaching -- about
 6 three-quarters of that goal. I think we're
 7 maybe in -- as far as units, maybe in the --
 8 3,500 units; is that right?
 9 MS. BOYER: The last I heard we were at
 10 3,800. And 3,800 did not include the Lofts at
 11 Brooklyn that opened about a month ago. So,
 12 you know, we -- well, more than that. Three
 13 months ago now. In any event, the number keeps
 14 growing.
 15 THE CHAIRMAN: That's exciting.
 16 So anyway, I think it's fantastic, and
 17 particularly in the Cathedral District, they've
 18 been making their own efforts. And so it's
 19 nice to supplement them in that area as well.
 20 Any more discussion or questions before we
 21 take a vote?
 22 BOARD MEMBERS: (No response.)
 23 THE CHAIRMAN: Mr. Froats.
 24 BOARD MEMBER FROATS: In favor.
 25 THE CHAIRMAN: I guess I should have asked

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1 you, how do you vote, but you said in favor.
 2 BOARD MEMBER FROATS: In favor.
 3 THE CHAIRMAN: Mr. Barakat.
 4 BOARD MEMBER BARAKAT: In favor.
 5 THE CHAIRMAN: Mr. Ward.
 6 BOARD MEMBER WARD: In favor.
 7 THE CHAIRMAN: Mr. Citrano.
 8 BOARD MEMBER CITRANO: In favor.
 9 THE CHAIRMAN: Mr. Moody.
 10 BOARD MEMBER MOODY: I'm in favor, but I'm
 11 not sure I can vote.
 12 MS. BOYER: I believe you can, because it
 13 is a CRA matter and you filed the appropriate
 14 form.
 15 BOARD MEMBER MOODY: I'm in favor.
 16 THE CHAIRMAN: Ms. Dillard, is Ms. Boyer's
 17 opinion correct?
 18 MS. DILLARD: It is.
 19 THE CHAIRMAN: Mr. Moody.
 20 BOARD MEMBER MOODY: In favor.
 21 THE CHAIRMAN: Thank you.
 22 Mr. Gibbs.
 23 BOARD MEMBER GIBBS: I'm in favor.
 24 THE CHAIRMAN: Mr. Adams.
 25 BOARD MEMBER ADAMS: In favor.

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1 THE CHAIRMAN: And I'm in favor as well,
 2 so that has us at eight to zero, with one
 3 abstention, Ms. Worsham, who is not here.
 4 Thank you.
 5 The last item of business for the CRA is
 6 proposed Resolution 2021-07-07 regarding
 7 Johnson Commons.
 8 Ms. Boyer, I see your name beside that
 9 item.
 10 MS. BOYER: Thank you, Mr. Chairman.
 11 This one will be quick. This extension of
 12 time is really a request, completely the
 13 responsibility of your staff. We've had a lot
 14 on our plate. When you passed the resolution
 15 in March, awarding the LaVilla Townhomes
 16 project to Johnson Commons, in terms of getting
 17 the documents drafted through OGC, we've had a
 18 whole stack of priorities, including the Laura
 19 Street Trio and others, that were previously
 20 approved that were ahead in the line.
 21 We do have the document drafted now;
 22 however, in our term sheet that you approved
 23 back in March, we had some deadlines that are
 24 now no longer feasible, once you take into
 25 account the time it's going to take for this to

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1 THE CHAIRMAN: Mr. Moody.
 2 BOARD MEMBER MOODY: None for me.
 3 THE CHAIRMAN: Mr. Citrano.
 4 BOARD MEMBER CITRANO: None.
 5 THE CHAIRMAN: Mr. Ward.
 6 BOARD MEMBER WARD: Nothing from me.
 7 THE CHAIRMAN: Mr. Barakat.
 8 BOARD MEMBER BARAKAT: No comments.
 9 THE CHAIRMAN: And Mr. Froats.
 10 BOARD MEMBER FROATS: No comments.
 11 THE CHAIRMAN: No comments from me.
 12 All in favor, say aye.
 13 BOARD MEMBERS: Aye.
 14 THE CHAIRMAN: Is there anyone opposed?
 15 BOARD MEMBERS: (No response.)
 16 THE CHAIRMAN: Eight to zero.
 17 Thank you very much.
 18 That will close the Community
 19 Redevelopment Agency meeting.
 20 (The foregoing proceedings were adjourned
 21 at 2:42 p.m.)
 22 - - -
 23
 24
 25

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1 process through City Council.
 2 So the legislation was filed. It is
 3 pending. And what we are asking for is -- if
 4 you see in Section 2 of the resolution, a
 5 confirmation of an extension of the outside
 6 closing date from October 1, 2021, to
 7 November 30th, 2021. And we believe that we'll
 8 be through council and -- in October. It's
 9 just that we need some time after that to get
 10 to closing.
 11 THE CHAIRMAN: Ms. Boyer, that sounds like
 12 a two-month extension. Am I missing anything?
 13 MS. BOYER: No, sir.
 14 BOARD MEMBER GIBBS: Mr. Chair, I move we
 15 approve Resolution 2021-07-07.
 16 THE CHAIRMAN: Is there a second?
 17 BOARD MEMBER MOODY: Second.
 18 THE CHAIRMAN: Thank you, Mr. Moody.
 19 Motion by Mr. Gibbs, seconded by
 20 Mr. Moody.
 21 Any discussion?
 22 Mr. Adams.
 23 BOARD MEMBER ADAMS: None for me.
 24 THE CHAIRMAN: Mr. Gibbs.
 25 BOARD MEMBER GIBBS: None.

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1 CERTIFICATE OF REPORTER
 2
 3 STATE OF FLORIDA)
 4)
 5 COUNTY OF DUVAL)
 6
 7 I, Diane M. Tropa, Florida Professional
 8 Reporter, certify that I was authorized to and did
 9 stenographically report the foregoing proceedings and
 10 that the transcript is a true and complete record of my
 11 stenographic notes.
 12
 13
 14
 15 DATED this 11th day of August 2021.
 16
 17
 18
 19 _____
 20 Diane M. Tropa
 21 Florida Professional Reporter
 22
 23
 24
 25

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CITY OF JACKSONVILLE
DOWNTOWN INVESTMENT AUTHORITY
BOARD MEETING

Proceedings held on Thursday, July 29, 2021,
commencing at 2:42 p.m., Jacksonville Public/Main
Library, Multipurpose Room, 303 North Laura Street,
Jacksonville, Florida, before Diane M. Tropa, FPR, a
Notary Public in and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

BRAXTON GILLAM, Chairman.
JIM CITRANO, Secretary.
WILLIAM ADAMS, Board Member.
OLIVER BARAKAT, Board Member.
RON MOODY, Board Member.
TODD FROATS, Board Member.
CRAIG GIBBS, Board Member.
DAVID WARD, Board Member.

ALSO PRESENT:

LORI BOYER, DIA, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
STEVE KELLEY, DIA, Director of Development.
INA MEZINI, DIA, Marketing and Communications.
JOELLE DILLARD, Office of General Counsel.
XZAVIER CHISHOLM, Administrative Assistant.

