

CITY OF JACKSONVILLE  
COMMUNITY REDEVELOPMENT AGENCY  
BOARD MEETING

Proceedings held on Wednesday, January 17, 2024,  
commencing at 2:00 p.m., Jacksonville City Hall, Lynwood  
Roberts Room, 117 West Duval Street, Jacksonville,  
Florida, before Diane M. Tropa, FPR, a Notary Public in  
and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

JIM CITRANO, Chair.  
CRAIG GIBBS, Board Member.  
BRAXTON GILLAM, Board Member.  
SONDRA FETNER, Board Member.  
CAROL WORSHAM, Board Member.  
PATRICK KRECHOWSKI, Board Member.  
MICAH HEAVENER, Board Member.

ALSO PRESENT:

LORI BOYER, DIA, Chief Executive Officer.  
GUY PAROLA, DIA, Operations Manager.  
STEVE KELLEY, DIA, Director of Development.  
WANDA JAMES CROWLEY, DIA, Financial Analyst.  
JIMMY PELUSO, City Council Liaison.  
MELINDA B. POWERS, DIA Board Member Designee.  
INA MEZINI, Strategic Initiatives Coordinator.  
JOHN SAWYER, Office of General Counsel.  
AVA HILL, Administrative Assistant.

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1 BOARD MEMBER KRECHOWSKI: Patrick  
2 Krechowski, board member.  
3 BOARD MEMBER GIBBS: Craig Gibbs, board  
4 member.  
5 BOARD MEMBER WORSHAM: Carol Worsham,  
6 board member.  
7 MS. POWERS: Melinda B. Powers, soon-to-be  
8 board member.  
9 MR. SAWYER: John Sawyer, Office of  
10 General Counsel.  
11 THE CHAIRMAN: All right. Thank you.  
12 Ms. Hill, do we have any public comments  
13 today?  
14 MS. HILL: We do have two speaker requests  
15 for public comments. We'll start with Carnell  
16 Oliver.  
17 (Audience member approaches the podium.)  
18 MS. HILL: Please state your name and  
19 address for the record.  
20 AUDIENCE MEMBER: Yes. My name is Carnell  
21 Oliver. Address is on file.  
22 There's a couple of things that I want to  
23 kind of like piggyback on. Number one is DIA  
24 being able to function as they should. One of  
25 the things that I witnessed that came from  
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1 PROCEEDINGS  
2 January 17, 2024 2:00 p.m.  
3 - - -  
4 THE CHAIRMAN: Good afternoon.  
5 I'm going to call the January 17th  
6 Downtown Investment Authority board meeting to  
7 order.  
8 If everybody can stand up and we'll recite  
9 the Pledge of Allegiance.  
10 (Recitation of the Pledge of Allegiance.)  
11 THE CHAIRMAN: Okay. Thank you.  
12 We're going to start today for the record,  
13 and just some introductions, starting with  
14 Mr. Kelley, please.  
15 MR. KELLEY: Steve Kelley, DIA staff.  
16 MS. CROWLEY: Wanda James Crowley,  
17 financial analyst.  
18 MR. PAROLA: Guy Parola, DIA.  
19 MS. BOYER: Lori Boyer, CEO.  
20 BOARD MEMBER FETNER: Sondra Fetner, board  
21 member.  
22 BOARD MEMBER HEAVENER: Micah Heavener,  
23 board member.  
24 BOARD MEMBER GILLAM: Braxton Gillam,  
25 board member.  
THE CHAIRMAN: Jim Citrano, board member.  
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1 the -- the CEO of DIA is that you're not  
2 getting the biggest bang for your buck when it  
3 comes down to the interest rate. I believe  
4 that the money and the interest that is  
5 developed, particularly on the Northbank,  
6 should either go into a separate account or  
7 give this agency complete independence because  
8 I feel like they robbing Peter to pay Paul.  
9 A lot of the money is coming -- is going  
10 to the General Fund, and you're only getting --  
11 no bank is only getting one percent, and the  
12 interest rate could be a little bit more  
13 higher. I don't know the actual dollar amount,  
14 but I asked the CEO, Ms. Boyer, about that.  
15 She couldn't give me a direct answer, so I  
16 think there's a lot of discrepancy.  
17 The true value of what downtown could be  
18 is depending on giving them the actual resource  
19 they need to function as they should. So I  
20 think that that's something that this board  
21 should take up.  
22 Number two, when I think about the  
23 Northbank particularly, I'm looking at West  
24 Adams Street, where the Laura Street Trio is  
25 a -- is a beacon of light and opportunity to  
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1 create economic development.  
 2 There is \$1.9 million sitting in the  
 3 Northbank Retail Enhancement Grant that's not  
 4 really been taken advantage of. And the thing  
 5 about it is, is there's not a lot of activation  
 6 between that part of West Adams Street going to  
 7 where Real Ting Cafe is. Real Ting Cafe is the  
 8 only beacon of light.  
 9 And one of the things that I really want  
 10 to see is -- what is it going to take for this  
 11 board to bring in Alex Sifakis and JWB Capital  
 12 to figure out what they're going to do with the  
 13 property that they bought where Scotty is and  
 14 adjacent property where a jazz club used to be.  
 15 And also further down there's a building that  
 16 is -- I say -- 218 West Adams Street, it has a  
 17 vacant piece of property and an old apartment  
 18 complex.  
 19 We need to create more synergy in the  
 20 Urban Core because I had an opportunity to talk  
 21 to somebody that's a black person that's from  
 22 New Orleans. He wants to come down here and he  
 23 wants to develop and create economic  
 24 opportunity along that corridor, but the thing  
 25 about it is, there's no synergy. And if we

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1 have people who are in line in that corridor,  
 2 why aren't they --  
 3 MS. HILL: Your time is up.  
 4 MR. OLIVER: -- activating it? And I  
 5 think that's one of my biggest concerns right  
 6 now.  
 7 THE CHAIRMAN: Thank you, Mr. Oliver.  
 8 Ms. Hill.  
 9 MS. HILL: Next we have Tracey Arpen.  
 10 (Audience member approaches the podium.)  
 11 MS. HILL: Please state your name and your  
 12 address for the record.  
 13 AUDIENCE MEMBER: Actually --  
 14 MR. PAROLA: (Off microphone.)  
 15 Mr. Chairman, if I could. I'm sorry, I  
 16 know this is out of order.  
 17 Mr. Arpen -- and he can come up here and  
 18 confirm this -- is here to speak on a  
 19 quasi-judicial matter. So --  
 20 MS. BOYER: She can't hear you.  
 21 MR. PAROLA: She can't hear me. Sorry,  
 22 Diane.  
 23 So on that, I believe the public comment  
 24 would be heard after the applicant's  
 25 presentation. So when we get to the appeal, it

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1 would be staff's presentation, the applicant's  
 2 presentation, and then public comment relating  
 3 to that order because of the matter.  
 4 THE CHAIRMAN: Fair enough. Thank you.  
 5 Okay. So no more public comments. We're  
 6 going to get into the CRA portion of the  
 7 meeting. And I'm first going to ask if there  
 8 are any voting conflicts today.  
 9 MS. HILL: There are no voting conflicts.  
 10 THE CHAIRMAN: Okay. Thank you.  
 11 That being the case, then let's -- we need  
 12 to approve the December 20th, 2023, CRA meeting  
 13 minutes.  
 14 Ms. Boyer.  
 15 MS. BOYER: Mr. Chairman, before you make  
 16 a motion, you have handouts in front of you  
 17 that are red-line copies of both the CRA  
 18 minutes and the DIA minutes. Ms. Hill, going  
 19 through them, found a number of typos and  
 20 errors. I would say they're all scrivener's in  
 21 nature, but we wanted to give you the red-line  
 22 copy, and if your motion would relate to this  
 23 revised copy, please.  
 24 BOARD MEMBER GILLAM: Move to approve the  
 25 revised meeting minutes provided today.

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1 BOARD MEMBER WORSHAM: Second.  
 2 THE CHAIRMAN: Okay. We have a motion and  
 3 a second.  
 4 All in favor, please say aye.  
 5 BOARD MEMBERS: Aye.  
 6 THE CHAIRMAN: Any opposed?  
 7 BOARD MEMBERS: (No response.)  
 8 THE CHAIRMAN: Then the December 20th,  
 9 2023, minutes are approved.  
 10 I will note, going down the agenda, that  
 11 Items C, D and E, the three resolutions, JEA,  
 12 Northbank, urban art, as well as the Southbank  
 13 allocation, those were all voted unanimously in  
 14 committee without any changes, and so these are  
 15 consent items. And so we're -- I'm going to  
 16 ask that we have a motion and vote on all three  
 17 as consent items.  
 18 BOARD MEMBER WORSHAM: I'll move to  
 19 approve the consent agenda for those three  
 20 resolutions.  
 21 BOARD MEMBER GILLAM: Second.  
 22 THE CHAIRMAN: Thank you.  
 23 We have a motion and a second. Again,  
 24 I'll ask, if everybody is in favor, please say  
 25 aye.

