



**Downtown Investment Authority
Strategic Implementation Committee**

City Hall at St. James Building
117 W. Duval Street, Third Floor, Conf RM C.
Jacksonville, FL 32202
November 25, 2019

AGENDA

Ron Moody, Chair
Braxton Gillam, Esq.,
Committee Member
Craig Gibbs, Esq.,
Committee Member
Marc Padgett,
Committee Member
David Ward, Committee Member

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. DISCUSSION ITEMS
 - A. Approach to review of Elite proposal and implementation of Haas recommendations
 - B. Response to Elite proposal
 - C. Next steps
- IV. OLD BUSINESS
- V. NEW BUSINESS
- VI. ADJOURN



Downtown Investment Authority
Committee Meeting

City Hall at St. James
117 West Duval St., 2nd Floor, Conf Room C.
Monday, November 25, 2019 – 3:00 p.m.

DIA
Strategic Implementation Committee Meeting Minutes

Committee Members Present: Ron Moody, Committee Chair, Craig Gibbs, Esq. and Oliver Barakat

DIA Staff: Lori Boyer, Chief Executive Officer, Guy Parola Operations Manager, Bob Carle, Office of Public Parking, Jackie Mott, Finance Analyst and John Crescimbeni, Contract and Regulatory Compliance Manager

Mayor's Office: None

Council Members: None

Office of General Counsel: John Sawyer, Office of General Counsel

I. CALL TO ORDER

Committee Chairman Moody called the meeting to order at 3:00 p.m.

II. PUBLIC COMMENT

Jack Shad, Former City of Jacksonville Parking Director from 2011-2015 was present and commented that he is currently an urban planning consultant, commercial real estate broker and a recent founder of the downtown food truck court. While he was the Parking Director, he dealt with several privatization proposals and found that the people could not move forward and did not have downtown's best interest at heart. The DIA needs to be looking out for the interest of Downtown. Only the DIA can make those priorities.

He asked the following questions:

- What are you trying to accomplish with public parking?
- Are you trying to make downtown easier for people who are visiting for the first-time?
- Are you trying to attract new businesses to downtown?
- Are you trying to make money?
- What can be done legally downtown?

Once the DIA sets their priorities and goals, then they can decide what tools to use.

Mr. Shad continued the conversation regarding his experience with the staff at the Office of Public Parking. The parking officers make those garages work every morning, go out of their way to be friendly and helpful to the public and put up with a lot of abuse. They need leadership from the

DIA. The Director of Parking position in Jacksonville has been generally held by a political appointee or by someone who has worked their way up like Bob Carle. This position has never been held by someone who has certified accreditation.

Committee Chairman Moody noted that the comments are valuable to the committee and requested any documents be emailed to him and he will forward them to the right sources. CEO Boyer requested Mr. Shad instead email them to the DIA staff who will in turn route them to Board members.

Linzee Ott, President of the San Marco Preservation Society appeared on behalf of the Board of Directors and San Marco residents who park on San Marco Boulevard on a daily basis. The San Marco Preservation Society remains opposed to the unsolicited proposal as submitted on October 7, 2019. In a letter to Lori Boyer, the San Marco Preservation Society requested that both San Marco and the Southbank be removed from all considerations by this specific proposal. The ride share program offers free rides throughout San Marco and Southbank and the study reports an average of 3,000 such rides per month.

Nancy Powell, Riverside Avondale Preservation, echoed San Marco Preservation Society's sentiments. They have also sent a letter to Mrs. Boyer requesting Riverside and Avondale to opt out of this consideration. She pointed out that Riverside and Avondale were included in the Downtown Parking Study that Tim Haahs conducted.

III. DISCUSSION ITEMS

Committee Chairman Moody briefly discussed the proposal, the Board's options, and the current state of Parking Downtown and asked: Where do we go from here?

CEO Boyer provided a memo dated November 24, 2019 regarding the parking proposal and process for consideration. She also provided a summary of the Elite proposal, Downtown Parking Strategy and Implementation Plan Final Report (Haahs Report) and a copy of the TIAA Bank Field parking lots map. She is following Mr. Shad's comments of trying to get the Board to make a policy decision for a broader perspective about what the DIA's goals are for public parking and before developing an RFP, to know what the terms of that RFP should be. There is a provision in #2 of the November 24 Memo about geographic boundaries of any RFP that the DIA issues. CEO Boyer has been in conversations with John Sawyer and the role in which TIAA Bank Field parking will have since they are not within DIA's authority.

Both Mr. Sawyer and the Procurement Division have pointed out that the DIA cannot engage in any negotiations for discussions with the proposer. They can make fact finding inquiries only. That limits the DIA's ability to have detailed discussions.

