



**Downtown Investment Authority**  
**Strategic Implementation Committee Hybrid Meeting**  
**Thursday, February 15<sup>th</sup>, 2024,**  
**10:00 a.m.**

**Strategic Implementation Committee Hybrid Meeting**  
***DRAFT MEETING MINUTES***

**Strategic Implementation Committee Members (CM) in Attendance:**

Micah Heavener, Committee Chair  
Carol Worsham

Joe Hassan  
Melinda Powers, Esq.

**DIA Board Members Participating In person:** Jim Citrano, Board Chair, Ex Officio and Sondra Fetner, Esq.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Director of Operations; Todd Higginbotham, Parking Strategy Coordinator; Ina Mezini, Strategic Initiatives Coordinator; and Ava Hill, Administrative Assistant

**Office of General Counsel:** John Sawyer, Esq.

**Council Members Present:** None.

**I. CALL TO ORDER**

The Strategic Implementation Committee meeting of February 15<sup>th</sup>, 2024 was called to order at 10:02 a.m. by Micah Heavener, Committee Chair.

**II. PUBLIC COMMENTS**

There were no public comments.

**III. FORM 8B: VOTING CONFLICT DISCLOSURES**

Committee Chair Heavener asked if there were any voting conflicts that needed to be disclosed.

Board Chair Citrano declared a voting conflict for Resolution 2024-02-03 Jones Bros New Construction. He then advised that he'd file a Form 8B.

**IV. DECEMBER 20<sup>TH</sup> 2023 STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL**

Committee Chair Heavener called for a motion and second to approve the December 20th, 2023, Strategic Implementation Plan meeting minutes.

**Motion:** Member Worsham moved to approve the meeting minutes.

**Second:** Member Powers seconded the motion.

**Vote:**        **Aye: 5**        **Nay: 0**        **Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

Committee Chair Heavener paused the meeting in order for everyone to introduce themselves.

**IV. RESOLUTION 2024-02-03 JONES BROS NEW CONSTRUCTION**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING CITY COUNCIL APPROVAL OF A RECAPTURE ENHANCED VALUE GRANT (“REV GRANT”), AND COMPLETION GRANT FOR THE DEVELOPMENT OF A MIXED USE PROPERTY KNOWN AS JONES ON HOGAN IN THE DOWNTOWN NORTHBANK COMMUNITY REDEVELOPMENT AREA, AUTHORIZING THE CHIEF EXECUTIVE OFFICER (THE “CEO”) TO NEGOTIATE A REDEVELOPMENT AGREEMENT REGARDING THE SAME BETWEEN THE CITY OF JACKSONVILLE, DOWNTOWN INVESTMENT AUTHORITY, AND CLL JONES BROS LLC OR A RELATED AFFILIATE OF CORNER LOT DEVELOPMENT AS MAY BE ESTABLISHED (“DEVELOPER”); AUTHORIZING THE CEO OF THE DIA TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION INCLUDING THE FILING OF LEGISLATION; PROVIDING AN EFFECTIVE DATE.**

Committee Chair Heavener gave the floor to DIA staff to introduce the resolution.

Steven Kelley, Director of Downtown Real Estate and Development, explain that this new construction property is located on the corner of Hogan and Church Street and catty corner north west of City Hall. He continued that the property is a part of the Downtown National Historic District, but the structure located on the property did not meet the criteria that would protect the structure from elimination. Mr. Kelly spoke on the requested REV and completion Grants, and required dispositions. He shared the details of the project including the development team, parcel description, the seven criteria for historic consideration, pro forma operations, REV Grant calculations, BID goals, and tiers eligibility.

CEO Boyer added that the tiers approach talks about evaluating gaps, looking at performance measures just to determine still that you have to meet and ROI of one. She concluded that Mr. Kelly shared the recommendation from staff perspective that meets all the criteria of the Plan that is established and approved by council.

Committee Chair Heavener called for a motion.

**Motion:**        Committee Member Worsham motioned approve the resolution.

**Seconded:** Board Chair Citrano seconded the motion.

Committee Chair Heavener open for discussion.

Xxxx xxx xxxxx xxxx

Committee Chair Heavener called for a vote.

**Vote: Aye: 5 Nay: 0 Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**V. RESOLUTION 2024-02-04 HYATT PARKING**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING A PARKING LICENSE AGREEMENT WITH HYATT REGENCY JACKSONVILLE RIVERFRONT AS DESCRIBED IN EXHIBIT A, FOR THE USE BY HYATT EMPLOYEES OF CERTAIN PARKING SPACES IN THE FORMER JACKSONVILLE LANDING LOT, A REDEVELOPMENT PARCEL OF THE COMBINED NORTHBANK CRA; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL OTHER NECESSARY ACTION TO NEGOTIATE AND EXECUTE THE LICENSE AGREEMENT; PROVIDING AN EFFECTIVE DATE.**

Committee Chair Worsham gave the floor to Lori Boyer to introduce the resolution.

CEO Boyer explained that the purpose of the resolution is establishing coordination of parking between the DIA, as garage operators within the Sports Complex, and the Armada.. She added that the garage is one of three garages managed by the DIA under a lease agreement with MPS and that it would be used for event parking. She shared examples of games where additional parking would be needed. She mentioned that Armada is building a stadium and would be hosting games, but they found that they would not have sufficient parking during their games. Lori also went over revisions made to the term sheets after the initial agenda packet was distributed.

Steve Diebenow, Esq., stated that the redline changes were fine and that he was available for questions.

Committee Chair Worsham called for a motion on the resolution.

**Motion:** Member Heavener motioned to approve the resolution.

**Seconded:** Board Chair Citrano seconded the motion.

Committee Chair Worsham opened the floor for questions and/or comments.

