



**DOWNTOWN INVESTMENT AUTHORITY
STRATEGIC IMPLEMENTATION COMMITTEE
AGENDA**

**City Hall at St. James Building
117 W. Duval Street, Jacksonville, FL. 32202
1st Floor, Committee Room B
Thursday, December 6, 2018 – 1:30 P.M.**

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

STRATEGIC IMPLEMENTATION COMMITTEE

I.	CALL TO ORDER – Committee Chairman Moody
II.	ACTION ITEMS
	A. Approval of November 8, 2018 SIC Meeting Minutes
	B. Convention Center ISP-0447-18
III.	OLD BUSINESS
IV.	NEW BUSINESS
V.	PUBLIC COMMENTS
VI.	ADJOURN



Downtown Investment Authority
Committee Meeting

City Hall at St. James
117 West Duval St., 1st Floor, Conf Room B.
December 6, 2018– 1:30 p.m.

DIA

Strategic Implementation Committee Meeting Minutes

Committee Members Present: Ron Moody, Committee Chair, Craig Gibbs, Esq., Braxton Gillam, Esq., and Marc Padgett

DIA Staff: Brian Hughes, Mayor’s Chief of Staff/Interim Chief Executive Officer, Guy Parola Operations Manager, Tom Daly, Finance Manager, Jim Klement, DDRB Coordinator and Karen Underwood-Eiland, Executive Assistant

I. CALL TO ORDER

Committee Chairman Moody called the meeting to order at 11:34 a.m. The attendees introduced themselves for the record.

II. ACTION ITEMS

A. Approval of the November 8, 2018 Strategic Implementation Committee Minutes

A MOTION WAS MADE BY BOARD MEMBER BRAXTON GILLAM AND SECONDED BY BOARD MEMBER MOODY APPROVING THE NOVEMBER 8, 2018 COMMITTEE MINUTES.

THE MOTION PASSED UNANIMOUSLY 4-0-0.

B. Mayor’s Letter

A letter from Mayor Curry was provided at the Downtown Investment Authority Full board meeting that was held on November 14, 2018 to Chairman Bailey. The letter was expressing Mayor Curry’s concern about the future Convention Center. This letter was included in the committee meeting packet.

Committee Chairman Moody asked the staff to bring the committee up to speed on where the DIA started; revisit the feasibility study prepared by Strategic Advisory Group to assist with guidance and review the RFP existing status support facilities which would include restaurants, entertainment, and destination type improvements.

Brian Hughes Interim Chief Executive Officer pointed out that the DIA, Administration and others have reviewed the existing Prime Osborne Center and thought of what a vibrant growing urban core city surrounded by an active suburb community was lacking. The feasibility study expressed positives and challenges.

The RFP respondents were graded and the DIA considered for the Mayor and Chairman to examine.

Committee Chairman Moody provided an overview of the New Convention Center feasibility analysis update prepared by Strategic Advisory Group.

- A report by the same group was conducted in 2001 and 2007
 - The current interest in Jacksonville as a Convention destination was relatively low
 - The consensus of both studies was that Jacksonville as a destination needed enhancements which are a prerequisite to being a competitive convention destination.
 - Meeting Planner Feedback- The majority of the interviewees related Jacksonville's attractiveness below seven on a scale of one to ten.
 - The walkability of the area surrounding the current and potential convention center location were lacking of restaurants, attractions and retail were all cited as significant draw-backs to bringing larger conventions to Jacksonville.
 - The future of Jacksonville – Shipyard developments, aquarium and other developments that could happen. The response of the potential future vision for Jacksonville was very positive. This reinforces the importance of the ongoing development of Jacksonville to become a desired convention destination.
 - Over 85% of the respondents said they were more likely to consider Jacksonville after viewing the images of the aquarium and shipyards development.
 - An additional development of the District will enhance the desirability of Jacksonville as a convention center.
 - Survey – Hyatt National Sales – 81% of the respondents who had met in Jacksonville were somewhat likely or highly unlikely to return
 - 75% of the respondents validated that availability to restaurants and nightlife is an important consideration when choosing a destination.
 - A new convention center with no improvement in the Jacksonville downtown experience was not appealing.
 - The overall interest in placing a meeting at a new Convention Center in Jacksonville with no destination enhancements was very low.
 - Conclusion – Meeting Planner Interviews – Over 60% of the planners interviewed or surveyed were not interested in Jacksonville and/or a new Convention Center without destination development.
 - The positive outcome of the meeting planner interview and survey was the noticeable improvement in their level of interest with they were shown the renderings of the shipyard vision and gained an understanding of the current plan for downtown Jacksonville.
 - This supports the importance of including a new Convention Center in the overall planning for the future of downtown Jacksonville.
 - Conclusion – SAG Demand Review. SAG's recommendation to postpone the construction of a new Convention Center and should be delayed until such time as it is part of destination plan that will improve the overall attractiveness in Jacksonville as a convention, meetings and major indoor event designation.
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- Conclusion – Not Now, but an important future element. As stated in the first section of this report. SAG recommended against building a new Convention Center at the present