- A. Approach to review of Elite Proposal and implementation of Haahs recommendations.
- B. Response to Elite proposal
- C. Next Steps

In consultation with Mr. Sawyer, the DIA does not believe that the Elite proposal, as submitted, is sufficiently specific to constitute an unsolicited offer pursuant to Chapter 255 of the Florida Statutes. CEO Boyer noted that it is her observation that the Elite proposal is not in proper form to accept as it currently exists.

CEO Boyer provided a third handout for the Downtown Parking Strategy and Implementation Plan Final Report (Haah's Report), dated: March 20, 2019 - Summary of Recommendations.

The very first thing to do is to implement economy parking and shuttle services.

A map was provided of the TIAA Bank Field parking lots. CEO Boyer pointed out at the time Haahs initiated the study and was conducting their work, the city had not committed to the Hart Bridge overhead ramp demolition, which is going to preclude the use of several lots on the map for some time period during construction.

Lot J's development had not been announced either, which will ultimately take lot J permanently out of service. Recently there was also an announcement about the Armada Soccer Club possibly using lots XX, Y and W. As a result, there is at least a timing issue, if not an overall question, as to how many daily spaces are going to be available to implement and accommodate a parking/shuttle system involving these lots.

The DIA has meetings scheduled with Public Works and ASM Global, etc. to determine what is available. If the DIA is going to pay to implement a park and shuttle service, we have to be looking at having three to five hundred spaces available on a daily basis for the employees to utilize. Further research will be involved to know what lots are going to be available and how soon.

The spaces in the Arena and Sports Complex garages are privately owned by MPS and there is no requirement to make spaces available to DIA nor does the DIA have input over the rate(s) charged. Mr. Crescimbeni provided information this morning that there is an established rate schedule that was attached to those agreements. CEO Boyer addressed concerns of the MPS financial transaction. The DIA pays MPS a fixed return on their initial \$3 million investment plus their underlying bond debt service of about \$3.7 million annually. The DIA also pays the net operating cost from the operation of those garages. It is important that the DIA have a conversation with MPS regarding whether those garages are going to be available for implementation for this program.

CEO Boyer had a meeting with Signet a week ago and initiated those conversations with MPS. This is an issue that needs more clarity and the DIA has to gain some resolution before deciding to offer these garages as an economy parking location to implement a shuttle service.

CEO Boyer noted a temporary roadblock which is that DIA needs to evaluate how many MPS spaces are available for economy parking locations and make sure that doing so won't result in an additional operational loss to the DIA.

CEO Boyer requested a timeframe within sixty-to ninety days. That timeframe will play out and staff will have more clarity on whose using which lots during what time frames.

As to on-street and off-street considerations, CEO Boyer stated parking meters are frequently taken out of paid service impacting revenue and provided examples of why meters are taken out of service.

Currently there is legislation that the DIA is working on that will change the available out of service programs. She pointed out that each of these instances would need to be considered individually as to whether to be continued or not.

- There are approximately seventy City vehicles parked each day at meters for no charge. Meters are also taken out of service regularly for parades, special events, press conferences, Jazz Festival etc.
- Meters are taken out of service for construction staging. Example, two sides of a street were taken out with a large fence for a couple of years for construction work at the Barnett Building. JTA is proposing a similar construction staging area. Are we going to continue to allow meters to be taken out of service or start charging for the lost revenue associated with the out of service?
- Meters are taken out of service for actual construction in the right-of-way, and loading/staging areas for Florida Theatre.

These are examples of what we currently have in place, which allows a cause for a reduction in the potential revenue stream from on-street meters. If the DIA is going to assign on-street meters to someone else's operation and management with a revenue goal, then the committee needs to figure out whether or not to continue these out of service programs.

CEO Boyer shared that she attended an International Downtown Association (IDA) "curbing your enthusiasm" webinar. The webinar discussed the future of the parallel parking lane within the right-of-way.

CEO Boyer continued to discuss the November 24 memo provided on the parking proposal and process for consideration of the Elite proposal.

The LaVilla townhome development parking is specifically provided for the park and wants to allow someone to meter that parking.

The First Baptist garages are currently on the market.

A potential ownership change at the MPS garages in 2031 will impact valuation.

One of the facts that came up and being evaluated is when the city formerly had a park-and-ride program with parking and shuttle to and from lot X near the arena, the city didn't have discounted employee parking. Many employees chose to park instead at the First Baptist garage, rather than take the shuttle, because the First Baptist rates were less expensive than parking in city garages.

