



Wednesday, February 13, 2013 - 2:00 p.m.

AGENDA

Members: Donald Harris, Chairman		Staff Distribution:	
Oliver Barakat, Vice Chair		Jason Gabriel, Office of General Counsel	
James “Jim” Bailey, Jr., Secretary		Ted Carter, Office of Economic Development	
Antonio “Tony” Allegretti, Board Member		Paul Crawford, Office of Economic Development	
Kamaria “Kay” Harper, Board Member		Eric Lindstrom, DIA Staff	
Melody S. Bishop, Board Member		Jack Shad, Public Parking Officer	
Paul Perez, Board Member		David DeCamp, Public Information Office	
Robert Clements, Board Member		Michelle Stephens, Recording Secretary	
Michael Saylor, Board Member			
I.	CALL TO ORDER – Chairman Harris		
	Pledge of Allegiance		
II.	ACTION ITEMS - Chairman Harris		
	Approval of the January 9, 2013 DIA Meeting Minutes		
III.	INFORMATION ITEMS – Chairman Harris		
	Introduction - Nathaniel Ford, JTA Executive Director		
	Florida Theatre - Numa C. Saisselin, President		
	Parking Meter Sensors – Jack Shad		
	JAX2025 – Oliver Barakat		
IV.	LEGISLATIVE UPDATE – Paul Crawford		
	<ul style="list-style-type: none"> • ORD 2012-730, New Supervisor of Elections Bldg. • ORD 2012-657, Bostwick Building • ORD 2013-089, Re-Investment Plan Legislation 		
V.	DOWNTOWN BRIEFING– Chairman Harris		
	Davis Cup and Women’s Soccer USA vs. Scotland – Joel Lamp, Sports and Entertainment		
	Southbank Riverwalk – Jim Robinson, Director COJ Public Works Dept.		
	DDRB – Next Meeting Date Thurs., 03/7/2013 at 2:00 pm at City Hall, Lynwood Roberts Room		

VI.	COMMITTEE UPDATES
	Hemming Plaza – Jim Bailey
	DIA CEO Search Firm (Jorgenson Consulting) – Oliver Barakat
	CRA Plan Committee – Melody Bishop
VII.	DIA WORK GROUPS – Chairman Harris and Paul Crawford
	<ul style="list-style-type: none">• The Downtown Economy• The Downtown Environment• The Downtown Experience
VIII.	PUBLIC COMMENTS – Chairman Harris
IX.	ADJOURNMENT – Chairman Harris
	Next Scheduled Meeting: Wednesday, March 13, 2013 at 2:00 pm – Ed Ball, 8 th Floor BR 851



Wednesday, February 13, 2013 – 2:00 p.m.

MEETING MINUTES

Board Members Present: Chairman D. Harris, T. Allegretti, J. Bailey, M. Bishop, O. Barakat, P. Perez, and M. Saylor

Board Members Not Present: R. Clements, K. Harper

Office of General Counsel: Jason Gabriel

Council Members Present: Council Member Lori Boyer, District 5

Attendees: Paul Crawford, Office of Economic Development (OED); Eric Lindstrom, DIA Staff; Michelle Stephens, Recording Secretary; Jack Shad, Public Parking Officer

I. CALL TO ORDER

Chairman Harris called the meeting to order at approximately 2:08 p.m. opening with the Pledge of Allegiance.

II. ACTION ITEMS

APPROVAL OF THE JANUARY 9, 2013 DIA MEETING MINUTES

A clarification was noted on page 5 “Hemming Plaza Sub-Committee” that at the January 9, 2013 meeting only Kay Harper was asked to serve on the Committee with Jim Bailey serving as Chair of the Committee. Melody Bishop was asked to serve on the Committee after the January 9, 2013 meeting. The three Board members serving on the Committee are Kay Harper, Melody Bishop and Jim Bailey the others agreed to participate and attend.

Regarding attendees, suggested that all present at the meeting (to include audience members, etc.) be added to the meeting minutes. Mr. Crawford replied that going forward a copy of the sign in sheet for the meeting will be attached to the meeting minutes.