Board Member Gibbs asked if the blackout dates mentioned in the staff report were dates when parking would be not available. CEO Boyer’s response was “yes.” She explained that these dates were dates when there would be enough events scheduled so that all parking would be utilized, and no other parking would be available.

Board Member Fetner asked if the verbiage in the term sheet concerning blackout dates should read no games and events may be scheduled instead of just no games may be scheduled.

CEO Boyer stated that there would be both games and events that coincided, and recommended amending the wording concerning the blackout dates so that it would read “blackout dates on which no parking will be available.”

Mr. Diebenow agreed with the amendment to the revised wording.

Committee Chair Worsham called for a motion to approve the amendment to the resolution.

**Motion:** Member Heavener motioned to approve the amendment.

**Seconded:** Member Krechowski seconded the motion.

**Vote:** Aye: 5 Nay: 0 Abstain: 0

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

Committee Chair Worsham then called for a vote on the resolution as amended.

**Vote:** Aye: 5 Nay: 0 Abstain: 0

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VI. RESOLUTION 2024-02-05 CH 656 ORD CODE CHANGES**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) IN SUPPORT OF ORDINANCE 2024-039, AMENDING CHAPTER 656, JACKSONVILLE CODE OF ORDINANCES, ATTACHED AS EXHIBIT ‘A’ TO THIS RESOLUTION; REQUESTING THAT CITY COUNCIL ADOPT ORDINANCE 2024-039; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

Committee Chair Worsham gave the floor to DIA staff to introduce the resolution.

Steve Kelly began by explaining that the resolution is a DPRP request submitted by Region Bank for a second phase of improvements but advised that this was not how DPRP traditional works. He then shared the considerations that led to the special agreement. The consideration included the desire to see the sale of parking lot to benefit Vystar Bank garage and incurred costs, building improvements. He also described previous funding that was approved by DIA and draw downs. He mentioned that this resolution was for the second of three draws. Mr. Kelley then proceeded to share the first draw amounts, the second draw amount, and the remaining balance after the second draw. He concluded that Keith Pressly was available for questions.

Committee Chair Worsham called for a motion on the resolution.

**Motion:** Board Chair Citrano motioned to approve the resolution.  
**Seconded:** Member Heavener seconded the motion.

Committee Chair Worsham opened the floor for discussion.

Board Member Gillam asked if this phase would qualify for funds if it was independent under a particular program. Steve's response was yes. He shared that DIA looks at each phase independently.

Board Member Gillam mentioned that the request is for 60% of the total cost of the project and that didn't recall funding that much for a project. Steve stated that under the program guidelines, DIA looks at funding parameters which can go up to 75% of line items. He continued that Member Gillam was talking about the total development costs and that the budget limit for construction costs is established by the total development costs, which includes the value of the building.

Board Member Gillam asked to staff the minimum project grant. Mr. Kelley answered that the DPRP program has a minimum of .5. CEO Boyer explained why the minimum is .5 and not 1.

Committee Chair Worsham called for a vote on the resolution.

**Vote:**            **Aye: 5**            **Nay: 0**            **Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VII. RESOLUTION 2024-02-06 SB AFFORDABLE HOUSING SUPPORT LOAN**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE DOWNTOWN ECONOMIC DEVELOPMENT AGENCY (“GRANTOR”) APPROVING THE AWARD OF AN AFFORDABLE HOUSING SUPPORT LOAN TO LOFTS AT SOUTHBANK, LTD. (OR OTHER SUCH CLOSELY HELD ENTITY OF VESTCOR INC.); TO FACILITATE DEVELOPMENT OF 100 UNITS OF AFFORDABLE HOUSING IN THE SOUTHBANK NEIGHBORHOOD OF THE SOUTHSIDE COMMUNITY REDEVELOPMENT AREA OF DOWNTOWN JACKSONVILLE;**

**AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A LOAN AGREEMENT WITH TERMS AS SET FORTH IN EXHIBIT A TO THIS RESOLUTION; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENTS; AND FINDING THAT THE PROVISION OF AFFORDABLE HOUSING IN THE SOUTHSIDE CRA IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE SOUTHSIDE CRA PLAN (“BID PLAN”); AND PROVIDING AN EFFECTIVE DATE.**

**RESOLUTION 2024-02-07 PARKING CODE UPDATE**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY REQUESTING THAT CITY COUNCIL AMEND CHAPTER 802 IN A MANNER SUBSTANTIALLY SIMILAR TO THE ATTACHED EXHIBIT A; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO CONTINUE TO WORK WITH THE OFFICE OF GENERAL COUNCIL ON SPECIFIC LANGUAGE IN EXHIBIT A, PROVIDED THAT THE CHANGES RECOMMENDED TO CITY COUNCIL ARE SUBSTANTIALLY SIMILAR TO THOSE FOUND IN EXHIBIT A; PROVIDING AN EFFECTIVE DATE.**

**VIII. RESOLUTION 2024-02-08 SALLY’S DARK RIDE**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AGENCY (“GRANTOR”) APPROVING THE AWARD OF A PARKING SCREENING GRANT TO SALLY INDUSTRIES, INC. (“GRANTEE”); AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A GRANT AGREEMENT; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENTS; AND FINDING THAT THE DEVELOPMENT PLAN IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE NORTHBANK CRA PLAN (“BID PLAN”) AND PROVIDING AN EFFECTIVE DATE.**

**ADJOURNMENT**

Committee Chair Heavener adjourned the meeting at 3:02 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Ava Hill at [avah@coj.net](mailto:avah@coj.net) to acquire a recording of the meeting.*