We also have to deal with the design standard requirement that existing surface lots have and their conformity with landscaping requirements, etc.

CEO Boyer will provide the committee with more details on each one of the programs in continuation of ultimately making a recommendation. She stated that it would be warranted to make those policy evaluations prior to the time of drafting an RFP, so the RFP properly contains whatever it is we are interested in having someone do on our behalf and what we are not interested in delegating.

Committee Chairman Moody asked for comments before going back to the three options provided.

Committee Chairman Moody stated that the DIA is currently on a good track. Parking downtown is going to be critical as we move forward and believes that the timing is good.

Board Member Braxton commented that one of the big things we do is try to provide a gap opportunity for people.

Board Member Gibbs commented that the evaluation is going to be a revenue-based source or management company question. Does the DIA want to manage the company or do we want to raise revenue?

Committee Chairman Moody felt that there were positive and negative comments made about other cities that have adopted a long term parking management contracts with private companies. With this changing world we are in now, it gets a little scary.

Board Member Gillam stated that the City is still in the business of helping businesses come downtown, return to downtown and residences that are coming downtown. He also addressed concerns that not being careful may result in owing more out of this process.

Committee Chairman Moody referenced the memo regarding the options.

- A.** The proposal can be allowed to remain pending while the DIA determines what aspects it wished to consider for an RFP.
- B.** The unsolicited proposal could be withdrawn at any time by the proposer.
- C.** The unsolicited proposal could be rejected in its present form and DIA could continue to development the scope and criteria for an RFP. That would permit conversation regarding options and details with this propose and others during the period in which the Board is making the policy decisions necessary to prepare a full RFP if desired.

Board Member Gillam asked CEO Boyer if one of these options will allow her a little more leeway.

CEO Boyer stated the decision can be made at any point. If you stick with option A, you can change your mind and decide to do something different later on. She stated that she knows that there are a number of companies who have heard that there might be a discussion about privatization in Jacksonville. There might be an advantage to sticking with option A, at least for the short term, because that allows us to continue to conduct research and work on things without being bombarded by a lot of people lobbying. On the other hand, she sees value in being able to discuss

with Mr. Grey who does provide park and ride shuttle services for local entities. He is an expert in that capacity and there are others in town. There are people who operate garages and others that would be helpful to get comparable information. A policy level decision needs to be made before getting into the questions that relate to operational efficiencies, cost savings and etc.

A MOTION WAS MADE BY BOARD MEMBER GILLAM AND SECONDED BY BOARD MEMBER GIBBS TO TABLE THE PROPOSAL PENDING BY THE STAFF AND CEO BOYER.

CEO Boyer stated that the committee did not have to do anything, by not taking any action with respect to the proposal. If they are not recommending that the board take any action, then there is no recommendation.

A SUBSTITUTE MOTION WAS MADE BY COMMITTEE CHAIRMAN MOODY AND SECONDED BY BOARD MEMBER GIBBS TO ALLOW THE RFP TO REMAIN PENDING, WHILE THE DIA DETERMINES THE ASPECTS AS TO HOW TO CONSIDER FOR AN OFFICIAL RFP.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

Board Member Gibbs stated that he would provide the full Board an opportunity to weigh in and assist.

Board Member Gillam stated that the cone of silence will remain in place. CEO Boyer commented that it does and this is also within Mr. Grey's control, because if he were to choose to withdraw his proposal, then the proposal goes away and the cone of silence requirement goes away as well.

CEO Boyer presumed that the committee was fine with her continuing to pursue both the questions of lot availability in the vicinity of the stadium and parking availability within the MPS garages. She will be presenting whatever solutions we come up with back to the committee. She was thinking perhaps to have a meeting in January. She encourages the committee to think through the various on-street parking considerations that were raised from the handouts. She will do some additional research and expects Mr. Sawyer may have the answer as to whether the issuances of elected official permits are required by State law.

More details will be provided for policy choices. She asked the Committee members to think about how they feel about the various programs and whether they would want to eliminate any of them knowing that there are constituencies who will feel strongly when they are taken away.

If they are all left in place, anything discussed about on-street parking would happen. If you have any thoughts by the time we come back in January, she will be more than happy to meet. Committee Chairman Moody inquired if the DIA has enough staff to collect information that she is looking for. CEO Boyer responded we do, and there was not funding in this year's DIA professional services budget for parking consultant expert advice. She also asked accounting to determine whether parking is run as an Enterprise special revenue fund.

There being no further business, Committee Chairman Moody adjourned the meeting at approximately 1:47 p.m.

The next Strategic Implementation Committee meeting will be determined.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 255-5302 or by email at karenu@coj.net.