- - -

Diane M. Tropa, Inc., Post Office Box 2375, Jacksonville, FL 32203
(904) 821-0300

1 Mr. Parola, I see your name aside that
2 item.
3 MR. PAROLA: Thank you, Mr. Chairman.
4 Resolution 2021-07-05 is an allocation of
5 development rights. It's really catching up to
6 the will of the Board and the will of City
7 Council for the previous actions, adopting the
8 redevelopment agreement and the disposition to
9 the Related Group.
10 Just by kind of a brief history as to why
11 this is sort of riding after the fact: When
12 those were going through City Council, so was
13 the abandonment of the Development of Regional
14 Impact. So we worked with the consultant to
15 get all the applications set and to get the
16 math correct. So we finally got there.
17 So what this resolution does is it
18 allocates 246 new multifamily development units
19 to the Related Group for redevelopment of the
20 River City parcel. The existing restaurant,
21 25,000 square feet or so, was converted using
22 the conversion table in the Comprehensive Plan
23 to 5,000 square feet for the restaurant and I
24 believe 82 multifamily units. So the 246
25 represents the delta between what the
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1 P R O C E E D I N G S
2 July 29, 2021 2:42 p.m.
3 - - -
4 THE CHAIRMAN: We'll open the Downtown
5 Investment Authority meeting.
6 First, we have the June 16, 2021, Downtown
7 Investment Authority board meeting minutes.
8 Everybody have a chance to review those?
9 BOARD MEMBER MOODY: Move they be
10 approved.
11 BOARD MEMBER GIBBS: I'll second.
12 THE CHAIRMAN: Motion from Mr. Moody,
13 second from Mr. Gibbs.
14 Any comments?
15 BOARD MEMBERS: (No response.)
16 THE CHAIRMAN: All in favor, say aye.
17 BOARD MEMBERS: Aye.
18 THE CHAIRMAN: Any opposed?
19 BOARD MEMBERS: (No response.)
20 THE CHAIRMAN: That's eight in favor, none
21 against. The meeting minutes pass.
22 At this time, the first order of business
23 is the proposed Resolution 2021-07-05,
24 allocation of the development rights regarding
25 the Related Group.
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1 conversion is and what they need to realize the
2 development plan.
3 There are two clawback provisions in the
4 section -- I believe it's in Section 5. At the
5 date of substantial completion, any development
6 rights that remain will go back to the Downtown
7 Investment Authority without any further action
8 by us. And in the event that the redevelopment
9 agreement goes away and nothing is constructed,
10 then we get the development rights back, so
11 they don't sit out there in perpetuity.
12 I'm more than happy to answer any other
13 questions.
14 THE CHAIRMAN: Thank you, Mr. Parola.
15 Do I have a motion on Resolution
16 2021-07-05?
17 BOARD MEMBER FROATS: Move to approve.
18 THE CHAIRMAN: Do I have a second?
19 BOARD MEMBER MOODY: Second.
20 THE CHAIRMAN: Motion by Mr. Froats,
21 second by Mr. Moody.
22 Any discussion?
23 Mr. Froats.
24 BOARD MEMBER FROATS: No comments.
25 THE CHAIRMAN: Mr. Barakat.
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1 BOARD MEMBER BARAKAT: No comments and
 2 I'll be abstaining.
 3 THE CHAIRMAN: Mr. Ward.
 4 BOARD MEMBER WARD: Nothing from me.
 5 THE CHAIRMAN: Mr. Citrano.
 6 BOARD MEMBER CITRANO: No comments and I
 7 will also abstain.
 8 THE CHAIRMAN: Mr. Moody.
 9 BOARD MEMBER MOODY: No comments except
 10 let's keep this one moving.
 11 THE CHAIRMAN: Mr. Gibbs.
 12 BOARD MEMBER GIBBS: No comments.
 13 THE CHAIRMAN: And Mr. Adams.
 14 BOARD MEMBER ADAMS: Nothing to note,
 15 though I am disappointed Mr. Diebenow is not
 16 here as he has carried this one to date.
 17 MR. DIEBENOW: He is here.
 18 BOARD MEMBER ADAMS: He is here. There
 19 you go. Sorry, Steve.
 20 THE CHAIRMAN: Thank you, Mr. Adams.
 21 I don't have any further comments either.
 22 Anything else -- or any more questions
 23 before we vote?
 24 BOARD MEMBERS: (No response.)
 25 THE CHAIRMAN: Seeing none, Mr. Froats,
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1 how do you vote?
 2 BOARD MEMBER FROATS: In favor.
 3 THE CHAIRMAN: Mr. Barakat, you abstain?
 4 BOARD MEMBER BARAKAT: Yes.
 5 THE CHAIRMAN: Mr. Ward.
 6 BOARD MEMBER WARD: In favor.
 7 THE CHAIRMAN: Mr. Citrano, you abstain?
 8 BOARD MEMBER CITRANO: I abstain.
 9 THE CHAIRMAN: Mr. Moody.
 10 BOARD MEMBER MOODY: I'm in favor.
 11 THE CHAIRMAN: Mr. Gibbs.
 12 BOARD MEMBER GIBBS: I'm in favor.
 13 THE CHAIRMAN: Mr. Adams.
 14 BOARD MEMBER ADAMS: Absolutely in favor.
 15 THE CHAIRMAN: I'm in favor as well.
 16 That's six in favor, two abstaining, and
 17 one absent. The measure passes.
 18 Next item of business is Resolution
 19 2021-07- -- that's been deferred -- 2021-07-08,
 20 Christmas in the Cathedral District.
 21 Ms. Boyer.
 22 MS. BOYER: Thank you, Mr. Chairman.
 23 And to the Board, I apologize for the late
 24 addition of something. We try not to do that;
 25 however, it is that time of year in the City
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1 budget process where we are preparing next
 2 year's budget and reviewing balances in this
 3 year's budget. And we had \$10,000 in our
 4 General Fund Administrative Events budget that
 5 we had not previously used the allocation. The
 6 intended purpose didn't materialize, so --
 7 We had already received an application
 8 from Cathedral District Jax to request
 9 sponsorship of the Christmas in the Cathedral
 10 event that, as Ms. Myrick indicated, they've
 11 hosted for three years, each year getting
 12 larger and adding to it. Last year they added
 13 projection mapping, and the proposal for this
 14 year includes projection mapping of an
 15 additional facility.
 16 So the suggestion that I had and brought
 17 to the board chair this morning was that we
 18 include a resolution on this agenda utilizing
 19 the \$10,000 that we have in this year's events