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1 BOARD MEMBERS: Aye.  
2 THE CHAIRMAN: Any nays?  
3 BOARD MEMBERS: (No response.)  
4 THE CHAIRMAN: Then the consent agenda,  
5 including those three items, passes.  
6 Okay. So we're going to close out the CRA  
7 portion and get into the Downtown Investment  
8 Authority portion of the meeting.  
9 (The foregoing proceedings were adjourned  
10 at 2:10 p.m.)

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1 CERTIFICATE OF REPORTER

2  
3 STATE OF FLORIDA)  
4 )  
5 COUNTY OF DUVAL )  
6

7 I, Diane M. Tropa, Florida Professional  
8 Reporter, certify that I was authorized to and did  
9 stenographically report the foregoing proceedings and  
10 that the transcript is a true and complete record of my  
11 stenographic notes.

12  
13  
14  
15 DATED this 25th day of January 2024.  
16  
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18 \_\_\_\_\_  
19 Diane M. Tropa  
20 Florida Professional Reporter  
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CITY OF JACKSONVILLE  
DOWNTOWN INVESTMENT AUTHORITY  
BOARD MEETING

Proceedings held on Wednesday, January 17, 2024,  
commencing at 2:10 p.m., Jacksonville City Hall, Lynwood  
Roberts Room, 117 West Duval Street, Jacksonville,  
Florida, before Diane M. Tropa, FPR, a Notary Public in  
and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

- JIM CITRANO, Chair.
- CRAIG GIBBS, Board Member.
- BRAXTON GILLAM, Board Member.
- SONDRA FETNER, Board Member.
- CAROL WORSHAM, Board Member.
- PATRICK KRECHOWSKI, Board Member.
- MICAH HEAVENER, Board Member.

ALSO PRESENT:

- LORI BOYER, DIA, Chief Executive Officer.
- GUY PAROLA, DIA, Operations Manager.
- STEVE KELLEY, DIA, Director of Development.
- JIMMY PELUSO, City Council Liaison.
- INA MEZINI, Strategic Initiatives Coordinator.
- WANDA JAMES CROWLEY, DIA, Financial Analyst.
- MELINDA B. POWERS, DIA Board Member Designee.
- JOHN SAWYER, Office of General Counsel.
- AVA HILL, Administrative Assistant.

- - -

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1 way back to 2006 to a predecessor entity of the  
2 DIA, the JEDC. Again, 2006. I thought  
3 Mr. Barakat might have made the longest term  
4 contribution, but I was wrong. Mr. Gibbs has  
5 been involved for a very long time. He joined  
6 the DIA board in 2013. In 2019, he served as  
7 chairman of this board.

8 Mr. Gibbs is an esteemed business leader  
9 and attorney here in Jacksonville. I could  
10 think of very few people in this town that were  
11 more committed to giving back to their  
12 community. And it's with great sadness to me  
13 personally to see you leave this board,  
14 Mr. Gibbs.

15 I will say, when I joined the board,  
16 Mr. Gibbs was president. And my first meeting  
17 was virtual, and I believe maybe the first  
18 seven or eight meetings were virtual, and so I  
19 didn't get a chance to meet him in person until  
20 well into my tenure.

21 And he's just been a real pleasure to work  
22 with. His temperament, his thoughtfulness, his  
23 preparedness in coming to these meetings is  
24 unprecedented, and I just want to say thank you  
25 very much personally.

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1 PROCEEDINGS  
January 17, 2024 2:10 p.m.

2 - - -  
3 THE CHAIRMAN: Okay. So we're going to  
4 close out the CRA portion and get into the  
5 Downtown Investment Authority portion of the  
6 meeting.

7 Again, we need a motion to approve last  
8 month's meeting minutes.  
9 BOARD MEMBER FETNER: Move to approve the  
10 amended minutes that were given today.

11 BOARD MEMBER GILLAM: Second.  
12 THE CHAIRMAN: Okay. Motion and a second.  
13 All in favor?

14 BOARD MEMBERS: Aye.

15 THE CHAIRMAN: Any opposed?

16 BOARD MEMBERS: (No response.)

17 THE CHAIRMAN: Then the minutes pass.

18 Next item is Resolution 2024-01-05,  
19 recognizing Mr. Craig Gibbs.

20 And, Ms. Boyer, do you want me to just  
21 kind of go through the resolution?

22 MS. BOYER: Please.

23 THE CHAIRMAN: I'm going to condense this  
24 just a little bit, but Mr. Gibbs actually has  
25 been giving his time to our city going all the

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1 And I'll let other board members or staff,  
2 if you would like to make any comments, feel  
3 free.

4 BOARD MEMBER GILLAM: First, I would make  
5 a motion to approve Resolution 2024-01-05.

6 BOARD MEMBER WORSHAM: Second.

7 THE CHAIRMAN: Okay. We have a motion and  
8 a second.

9 Comments?

10 BOARD MEMBER WORSHAM: I'm sorry, I'm down  
11 at the end, so I'll take the opportunity to say  
12 thank you. It's been a pleasure. A great  
13 mentor to all of us on the board. Great  
14 navigating us through COVID, and I appreciate  
15 all of your leadership and guidance and  
16 dedication. We'll miss you.

17 BOARD MEMBER GIBBS: Thank you.

18 BOARD MEMBER KRECHOWSKI: I would say the  
19 same. Obviously, I haven't served long with  
20 Mr. Gibbs, but I appreciate what he's doing  
21 and -- and what he's done for this board. It  
22 makes it a place that people want to serve and  
23 come contribute, so thank you for your time and  
24 your energy.

25 BOARD MEMBER GILLAM: I've had the  
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1 privilege to know Mr. Gibbs probably longer  
2 than anybody else on the board. I'd qualify  
3 Mr. Gibbs as a mentor. I've followed him in a  
4 lot of different type opportunities,  
5 particularly with Bar leadership and trial  
6 lawyer section work.

7 And, frankly, the one word I would use to  
8 describe Mr. Gibbs is assiduous. I mean -- and  
9 we've seen that through this board practice  
10 when we make mistakes or we have  
11 typographicals, he will always get each and  
12 every one.

13 And I will tell you, as a lawyer --  
14 another lawyer who I think a lot of always  
15 talked about turning square corners, doing a  
16 good job turning square corners. Mr. Gibbs  
17 always turned square corners, and that means a  
18 lot to me, and I do appreciate your leadership  
19 and friendship too.

20 Thank you.

21 BOARD MEMBER GIBBS: Thank you.

22 BOARD MEMBER HEAVENER: I haven't had a  
23 chance to work directly with you, but certainly  
24 the time that you spent on this board and the  
25 service that you've given to the City, we

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1 should all be very grateful, so thank you.

2 BOARD MEMBER FETNER: I haven't served on  
3 this board very long, but thank you for all of  
4 the things you've done for downtown for  
5 17 years, since 2006. It's just phenomenal.  
6 And you've really paved the way for the next  
7 gen, so thank you.

8 MS. BOYER: I did want to say something,  
9 if I may, Mr. Board Chair.

10 THE CHAIRMAN: Yes, ma'am.

11 MS. BOYER: And while I'm at it --  
12 Ms. Mezini, do you have a camera?

13 MS. MEZINI: Yes.

14 MS. BOYER: Yeah?

15 MS. MEZINI: Sure.

16 MS. BOYER: Thank you.

17 Mr. Gibbs has been here since I have been,  
18 and I'm certainly appreciative of his support  
19 all along, from the very beginning, coaching me  
20 in my role as CEO, and as one of the early  
21 board chairs after I became CEO of DIA. And  
22 even prior to that, when I was the Council  
23 liaison, I had the opportunity to work with him  
24 on the board, and he's been a huge asset, great  
25 in his role as a Southbank representative,

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1 where his office was, and so really having  
2 input on how things impact the Southbank and  
3 restaurants and trains and all kinds of issues  
4 that we have dealt with there.

5 So very grateful for all of his hard work  
6 for these many years. Thank you.

7 THE CHAIRMAN: Anyone else?

8 MR. KELLEY: Mr. Chair, if I may, this is  
9 actually directed to the rest of the board. In  
10 Mr. Gibbs departure, I'd like to request  
11 somebody to have extremely high attention to  
12 detail and the ability to bring a unique  
13 perspective of things that I haven't thought  
14 about that are incredibly relevant as that's  
15 exactly what Mr. Gibbs has been doing in my  
16 time here on the -- with the DIA.

17 So I appreciate you, Mr. Gibbs, very, very  
18 much. So -- a gap you're going to be leaving  
19 in our midst.

20 BOARD MEMBER GIBBS: Thank you.

21 THE CHAIRMAN: I'm going to ask if  
22 Mr. Gibbs and Ms. Boyer can step over here for  
23 a picture. But I'm just going to read this  
24 real quick. It's presented to Craig Gibbs,  
25 Esquire.

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1 Downtown Investment Authority, 2014 to  
2 2023, in appreciation of your outstanding  
3 leadership on the Downtown Investment Authority  
4 board and for your steadfast dedication to  
5 downtown Jacksonville.

6 (Applause.)

