

Downtown Investment Authority
Special Meeting
AGENDA

117 W. Duval Street
1st Floor Lynwood Roberts Room
Tuesday, April 24, 2014 – 3:00 P.M.

MEMBERS:	Melody S. Bishop, Board Member
Oliver Barakat, Chairman	Robert Clements, Board Member
James Bailey, Vice-Chairman	Craig Gibbs, Board Member
Kay Harper Williams, Secretary	Jack Meeks, Board Member
Antonio “Tony” Allegretti, Board Member	Michael Saylor, Board Member

I.	CALL TO ORDER – Chairman Barakat
II.	DISCUSSION TOPICS
	Review of CRA Plan dated April 14, 2014
	BID (Second Draft) dated April 18.2014
	Incentive Programs – Aundra Wallace
III.	OLD BUSINESS – Chairman Barakat
IV.	NEW BUSINESS – Chairman Barakat
V.	PUBLIC COMMENTS – Chairman Barakat
VI.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: Wednesday, April 30, 2014, 9:00 a.m. – Location – Lynwood Roberts Room, 1st Floor City Hall at St. James

Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer
Guy Parola, DIA Redevelopment Manager
Tom Daly, DIA Redevelopment Analyst
Jim Klement, OED/DIA Staff
Alex Rudzinski, OED/DIA Staff
Jason Gabriel, Office of General Counsel
Lawsikia Hodges, Office of General Counsel

Susan Grandin, Office of General Counsel
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

Thursday, April 24, 2014 – 3:00 p.m.

DIA Special Meeting
MEETING MINUTES

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

Board Members Absent: Tony Allegretti; Robert Clements; and Michael Saylor

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 special meeting to order at approximately 3:09 p.m.

Chairman Barakat nominated Board Member Bishop to Chair the chair the CRA Plan Update Review Committee and the Business Investment Strategy Plan Review Committee for the next 45 days.

Board Member Bishop stated that there was a lot of great information in the plans that would need critical formatting.

Board Member Meeks wanted clarification that the DIA would have one subcommittee looking at all of the plans or several subcommittees looking at different sections. CEO Wallace responded that there is one subcommittee taking on all of the sections to be discussed. If a member was all right with any section, they will not have to attend that particular meeting. Chairman Barakat noted that there will not be different subcommittees for different documents. The one committee will address all three (3) options and make suggestions to the board.

II. DISCUSSION TOPICS

Mr. Wallace provided a PowerPoint presentation handout to the board regarding the Community Redevelopment Plan

Review of CRA Plan Update/BID Project Status

- CRA Plan Sections
- Section 1 Introduction and Background
- Section 2 Statutory Requirements and Authority
- Section 3 Sources of Redevelopment Funding and Financing
POLICY
- Section 4 Governance
- Section 5 Redevelopment goals
- Section 6 Downtown Northbank CRA Plan Elements
- Section 7 Southside CRA Plan Elements

- Section 8 Comprehensive Plan Consistency

- Separate Voting Section
- Section 4 – April 30th – The Market Feasibility team will attend the Special meeting.
- Section 5 Redevelopment Goals – Finalized
- Projects – Section 6 Northbank CRA Plan Elements and Section 7 Southside CRA Plan Elements

Roadmap to board CRA plan update/BID approval

A handout was submitted to the board member regarding the proposed DIA special meeting: 10 meetings (90 minutes per meeting)

- **Legislative process and timeline – OGC**

Lawsikia Hodges provided a brief discussion regarding the legislative process and timeline. She pointed out that by executive order the legislation would have go through the Mayors budget review committee (MBRC). Once legislation is approved in MBRC then it will be introduced by the Council President at the request of the Mayor. The negotiation discussion would begin with the administration and the various department heads. She also reminded the board that it typically takes eight (8) weeks to get legislation approved if going through the (MBRC) Process. If a council member sponsors the legislation it would cut out two (2) weeks of the process. Once the legislation has been filed and introduced in City Council, there are many opportunities for legislation to be amended based City Council Auditor recommendations based on Council Members and hearing.

CEO Wallace commented that this is why the subcommittee process is critical for everyone to get up to speed.

Tony and Lara arrived from The Planning Commission at 3:40 p.m.

Lara Diettrich informed Chairman Barakat about a discussion she had with Council Member Boyer and the board members previously over the last several months. The consultants recommended a

joint committee so that they could bring them all together instead of having to reiterate over and over again.

Council Member Boyer commented to the board that the likelihood of this legislation process would take 10 – 12 weeks. By serving as liaison and having spent as much time as she has, the board can assume that she would be willing to introduce anything needed to be introduced.

- **Market Feasibility Study Assessment and Impact on BID Documents**

CEO Wallace briefly discussed market study and business investment strategy and asked the board to share their comments. He reminded the board that the team will be attending the next meeting on April 30, 2014.

Lara Dietrich stated that she advised staff; the DIA Board, Alex Rudzinski, and OGC to review Lavilla a partnership which is very critical with 10 acre parcel square block. She recommended as a project for OGC and the DIA to work together to take the parcel inventory to tract what the partnerships, terms and expiration dates.

CEO Wallace responded that Guy Parola has produced the map that shows city-owned properties throughout the downtown CRA, State Federal non-profit churches. This item was requested of the staff by Council Member Schellenberg on March 11th at the Investment Policy Committee Meeting.

Councilmember Boyer requested to add what restrictions are to the city-owned properties.