 20 budget to help with that sponsorship. And if
 21 in next year's budget, come October 1st, we
 22 receive additional events funding, then we will
 23 further evaluate their budget, their sources
 24 and uses of funds and, you know, consider the
 25 larger \$25,000 request that the Board made of
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1 us and present that back to you in the fall
 2 once we know whether we have those budgeted
 3 funds or not. But the suggestion was to use
 4 the \$10,000 that's available in this year's
 5 budget before year end for this purpose.
 6 THE CHAIRMAN: Thank you, Ms. Boyer.
 7 Do I have a motion on this resolution?
 8 BOARD MEMBER FROATS: Move to approve.
 9 BOARD MEMBER GIBBS: I'll second.
 10 THE CHAIRMAN: Motion by Mr. Froats,
 11 second by Mr. Gibbs in favor of Resolution
 12 2021-07-08.
 13 Mr. Adams, do you have any comments on
 14 this resolution?
 15 BOARD MEMBER ADAMS: I do not.
 16 THE CHAIRMAN: Mr. Gibbs.
 17 BOARD MEMBER GIBBS: Will this have any
 18 effect on our ice skating rink this winter?
 19 MS. BOYER: Well, I'm glad you asked that
 20 question, Mr. Gibbs, because I should have
 21 brought that up as part of my discussion. So
 22 Mr. Gordon is here and can address that if you
 23 wish, but the decision has been made that they
 24 are going to be unable to provide the ice
 25 skating rink this year and that they are moving
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1 forward with trying to do it next year. But
 2 that also increased my interest in making sure
 3 that we did have some holiday activities
 4 downtown that would further activate downtown,
 5 so ...
 6 BOARD MEMBER GIBBS: I'll repack my ice
 7 skates.
 8 No further comments.
 9 THE CHAIRMAN: Thank you, Mr. Gibbs.
 10 Mr. Moody.
 11 BOARD MEMBER MOODY: This is a fabulous
 12 event for our downtown. I'm very much for it.
 13 THE CHAIRMAN: Mr. Citrano.
 14 BOARD MEMBER CITRANO: I'm in support.
 15 No other comments.
 16 THE CHAIRMAN: Mr. Ward.
 17 BOARD MEMBER WARD: Nothing from me.
 18 Thank you.
 19 THE CHAIRMAN: Mr. Barakat.
 20 BOARD MEMBER BARAKAT: No comments.
 21 THE CHAIRMAN: Mr. Froats.
 22 BOARD MEMBER FROATS: No comments.
 23 THE CHAIRMAN: I'm also in favor of this
 24 project. I think the more we can do downtown
 25 to attract people to come downtown and enjoy
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1 downtown is fantastic. I'm extremely in
 2 support of Mr. Gordon's effort regarding the
 3 ice skating rink. Hopefully, he will bring us
 4 something back.
 5 I think he's rising, so we may give him
 6 the floor, if that's appropriate, Ms. Boyer.
 7 (Mr. Gordon approaches the podium.)
 8 THE CHAIRMAN: Mr. Gordon.
 9 MR. GORDON: Thank you, Mr. Chair.
 10 And I apologize for my outfit. I'm just
 11 trying to dress like my good friend, John
 12 Nooney, who apparently isn't here anymore.
 13 I am devastated about the ice rink as
 14 well. I came to this board last month. And
 15 really, you know, we think it's a fantastic
 16 idea for downtown. The reality is we're still
 17 about -- we're about 14 weeks away from when it
 18 would have to be set up. I think the issue was
 19 mainly just starting a little late in terms of
 20 planning. We had an opportunity.
 21 I really appreciate this board investing
 22 in it. It had a lot of interest from sponsors,
 23 but also timelines related to those sponsors
 24 confirming were also much too late before we
 25 needed to kind of begin the operation of
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1 building it.
 2 So apologies if that was a punk fate for
 3 downtown and this board. We are very, very
 4 interested in this project and think it would
 5 be a fantastic amenity for downtown. And as
 6 Ms. Boyer said, we are working on it for
 7 2023 -- 2022, apologies.
 8 THE CHAIRMAN: Thank you, Mr. Gordon.
 9 MR. GORDON: Thank you.
 10 THE CHAIRMAN: Any further discussion on
 11 2021-07-08?
 12 BOARD MEMBERS: (No response.)
 13 THE CHAIRMAN: Mr. Froats, how do you
 14 vote?
 15 BOARD MEMBER FROATS: In favor.
 16 THE CHAIRMAN: Mr. Barakat.
 17 BOARD MEMBER BARAKAT: In favor.
 18 THE CHAIRMAN: Mr. Ward.
 19 BOARD MEMBER WARD: In favor.
 20 THE CHAIRMAN: Mr. Citrano.
 21 BOARD MEMBER CITRANO: I'm in favor.
 22 THE CHAIRMAN: Mr. Moody.
 23 BOARD MEMBER MOODY: I'm in favor.
 24 THE CHAIRMAN: Mr. Gibbs.
 25 BOARD MEMBER GIBBS: I'm in favor.
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1 THE CHAIRMAN: Mr. Adams.
 2 BOARD MEMBER ADAMS: In favor.
 3 THE CHAIRMAN: I'm in favor as well, so
 4 that's eight in favor, none against.
 5 Thank you very much. The measure passes.
 6 That is the last bit of business I see
 7 under the Downtown Investment Authority. Do we
 8 have any new business today, Ms. Boyer?
 9 MS. BOYER: No.
 10 THE CHAIRMAN: And you have some
 11 informational briefing for us today, I think.
 12 MS. BOYER: I do. I have a number of
 13 items for you. I think I'm going to reverse
 14 the order a little bit and just give you an
 15 update on all the legislation while Ms. Mezini
 16 is getting my PowerPoint ready.
 17 We have a lot of legislation pending and
 18 we have a lot of activity going on, as you
 19 might expect. The last week has been working
 20 on the Related/River City closing that you just
 21 approved the allocation of the development
 22 rights for. That's closing on Monday, and so
 23 we were executing closing documents about an
 24 hour ago. And that is -- had its share of
 25 glitches, but I think we are there with the
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1 closing on that.
2 We have legislation currently pending
3 before City Council to allow us to contract
4 directly with Downtown Vision for these various
5 website updates, programs, things like that.
6 So both the Parks Department and DIA would have
7 the ability with Board authority to contract
8 with DVI to provide these services.