7 BOARD MEMBER GIBBS: Thank you.

8 THE CHAIRMAN: Okay. We're actually  
9 making good progress here.

10 Old business.

11 BOARD MEMBER GIBBS: Mr. Chair, could we  
12 get a vote on the motion?

13 MR. KELLEY: See the attention to detail?

14 THE CHAIRMAN: We need a vote on this  
15 motion.

16 MS. BOYER: Attention to detail, here we  
17 go.

18 BOARD MEMBER GIBBS: There may be some  
19 nays, so I want a vote.

20 THE CHAIRMAN: So let's do this. Let's  
21 have an individual vote.

22 Ms. Fetner, how do you vote?

23 BOARD MEMBER FETNER: Yea.

24 THE CHAIRMAN: Mr. Heavener.

25 BOARD MEMBER HEAVENER: Yea.

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1 THE CHAIRMAN: Mr. Gillam.  
 2 BOARD MEMBER GILLAM: In favor.  
 3 THE CHAIRMAN: P.K.  
 4 BOARD MEMBER KRECHOWSKI: Also in favor.  
 5 THE CHAIRMAN: Would you like to vote,  
 6 Mr. Gibbs?  
 7 BOARD MEMBER GIBBS: In favor.  
 8 THE CHAIRMAN: And Ms. Worsham.  
 9 BOARD MEMBER WORSHAM: In favor.  
 10 THE CHAIRMAN: And I, too, am in favor, so  
 11 the resolution passes unanimously.  
 12 Thank you very, very much, Mr. Gibbs.  
 13 BOARD MEMBER GIBBS: Thank you.  
 14 THE CHAIRMAN: Okay. On to old business.  
 15 (No response.)  
 16 THE CHAIRMAN: None. Okay.  
 17 We do have new business. This is an  
 18 appeal of a DDRB decision regarding the CSX  
 19 sign exception request relating to Resolution  
 20 2024-01-04, and I will turn this over to  
 21 Mr. Parola.  
 22 MR. PAROLA: Thank you. Thank you for  
 23 that.  
 24 Before I get into the presentation, let me  
 25 just give an overview and a presentation --  
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1 with specific instructions, such as, did you  
 2 look at this, we would like you to take a look  
 3 at this when you rehear the matter.  
 4 So now I'm going to start the  
 5 presentation. When I'm done with this  
 6 presentation, as is typical with these sort of  
 7 matters, the applicant, in this case, a  
 8 representative from CSX, would then come up,  
 9 present their findings and tell you why it  
 10 should be approved. And then after that, you  
 11 will hear the -- any public comment, of which I  
 12 believe there's one so far, which is Mr. Tracey  
 13 Arpen.  
 14 Once all those three entities have spoken,  
 15 you will then bring it into the board via a  
 16 motion for further discussion and/or questions.  
 17 That's a little bit different because this  
 18 isn't a policy matter. Your decision needs to  
 19 be based on competent and substantial evidence,  
 20 of which staff has provided in the form of a  
 21 Memorandum of Findings. And the public comment  
 22 and anything presented by the applicant are  
 23 also competent, substantial evidence.  
 24 And if you have any questions, I'm sure  
 25 Mr. Sawyer, as the attorney for you guys, will  
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1 Thank you, Mr. Gillam.  
 2 And the presentation will get into some  
 3 more detail. Here's an overview of how we got  
 4 here. The Ordinance Code says an affected  
 5 party -- in this case, it's CSX, who was the  
 6 applicant for a special sign exception at  
 7 DDRB -- may appeal the decision of DDRB to you,  
 8 DIA. And then whatever decision comes out of  
 9 here may be appealed to City Council. So  
 10 that's procedurally how it happens.  
 11 This is, for the attorneys here, a de novo  
 12 hearing; in other words, whatever DDRB did, you  
 13 don't have to -- not abide to. This is a  
 14 brand-new hearing for you. However, the  
 15 Ordinance Code does say you have three options  
 16 and also says what you are to be provided,  
 17 which we have provided.  
 18 Your three options as it pertains to the  
 19 DDRB opinion and their final order, which is in  
 20 your packet, is you can either affirm in part  
 21 or in whole their decision. You can affirm  
 22 some parts, and you can modify some parts, so  
 23 you can modify the entire decision and -- and  
 24 go as you see fit, or you may remand the matter  
 25 back to the Downtown Development Review Board  
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1 (inaudible).  
 2 Slide, please.  
 3 This basically just sort of regurgitates  
 4 what I said, but let me read it out in  
 5 deference of time. This resolution, again,  
 6 relates to an appeal of the Downtown  
 7 Development Review Board. There's the  
 8 application number.  
 9 The applicant, in this case, CSX, was  
 10 granted a special sign exception on  
 11 November 9th of 2023, which came to a -- which  
 12 included five conditions. One of those  
 13 conditions is what they're at odds with, and  
 14 that condition was, we limited the square  
 15 footage of the signage, as the Ordinance Code  
 16 says it's to be measured, to 1,201 square feet.  
 17 We got that number because that is the square  
 18 feet of the existing sign as it was approved by  
 19 the most current special sign exception. This  
 20 is the second or the third special sign  
 21 exception, I believe, for this building, which  
 22 isn't uncommon. It's been around for a while.  
 23 At that time, the applicant was requesting  
 24 an increase from, again, the 1,201 square feet,  
 25 the existing sign, to 1,656 square feet, again,  
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1 per facade, those facades being the  
2 south-facing side, which is the river, and the  
3 north-facing side, which I believe would be  
4 Water Street.

5 Subsequent -- and this is pretty salient  
6 in staff's recommendation that we'll go  
7 through. Subsequent to the November DDRB  
8 meeting, CSX, their agent and staff, met and  
9 talked about alternatives and what they could  
10 do to get closer to the limitation condition as  
11 approved by DDRB.

12 What they've come up with is a new  
13 request, only in terms of square footage, of  
14 1,330.16 square feet, which -- in any event,  
15 it's fairly specific. Just for perspective,  
16 this is only an 11 percent increase of square  
17 footage over what was approved by the Downtown  
18 Development Review Board.

19 Had staff met with the applicant before  
20 that and maybe engaged them a little more  
21 critically -- so that may be on staff. Had  
22 they come in with the request that's coming  
23 before you today, we would have recommended the  
24 1,330.16 square feet to DDRB -- and my sort of  
25 tea leaves are -- for what it's worth, they

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1 probably would have gone with that approval and  
2 recommendation.

3 So this is what the south-facing facade  
4 looks like (indicating). It's sort of mirrored  
5 on the (inaudible). So this is what it looks  
6 like existing. I believe the applicant  
7 actually showed me earlier a 1992 photograph of  
8 this facade, and the signage appeared to be  
9 bigger at the time. So at some point in time,  
10 their signage was a little larger.

11 This is what is proposed (indicating).  
12 Again, 1,330.1 [sic] square feet. This is some  
13 of your building dimensions. The only reason I  
14 go into these building dimensions is to get to  
15 this one point. The sign, as a percentage of  
16 the facade, so each facade, is 1.8 percent.  
17 The reason 1.8 percent is important, from my  
18 discussion to you, is because later on in this  
19 presentation -- and it's also included in your  
20 Memorandum of Findings -- is a comparison of  
21 that percentage to existing like buildings in  
22 the downtown where you're going to see in that  
23 table -- that, again, will come later and is  
24 included in your staff report -- is that  
25 1.8 percent as a measurement of the facade is

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1 less than the predominant percentage of 2. So  
2 most of the buildings you're going to see in  
3 that table are 2 percent or greater. So  
4 that's -- that's the salient point.

5 Getting into the type of sign -- and to be  
6 honest with you, I'm not the expert on sign  
7 technology. It appears to be ever-evolving and  
8 impossible for us to necessarily keep up with.  
9 We'll rely on the applicant to give more detail  
10 on it.

11 But in real layman's summary, this is one  
12 of these signs where it's going to be  
13 illuminated, which is permissible. Each of the  
14 little sections of the sign is its own little  
15 light, so that's where you're able to get  
16 different colors. You're able to get yellow,  
17 blue, white, and they're able to program that.

18 The reason I mention the programming of  
19 that is because -- you'll recall, because this  
20 board has funded several efforts for waterfront  
21 activation, including light shows, including  
22 coordinating different lights as to what  
23 structure they're on with music and with  
24 Friendship Fountain to get sort of an immersive  
25 experience.

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1 So we're hoping that -- as we proceed with  
2 our friends at CSX, that we'll be able to  
3 coordinate these efforts with them. We know  
4 that they change the color of their signs and  
5 the windows to match certain events, whether  
6 it's a Jaguars' game or breast cancer awareness  
7 or things like that.

8 Slide, please.

9 These are just some of the examples of  
10 existing signage in the area. I think it's a  
11 very good visual perspective, especially in --  
12 the EverBank and the VyStar, when you look  
13 at the -- I think a very similar percentage of  
14 the sign to the facade.

15 Slide, please.

16 So I'll point you to the second-to-last  
17 column. And reading down, you can see, like  
18 the Wells Fargo building. Its sign, as a  
19 percentage of the facade, is 2 percent.  
20 Likewise, for Riverplace tower; likewise, for  
21 Prudential; and so on and so forth.