time, however the land banking and future planning for the Convention Center should be part of all future downtown visioning. The feedback that was received in interviews and surveys demonstrated a moderate to low level of interest in many of the markets explored. The feedback became much more favorable when shown renderings of future enhancements to the downtown area.

Next Steps:

1. Secure the most favorable site as indicated by research
2. Engage hotel developers and other potential business investors in discussion about future full service hotels and other business development in conjunction with a new Convention Center.
3. Finalize vision for the Prime Osborn
4. Support the implementation of the shipyards, and other visions for the future of downtown Jacksonville
5. Support the visioning process for the Landing
6. Evaluate and develop a funding source to increase the marketing outreach to build the awareness of Jacksonville as a meetings and convention destination
7. Engage key stakeholders in a process to establish the most effective model for future convention, meetings and event marketing and venue operations.

Board Member Padgett stated the report was well thought-out and organized. He also noted that the most important piece was the seven (7) steps. The location jumped out to him, because a bundle of developments or destinations should not be done by dropping in a hotel where the convention Center should be located. An area for location should be the first step taken and circled back at some point and time.

Board Member Gibbs commented that the report summarized some of the decisions that have to be made before building a Convention Center. More needs to be done before the infrastructure is built.

Board Member Gillam asked was the report prepared before the RFP was issued to the proposers for the current project. The current Prime Osborne site is too small for a real Convention Center. He expressed disappointments because of all the hard work the DIA had put in for it, when the report suggested that the City was not ripe for a new Convention Center.

A MOTION WAS MADE BY BOARD MEMBER GILLAM AND SECONDED BY BOARD MEMBER GIBBS RECOMMENDING APPROVAL TO TERMINATE NEGOTIATIONS, REJECT THE RFP AND REPORT THE ACTION BACK TO THE FULL BOARD AT THE NEXT MEETING.

THE MOTION PASSED UNANIMOUSLY 4-0-0.

Mr. Hughes provided a brief update from the last committee meeting of the two new members

- Presentation was provided by the Cathedral district representatives regarding their comprehensive plan and master plan for that region.

- Ultimately the representatives are looking for the plan to be absorbed into the entire CRA.
- A discussion ensued at the last meeting which led to some steps from staff to be taken before approval of the overall Master plan.
- Staff with work with the Cathedral District representatives to deal with some specific things in short-term.
- An update will be provided in January 2019. More information will be forth-coming as the DIA continues to work with them.

Board Member Gillam stated that he was in favor of their opportunity and private investment downtown.

Guy Parola reported that there will be joint DDRB and DIA workshop held on Wednesday, December 19, 2018 in which Council Member Boyer will present ideas of the future of what the overlay districts may look like. He invited all members to attend to see areas like the Cathedral District and something with a historical background to understand the scope of boundaries.

III. OLD BUSINESS
NONE

IV. NEW BUSINESS
NONE

V. PUBLIC COMMENTS

Dimitry Demopotoulos, Church well Lofts commented about the Old Courthouse space.

VI. ADJOURNMENT

There being no further business, Committee Chairman Moody adjourned the meeting at approximately 2:00 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) 630-3492, or by email at karenu@coj.net.