9 This is really a simplification, a
10 streamlining, a way to be more efficient
11 because, currently, depending upon the level of
12 support of a particular activity, we have to go
13 through an entire procurement process to
14 determine whether DVI is the appropriate vendor
15 to provide the service. And, as you know,
16 I've --

17 I've heard this board say, when we talked
18 about increasing parks and programming dollars,
19 that we should be using DVI as a resource to
20 do -- put on these events on our behalf. So
21 this is a mechanism that allows us to do that.
22 And so that legislation is going through City
23 Council right now.

24 We also have currently pending before City
25 Council the Trio legislation, the Johnson
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1 Commons legislation, the Ambassador extension
2 of the completion date. So you'll recall we
3 had already extended the commencement date.
4 The commencement date for them is July 31st for
5 commencement of construction. They did close
6 on their financing by the end of June as
7 required. They have picked up their building
8 permit, I believe. We were told they had
9 picked up their building permit, so we expect
10 that they will actually be physically
11 commencing before the 31st of this month, and
12 then we will be moving forward with that one.

13 And we also have an air rights agreement
14 for a balcony for That Bar at the Arena where
15 there is a planned renovation of that facility
16 to create a balcony/bar space that needs an air
17 rights agreement.

18 So we have all those being processed
19 through City Council right now.

20 As far as our BID and CRA update, work on
21 that continues. We did have to go to
22 Procurement, and today received approval for an
23 extension of the Willdan market feasibility
24 contract. We're also going to be asking for an
25 extension on the GAI contract for the BID and

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1 CRA update.

2 Some of that is a result of the fact that
3 some of the information coming in was not
4 satisfactory and we're having to go back and
5 redo some of it, so it took more time because
6 one thing is dependent on another. Some of it
7 was simply our unavailability to respond
8 immediately when we got drafts. Sometimes it
9 would take us a week or even two to get back
10 our comments on something to allow them to move
11 to the next stage, but we are getting there.
12 We have some very good recommendations on the
13 parks portion of it from the design standards
14 portion of it.

15 Mr. Parola can give you more of an update,
16 but we have a basic framework, at least, of
17 what their recommendations are going to be on
18 design standards. The part that is probably
19 the least complete would be the recommendations
20 on new incentives. And I'm very interested and
21 going to be pushing them, at least on the
22 commercial incentive portion.

23 There are two incentives that I think are
24 going to be really important to us, very
25 quickly. One of those is riverfront

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1 restaurants. We want something in our toolkit
2 to incentivize riverfront restaurants,
3 different than just a Retail Enhancement grant,
4 to encourage -- because the reality is that
5 that waterfront space is more valuable to a
6 developer today for residential purposes. And
7 to convince them not to use it for that, if we
8 want to have more riverfront restaurants, we
9 have to be part of that equation, to make that
10 a priority.

11 The other thing would be commercial space
12 backfill, so the office space backfill. We
13 have an incentive in our program called
14 "commercial revitalization." It doesn't work
15 very well. And we know that, as we're coming
16 out of COVID, we have various businesses that
17 have a substantial number of employees working
18 from home. Others are bringing their employees
19 back. We have new businesses locating
20 downtown, but I think it's going to be
21 important for us to keep our office vacancy
22 numbers low or our occupancies up. And we want
23 to have something in our toolbox to assist with
24 that, to encourage people to reenter actual
25 physical occupancy of spaces, as we're starting

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1 to see lease renewals.
 2 So those two things I want to see sooner
 3 rather than later.
 4 With respect to Task 3, which is the
 5 branding of downtown and the various districts,
 6 the purpose of that task was to create a brand
 7 for downtown as a whole, as well as six of the
 8 downtown neighborhoods; Brooklyn, LaVilla,
 9 Central Civic Core, Church, Cathedral and
 10 Southbank. The consultant team did research,
 11 engagement with stakeholder meetings, feedback
 12 from the DIA, and then they created a set of
 13 recommended brand options, which they made
 14 available for public testing via survey. I
 15 know some of you participated in that.
 16 In late May or June -- early June, they
 17 released the results of that survey. We, along
 18 with them, evaluated their -- the results of
 19 the conceptual branding, and several of them
 20 were well-received and a number of them were
 21 not. So we've asked them to go back to the
 22 drawing board. We've asked for additional
 23 input.

24 I think, internally, in the team, there
 25 has been some changing of responsibilities and
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1 staffing, but we are going back on those where
 2 we received public opposition. Community
 3 acceptance is critical to the effectiveness of
 4 those initiatives, and we'll be coming back
 5 with a new round of stakeholder meetings and
 6 eventually surveys and soliciting community
 7 feedback from those who participated before, as
 8 well as anyone else who wants to weigh in, once
 9 we have those designs. So that's part of what
 10 slowed things down. Those designs feed into
 11 the design standards.

12 So that's what's happening on Task 3, for
 13 those of you who participated or were involved
 14 in the branding initiative portion.

15 And if Ms. Mezini is ready --
 16 BOARD MEMBER ADAMS: Lori, can I ask a
 17 question?

18 MS. BOYER: Yes.

19 BOARD MEMBER ADAMS: Is that reorg of
 20 those -- the branding concept within the scope
 21 of the original proposal that they made or is
 22 that going to involve additional costs?

23 MS. BOYER: It is not involving additional
 24 costs because we did not accept the work
 25 product as being complete or final and pay for

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1 it until it was -- met that level of community
 2 acceptance.
 3 (Ms. Dillard exits the proceedings.)
 4 BOARD MEMBER ADAMS: Okay. Thank you.

5 THE CHAIRMAN: Before we begin the
 6 Riverside Plaza design competition
 7 presentation, is there any other questions
 8 about the report?

9 BOARD MEMBERS: (No response.)

10 THE CHAIRMAN: Thank you, Ms. Boyer.
 11 Go ahead.

12 MS. BOYER: Okay. So thank you.

13 The Chair asked me to give the board an
 14 update on the Riverfront Plaza design
 15 competition now that we can speak about it.
 16 I'm sorry Ms. Worsham isn't here today.
 17 Mr. Moody will recall that, back when we
 18 started that process, she was appointed as this
 19 board's member to serve on the subject matter
 20 expert committee who participated in the
 21 meetings and provided feedback in the scoring
 22 process.

23 Some of you -- there may be some new board
 24 members that have not participated, but most of
 25 you have had the pleasure of participating in
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1 scoring one or more RFPs and being part of that
 2 process. And we usually ask at least one board
 3 member to participate as we go through any RFP
 4 process, so -- and she was the individual on
 5 this effort.

6 The design competition was a Procurement
 7 process. So everybody understands, it was not
 8 a disposition of property. It was a
 9 Procurement process to select a design team,
 10 and there's a statutory requirement about how
 11 you have to procure design teams. So it was
 12 structured in a way that met those criteria.

13 As a result, the -- it was scored by the
 14 PSEC committee with the scores that were turned
 15 in by the subject matter experts and the
 16 individuals who were on the scoring team.
 17 That's why it was not presented to you as a
 18 resolution for the board to choose what you
 19 liked; it was scored as a Procurement matter.

20 The winning design is -- so, first of all,
 21 Ina, if you'll go back one slide.

22 MS. MEZINI: (Complies.)

23 MS. BOYER: This is just the site. Okay.
 24 So go ahead and advance.

25 I think the process itself achieved its

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1 goal because we ended up with three really
2 great teams providing design input on the site,
3 and what you're going to see is -- there's a
4 lot of commonality in their recommendations,
5 which gives us a lot of confidence as we move
6 forward on the site, that -- if I've got three
7 expert teams from three different parts of the
8 country making recommendations that are very,
9 very similar on certain things, that that's
10 probably the right course to follow. And
11 whether they're architects, landscape
12 architects, and urban designers who are on the
13 team, they were coming to the same conclusions.

14 Two teams stood out, Perkins & Will and
15 Agency. Those teams both scored considerably
16 higher than the OLIN team did in their final
17 presentations. Both of these teams had
18 widespread public participation in the process.
19 I'm talking about each of these had more than
20 several thousand responses of people who
21 attended various -- you know, checked their
22 websites, provided responses. They were at
23 Riverside Arts Market, they were at Jax River
24 Jams, so they had a lot of public input. And
25 they were quite similar in the design solutions

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22

1 in many respects.
2 As we move forward, the common thematic
3 elements these experts identified in form, both
4 a refinement of the design as we move forward,
5 and our -- DIA's decisions on the development
6 pads because those will be dispositions that go
7 through the board.