22 When you look at the requested percentage  
23 of sign area to the facade on CSX, it exceeds  
24 only one of these examples, and that's the BB&T  
25 and Truist sign.

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1 Slide, please.

2 So, again, DIA may affirm in part or in

3 whole the DDRB recommendation. Staff is

4 recommending to follow this regard. In other

5 words, we're going to tell you to -- or ask

6 you -- and it's in the Memorandum of

7 Understanding [sic] and an option -- or

8 Memorandum of Findings, and it's an option in

9 your resolution -- to affirm Conditions 2

10 through 5, and amend Condition 1 so as to

11 increase the sign area from 1,201 square feet

12 to 1,330.16 square feet.

13 This is important. Again, for the

14 attorneys here, it's probably old hat, but

15 since this board doesn't act on quasi-judicial

16 matters, staff has made its recommendation

17 on -- I believe there are ten criteria. And we

18 put those criteria in the Memorandum of

19 Findings.

20 So staff is saying, this is our

21 recommendation, this is the conditions we

22 recommend, and the reasons why stand in the

23 staff report.

24 So if you wanted to just see how our

25 recommendation looks --

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1 building, so we go to the FHWA Lighting

2 Handbook, 2023. So we ask you to affirm that

3 condition.

4 Thank you so much for letting me talk so

5 much and thank you for your patience.

6 I believe the applicant has their five

7 minutes.

8 THE CHAIRMAN: Okay. So we'll have the

9 applicant come up and give some comments.

10 (Mr. Tucker approaches the podium.)

11 MR. TUCKER: Thank you very much, Chairman

12 Citrano. Thanks, Guy, for the presentation.

13 My name is Bryan Tucker. I'm vice

14 president of corporate communications at CSX,

15 and I really appreciate you allowing me the

16 time to come and -- and talk to you a little

17 bit about this project that we have -- that we

18 had the privilege of presenting to the DDRB,

19 and we are very grateful for their

20 consideration and -- in working with us, and

21 ultimately for their decision, really.

22 We had the opportunity before -- just

23 before the end of the year to present the

24 concept to the DDRB. And in concept, it was

25 approved, and we're very grateful for that and

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1 Slide, please. One more.

2 So Condition Number 1 as approved by DDRB,

3 we ask you to modify it as written. Number 2,

4 3, 4, and 5 conditions, we would ask you to

5 affirm those conditions.

6 So, briefly, to go over them. If the sign

7 is not going to be optional -- operational,

8 turn it off. Just don't have lights up there.

9 The third condition really speaks to the

10 Ordinance Code. It's sort of a regurgitation

11 of the Ordinance Code. This cannot be, you

12 know, a billboard that changes every five

13 seconds. It can't be any animated thing unless

14 that animation is a part of a coordinated show.

15 It's pretty standard language and is in our

16 Ordinance Code.

17 Ditto for Number 4. Number 4 means, if it

18 says "CSX" and you have a sign there, it has to

19 hold for a certain amount of time.

20 And Number 5 just governs brightness

21 and -- on the building. It's sort of

22 interesting. The Ordinance Code only governs

23 brightness on a monument sign. It doesn't

24 govern how bright light should be when -- or an

25 illuminated sign should be when it's on a

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1 we're very excited about this project.

2 You know, for those of you who know CSX

3 and are familiar with the people that work

4 there, I think it's safe to say that, you know,

5 there's a new, reinvigorated spirit at CSX.

6 The CSX pride is back. And, of course, what

7 goes right along with that is our pride in

8 being a Jacksonville-based company. We are

9 extremely proud of our roots here in

10 Jacksonville, and we are excited about our

11 future as a company, but also about the future

12 of our hometown.

13 We're excited about all of the activity

14 and the vision, frankly, that is taking shape

15 and a lot of the initiatives that this entity

16 has put forth. We've had the great privilege

17 of being a part of -- coming to an agreement,

18 essentially, with the City for the allowance of

19 the projections and different light shows on

20 our building as part of a lot of the activation

21 that will be taking place, we hope very soon,

22 at the -- on the riverfront.

23 But our signage, our current signage, is

24 out of date, it's old. The brand has changed,

25 and we have undertaken a project to

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21

1 reinvigorate our building with this new  
2 enhanced signage that we feel our employees  
3 will be proud of and all of Jacksonville can be  
4 proud of because it will really be unique, as  
5 Guy explained.

6 We don't believe that it is overly  
7 ostentatious. We don't believe that it is  
8 unreasonable. And as Guy mentioned, it's  
9 actually smaller than some of the older signage  
10 that we've had on the building -- the building  
11 previously, but it will be bold, just like our  
12 city. And what we're asking for today, as Guy  
13 outlined, is permission to exceed the limits  
14 that were previously decided upon by the DDRB  
15 in their ultimate approval of the project  
16 itself.

17 When we received the decision from the  
18 DDRB, we worked very hard to work within the  
19 limits to achieve the ultimate -- the original  
20 vision and spirit of the project. And in doing  
21 so, we've actually come to a project that is  
22 even more aesthetically pleasing, a little bit  
23 more expensive, but that -- it's something that  
24 really, I think, we can all be proud of.

25 We reengineered the sign, and we almost  
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22

1 got within the limits, but we're missing  
2 138 square feet. It might not sound like a  
3 lot, but we're very passionate about our vision  
4 and we believe in it, and we'd like that  
5 138 square feet to make sure that our  
6 proportions from the CSX fit with the  
7 locomotive that you saw in the renderings that  
8 Guy showed you.

9 So I just wanted to, again, express my  
10 appreciation for you listening to our request  
11 and also express appreciation for the staff at  
12 the DDRB and the DIA. And we're very proud to  
13 be a part of everything that the DIA is doing  
14 and that the City of Jacksonville is doing.

15 CSX is an integral part of the community  
16 and we're trying to demonstrate that. One way  
17 we do that is through our own building -- it's  
18 our face here in the community -- and also in  
19 our involvement in very important initiatives  
20 in the city, whether that be the new UF campus  
21 project downtown here in Jacksonville or  
22 investments in the -- in the zoo, or some very  
23 exciting forthcoming news regarding the Museum  
24 of Science and History, which you'll be hearing  
25 about in short order.

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23

1 But we're very proud of our position here  
2 in Jacksonville, and we'd appreciate and we  
3 would humbly request that you grant this  
4 exception.

5 Thank you very much.

6 THE CHAIRMAN: If you could stand at the  
7 podium just for a second.

8 MR. TUCKER: Sure.

9 THE CHAIRMAN: I'm going to go ahead  
10 and -- since you're up here, I'm going to go  
11 ahead and ask if any board members would like  
12 to --

13 MR. PAROLA: Mr. Chairman, I think the  
14 appropriate thing to do would be to allow  
15 whatever public comment has happened, let that  
16 public comment happen, then bring it back to  
17 the board after a motion.

18 BOARD MEMBER GILLAM: I want to ask a  
19 question of the applicant before we have him  
20 sit down --

21 MR. PAROLA: Okay.

22 BOARD MEMBER GILLAM: -- if I might.

23 THE CHAIRMAN: Mr. Gillam, go ahead.

24 BOARD MEMBER GILLAM: I just want to  
25 confirm one issue.

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1 From the package we've received, I see the  
2 original request and then I see proposed  
3 changes, and we have a recommendation from  
4 staff. Is CSX supportive of the staff  
5 recommendation or are you asking for something  
6 different from this --

7 MR. TUCKER: We're not. As presented by  
8 Guy, we are not asking for anything more than  
9 that.

10 BOARD MEMBER GILLAM: Thank you.

11 THE CHAIRMAN: Okay. Mr. Parola, we'll  
12 open it up for public comment?

13 MR. PAROLA: Please.

14 THE CHAIRMAN: Okay.  
15 (Audience member approaches the podium.)

16 THE CHAIRMAN: If you could, state your  
17 name and address, please, for the record.

18 AUDIENCE MEMBER: Tracey Arpen, 8338  
19 Daffin Lane, Jacksonville.

20 I spoke at the DDRB board in opposition to  
21 the proposed sign request on behalf of Scenic  
22 Jacksonville.

23 This isn't so much about CSX as it is what  
24 I see as an -- as an ongoing misuse of the  
25 special sign exception criteria by DDRB as

