



Downtown Investment Authority
Redevelopment Plan Committee

City Hall at St. James
117 West Duval St., Lynwood Roberts Room

Wednesday, November 13, 2013 – 3:00 p.m.

REDEVELOPMENT PLAN COMMITTEE
MEETING MINUTES - DRAFT

Board Members Present: Chairwoman, Melody Bishop, Jim Bailey, Oliver Barakat and Kay Harper-Williams

Office of General Counsel: John Sawyer

Council Member: Lori Boyer

Attendees: Tony Robbins, Consultant, Lara Diettrich, Consultant, Aundra Wallace, DIA CEO; and Karen Underwood, Recording Secretary

CALL TO ORDER

Board Member Melody Bishop, Chair of the DIA Redevelopment Plan Committee, called the meeting to order at approximately 3:04 p.m.

RECAP OF COMMUNITY FORUMS **Lara Diettrich & Tony Robbins Consultants**

Chairwoman Bishop stated that the two community forums went very well. She commended Tony Robbins and Lara Diettrich and stated that a lot of feedback was received from the public. Board Member Barkat concurred.

Tony Robbins, welcomed the public, and provided a recap of the community forums that were held on November 4th and November 5th 2013. A handout was presented with comments/ideas from the public.

Lara Diettrich addressed the big items that were discussed at both meetings.

- USS Adams
- Aquarium
- Attraction
- Mr. Langton provided a power point to the consultants with a listing of items
- Mr. Nooney commented on boat docks
- Parks
- Schools downtown
- Affordable housing
- Riverplace improvements
- Signage, lighting
- Existing small business owners on Laura and East Bay Street.

Board Member Barakat inquired about the methodology to be used to make decisions filter from the community forums. Tony Robbins responded that the purpose of today's discussion was to provide what was heard from the public. There were 90 to 100 comments taken and they will be funneled down into general categories by placing them into a near term project or a long range project. After the Thanksgiving holidays, the topics will be narrowed down and new ideas are welcomed.

Board Member Bailey stated that the communication would be important. If 150 people commented at the forums, then 100,000 will understand the importance of why downtown affects everybody in the community.

Aundra Wallace discussed financial feasibility studies.

Lara Diettrich encouraged the board to keep one thing into consideration when it comes to signage, the roads are managed by DOT.

Chairwoman Bishop stated to incorporate health and wellness to the city.

Council member Boyer advised the board to be aware of the shot-gun houses that were designated historically this year in the Lavilla and the Ritz Theatre area for \$80,000.00 to make them look better. Aundra Wallace inquired if the amount was \$80,000 per house or collectively. She responded collectively and that was the number presented to Council as stabilization. It was not complete renovation but as stabilization and they would be accessible for someone to see them as they are as opposed to having a chain-link fence.

Oliver Barakat inquired about financial feasibility on some of the items and asked Mr. Wallace if that would be staff or the consultant's responsibility for the scope of work. Tony Robbins responded yes. He stated that the first community redevelopment plan does have costs associated with projects that are listed in it, but more specifically the business investment plan is designed with the financial feasibility through the market analysis of projects that are proposed in it.

Mr. Wallace stated that he wanted specific financial feasibility for the economic impact of that project to go hand and hand.

Lara Diettrich commented that specific projects and improvements would also be areas of focus to generate the support and incentives.

The board discussed financial feasibility.

Chairwoman Bishop stated that the way the matrix was set up originally was based on the 19 points of the most recent plan. The elements captured everything that was discussed. She could submit the excel spreadsheet to use as background.

PUBLIC COMMENTS

The floor was open for public comments.

- Carley Clark – aquarium and AquaJax
- Alex Sifakis – Spoke for Alex Coley and commented about a walkable downtown included outside consultants Jeff Speck
- John Nooney – offer a resolution for 24/7 public access to Hogan’s creek
- Barbara Ketchum – Hemming park beauty, health and well-being
- Carnell Oliver – Downtown Casino
- J. J. Hammond III – Old Shipyards and Southbank
- Doug Gavinson – Jacksonville Landing and Parking
- Bruce Fouraker – Storefront improvements and parking spaces
- Christy Leonard – Southbank connectivity – MOSH and Friendship Park
- George Harrell – AquaJax and the total revitalization of downtown

Chairwoman Bishop provided a brief overview of Jacksonville Sister Cities Association (JSCU). She attended their 30th year anniversary. There was a discussion about the City of Chicago when landing at the airport, there were flags located throughout the walk ways showing the entire sister cities they have. She informed to board that Sister Cities is located across the street from the Landing and was nominated by France.

ADJOURNMENT

There being no further business, Chairwoman Bishop adjourned the meeting at approximately 5:07 p.m.

The next scheduled DIA CRA Redevelopment Plan Committee Workshop meeting is scheduled for Wednesday, December 11, 2013, at 3:00 p.m., in the Lynwood Roberts Room.

Please note that all attachments referenced will be posted on the DIA Web site <http://www.coj.net/departments/downtown-investment-authority.aspx>

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) 255-7567 or by email at karenu@coj.net.