8 Next slide.
9 Common themes. Realignment of Independent
10 Drive. You will see Perkins & Will, OLIN, and
11 Agency, all three teams recommended that
12 Independent Drive be realigned so that Water
13 Street, by the Performing Arts Center,
14 terminates, turns left, and that Independent
15 Drive is a squared-off corner. So the
16 squared-off corner is incorporated into the
17 larger parcel that is the Riverfront Plaza
18 site, and that was a consistent recommendation.

19 Next.
20 The development pad locations. So we gave
21 the teams the ability to move the development
22 pads where they thought they would be best
23 suited. We said 4-and-a-half acres has to be
24 park, but you can put the development pad
25 wherever you want it. You can put it on the

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1 riverfront, you can put them both next to the
2 bridge, however you want to do it.

3 What we saw was this consistent location
4 of the development pads in the Independent
5 Drive corners, and in particular the northwest
6 corner and the -- the northwest corner, which
7 is -- the Hogan Street corner you're going to
8 see is less dense.

9 Go to the next slide.
10 All of the teams took into
11 consideration -- but Perkins & Will perhaps
12 articulated it the best -- the viewsheds from
13 the site. So if you think about it as your
14 view, if you're coming down Laura Street, your
15 view from the corner of Hogan and Independent
16 Drive or Hogan and Water, and then as well your
17 view from the Riverwalk at the Main Street
18 Bridge. There was an identified undesirable
19 viewshed, which was the view of the corner of
20 Independent Drive and the Main Street Bridge
21 ramp.

22 So if you were on the other riverfront
23 location, Hogan Street at the water, looking
24 back, that other corner right now presents an
25 undesirable viewshed, which led them to

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24

1 recommend that that's where we had the most
2 dense development.
3 Go to the next slide, please.
4 Also, a consideration of view corridors.
5 And here's part of what you start to see as the
6 individual teams made massing recommendations.
7 So, again, Agency and Perkins & Will, who both
8 scored highest, both made strong
9 recommendations that the building, or
10 development, to be located on the Hogan Street
11 side be limited to two stories with a rooftop,
12 potentially three stories, but they kept it
13 very low profile. And it was primarily -- I'm
14 jumping ahead when I'm talking about the uses.

15 On the Main Street Bridge side, they
16 increased the massing there and were suggesting
17 mid- to high-rise. As opposed to a 5- to
18 7-story there, they really felt like we should
19 go for a mid- to high-rise building in that
20 location and increase the density on that site.

21 Next slide.
22 Again, in the massing -- you can see the
23 massing differences here. It's a little harder
24 to see in the Perkins & Will illustration, but
25 what I do want to point out between the two is,

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1 if you'll notice in the Agency graphic, the
2 high-rise on the Main Street Bridge is a
3 narrower building as it gets taller, but it is
4 parallel to the waterfront. In the Perkins &
5 Will design, the building is perpendicular to
6 the waterfront. And they're very intentional
7 and describe that in some detail.

8 That is consistent with our design
9 standards and it also significantly preserves
10 the view from the Wells Fargo building, which
11 you wouldn't have in the Agency design. So we
12 thought that was a very interesting design,
13 criteria design approach, but both of them only
14 have a two-story building illustrated in the
15 Hogan Street corner.

16 Next.

17 Pedestrian access to the Main Street
18 Bridge. So I found this very interesting. If
19 you look at the location of the new ped ramp --
20 and this is kind of the picture -- upper
21 picture on the left and the picture on the
22 right. You're going to see, they both come off
23 the Main Street Bridge in almost the same
24 location and they both terminate in the middle
25 of the park in almost the same location. So

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1 kind of a very consistent design approach to
2 how they were going to do it. However, this is
3 one of the attributes of the Perkins & Will
4 design that I really liked.

5 What you can see here is that they have
6 utilized the ramp structure to become a
7 building underneath it and it is a restaurant
8 which forms a beer garden plaza out on the
9 waterfront. This illustration doesn't show the
10 shade, but it's a highly shaded area, and I
11 think that's a very clever use of the space
12 that we have to build anyway to build the
13 bridge ramp. So I thought that was one of the
14 things that was a real attribute of their
15 design.

16 Next.

17 Plan for parking. So both Perkins & Will
18 and Agency contemplated that there would be
19 some parking in the northeast corner, the
20 corner closest to the Main Street Bridge.
21 Agency had a much larger -- it's somewhat
22 difficult to see. It is a pink line that you
23 can see. Theirs goes almost all the way over
24 to their two-story building and crosses the
25 Laura Street corridor. But in the case of

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1 Perkins & Will, theirs is more limited and
2 pulled back and doesn't cross the Main
3 Street -- the Laura Street corridor at all.

4 One of the things that appeals to me about
5 their suggestion is that it allows development
6 of the park and design of the park to proceed
7 either simultaneously with the building or one
8 could follow the other, that it does not
9 require -- since the parking is only under that
10 entire corner development pad, you could
11 develop the rest of the park site in advance of
12 completion of the parking garage and that
13 development pad.

14 What you see in the illustration of the
15 number of stories there is that the garage is
16 three stories. Both of them had that. One
17 story underground, like you have at Wells
18 Fargo. One story at grade, which in the case
19 of Perkins & Will is screened by the Main
20 Street Bridge ramp and that beer garden. So
21 they have a retail facade, if you will, on that
22 riverfront side of the parking garage and then
23 they have retail on the Independent Drive site
24 as well, as you see illustrated here. And then
25 one additional story of parking garage, which

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1 creates an elevated plaza which also has
2 restaurant and design space out on that plaza
3 that would overlook the park.

4 These are some of the features that
5 prompted the selection of the design team.

6 And as I talked to Mr. Gillam about this
7 and we talked about making this presentation, I
8 know all the focus has been on the art piece
9 and very little discussion about the park
10 design and the architecture and the reasons for
11 it, so I wanted to take the time, at least with
12 this board, for you to have the information to
13 understand what really the design is about.

14 Next slide.

15 Consistent recommendations for the
16 northwest corner, Hogan Street, is this
17 two-story, pavilion-type building that has a
18 visitor center, it has park offices, and it has
19 restaurant space, and includes a rooftop bar,
20 rooftop dining opportunity. That's the kind of
21 basic concept on that corner. One has event
22 space in it, one has an additional restaurant
23 space, but they're very similar.

24 If you look at the next corner -- next
25 slide -- northeast corner, this is where you --

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1 all three of them have the taller, more dense
2 building on the Main Street Bridge site. And
3 you can see more about them.

4 Interestingly, all three teams suggested
5 that that needed to include hotel space. The
6 reason they thought that was, they think that
7 that increases -- it economically benefits the
8 most from being adjacent to a park. While
9 there is economic value to residential use or
10 economic value to an office use being adjacent
11 to a park, the hotel really benefits from that
12 and, therefore, it was their recommendation
13 that that be a major use within that location.