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1 interpreted by the City staff.  
 2 In 2002, when I was the head of the land  
 3 use and environmental department for the City,  
 4 I was staff attorney for the Council and a  
 5 citizens committee revising the sign ordinance.  
 6 The committee felt that the downtown wall signs  
 7 had gotten out of control. This is when you  
 8 had -- it may have been Modis or it may have  
 9 been -- AccuStaff was the poster child for it.  
 10 (Council Member Peluso enters the  
 11 proceedings.)  
 12 MR. ARPEN: But they felt it was getting  
 13 out of control. It was out of control. The  
 14 committee recommended and the Council approved  
 15 a maximum size for wall signs of 400 square  
 16 feet for buildings taller than five stories.  
 17 The ordinance didn't require the signs be  
 18 downsized after an amortization period, but the  
 19 signs -- wall signs, with change in ownership  
 20 and branding, changed often enough that it  
 21 could be expected that -- that these size signs  
 22 would be coming back in, they were too big, and  
 23 the issue of the sign limits would have to be  
 24 addressed.  
 25 This hasn't happened. Instead, we've seen  
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1 companies to expect them to follow it while  
 2 you're passing out special sign exceptions --  
 3 MS. HILL: Your time is up.  
 4 MR. ARPEN: -- as my grandfather used to  
 5 say, like soda crackers.  
 6 I would just point out for the record, the  
 7 applicant substantially exceeded the three  
 8 minutes. I'm not here so much in a public  
 9 comment as I am from a party who spoke at the  
 10 prior proceedings and I view myself as an  
 11 adverse party to this appeal and not somebody  
 12 who just walked in, so I would ask an  
 13 indulgence for about another 30 seconds to wrap  
 14 up.  
 15 THE CHAIRMAN: Sir, we have a time limit  
 16 of three minutes, so --  
 17 MR. ARPEN: I think violating due process  
 18 by not giving me an opportunity to at least  
 19 expound in 30 seconds or more --  
 20 THE CHAIRMAN: I'm going to ask our  
 21 attorney if he is accurate on that.  
 22 MR. SAWYER: No, this is public comment,  
 23 so the standard rules apply.  
 24 THE CHAIRMAN: Okay.  
 25 Thank you for your time and we appreciate  
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1 the 400 square foot limitation evaded  
 2 repeatedly through a device of special sign  
 3 exceptions, which have become neither special  
 4 nor exceptional. In fact, there was a DDRB  
 5 subcommittee working on the downtown sign  
 6 overlay, and staff was unable to present the  
 7 committee with any special sign exception that  
 8 had not been approved. That included the  
 9 obvious ones like Wells Fargo, VyStar, and  
 10 TIAA.  
 11 And the problem is that for approval on --  
 12 as a special sign exception, one of the  
 13 criteria is it's got to meet a desirable  
 14 existing design or siting pattern for the area.  
 15 If you read the staff findings on -- as  
 16 reported, it doesn't say how it preserves an  
 17 existing design pattern. It talks about how it  
 18 will further, like, a new pattern of some type.  
 19 The Council, I think, has already  
 20 determined what an existing desirable sign  
 21 pattern would be, which is 400 square feet.  
 22 There's lots of buildings downtown that  
 23 complied with the Ordinance Code, including  
 24 Hyatt, Marriott, Truist, FIS, 550 Water Street,  
 25 and the new JEA building. It's unfair to those  
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1 you coming and giving us your comments.  
 2 MR. ARPEN: And time wasted.  
 3 THE CHAIRMAN: Okay.  
 4 BOARD MEMBER GILLAM: (Inaudible.)  
 5 THE CHAIRMAN: I do. I do need to ask the  
 6 board members if anybody's had any ex parte  
 7 communications with the applicant before we  
 8 move forward.  
 9 BOARD MEMBER KRECHOWSKI: I was contacted,  
 10 but didn't actually have a discussion, just  
 11 reached out to. I can provide whatever  
 12 information I need to.  
 13 BOARD MEMBER WORSHAM: I was contacted by  
 14 Mr. Fiorentino. He said that he was going to  
 15 be here at the meeting today on CSX's behalf.  
 16 BOARD MEMBER GIBBS: I was not contacted.  
 17 BOARD MEMBER GILLAM: I was contacted by  
 18 Mr. Fiorentino and was aware he was going to be  
 19 here today in support of the applicant.  
 20 BOARD MEMBER HEAVENER: I was not  
 21 contacted.  
 22 BOARD MEMBER FETNER: I was not contacted.  
 23 THE CHAIRMAN: Nor was I.  
 24 Are we good?  
 25 MR. SAWYER: Yes.  
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1 THE CHAIRMAN: Okay. Just so that we're  
 2 all on the same page, Mr. Parola, tell us what  
 3 the options are here again.  
 4 MR. PAROLA: Sure.  
 5 The options are somebody make a motion to  
 6 affirm the staff report and the conditions as  
 7 approved by DDRB, all five of them.  
 8 Likewise, you can make a motion to just go  
 9 with staff's recommendation as provided to you.  
 10 The result would be a modification of  
 11 Condition 1 and an affirmation of Conditions 2  
 12 through 5.  
 13 You may deny the entire application  
 14 en masse, or you may take a vote with a motion  
 15 to remand this matter back to the Downtown  
 16 Development Review Board. But in doing so, you  
 17 need to offer specific instructions as to what  
 18 they are to be looking at or what  
 19 considerations you want them to make in their  
 20 new review.  
 21 THE CHAIRMAN: Okay.  
 22 BOARD MEMBER WORSHAM: Wait. Lori.  
 23 MS. BOYER: Mr. Chairman, if I may add to  
 24 this. If you will look at the resolution in  
 25 your binder, Resolution 2024-01-04. What you  
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1 reverse and modify the written decision of the  
 2 DDRB for Application 2023-022 as detailed in  
 3 Section 2 of the resolution and as outlined by  
 4 the staff today.  
 5 BOARD MEMBER KRECHOWSKI: Second.  
 6 THE CHAIRMAN: Okay. We have a motion and  
 7 a second. I'm going to open it up for  
 8 questions or comments, and we'll start with  
 9 Ms. Worsham.  
 10 BOARD MEMBER WORSHAM: Thank you.  
 11 And I appreciate the staff's report and  
 12 the diligence of going through the sign  
 13 ordinance. And looking -- actually looking at  
 14 the renderings of the sign, I think that the  
 15 original -- the 1,200 square feet, it actually  
 16 looks a little bit out of scale, the  
 17 locomotive. And I think that when you look at  
 18 the 1,300 square feet, it's actually, to me, a  
 19 better scale to the letters.  
 20 So I'm in favor of the staff's  
 21 recommendation. And I think that at some  
 22 point -- it's my understanding that the sign  
 23 ordinance is being reviewed at the DDRB level,  
 24 and it sounds to me, if we've made so many  
 25 exceptions, that it's time for an update and  
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1 will specifically need to do is to pick  
 2 Option 1, 2, or 3.  
 3 If you turn to Page 2, if you pick  
 4 Option 1, you are simply affirming the DDRB  
 5 written decision that appears.  
 6 If you pick Option 3, you are remanding  
 7 what you see down below here, where it says,  
 8 "Option 2, remand back to DDRB." And you would  
 9 fill in the blank with whatever directions you  
 10 want.  
 11 The staff's recommendation was that you  
 12 pick Option 2, which is you make a final  
 13 decision here, but in doing so, you are  
 14 adopting the DDRB written decision that appears  
 15 here with modifications. And that modification  
 16 was outlined to change the 1,201 square feet to  
 17 the 1,330.16 square feet.  
 18 So that would be the motion when someone  
 19 makes a motion.  
 20 THE CHAIRMAN: Okay. Thank you for that.  
 21 I'm going to ask if any of my fellow board  
 22 members would like to make a motion.  
 23 BOARD MEMBER GILLAM: I would make a  
 24 motion to approve Resolution 2024-01-04 with  
 25 Option 2, which would include language to  
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1 they should continue to do the work that  
 2 they're doing, but I'm in favor of the  
 3 resolution as presented.  
 4 THE CHAIRMAN: Mr. Gibbs.  
 5 BOARD MEMBER GIBBS: Thank you.  
 6 This is my second de novo hearing since  
 7 serving on the DIA. And, again, it's signage.  
 8 I'm glad to hear what Ms. Worsham had to say,  
 9 that maybe it's time to revisit the sign  
 10 limitations because things change. And nobody  
 11 likes change but a wet baby. But things do  
 12 change, and it's time to revisit this, so I am,  
 13 likewise, in favor of the motion.  
 14 THE CHAIRMAN: P.K.  
 15 BOARD MEMBER KRECHOWSKI: Thank you,  
 16 Chairman.  
 17 First, I want to thank DDRB for doing  
 18 their job, and Guy and his team for doing their  
 19 job, and CSX for doing their job and kind of  
 20 coming to this resolution.  
 21 Based on the analysis provided in the  
 22 staff's Memorandum of Findings, I'm in support  
 23 of Option 2. I'm in support of the motion.  
 24 THE CHAIRMAN: Mr. Gillam.  
 25 BOARD MEMBER GILLAM: So I made the  
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1 motion. I'm supporting the motion.  
 2 You know, we have tried to turn the ship  
 3 to encourage more downtown art, active --  
 4 waterfront activation. We're spending money on  
 5 it, City money on it, trying to support those  
 6 activities. We've got a longtime citizen of  
 7 Jacksonville who's here offering to spend their  
 8 money.  
 9 To me, it's more like art than anything  
 10 else. I mean, CSX is obviously a brand, it's  
 11 obviously an advertisement, but the train, you  
 12 know, that's part of downtown's history, and  
 13 I -- and I think it's attractive. I think we  
 14 would otherwise be giving someone money to help  
 15 them do this. They're asking to do it with  
 16 their own funds, and I think discouraging that  
 17 is -- is bad. I agree with the comment that,  
 18 you know, change may be appropriate.  
 19 I'm certainly sensitive to Mr. Arpen's,  
 20 you know, well-articulated comments. You know,  
 21 rules are meant to be followed. I mean, we  
 22 have two City Council people here today. It's  
 23 a policy decision. It's your decision, not  
 24 ours, but maybe change is due.  
 25 You know, suggesting that we don't want to  
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1 do, so thank you.  
 2 THE CHAIRMAN: My thoughts are very  
 3 consistent with what everybody else said, so I  
 4 will just say that I am in support of the  
 5 motion made.  
 6 So, with that, I'm going to call for an  
 7 individual vote, starting with Ms. Fetner.  
 8 How do you vote?  
 9 BOARD MEMBER FETNER: In favor.  
 10 THE CHAIRMAN: Mr. Heavener.  
 11 BOARD MEMBER HEAVENER: In favor.  
 12 THE CHAIRMAN: Mr. Gillam.  
 13 BOARD MEMBER GILLAM: In favor.  
 14 THE CHAIRMAN: P.K.  
 15 BOARD MEMBER KRECHOWSKI: In favor.  
 16 THE CHAIRMAN: Mr. Gibbs.  
 17 BOARD MEMBER GIBBS: I'm in favor.  
 18 THE CHAIRMAN: Ms. Worsham.  
 19 BOARD MEMBER WORSHAM: In favor.  
 20 THE CHAIRMAN: And I, too, am in favor.  
 21 So Resolution 2024-01-04 passes  
 22 unanimously.  
 23 Okay. We are on to the CEO briefing.  
 24 Can I ask this: Mr. Carlucci is here. If  
 25 I can maybe slide the chairman's report up  
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1 have art and color and attractive, updated  
 2 signage on the riverfront when we're trying to  
 3 be an NFL city and have a look from across the  
 4 country at Jacksonville -- I mean, maybe change  
 5 is needed so that each applicant hasn't got to  
 6 go through DDRB and ultimately come to see us  
 7 to do what looks appropriate and attractive and  
 8 good for the city.  
 9 And for those reasons, I support the  
 10 motion.  
 11 THE CHAIRMAN: Thank you.  
 12 Mr. Heavener.  
 13 BOARD MEMBER HEAVENER: I agree with  
 14 everything that's been said and I don't have  
 15 anything else to add. I'm in support.  
 16 THE CHAIRMAN: Ms. Fetner.  
 17 BOARD MEMBER FETNER: I'll echo everything  
 18 that everyone has said. Great job from the  
 19 staff on their staff report. It really laid  
 20 out the reasoning behind its decision to  
 21 recommend the approval of the -- the new  
 22 number. And I'm grateful that CSX and DDRB  
 23 staff could get together and reach that. I  
 24 think that's really important and a great  
 25 example of what DIA and DDRB are supposed to  
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1 first, if that's okay?  
 2 MS. BOYER: Sure.  
 3 THE CHAIRMAN: Okay. As most of you know,  
 4 if not all of you know, we walked in a  
 5 resolution in December relative to the Trio.  
 6 That application was on its way to City  
 7 Council. It went to the committee of the whole  
 8 on January 4th, and it was determined at that  
 9 meeting that the City is best served if the  
 10 application comes back through not only DIA  
 11 staff, but this board.  
 12 I will start with -- and I've known  
 13 Mr. Carlucci literally since I was a kid,  
 14 growing up here. I apologize for walking it in  
 15 and not calling you first. We did think it was  
 16 important to be on record as to what the --  
 17 this agency's position is relative to the  
 18 proposal that -- or the legislation that was  
 19 filed. And so I wanted to just share with you  
 20 that on record.  
 21 Now, the point here is City Council has  
 22 entrusted both staff and the board to give this  
 23 application a sense of urgency, to find a  
 24 solution, and to work collaboratively with the  
 25 applicant.  
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1 I've asked Ms. Boyer and her staff to get  
 2 the ball rolling as quickly as possible. I do  
 3 think -- or believe that there is a kickoff  
 4 meeting possibly -- maybe scheduled, maybe  
 5 trying to get -- work out a date for the very  
 6 near future to start that process.  
 7 This process is going to take a lot of  
 8 work. It's going to take a lot of creativity.  
 9 But ultimately, we need to figure out a way to  
 10 get this project off the ground for Mr. Atkins,  
 11 and so I just wanted --  
 12 There's been a lot of discussion in the  
 13 media. There's been a lot of debate back and  
 14 forth between City Council and this agency, and  
 15 I just felt like it was important to level-set  
 16 and -- and say on behalf of the DIA board at  
 17 least that we will do everything that we can to  
 18 work, again, collaboratively with both the  
 19 applicant and -- and deliver something back to  
 20 the City Council that you guys can evaluate and  
 21 approve.  
 22 COUNCIL MEMBER CARLUCCI: Thank you.  
 23 THE CHAIRMAN: That's it.  
 24 MS. BOYER: Thank you, Mr. Chairman.  
 25 Are you ready?  
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1 nearing completion.  
 2 Next.  
 3 One Riverside continues to be moving right  
 4 along. What you see in the January picture is  
 5 the increased height on the buildings that are  
 6 immediately adjacent to Haskell and the topping  
 7 out of a couple of others.  
 8 By the way, Ms. Mosley from TriBridge is  
 9 going to be in town tomorrow, and I have a  
 10 meeting with her tomorrow. But, clearly, their  
 11 project is progressing nicely.  
 12 Next.  
 13 Johnson Commons. So you can see in the --  
 14 last month, the difference between the photos  
 15 in December and January, that the second set of  
 16 townhomes, finished on the exterior, roof is  
 17 completed, et cetera, and under construction on  
 18 Number 3 and 4 between December and January.  
 19 Next.  
 20 Lift Ev'ry Voice and Sing Park. So the  
 21 foundation of the shotgun house that was moved  
 22 to the site in December, you now see the  
 23 foundation block work being completed in  
 24 January and additional improvements.  
 25 It's hard to see from this slide, on the  
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1 THE CHAIRMAN: Yeah.  
 2 (Board Member Gillam exits the  
 3 proceedings.)  
 4 MS. BOYER: Okay. The CEO's report, we  
 5 can do, for the benefit of those in the  
 6 audience, the PowerPoint first before I get to  
 7 the written part and the performance measures.  
 8 So just a few project updates. For those  
 9 of you who are new board members, who've not  
 10 been in a board meeting before, I try to do  
 11 this every month just to show you progress on  
 12 some of the projects that are under  
 13 construction and underway right now.  
 14 Next slide.  
 15 Home2 Suites, this is a hotel project on  
 16 Park Street. And what you see is, we have  
 17 windows going in, interior finish. They were  
 18 waiting on the windows so that they could get  
 19 the air-conditioning up and running so that  
 20 they could do the interior finish. There were  
 21 a whole series of various delays on getting  
 22 generator -- or some transformer parts in order  
 23 to be able to crank up the air-conditioning,  
 24 but they have that now and are working on  
 25 interior finish. So this is very close to  
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1 tilted lawn and the actual Lift Ev'ry Voice  
 2 language -- I know Mr. Parola was out there,  
 3 and they were visiting on site, but, again,  
 4 making good progress on this.  
 5 This is a link of the Emerald Trail you  
 6 see right on the frontage. And that, too, is  
 7 moving along. We were anticipating that  
 8 opening in January. They've had a few glitches  
 9 with some parts of it, but I'm thinking it's  
 10 now more like February, March, but it will be  
 11 in the spring. It's nearing completion.  
 12 Next.  
 13 Lofts at Cathedral. This is one of the  
 14 Vestcor projects. And someone had mentioned it  
 15 earlier when we were talking in Budget and  
 16 Finance. You see significant progress on this  
 17 between December and January on the new  
 18 construction portion, but they've also  
 19 continued work on the historic portion of the  
 20 renovation of the old YWCA.  
 21 Next.  
 22 Liberty Street. So this is a City CIP  
 23 project that is providing bike lanes on Liberty  
 24 Street. We have a Liberty Street project in  
 25 our budget, which is also to add sidewalk  
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1 improvements. So, together, we would have a  
2 completed streetscape on Liberty Street.