Board Member Gibbs that maybe land is the initial incentive. Aundra Wallace commented that the business models are out there. Chairman Barakat stated to be careful on land incentives. The DIA has goals and visions that may direct into an area downtown.

Council Member Boyer pointed that the plan needs to be the priority and the more the board disclose the intention to use the devices upfront, the less it become a controversy to get approval for later. The more discussed in the document, then the less it becomes problem to do it later.

Susan Grandin reported to the board that it is important to understand from the CRA document perspective what is required statutorily and what to put in the document to be able spend the TIF funding, it has to be mentioned in the plan. Discussions on using the land as part of the incentive on the front end are a public-private partnership needs to be mentioned in the plan. If an incentive program would be done with the Shipyards, it needs to be mentioned in the plan and cannot be in a broad or too narrow. Try to create a vision with the Northbank and the Southbank projects. Referencing environmental projects versus the incentive projects both of the CRA's deal with the environmental, then evolves into getting into the incentives which is a complicated process.

Board Member Bishop noted that there are many projects in the plans that discuss the funding.

Paul Crawford reported after moving forward with projects, specifically the ones in Brooklyn increase the DIA's tax base from what was previously there even though there was a substantial

amount of the tax increase given back to the developer. Meanwhile, 100 percent on a retail center that was never incented through many kinds of tax rebate incentives.

CRA Plan vs Downtown Master Plan (action item) - Guy Parola

Guy Parola stated that the CRA Plan should function as the development plan to the greatest intent possible for Downtown. He provided a handout of the CRA Plan relationship to Downtown Master plan.

Board Member Bailey stated that this board should drive the cultural change. October 2012 the board asked for that inventory of properties. The idea was to take the inventory with the tools that didn't work in the past and change that culture and go after those people.

Chairman Barakat stated that if the design guidelines are not formed to the CRA Plan the design is not that important. How do you develop a vision and a roadmap without considering designs in a walkable area? The DIA's design guidelines need to be linked directly to the goals. (No board member motioned and seconded or voted in opposition) Staff was to recommend that the DIA Board formally adopt Option B, which staff believes is consistent with the DIA Board's mission and furthers simplification with the development process for Downtown Jacksonville,

In Option B, the CRA Plan incorporates the design elements and districts within the Downtown Master Plan. The Downtown Master Plan's projects and any element conflicting with the CRA Plan are eliminated. The market study within the downtown master plan is replaced with the Market Feasibility study. The CRA Plan's projects replace those within the Downtown Master Plan. The Land Development Code is amended to reflect this change and codify its relationship to the CRA Plan.

III. OLD BUSINESS

Board Member Bishop inquired about the historic districts. Aundra Wallace responded that he had to leave the meeting early on that particular date but spoke with Lisa Shepard the other week to discussed whether or not that was something that the board want to finance to bring on a consultant but would check with Joel McEachin. Chairman Barakat noted that he is in the process of arranging a meeting with Calvin Burney.

Vice Chairman Bailey inquired about the Bostwick building and wanted to know if there were any dates set up. Mr. Wallace stated that he received correspondence stating they would be trying to forward in terms of having a set a date for the actual sale.

Board Member Bishop wanted to know the status of Hemming Plaza. CEO Wallace stated the he is trying to finalize the negotiation of the actual contract. The DIA has done their part in terms of recommending dollars now it's just narrowing out the actual contract so that particular legislation can be filed. Lawsikia Hodges commented that the Hemming Plaza contract is part of an RFP which is a procurement process. OGC has to waive some code sections, so once there is an award through PSEC the procurement committee that governs it, OGC will submit legislation to the Parks Department then legislation will be submitted to City Council.

IV. NEW BUSINESS

Board Member Bishop stated that 14 students have studied both the Riverfront Shipyards area and Lavilla and they are bringing models and presentation board. The students are studying from an urban design standpoint. She invited the Board Members to attend the meeting on Monday, April 28th from 12:30 p.m. – 4:30 p.m.

Council Member Boyer reported to the board about a payment that was made in respects to the Shipyards \$13.4 Million Dollars. If it has already been suggested, perhaps this funding could be used for environmental remediation at the Shipyards or could be used to restore the money that was cut from the DIA. If the board have a united front regarding the particular use for the funds and want to make your case, she would urge the board to have that conversation and make your argument for some portion of it of where it should be applied because there will be other making suggestions. There is a bill pending accept the funding and it would not surprise her if there were amendments offer to that particular bill to appropriate something. It has been indicated that there is research being done and some of the money may be restricted to capital use, not necessarily restricted the Shipyards property but restricted to capital use. The suggestion was made to her that because the DIA allocated dollars in the budget to repayment of debt services on capital refinancing the board could shift the money that is already in the budget to pay for the debt principal pay-down. The perception is that the bulk of that funding in one form or another would be available for either an operational allocation or capital

Chairman Barakat suggested for board Member Bishop or Board Member Meeks to lobby for the shipyards. Board Member Meeks stated the he would volunteer. Vice Chairman Bailey suggested for Board Member Meeks to drive that train and the DIA do everything needed involving it. Chairman Barakat stated that a strategy would be developed with support from the board members. Council Member Boyer stated that if either Mr. Wallace or Board Member Meeks contact Council Member Anderson to find out if the legislation will be taken up as an emergency.

V. PUBLIC COMMENTS

John Nooney attended the April 2, 2014 meeting by Council Jim Love and Council Redman regarding building floating docks.

There being no further business, Chairman Barakat adjourned the meeting at approximately 5:22 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.