14 Not only does it increase the value to the
15 City in terms of highest and best use of the
16 site, but it also provides that activation
17 level by putting additional restaurants and
18 additional bar space and things like that in
19 the hotel that then would be available to the
20 public.

21 Differences between the teams in terms of
22 whether the rest of the building should be
23 residential or the rest of the building should
24 be office. They mixed it up different ways,
25 but everybody had a hotel in the building.

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1 Next slide.
2 Playgrounds and public spaces. All three
3 teams recommended that we have a destination
4 playground as part of this site. They received
5 a lot of public comments suggesting that. I'm
6 going to show you more details that -- Perkins
7 & Will recommendations on it, but they all
8 incorporate splash pads and other contemporary
9 playground features.

10 Next.

11 River engagement. All three of the teams
12 had different approaches to how they were going
13 to really engage the river, not just with a
14 linear boardwalk. So what you see in the
15 Agency design, in the bottom left, is they made
16 the Riverwalk curve in and then back out. They
17 called it a "prow." And in that location, it
18 actually extended out beyond where the current
19 bulkhead is. And where the two indentations
20 are, they had wetland areas that were designed
21 not to remove the bulkhead but to have flow of
22 water across from the bulkhead at certain times
23 so that those created a different environment,
24 if you will, in those locations.

25 The Perkins & Will team, as you can see at
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1 the top, had suggested stairs that went down to
2 the river in a cove and some wetland area on
3 either side of that that provided a different
4 marsh environment, but they also provided
5 alternatives -- several alternative designs,
6 which include a splash pad area, reflecting
7 pool, or just a plaza area that could be used
8 as a market if you turned off the reflecting
9 pool.

10 And I think that was another thing about
11 that design that was attractive, is the fact
12 that it had that flexibility as we proceeded
13 into a more detailed design. We know that from
14 a public perspective maintaining as many boat
15 slips as possible is important. There's an
16 outcry about not having enough of them. So
17 removing any of the boat slips for a cove or a
18 prow or anything else is, you know, going to be
19 something that we have to evaluate.

20 You can see at Agency, they proposed
21 adding some perpendicular fingers, dock
22 fingers, which we don't know if that could be
23 permitted and we have to look into that to
24 determine whether that would be reasonable.

25 And, by the way, as we did this, where we
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1 purchased each design team's work and paid each
2 design team, we have the ability to incorporate
3 pieces from each in the final. So if there are
4 things we like that someone suggested and
5 they're not part of the winning team, we can
6 still incorporate that design element.

7 Next.

8 So One Park Jax is the name of the design
9 that Perkins & Will had, and this is the
10 top-scoring design. So this gives you a better
11 orientation as to what the park design is.

12 You see on the top of the screen the park
13 pavilion building on the left with the green
14 roof. You see the hotel and development
15 building on the right at the top of the screen,
16 a very large flexible lawn. And interestingly
17 in this design, that flexible lawn was focused
18 and connected. Not only did it come down the
19 Laura Street corridor to the river providing
20 that open view to the river, but it also
21 directly focused on the entrance of the Terry
22 Theatre at the Performing Arts Center. So I
23 think there is an opportunity as we refine this
24 to do something across that Hogan Street Plaza
25 and with the entrance of the Terry Theatre to

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1 make that kind of a bigger performance venue
2 location as well.
3 And they're showing the playground on the
4 riverfront, in the bottom left corner. And
5 then on the bottom right corner is where you
6 see this beer garden area. And in the middle,
7 but off center, so as not to obstruct the view
8 from the Laura Street corridor, are the civic
9 stairs, which form a platform, again, backing
10 up to that pedestrian ramp, and on which the
11 statue was proposed.

12 Next.

13 So some of these are in detail about their
14 design. And we've talked about some of these.
15 These show you a little more detail about where
16 they have -- in the top right, these are all of
17 the -- the orange and yellow and red spaces are
18 all of the places that they envision that there
19 are restaurants and retail and where the public
20 access is. And then it also kind of shows you
21 ideas of what they think could happen in
22 various locations down in the bottom right
23 slide.

24 Next.

25 This is the beer garden area that I

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1 mentioned before (indicating). So the slide I
2 showed you previously is upper left. But if
3 you look at the upper right, you will see how
4 they propose it shaded. And it creates -- in
5 the bottom corner you see how shaded the
6 Riverwalk is in this area, which is
7 particularly appealing because the Riverwalk is
8 certainly lacking in shade in this area right
9 now.

10 Next.

11 The shoreline options, I mentioned that,
12 where they showed us several different versions
13 of what might happen on the shoreline, and that
14 will be part of the refinement as we move
15 through the process to decide which of
16 those the -- you as a board, stakeholders, the
17 public, really prefer as an option --

18 Next.

19 -- and which is affordable.

20 The destination playspace. This gives you
21 some illustrations of what they were
22 envisioning in the playspace; multiple ages, a
23 lot of natural settings, using rocks and
24 hillsides as the basis for some of the
25 structures, and then heavily shaded again,

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1 which also creates a lot of shade for the
2 Riverwalk in this vicinity.

3 Next.

4 And then the integration of public art.
5 So you've probably seen or heard about the
6 monumental sculpture proposed by Perkins &
7 Will. I do want to take an opportunity on the
8 next slide to explain that it is not merely
9 poorly executed script. It is intended to be
10 abstract and there are three interpretations
11 that the artist offered.

12 The first one was based on it being a
13 representation of an anchor and then a rope
14 that is knotted as you come across the center
15 of it, ending up in the "Jax." So it was a
16 tribute to the St. Johns River and our marine
17 influence and maritime history.

18 The second one of those is -- the second
19 interpretation is based on, like, I Love New
20 York, but I Love Jax version, where the center
21 becomes the heart as opposed to an A. And the
22 J could be interpreted as an I. Getting you to
23 the I Love Jax.

24 And then the third is the more literal
25 J-a-x, which you have to look carefully to see

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1 each of those letters. Again, it's not
2 intended to be a literal set of letters.

3 Interesting that it incorporated the fact
4 that it is 151 feet tall, which is also
5 1,822 inches, and Jacksonville was founded in
6 1822, and it is 310 linear feet in length, and
7 that is the length of the St. Johns River.

8 So there were a fair number of attributes
9 that the artist worked on in that idea. So for
10 the benefit of those you may be speaking to on
11 this, you can more than assure them that, at
12 this point, we have not spent any money on the
13 artwork. There is no funding that has been
14 advanced on the artwork at this point; however,
15 I would say that prior to the selection, we
16 received hundreds of emails, and those emails
17 were running at least five to one in favor of
18 this design, many of them very complimentary
19 and wanting to see an iconic sculpture on the
20 site and very positive about it.

21 So I think that ultimately the City will
22 need to decide if we want something that
23 sets -- whether it is this or some other piece
24 of art, whether we want something that becomes
25 an icon for downtown and an icon for the city.