3 Next.

4 And this goes -- by the way, you can see  
5 it goes right by that Vestcor building on  
6 Liberty Street, and there's on-street parking  
7 and streetscape improvements that are being  
8 made as part of that building as well.

9 Next.

10 Doro. So what you're seeing here are a  
11 variety of finishes that are being completed.  
12 We're expecting them to be, you know, complete  
13 in the next month or two here. This is almost  
14 complete. They were -- you can see mailboxes  
15 below, a lot of finish treatments going on  
16 right now.

17 Next is Artea. Some major progress on  
18 framing and construction. This is on the  
19 Southbank, the property that they leased or  
20 ground-leased from JTA and are considering it a  
21 transit-oriented development, very near the  
22 Channel 4 station, and the -- we're probably,  
23 what, three (inaudible) out of the ground now  
24 with the framing, it would appear?

25 Next.

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1 One article I want to point out -- we  
2 always do this, where we pick up some articles  
3 from the last month. If you haven't read the  
4 Forbes article, I encourage you to read it. We  
5 were very grateful for that article to come  
6 out, but -- really looking kind of from a  
7 national perspective at Jacksonville's downtown  
8 and the value of the plan that we have and the  
9 work that has taken place and how we are really  
10 poised for a boom based on the foundation that  
11 has been laid. So it's a great article for  
12 Jacksonville in the national media.

