

Downtown Investment Authority

AGENDA

Ed Ball Building, 214 North Hogan Street.

Ed Ball Training Room, 1st Floor

Wednesday, April 16, 2014 –4:00 PM

MEMBERS:

Oliver Barakat, Chairman

James Bailey, Vice Chairman

Kay Harper Williams, Secretary

Antonio “Tony” Allegretti, Board Member

Melody S. Bishop, Board Member

Robert Clements, Board Member

Craig Gibbs, Board Member

Jack Meeks, Board Member

Michael Saylor, Board Member

I.	CALL TO ORDER – Chairman Barakat
4:00 p.m.	Pledge of Allegiance
II.	ACTION ITEMS - Chairman Barakat (✓ Requires DIA Action and/or Approval)
	Approval of the March 19 th Special Meeting Minutes ✓
	Approval of the March 21 st , Regular Meeting Minutes ✓
	Approval of the March 25 th Special Meeting Minutes ✓
III.	INFORMATION DISCUSSION ITEMS
4:05 p.m.	CRA Plan Update and BID Discussion
IV.	DOWNTOWN BRIEFING – Jim Klement
	DDRB Workshop Update and Next Meeting Date (TBD)
V.	OLD BUSINESS – Chairman Barakat
VI.	NEW BUSINESS – Chairman Barakat
VII.	PUBLIC COMMENTS – Chairman Barakat
VIII.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: Wednesday, May 21, 2014 at 5:00 pm – Location TBD

Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer
Guy Parola, Downtown Redevelopment Manager
Tom Daly, Redevelopment Analyst
Susan Grandin, Office of General Counsel
Lawsikia Hodges, Office of General Counsel
Paul Crawford, OED, Deputy Director
Jim Klement, OED, DDRB

Alex Rudzinski, OED
DIA Council Liaison, Lori N. Boyer, Council
Member District 5
Jack Shad, Public Parking Officer
Karen Underwood, Recording Secretary
David DeCamp, Public Information Office



Downtown Investment Authority
Special Meeting

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

Wednesday, April 16, 2014 – 4:00 p.m.

DIA Meeting
MEETING MINUTES

Board Members Present: Oliver Barakat, Chairman; Jim Bailey, Vice Chairman, Tony Allegretti; Melody Bishop; Craig Gibbs; Kay Harper Williams, Secretary; Jack Meeks; and Michael Saylor

Board Members Absent: Robert Clements

Office of General Counsel: Susan Grandin and Lawsikia Hodges

Council Member: Lori Boyer

Attendees: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Alex Rudzinski, OED, Director of Development; Jim Klement, DDRB/OED; Jack Shad, Public Parking Officer; Lara Diettrich, Diettrich Planning; Tony Robbins, Senior Planner, Prosser Inc.; and Karen Underwood, Executive Assistant

I. CALL TO ORDER

Chairman Barakat called the regular meeting to order at approximately 4:00 p.m.

II. ACTION ITEMS

APPROVAL OF MARCH 19, 2014 DIA SPECIAL MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GIBBS APPROVING THE MARCH 19, 2014 DIA SPECIAL MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 7-0

APPROVAL OF THE MARCH 21, 2014 DIA REGULAR MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER BISHOP AND SECONDED BY BOARD MEMBER SAYLOR APPROVING THE MARCH 21, 2014 DIA REGULAR MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 7-0

APPROVAL OF THE MARCH 25, 2014 DIA SPECIAL MEETING MINUTES

A correction was noted on page 5 of 7 and Chairman Barakat suggested deferring the March 25, 2014 DIA Special meeting minutes at the next scheduled meeting on April 24, 2014.

A MOTION WAS MADE BY BOARD MEMBER BISHOP AND SECONDED BY BOARD MEMBER SAYLOR TO DEFER THE MARCH 25, 2014 DIA SPECIAL MEETING MINUTES TO THE NEXT DIA SPECIAL MEETING SCHEDULED ON APRIL 24, 2014. THE MOTION PASSED UNANIMOUSLY 7-0

Board Member Kay Harper Williams arrived at the meeting after the approval of all meeting minutes.

III. INFORMATION DISCUSSION ITEMS

Chairman Barakat opened the floor for information discussion items. He introduced Kerri Stewart, Interim Executive Director of Cultural Council. He reported that the cultural council and cultural fusion has been working with DIA's CRA Plan consultants and the DIA staff regarding some of their ideas. He asked Kerri to make the presentation to provide more detail with place-making projects within the CRA Development plan and explain that some of the items would need some administrative tweaks in City Ordinance for approval.

Kerri Stewart, Interim Executive Director of the Cultural Council of Greater Jacksonville presented a handout of the Draft Downtown Jacksonville Public Art Proposal: Urban Art Façade and Streetscape Program dated April 16, 2014.

The board members discussed the Draft Downtown Jacksonville Public Art Proposal

Chairman Barakat pointed out that positive feedback has been received from the DIA Board and resolution will be provided at the next regular board meeting in May to assist.

Overview of Market Study and BID Discussion

CEO Aundra Wallace presented the Downtown Feasibility Discussion PowerPoint presentation.

Mr. Wallace noted that this study is currently being finalized for last proof-reading edits between today and tomorrow before submitting to the board.

The board discussed the Downtown Feasibility Market Study.

Councilmember Boyer stated that market feasibility was needed to craft the business investment strategy and she assumed most of it was transferrable.

CEO Aundra Wallace stated that Tom Daly, DIA Redevelopment Analyst will provide a cliff's note version of the BID.

The board members requested to receive a copy of the presentation of the market study. Aundra Wallace responded that he will email the presentation to the members.

The next proposed meeting is scheduled on April 24 at 3:00 p.m. and April 30th starting at 9:00 a.m.

CEO Aundra Wallace stated that the board needed to go through all of the discussions prior to a public forum. There have been so many reiterations of different drafts and he wanted to make sure that everyone's comments are captured.

IV. DOWNTOWN BRIEFING

Jim Klement provided an update to the board and the next meeting date.

V. OLD BUSINESS

None

VI. NEW BUSINESS

None

VII. PUBLIC COMMENTS

None

VIII. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 4:48 p.m.

The next scheduled DIA Regular Board meeting is scheduled for Tuesday, April 24, 2014, 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) 630-3492 or by email at karenu@coj.net.