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1 And I will say that we did have a number
2 of emails from people offering to provide
3 private funding for portions of it, so I think
4 the intent was that the art itself would be
5 largely funded privately and in addition to the
6 park, but the project is, first and foremost, a
7 park design and sets the boundaries for us of
8 the private development pads. And we have
9 already begun the process of crafting what an
10 RFP might look like for the disposition of the
11 hotel, mixed-use pad next to the Main Street
12 Bridge, which has now been fairly clearly
13 designed by all three design teams.

14 So my goal would be to be pursuing how
15 we're going to market that -- think back on
16 Ford on Bay -- how we are going to solicit
17 responses for it, and how do we want to put
18 that disposition out.

19 You should expect, maybe as early as
20 August, I will have something for you at the
21 property disposition committee to talk about
22 that and start getting your feedback on that
23 with the hope that in the fall, at some point,
24 we could put that out on the street and see
25 what kind of responses we get on that private

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1 development pad.

2 THE CHAIRMAN: Thank you, Ms. Boyer.

3 That's very helpful. I expect there's a
4 lot of questions for you.

5 I know Mr. Gibbs is on a short string.
6 Would you like to go first, Mr. Gibbs?

7 BOARD MEMBER GIBBS: When do we break
8 ground?

9 MS. BOYER: We did receive the award
10 through the PSEC committee and the mayor signed
11 the award, and I've already had a conversation
12 with Public Works and Parks, who will be the
13 using agencies that will be working with the
14 design team. We plan to meet with them as
15 early as next week to start negotiating the
16 design contract, and hopefully within 45 or
17 60 days we have settled on that.

18 And we've asked them to complete the
19 design within nine months so that we would be
20 in a position before next year's budget cycle
21 to know the full construction cost of the
22 project for the park space.

23 BOARD MEMBER GIBBS: Thank you.

24 THE CHAIRMAN: Thank you, Ms. Boyer.
25 Mr. Adams.

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1 BOARD MEMBER ADAMS: Well, I suppose I
2 would like to thank all of the folks that
3 participated in the process and the committees
4 that contributed to the designs.

5 I like the design that -- one, I look
6 forward to all of that happening. I don't have
7 any particular questions.

8 Obviously, I think maybe the least
9 important part of this has gotten the most
10 (inaudible). You know, I'm amazed at the
11 number -- as I was amazed earlier in the year,
12 at the number of epidemiologists and
13 virologists that are out there. Now I'm
14 shocked at the number of professional art
15 critics that we have.

16 So I look forward to the process moving
17 forward. I can't wait to see this thing get
18 developed.

19 THE CHAIRMAN: I must admit I've been
20 impressed how many mean creation experts there
21 are out there.

22 BOARD MEMBER ADAMS: I am in full support
23 of putting a chrome dinosaur down there, taking
24 the guy off of Beach Boulevard.

25 THE CHAIRMAN: Mr. Moody.

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1 BOARD MEMBER MOODY: I think it looks
2 great. It's very exciting. I think it's going
3 to be a landmark again for downtown
4 Jacksonville. It will be -- I think it's going
5 to be a real focal point.

6 THE CHAIRMAN: Mr. Citrano.

7 BOARD MEMBER CITRANO: I actually thought
8 all three of the design teams did a great job.
9 I think the committee probably had -- not a
10 challenge, but it's a difficult thing when you
11 have three very, very qualified teams
12 presenting. So I compliment you guys on that.
13 I could have just drawn a name out of a hat and
14 I would have been satisfied just based on the
15 quality of the effort.

16 THE CHAIRMAN: Mr. Ward.

17 BOARD MEMBER WARD: I'm not an art critic,
18 so I will forego any discussion of the statue,
19 but I think the general idea of it ends up
20 looking like it's great, having something
21 that's a signature piece there for a great
22 public space.

23 My only -- I love the design that I've
24 seen. I think it incorporates a lot of cool
25 elements. I think it's probably still fluid,

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1 right, in terms of what it ends up looking
2 like.
3 I do want to make sure because -- inasmuch
4 as I am not an art critic, I am also not a
5 professional commercial developer, so I do want
6 to make sure, through whatever -- and I'm not
7 familiar with the process past PSEC and where
8 this goes. I know there's a lot of hoops to
9 jump through. I think the design looks great,
10 to me, as a citizen and somebody who sits on
11 the DIA board.

12 I also don't know -- and -- the size of
13 that development pad, the location. You know,
14 we could all -- I could sit around here and
15 pontificate, so could a design firm, about,
16 like, this is where it needs to be, and this is
17 how big it needs to be, and here's the density,
18 and here's why.

19 And there are urban planners and
20 developers that would be able to speak
21 articulately to that, but at the end of the
22 day -- any disposition, right? Somebody's got
23 to want to be able to build there, build
24 something that's attractive, suitable for the
25 city, and ultimately the reason they're

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1 building there, to make money.
2 So I don't know what that looks like, but
3 I just would hope that, as it goes through that
4 process, whatever that looks like at a City
5 Council level or maybe it's back here at a DIA
6 level, that we're making sure that whatever the
7 design process is -- I'm hopeful that whatever
8 the end result of this RFP is isn't so rigid
9 that we can't turn pieces around in this so
10 that it's fluid enough that if somebody comes
11 and says, "Hey, I've got a really great idea,
12 I'm interested in investing in your site, but I
13 need 50 more feet this way" -- or whatever that
14 looks like; I don't pretend to know.

15 But I love the idea and it's a lot of hard
16 work, so I thank you for that.

17 MS. BOYER: And through the Chair to
18 Mr. Ward, that's exactly why I have outlined
19 the timing I have about the RFP. I would
20 really like to get that crafted and on the
21 street and see what the market's response is,
22 to know if -- because while we have nine months
23 with the design team, we can tweak the design
24 to adjust it.

25 Also, it would be great, if we do select a
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1 developer, to have the developer work with the
2 design team on that interface. So in an ideal
3 world the architects that design this knew what
4 they were doing and designed something that
5 works and we put it out as an RFP and we get a
6 response that is something that we're happy
7 with, and then we have a selected developer to
8 work with the design team as they finalize it.
9 That's the real goal.

10 Obviously, there are many points in that
11 that could not work out as anticipated, but I
12 think it gives us the most flexibility if we
13 get it going sooner rather than later.

14 Now, we do know -- I can tell you, I got
15 an email from someone Mr. Barakat knows,
16 Mr. Gulliford, saying that if we build the park
17 first, it's going to substantially increase the
18 value of the development pads. So, you know, I
19 think we wait and see what kind of offers we
20 get. And if the offers are not high enough and
21 they're not really recognizing the value of
22 what we're doing adjacent to them, then maybe
23 we wait.

24 Once we know it's a developable site, I
25 don't think we want to jump too quickly to
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1 allow for the coordination if we're not getting
2 a reasonable offer because it's a very valuable
3 site.