13 And I think that's the last slide. Is  
14 there another one?

15 One more I wanted to share with you. For  
16 those of you who have not seen this -- so this  
17 is from Perkins & Will, who are the designers  
18 of Riverfront Plaza. This is in their design.  
19 This is showing the flex lawn with the cafe  
20 space on the right-hand side of the screen, and  
21 on the left -- and the playground above it.  
22 You can see the playground on the roof.

23 On the left-hand side of the screen, near  
24 the river, that is the restaurant pad, and  
25 they're depicting the restaurant there. So it

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1 gives you their perspective of how that would  
2 be placed in relation to views of the river and  
3 the Performing Arts Center, et cetera. So this  
4 was the perspective that the design firm  
5 provided.

6 And I think that's the last slide.

7 Thank you, Ina.

8 Okay. If I could go into the written part  
9 of the report, the very first thing is, I've  
10 been promising you for two months that I would  
11 provide you performance measures.

12 So in our CRA and BID Plan, we are  
13 required to keep track of performance measures.  
14 We are doing this every six months, but -- so  
15 what I'm giving you here are from the 2022  
16 adopted performance measures. That's Column 1.  
17 Column 2 was our performance as of 6/30 and the  
18 positive or negative change between -- from '22  
19 to 6/30. And then also the 12/31 numbers.

20 And I appreciate the help of Southern  
21 Group, who is working with us on these so that  
22 we have these. And you'll see where we are in  
23 terms of how close we are to our 2030 target  
24 that is established in the plan.

25 So, basically, what you're seeing is from

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1 an employment perspective; downtown employment  
2 has dipped some, as we would expect, as a  
3 result of COVID and people not all returning to  
4 work downtown.

5 Our multifamily residents number is  
6 growing nicely from our 2022 number of 6,800 to  
7 7,695 now. The multifamily housing unit  
8 number, equally increasing.

9 The office space vacancy is showing an  
10 increased vacancy over where we started and how  
11 that relates to our 2030 target. This is why  
12 we have our commercial revitalization program,  
13 but also why we're looking at other  
14 initiatives, like how do we convert some of the  
15 current vacant office space to residential, or  
16 what else can we do to repurpose that space to  
17 compress the inventory and make sure that we  
18 are keeping our occupancy rate and rents up on  
19 our office space.

20 Number of vacant storefronts, we've made  
21 good progress on that, from 51 down to 44.  
22 Number of restaurants and bars has grown from  
23 97 to 109. Full-service grocers, no change  
24 yet, although we have two approved.

25 Some real nice numbers on our positive

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1 performance on our tax base. And if you'll  
2 see, we went from a million -- 1,975,000,000 to  
3 2,492,000,000. And we're only trying to reach  
4 2,778,000,000. So we're already well over  
5 halfway there in just the first year, or year  
6 and a half.

7 Hotel occupancy. So our target for 2030  
8 is 75 percent. We are down just -- we are  
9 actually -- 12/31, we are up slightly from our  
10 2022 number of 64, but we're pretty much  
11 hovering right there; 64, 65 percent. We need  
12 to get to the 75 percent number to be able to  
13 justify increased room rates and to justify  
14 construction of new hotels without incentives.  
15 So that's really why that target exists as it  
16 does.

17 Average daily rate, we're striving to get  
18 to an average daily rate of 250. We've grown  
19 from 113 to 150. So it's positive movement,  
20 but we're a long way from our target on that.  
21 And, again, that is all going to relate to --  
22 if you think about what comes first -- we've  
23 talked about residential having to come first  
24 to support the retail downtown, but you also  
25 have to have retail and activation downtown to

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1 Hall or the acreage of the stadium or the  
2 acreage of the parking lots surrounding the  
3 stadium as inactive acreage because they're  
4 actually being used for a municipal purpose.

5 The things that we are really looking at  
6 here are things that are -- property available  
7 for disposition that we plan to build on or  
8 that could be put out in a disposition, but  
9 then we have in there -- in that mix, we have  
10 American Lions or Ford on Bay, where we've done  
11 a disposition, we have awarded it to someone.

12 So is it inactive still or is it not inactive?  
13 So that's why I say this is a very difficult  
14 number to kind of put on a spreadsheet and  
15 communicate what you're trying to communicate.

16 What I would say is, more globally, the  
17 number of properties that are not used for  
18 municipal purposes and that are available for  
19 us to put out and redevelop, that we have not  
20 put out, that don't have anything, is really  
21 quite minimal. There are probably about six of  
22 them left. And some of them --

23 So it's either redoing a disposition we  
24 have done or doing new dispositions on those  
25 properties. And to some degree, we are waiting

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1 support the tourism. You won't get the hotel  
2 occupancy rates and the room rates unless we  
3 have the retail and the activation, so that's  
4 why those things are important and critical  
5 parts of our plan.

6 Annual overnight guests, we only have the  
7 June number at this point, which is down from  
8 the prior year.

9 Number of daily downtown visitors. So  
10 this is being tracked using Placer.ai, so cell  
11 phone data. And you can see we are above where  
12 we were in 2022; 4,000 above where we were in  
13 2022, which is good because that's a recovery  
14 from COVID. Even though you're not seeing them  
15 necessarily in the employment sector and the  
16 office workers, you're seeing more people every  
17 day on the street.

18 And then the inactive COJ assets by  
19 acreage. So this is a really difficult number  
20 to effectively communicate and figure out how  
21 to communicate. When we talk about this -- we  
22 have on our website all COJ-owned property, and  
23 we talk about, here's how many acres of  
24 COJ-owned property there is.

25 We would not consider the acreage of City  
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1 for market conditions on some of those, but  
2 that's really where that number stands.

3 So happy to answer questions on it later  
4 if you have any.

5 Otherwise, the kind of quick summary on  
6 things is that -- CIP meetings have begun in  
7 the budget process for next year, and the funds  
8 needed to finish Riverfront Plaza and Shipyards  
9 West are part of that discussion. Next month  
10 we'll be bringing resolutions to the Budget and  
11 Finance Committee and board regarding transfers  
12 and use of this year's funds.

13 The parking RFP for a new operator, or at  
14 least a new bid, for the operation of the arena  
15 sports complex and courthouse garages was  
16 approved at CSPEC last week, and should be  
17 advertised this week.

18 Capital project updates on a few things.

19 Park Street, Public Works is planning to  
20 move forward with the design build using  
21 Coxwell. They will need additional funds for  
22 the next phase of it, but they expect to begin  
23 construction imminently, like within a month or  
24 two. So that will be underway.

25 Catherine Street is complete, but I  
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1 noticed that it's been closed off with  
 2 barricades the last three times I went by.  
 3 So, Guy, if you can follow up and figure  
 4 out why it's not open for the Orleck folks and  
 5 their visitors to use, because it is complete,  
 6 at least my understanding is it's complete.  
 7 Riverfront Plaza, construction on  
 8 Independent Drive is underway. The balance,  
 9 including the bulkhead, is being coordinated by  
 10 Haskell. The bulkhead is mobilizing this  
 11 month. I saw people out there when Micah and I  
 12 were touring the other day.  
 13 And the playground cafe on the Hogan  
 14 Street side is to begin construction as soon as  
 15 Coxwell turns over their work from completing  
 16 the street work. So that's expected to be  
 17 around March.  
 18 The two-way of Forsyth and Adams bid was  
 19 awarded to EltonAlan. They were expected to  
 20 begin work this month. We have conflicting  
 21 reports as to whether that has been delayed or  
 22 not, so I think we're going to get to the  
 23 bottom of it. Mr. Parola thinks it has, but I  
 24 was advised last night as to why they think  
 25 it's delayed, so I don't know what the right

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1 to start to see real progress and work  
 2 beginning on Hogan Street very soon.  
 3 The amendment on that Baker contract, who  
 4 is who we were supposed to -- the CRA was going  
 5 to use for Phase 2 of the two-way streets on  
 6 Forsyth and -- and remember last year in your  
 7 budget, you wanted us to put ahead additional  
 8 funds to make sure we could do Phase 2 right --  
 9 continuously after we completed Phase 1. We're  
 10 still waiting for the contract amendment for  
 11 Baker, for them to be able to start the design  
 12 of Phase 2. So as soon as that can get  
 13 processed, we'll be able to then start that  
 14 design so that we can hopefully follow right on  
 15 with the construction.  
 16 As far as -- we are awaiting the  
 17 results -- and Ms. Mezini may know; she may  
 18 have received them yesterday -- from structural  
 19 engineering to review the Performing Arts  
 20 Center facade to determine if it can hold the  
 21 LED screen because Parks have requested that we  
 22 can change from projectors to a facade-mounted  
 23 LED screen, but we had to do a structural  
 24 analysis on the facade to determine if it could  
 25 hold it before we did that.