A MOTION WAS MADE BY BOARD MEMBER PEREZ AND SECONDED BY BOARD MEMBER ALLEGRETTI APPROVING THE JANUARY 9, 2013 DIA MEETING MINUTES, AS AMENDED. THE MOTION PASSED UNANIMOUSLY 7-0.

III. INFORMATION ITEMS

FLORIDA THEATRE

Mr. Numa C. Saisselin, new President of the Florida Theatre Center for the Arts, Incorporated, manages the not-for-profit organization that leases and manages the building that is owned by the City of Jacksonville. He noted that it is one of the best public private partnerships that he has ever seen on an organization and a historic theatre. He provided a short introduction and brief overview of the Florida Theatre and its operations.

PARKING

Jack Shad, Public Parking Officer for the City of Jacksonville, advised that they are beginning a three month trial of real time parking meter sensors. Downtown Jacksonville will soon be able to know more easily and in real time where on-street parking is open. They are working with Streetline, a leading provider of innovative parking solutions, to implement the company's smart parking system in certain sections of downtown. This will allow people with smartphones or computers to find on-street parking spaces in real time, as well as the locations of parking garages and lots. The sensors will detect which spaces are available, which will be shown on a smartphone app that will also offer other useful features. By early March, the app – Parker™ by Streetline – will be published to connect the data to visitors.

Mr. Shad provided a rate schedule dated February 13, 2013 that indicated new categories or changes from current pricing for the Board's approval highlighted in yellow. Additionally, he noted that they are also proposing two different discounts. One discount (up to 10%) is for businesses that lease more than 500 spaces per month. The second is for the owners or managers of retail or restaurant businesses that lease space within the Business Improvement District may receive a 50% discount on one monthly parking space in the Office of Public Parking operated facility closest to the business (limit one half-price space per business). He advised that under the new parking rate Ordinance, changes to the parking rates and discounts are to be presented to the DIA and also to the City Council before they can take effect. He added that they are going to hold off on the introduction of any major programs until they have their economic development strategy in place and can see how that works in with the downtown development strategy.

Board Member Bailey commented that in past meeting he has requested a list of all the certified lots and the number of spaces they have to deal with as an inventory in downtown. He asked Mr. Shad to provide the info. Mr. Shad replied that they will have a presentation at the next meeting.

JAX2025

Board Member Barakat, one of the Chairs for JAX2025 provided an update on the project. The survey results from the community indicated that downtown was the most highly mentioned priority. Next meeting is scheduled for Tuesday, March 19, 2013 at 6:00 p.m. at the Prime Osborn Convention Center. At the meeting, the community will determine what measures of success are needed for each priority, what are the benchmarks so we can define success. He added that this is

very similar to the conversation the DIA is going to have for the CRA discussion. City Council specifically asked the DIA to define measures of success and benchmarks. He suggested all Board members attend the meeting to hear what the community has to say regarding the downtown component. There will be a fourth meeting Saturday, April 27, 2013 to reconvene to develop a plan of action for the vision, which basically will assign responsibility for each committee objective. He is most certain that the DIA will be mentioned many times regarding the DIA and downtown objectives. He suggested that the DIA attend that meeting so we know what others are suggesting and can validate those suggestions. The fifth meeting in May will be an announcement of the summary of the entire process.

IV. LEGISLATIVE UPDATE

Mr. Crawford provided an update on the following legislation:

ORD 2012-730, Supervisor of Elections Building: Deferred the last few cycles awaiting the Administration's results of a RFP for the same site. There have been conversations between the Administration and Council Member Yarborough who is taking that into consideration as he moves forward with his bill through the City Council process.

2012-657, Bostwick Building: Deferred the last several LUZ meetings. He is not certain of the future status of the legislation.

2013-089, Re-Investment Plan Legislation: Provided a brief summary of the bill that was introduced to City Council on Tuesday, February 13, 2013. The Administration is moving forward with trying to brief everyone involved to include City Council.