4 THE CHAIRMAN: Thank you, Ms. Boyer.
5 Mr. Ward, is that all your comments or
6 questions?

7 BOARD MEMBER WARD: Yes.

8 THE CHAIRMAN: Mr. Barakat.

9 BOARD MEMBER BARAKAT: Thank you,
10 Mr. Chairman.

11 Just to build on that, I agree with
12 Mr. Gulliford's assessment. I don't know if it
13 has to be built, but I think it probably needs
14 to go through final design. And as long as the
15 development community knows it's fully funded
16 and it's happening, at that point the value of
17 the property is elevated.

18 My commentary is, I agree, you guys picked
19 the right project. As far as all the
20 commentary regarding somebody's handwriting, I
21 hope that it doesn't cause us to not want to be
22 bold, it doesn't cause us to water down the
23 sculpture, because I do agree, in doing
24 something bold and local and unique is really
25 what will help create an authentic experience

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1 at this park, which is what we're all looking
 2 for, an authentic experience, at the end of the
 3 day.
 4 I thought that the designers were very
 5 thoughtful in the uses, the integration of
 6 uses, in connecting to the Times-Union center,
 7 the water. And I was also very pleased and --
 8 where they put the private development
 9 footprints and being sensitive to the views of
 10 the surrounding office buildings; the Omni
 11 hotel, all of the buildings downtown. I
 12 thought that was well thought through.
 13 And I also like the use of the hotel
 14 development being the perfect -- or the right
 15 use there, but retail and a hotel is the most
 16 public of the private uses. And I agree that a
 17 hotel would be very -- hotel occupiers would be
 18 very nourishing to the surrounding activity, as
 19 well as accompanying retail.
 20 So I'm very pleased. Thank you for all
 21 the hard work. I know how much work these PSEC
 22 committees and the evaluation committees are,
 23 and I look forward to the City continuing to be
 24 bold and wanting to keep this thing forward
 25 despite the social media criticism that's out

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1 I see some of your comments out there on some
 2 of these things. But I asked my 12-year-old
 3 son what it said. To me, it said Lex. And I
 4 thought of Lex and Terry. That's the first
 5 thing I thought of. I asked my 12-year-old son
 6 and he thought it said "hero." So I think
 7 everybody sees something different.
 8 I do wish that we had seen in the media
 9 some of the information we just saw today about
 10 the meaning behind the structure because that
 11 does open up doors to it. So I'm going to keep
 12 an open mind to the whole thing, but I do think
 13 it's a great project overall, so I appreciate
 14 it.
 15 Thanks.
 16 THE CHAIRMAN: I also think it's a great
 17 project. It's exciting to me to see this many
 18 qualified, talented groups that come to
 19 Jacksonville and are willing to spend time and
 20 effort to make these presentations. A
 21 substantial effort was made, and I think it's
 22 wonderful.
 23 It's great to see that kind of excitement
 24 and interest in downtown Jacksonville. It's
 25 been a long time coming. I've been here 25

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1 there.
 2 So thank you.
 3 THE CHAIRMAN: Mr. Froats.
 4 BOARD MEMBER FROATS: So a question for
 5 Ms. Boyer. Did we consider removing the street
 6 in front of the Landing? Is that an option?
 7 MS. BOYER: When you say "removing the
 8 street in front of the Landing," so right now
 9 there is a --
 10 BOARD MEMBER FROATS: From Hogan to -- to
 11 the Wells Fargo parking lot exit.
 12 MS. BOYER: So it kind of does. So as
 13 they're suggesting the relocation of it,
 14 they're moving it up into what is currently the
 15 Sister Cities parcel and coming across. So
 16 that curved roadway that exists right now that
 17 bisects the site is eliminated.
 18 BOARD MEMBER FROATS: Okay. Not to turn
 19 this into a workshop or anything, but I do want
 20 to talk a little bit about the structure or the
 21 piece of art. I'm not an artist. If you asked
 22 me to do it, it would say 904 or something like
 23 that, but you don't want me to do that, nor
 24 would I want to do something I thought of.
 25 But it's funny, I look at social media and

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1 years and I haven't seen it in 25 years I've
 2 been here, so I think it's awesome.
 3 I'll hold my comments on the art too. I'm
 4 not an artist, but I am excited about it and I
 5 appreciate the effort and look forward to
 6 hearing more about it.
 7 Thank you.
 8 Is there anything else from your report?
 9 MS. BOYER: There is not. That was the
 10 last thing I had.
 11 THE CHAIRMAN: So I committed to Mr. Gibbs
 12 that we would be done at 3:30, but I've got one
 13 comment from my report.
 14 At Mr. Moody's urging, we're starting a
 15 speakers bureau to go into the community and
 16 talk about what's going on downtown because I
 17 think there's still a big disconnect between
 18 what our citizens understand is here and what
 19 opportunities are available to them.
 20 I'm going to start that process. I'm
 21 actually speaking to a Chamber group next week,
 22 next Friday, and working on an outline. I
 23 welcome, as part of a workshop -- and,
 24 Ms. Boyer, you might help us organize something
 25 like that for people who are interested on this

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1 board and staff to meet and kind of talk
2 about what kind of formal talking points might
3 look like because I'd like to encourage
4 everybody on the board -- you're all affiliated
5 with different civic organizations, have
6 different relationships in town. I'd like to
7 do a better job -- I'd like for this body to do
8 a better job getting the message out about what
9 is going on downtown.

10 Thank you. I have nothing else.

11 MS. BOYER: So, Mr. Chairman, are you
12 suggesting -- I mean, there are several ways we
13 can handle this. We can ask each board member
14 to share with me some bullet points they would
15 like to make sure are included or that they
16 think are particularly important, or, if you
17 want to actually have a workshop, we can then
18 ask Mr. Chisholm to reach out to everyone and
19 find out when people are available and do a
20 Sunshine-noticed meeting.

21 We're not voting on anything, so I don't
22 have to have a quorum, but I would have to do a
23 Sunshine-noticed meeting if you want to meet as
24 a group to discuss that.

25 THE CHAIRMAN: You know, I'd like to do
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1 CERTIFICATE OF REPORTER

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I, Diane M. Tropa, Florida Professional
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 11th day of August 2021.

Diane M. Tropa
Florida Professional Reporter

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1 that. No requirements. I know everyone here
2 is busy with other things. But those of you
3 who are interested in the process, I'd like to
4 have the opportunity to talk to people about it
5 out loud, so -- and not have to go just through
6 you, Ms. Boyer.

7 So let's do that. And to the extent the
8 people want to participate -- if you don't want
9 to participate, just let Mr. Chisholm know when
10 he calls you or emails you. But if you do, I
11 want to make sure you have the opportunity.

12 Mr. Gibbs.

13 BOARD MEMBER GIBBS: That video was
14 outstanding that you mentioned last month. So,
15 staff, wonderful video. I looked at it and I
16 said, I live here? It was a beautiful
17 presentation. And for any group that you speak
18 to, just show the video first.

19 Thank you.

20 THE CHAIRMAN: With that, we're
21 successfully completed with our July 29th
22 meeting. Everybody is free to go.

23 Thank you.

24 (The foregoing proceedings were adjourned
25 at 3:39 p.m.)

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