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1 answer is, but -- go ahead.  
 2 We were told Friday it wasn't delayed, but  
 3 I was told last night it was, so I don't --  
 4 MR. PAROLA: Through the Chair, sometimes  
 5 it's how we communicate things.  
 6 The first phase of the project is  
 7 beginning. No one will notice that it's begun  
 8 because it's soft digs for utilities, really,  
 9 that sort of -- you know what I mean? It's  
 10 sort of innocuous when it comes to disruption,  
 11 is beginning. And during this phase, we're  
 12 continuing with projects, but I'm suspecting  
 13 that Ms. Boyer wants me to find out when the  
 14 hard-core construction will begin.  
 15 MS. BOYER: No, I had to share the  
 16 information I got last night so that we can get  
 17 to the bottom of it.  
 18 The Hogan Street design, so this is the  
 19 Emerald Trail link that goes from FSCJ down to  
 20 the river. That's an Emerald Trail link.  
 21 Baker Design Build is doing that one. There's  
 22 now a stakeholder meeting scheduled for  
 23 February. So it took a long time to get that  
 24 contract signed. The contract is signed, they  
 25 are working, so I am hopeful that we're going

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1 You may see a budget amendment next month  
 2 for that if we are moving to the LED screen.  
 3 The McCoys Creek outfall project is  
 4 underway. The JTA board had voted to surplus  
 5 the property. So all the issues are resolved  
 6 with the JTA board, although we don't have  
 7 final documentation on the transfer of property  
 8 from JTA.  
 9 And there's also an FDOT bridge transfer,  
 10 bridge ramp that's going up to the Acosta. DOT  
 11 approved it. They've now sent the documents to  
 12 the City. It has to go through City Council.  
 13 So legislation is being drafted to go through  
 14 City Council on that. Otherwise, all those  
 15 pieces are moving forward on McCoys Creek, but  
 16 there's a lot of little pieces on that.  
 17 Gateway, that you approved, is in OGC for  
 18 drafting of agreements.  
 19 On the Ambassador -- I'm sorry Mr. Gillam  
 20 left. On the Ambassador, where he worked on  
 21 our behalf to find out when they could get  
 22 started again and how they would resolve the  
 23 bonding issue, the developer failed to execute  
 24 the recently approved amendment. It was  
 25 supposed to be executed by December 31st.

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1 On MOSH, SCAPE is proceeding with design  
2 on the park area, but MOSH will be back before  
3 this board in February to substantially extend  
4 the time for commencement of construction, and  
5 we may have other RDA amendments as well. So  
6 we're in conversations with them. You will be  
7 seeing a MOSH action item in February.

8 Jones Brothers new construction is in  
9 incentive review right now in Mr. Kelley's  
10 shop, as well as a commercial revitalization  
11 grant for Greenleaf. That is the grant that we  
12 provide out of DIA funds to help support  
13 filling up office buildings, leasing of office  
14 buildings.

15 There's a new affordable loan in review  
16 for Vestcor for the former self-storage project  
17 on the Southbank. There is a settlement  
18 agreement that I believe the City has signed,  
19 but it has not yet gone through Council, which  
20 would allow the self-storage units provided  
21 there are equal square footage -- so several  
22 floors -- of residential units above it. And  
23 Vestcor is proposing those residential units,  
24 has come to us for an affordable housing  
25 support loan that we do to match their

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1 application for credits.

2 The Related high-rise project on the  
3 Southbank is now in the process of incentive  
4 review.

5 And we are working on development of  
6 concepts for the Trio historic buildings and  
7 trying to get that discussion initiated.

8 And right now, we have one -- I'm not  
9 going to bore you with all of them. One, two,  
10 three, four, five, six, seven, eight, nine --  
11 ten pieces of legislation pending before  
12 City Council. So that's kind of keeping us --  
13 that's more than usual.

14 Part of that is because we've had a couple  
15 that are deferred that had been pending, but it  
16 keeps us very busy in the committee cycle weeks  
17 when we have that many pieces of legislation  
18 pending. And we have several more coming.

19 So I'll stop there and not go through  
20 Professional Services, but that's kind of an  
21 indication of what we're working on.

22 THE CHAIRMAN: Thank you.

23 Before we adjourn, I would like to  
24 recognize Councilman Peluso.

25 And if you would like to make any comments

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1 on any of the topics that we've discussed  
2 today, we appreciate your support.

3 COUNCIL MEMBER PELUSO: Thank you, Chair.

4 I appreciate that, and I would like to  
5 take a few moments.

6 I first want to speak as the Council  
7 liaison. Certainly, as you all know -- we just  
8 talked about it -- the Trio is coming back to  
9 you guys. There was a conversation during  
10 Council about whether it goes straight to DIA  
11 staff or if it goes to the board. I suggested  
12 that it went to the board because I trust all  
13 of you.

14 I'm now going to speak just as the  
15 district councilman for this area.

16 Before you is probably one of the biggest  
17 projects that this city could hope to  
18 accomplish. I both envy you and wish I was not  
19 you. We are empowering you all to basically  
20 find a way to "yes." We are asking you guys to  
21 put together packages that we can support, and  
22 we'll make sure this project actually gets  
23 done.

24 As the Council president has said, this  
25 should be done in haste, but it shouldn't be

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1 rushed. That's kind of odd wording, I know,  
2 but I think you all understand the need for  
3 seeing this project move forward and for it to  
4 be done quickly.

5 I think there's been -- because of the  
6 press, because of even stuff that's been said  
7 in this building, this project has become a  
8 little bit shrouded in a cloud that's probably  
9 unlike any other project, right? There's been  
10 name-calling, there's been finger-pointing,  
11 there's been people who are showing distrust in  
12 some of the process. So there really is a lot  
13 of pressure on you guys to help make sure that  
14 this thing comes in for a landing. And we --  
15 like I said, I don't envy you for that.

16 These buildings mean a lot to a lot of  
17 people. I know the developer has sometimes  
18 said things that has made me wince. I saw one  
19 article in the Daily Record that made me very  
20 upset, but, you know, we need to -- we need to  
21 make sure this thing comes in for a landing,  
22 both for this administration, for this council,  
23 and for all of you, and truly show that the DIA  
24 was built up to do great things.

25 As I understand it, the PIP and ROI

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1 process that you had in a prior negotiation or  
 2 deal has been looked into, so you guys have a  
 3 lot more freedom to do pretty much a lot of  
 4 interesting stuff.  
 5 So, please, let's see something before  
 6 City Council relatively soon. And thank you  
 7 all for the amount of hours that I'm sure  
 8 you're going to be committing to this work.  
 9 It's something that I truly value, and -- and I  
 10 thank you for it.  
 11 Thank you, Chair.  
 12 THE CHAIRMAN: Thank you.  
 13 All right. So one last thing before we  
 14 adjourn, I'd, again, like to welcome Melinda  
 15 Powers and recognize you, our newest board  
 16 member, as of -- tomorrow?  
 17 MS. BOYER: Uh-huh.  
 18 THE CHAIRMAN: So welcome to the DIA.  
 19 You're going to -- you're going to dive in  
 20 and help us with the big gap that --  
 21 Yes, Mr. Gibbs.  
 22 BOARD MEMBER GIBBS: I'd be remiss if I  
 23 didn't express my thanks to each of the staff  
 24 and each of the members of the board for the  
 25 work that I've done on this board.

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1 a second, so the meeting is adjourned.  
 2 Thank you.  
 3 (The foregoing proceedings were adjourned  
 4 at 3:13 p.m.)  
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1 Back in 2006, I rushed over to City Hall  
 2 to have a meeting with the then chief of staff  
 3 for the mayor, Steve Diebenow. I'll blame him  
 4 for this when I see him next.  
 5 But it's been a pleasure having served on,  
 6 first, the JEDC and now this board, to see the  
 7 great work that this board has done, as well as  
 8 the predecessors of JEDC, for the city that we  
 9 all love.  
 10 We have choices as to where we can live.  
 11 My choice has been here since 1978. And I'm  
 12 pleased and honored to have served on this  
 13 board to try to uplift the various great  
 14 projects that are going on here; Emerald Trail,  
 15 MOSH, and some of the other projects that are  
 16 too numerous to mention.  
 17 So I want to say and get on the record,  
 18 thank you to each and every one of you.  
 19 THE CHAIRMAN: Mr. Gibbs, thank you so  
 20 much for everything.  
 21 Would you like to make a motion to  
 22 adjourn?  
 23 BOARD MEMBER GIBBS: So moved.  
 24 BOARD MEMBER WORSHAM: Second.  
 25 THE CHAIRMAN: Okay. We have a motion and

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1 CERTIFICATE OF REPORTER  
 2  
 3 STATE OF FLORIDA)  
 4 )  
 5 COUNTY OF DUVAL )  
 6  
 7 I, Diane M. Tropia, Florida Professional  
 8 Reporter, certify that I was authorized to and did  
 9 stenographically report the foregoing proceedings and  
 10 that the transcript is a true and complete record of my  
 11 stenographic notes.  
 12  
 13  
 14  
 15 DATED this 25th day of January 2024.  
 16  
 17 \_\_\_\_\_  
 18 Diane M. Tropia  
 19 Florida Professional Reporter  
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 21  
 22  
 23  
 24  
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