A MOTION WAS MADE BY BOARD MEMBER ALLEGRETTI AND SECONDED BY BOARD MEMBER M. BISHOP THAT THE DIA SUPPORTS ORDINANCE 2013-089, REINVESTMENT PLAN LEGISLATION WITH AN EYE ON FUTURE INVESTMENT SAVINGS. THE MOTION PASSED UNANIMOUSLY 7-0-0.

2013-094, Mobility Fees (waiving of for three years): The Ordinance has a significant impact on the competitiveness of downtown as it relates to suburban development and puts everyone on the same playing field. The mobility fee for developing in downtown would be lower than for a development in the suburbs.

It was the consensus of the Board that they needed more information prior to deciding if as a Board what if any stance they would take regarding the proposed legislation.

Board Member Bishop asked at what point is the DIA's opinion of value in the Council process in regards to expressing an opinion on pending legislation relative to downtown.

Mr. Crawford responded that if the opinion is expressed prior to the contemplation of the bill at a City Council Committee meeting it is staff's responsibility to ensure City Council is informed with

the DIA's resolution or form of opinion adding that staff will be present at the committee meeting(s) to answer any questions, provide explanation, etc. on behalf of the DIA.

Mr. Gabriel advised that the DIA has various forms of communication with City Council 1) a Resolution supported by the DIA that is passed along to City Council, 2) Individually, DIA members are always welcome to reach out to Council Members, and 3) DIA members are always welcome to attend City Council meetings in their individual capacity and express their personal opinion.

Board Member Barakat requested a copy of the proposed legislation, any background information on the mobility fee – why was it introduced in the first place and what impact if any has the moratorium had on both suburban and downtown development in the last three years prior to the next meeting of the DIA.

Council Member Lori Boyer commented that the most effective time to communicate with City Council is before committee. It is much less effective if the committees have all voted on something and then try to bring something up on the floor. She added that her personal opinion was that they are more effective communicating as a body then individually.

Since the proposed legislation is scheduled to be discussed at Committee meetings the week of March 4th and the next DIA meeting is scheduled after the fact on March 13th, the Board concurred to hold a special meeting to discuss the proposed legislation prior to March 4, 2013. Mrs. Stephens will poll the Board for a meeting date and time prior to the regularly scheduled meeting of March 13, 2013.

Mr. Jim Robinson, Director of Public Works, was presented and provided a brief overview of the proposed legislation, history of, etc.

Board Member Saylor requested analysis of the subject based on the impacts of the moratorium since it was enacted and if someone could forecast what the impact of collecting the fee would be.

V. DOWNTOWN BRIEFING

Mr. Joel Lamp, Sports and Entertainment, provided an update on the recent Davis Cup event and the Women's Soccer USA vs. Scotland game.

Mr. Jim Robinson, Director of Public Works, provided an update on the impending plans for the Southbank Riverwalk.

Board Member Bailey provided a brief overview of the February 7, 2013 DDRB meeting.

INTRODUCTION – NATHANIEL P. FORD, SR; JTA EXECUTIVE DIRECTOR

Mr. Nathaniel Ford, JTA Executive Director, who has been leading the JTA since December 3, 2012 was introduced. He provided a brief introduction of himself, future plans for JTA, and provided a copy of JTA's transformation plan, "A Journey to Excellence."

VI. COMMITTEE UPDATES

HEMMING PLAZA COMMITTEE

Board Member Bailey advised that the Hemming Plaza Committee met on February 12, 2013 (meeting minutes attached). He introduced Ms. Emily Butler who provided a presentation on a hypothetical model of a not-for-profit corporation to manage Hemming Plaza. The title of the presentation was H.A.R.T. Jacksonville (copy of the presentation attached).

