



**DOWNTOWN INVESTMENT AUTHORITY
STRATEGIC IMPLEMENTATION COMMITTEE
AGENDA**

**City Hall at St. James Building
117 W. Duval Street, Jacksonville, FL. 32202
Second Floor, Conference Room 'C'
Tuesday, October 8, 2019 at 1:00 P.M.**

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

STRATEGIC IMPLEMENTATION COMMITTEE

I.	CALL TO ORDER – Committee Chairman Moody
II.	PUBLIC COMMENTS
III.	ACTION ITEMS
	A. Strategic Parking Initiatives
IV.	OLD BUSINESS
V.	NEW BUSINESS
VI.	ADJOURN



Downtown Investment Authority
Committee Meeting

City Hall at St. James
117 West Duval St., 2nd Floor, Conf Room C.
Tuesday, October 8, 2019– 1:00 p.m.

DIA
Strategic Implementation Committee Meeting Minutes

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

DIA Staff: Lori Boyer, Chief Executive Officer, Guy Parola Operations Manager, Bob Carle, Office of Public Parking and Karen Underwood-Eland, Executive Assistant

Mayor’s Office: Brian Hughes, Chief Administration Officer, Office of the Mayor

Council Members: None

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

I. CALL TO ORDER

Committee Chairman Moody called the meeting to order at 1:00 p.m. The attendees introduced themselves for the record.

Mr. Hughes provided update to the members regarding comprehensive parking study.

- Outside DIA
- Privately managed asset
- Model today, how to bring into public
- Private public partnership
- Expressed administration point of view
- Thorough process

CEO Boyer introduced vision and reported that Board Member Grey resigned as a DIA Board Member on Monday, October 7, 2019 at 5:00 p.m.

- Shared additional development strategy regarding parking need, plans to build garages.
 1. Technology – modernize system
 2. Parking Strategy significant price constraints
 3. Recognize increasing parking demand in the Urban Core.

Dane Grey, Elite Parking, CEO provided a presentation to the committee and shared his thoughts.

- Produced a high level 50 page slide presentation
- Slide 25 numbers in review section
- 30 year terms
- Economic impact , 5 year variation/pictures

- Ensure that the DIA never goes in the negative

Ron Moody inquired about total cost to City. Dane Grey shared capital investment.

- \$43 annually split with City of Jacksonville

Oliver Barakat encompasses 211 on-streets parking and asked where the funding goes. CEO Boyer responded to the Enterprise Fund.

CEO Boyer reported the below:

- Does not fit under a notice of disposition
- Not statutory
- Will have to go through City Council
- Discussed proceedings 30% to Police Pension Fund.
- Management Agreement

Oliver Barakat discussed combined revenue 17.4. Garage economic development tool parking and economic development total.

Ron Moody asked Mr. Grey about any on-street owned by City beyond DIA.

Craig Gibbs asked questions regarding Lot J. CEO Boyer responded about first right refusal.

CEO Boyer asked committee to take time to review and understand Office of Public Parking.

- Ask DIA to vet implementation of strategy
- How some will impact OPP
- Not present in October
- Schedule another committee meeting in November
- Met with two (2) building owners
- Need 750 parking spaces
- Need 250 spaces, will build garage to DIA for participation
- Met with City for 150 spaces for garage
- Waiting 132 based on discount parking
- Need one month to research to finalize list

Bond Questions:

- St. Vincent's
- St Augustine
- Airports

CEO Boyer addressed retail enhancement strategy, concentrated restaurant for free, nighttime parking at the Ed Ball and Yates Buildings.

CEO Boyer stated those 30 days to vet specifics.

Ron Moody inquired about competitive bids.

Mayor Ed Austin prepare contract.

Dane Grey operation clause

Oliver Barakat accountability is needed.

IDA Article regarding what on-street parking lane issues to be discussed

II. PUBLIC COMMENTS

None

III. ADJOURNMENT

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

The next Strategic Implementation Committee meeting will be determined.

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