The Board engaged in extensive conversation relative to the concept presented today. After much discussion, it was the concurrence of the DIA members present that more information was needed. Mr. Gabriel will research the subject with Board member Bailey leading the charge (to pursue and to investigate what and how this would be set up and what the pathway is to ultimate approval). It was the consensus of the DIA members present that the Hemming Plaza Committee needed to schedule a follow-up meeting in the near future when the requested information was available from staff.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER M. BISHOP REQUESTING THE CITY/DIA EXPLORE THE CONCEPT OF ENGAGING WITH A NOT-FOR-PROFIT FOUNDATION TO PROGRAM AND OPERATE EVENT ACTIVITIES IN HEMMING PLAZA AT NO COST TO THE CITY. THE MOTION PASSED UNANIMOUSLY 7-0-0.

DIA CEO SEARCH FIRM (JORGENSEN CONSULTING)

Board Member Barakat advised that there were four responses to the CEO Search Firm RFP announcing that Jorgenson Consulting Group was the winner. They are currently working on the contract that should be finalized by the end of the week. They will then have a kick off meeting with representatives from Jorgensen coming to Jacksonville to make an introduction, answer any questions, talk about process, etc. As outlined in the RFP most of the timeframes among the candidates was the same (two to three month process once the contract is signed and an Executive Director is hired). He commented that May 1, 2013 is a reasonable goal to have an Executive Director officially hired.

CRA PLAN COMMITTEE

Board Member M. Bishop advised that they had a meeting on January 16, 2013 that was well attended, lots of good input that has since been shared with all members of the DIA though email from Ms. Stephens. A draft RFP has also been sent to members of the DIA and unless anyone has comments or changes she would like to issue the RFP and start the process.

Board Member Perez departed the meeting at approximately 3:40 pm

The Board engaged in extensive conversation relative to the RFP for professional services for updating the downtown Northbank and Southbank Community Redevelopment Area Plans and the creation of associated Business Investment Plan. The discussion requested staff analyze and provide a spreadsheet of the steps that are required to get the CRA Plan created/updated that is presentable and approvable, to figure out what things staff and/or other City entities can assist with, evaluate the skills and/or resources that are lacking and once that is determined evaluate the best process to engage for the services needed.

Mr. Greg Pease, Chief of Procurement was present and offered a brief overview of the RFP process.

A MOTION WAS MADE BY BOARD MEMBER BARAKAT AND SECONDED BY BOARD MEMBER SAYLOR TO ISSUE THE CRA REDEVELOPMENT PLAN RFP AS CURRENTLY WRITTEN AND INCLUDING MINOR TWEAKS MENTIONED BY MR. GABRIEL. THE MOTION PASSED UNANIMOUSLY 6-0-0.

Chairman Harris added Board member M. Saylor to the CRA Plan Committee.

Board Member Bailey departed the meeting at approximately 5:06 pm

VII. DIA WORK GROUPS

Mr. Crawford introduced a proposed framework similar to the City Council Committee structure for the DIA and designed to aid in the flow of dialogue at the regularly scheduled DIA Board meetings while still allowing the Board to engage in the wide variety of issues relative to downtown (reference Downtown Committees hand out provided at the meeting). The Board members present were in concurrence with the DIA work groups, as presented.

Downtown Economy Committee: Chaired by P. Perez with Board member R. Clements and K. Harper serving on the Committee

Downtown Environment Committee: Chaired by J. Bailey with Board member O. Barakat and M. Bishop serving on the Committee

Downtown Experience Committee: Chaired by T. Allegretti with Board member D. Harris and Mike Saylor serving on the Committee

VIII. PUBLIC COMMENTS

The floor was open for public comments and advised that their time to speak was limited to three minutes.

- Bruce Fouracker, 4441 Genna Trace Ct. (Riverwalk/BRT Downtown)
- Dick Jackson, 4426 Herschel Street, Jacksonville, FL (Apartments)

IX. ADJOURNMENT

There being no further business, Chair Harris adjourned the meeting at approximately 5:45 p.m.

The next DIA meeting is scheduled for Wednesday, March 13, 2013, at 2:00 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, an audio CD is available upon request. Please contact Michelle Stephens, Office of Economic Development at (904) 630-1979 or by email at msteph@coj.net.