



Downtown Investment Authority  
Strategic Implementation Committee

Thursday, September 14, 2023 at 10:30 a.m.

## SIC AGENDA

George Saoud, Esq., Chair  
Joe Hassan

Oliver Barakat  
Carol Worsham

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. JULY 14, 2023 STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL\*
- IV. AUGUST 10, 2023 STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL\*
- V. WORKSHOP TO ESTABLISH THE TERMS UPON WHICH DIA WOULD CONSIDER INCORPORATION OF LOCAL OPTION SALES TAX INTO ROI CALCULATIONS IN SUPPORT OF ADDITIONAL INCENTIVE REQUESTS (I.E., COMPLETION GRANTS) FOR PROJECTS THAT QUALIFY THROUGH THE TIERS ANALYSIS (FOR PRESENTATION IN RESOLUTION FORM AT THE SEPTEMBER BOARD MEETING). THE TERMS ESTABLISHED WILL BE USED IN UNDERWRITING PROJECTS COMING TO THE BOARD IN OCTOBER THUS NECESSITATING A DECISION IN SEPTEMBER.
- VI. OTHER MATTERS TO BE ADDED AT THE DISCRETION OF THE CHAIR
- VII. ADJOURN

**\*ACTION ITEM**

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**MEETING LOCATION**

**Physical Location**

Ed Ball Building  
214 N Hogan Street  
**8th Floor Conference Room 851**  
Jacksonville, Florida 32202

**Virtual Location**

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

## **Join Zoom Meeting**

<https://us02web.zoom.us/j/82644809997?pwd=VGQ2d29qVHFoUEwrOGFIT2YxcEsyZz09>

**Meeting ID: 826 4480 9997**

**Passcode: 487848**

### **One tap mobile**

+1 (312) 626-6799 (Chicago)

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Find your local number: <https://zoom.us/u/acSPRiVnGd>

TAB III.

JULY 14, 2023 STRATEGIC IMPLEMENTATION  
COMMITTEE MEETING MINUTES



**Downtown Investment Authority**  
**Strategic Implementation Committee Hybrid Meeting**  
***Friday, July 14th, 2023, 9:30 a.m.***

**Strategic Implementation Committee Hybrid Meeting**  
***DRAFT MEETING MINUTES***

**Strategic Implementation Committee Members (CM) in Attendance:**

George Saoud (Chair) Joe Hassan  
Jim Citrano (Ex officio as Board Chair)

**DIA Board Members In-Person:** Joshua Garrison, Braxton Gillam

*\*Board Member Garrison and Board Member Gillam attended as a non-voting member of the Committee.*

**DIA Board Members Participating Virtually:** None.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development, and Jovial Harper, DIA Administrative Assistant.

**Office of General Counsel:** Joelle Dillard

**Council Members Present:** None.

**I. CALL TO ORDER**

The Strategic Implementation Committee meeting of July 14th, 2023, was called to order at 9:30 a.m. by George Saoud, Committee Chair.

**II. PUBLIC COMMENTS**

Committee Chair Saoud called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

None.

**III. JUNE 15<sup>TH</sup>, 2023, STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL**

**Motion:** Board Member Citrano moved to approve the Meeting Minutes.  
**Seconded:** Board Member Hassan seconded.

**Vote:           Aye: 3           Nay: 0           Abstain: 0**

**IV.    RESOLUTION 2023-07-01 DIA CODE COMPLIANCE SUPPORT PROGRAM**

CEO Boyer explained that Resolution 2023-07-01 and Agenda Items No. V and VI were precipitated by such factors as: 1) challenges in the development market related to rising interest rates and construction costs that have arisen since the DIA's Business Investment Development (BID) Plan was last updated in 2021-22; 2) the new Mayoral Administration's special focus on supporting small businesses; and 3) an interest among at least one City Council member to explore whether some or all functions of the Office of Public Parking (which is managed by the DIA) should be transferred to the Jacksonville Transportation Authority.

Ms. Boyer said the purpose in bringing the items forward was to inform the Board on the issues and engage Board members in an open discussion about the pros and cons of the proposed items so they could be refined for further Board consideration and action in August.

She then deferred to Director Kelley, who gave a presentation on the Code Compliance Support Program, a proposed new standalone program providing assistance of potentially up to \$250,000 for property owners to address asbestos removal, shortcomings in fire safety, etc., required by building codes.

Board members asked questions and offered suggestions to address potential issues as safeguarding the funding from being used for illegitimate needs and possibly expanding it to both property owners and tenants.

CEO Boyer offered to refine the program based on the Board's input and bring it back to Board members for further discussion.

**Committee Chair Saoud deferred the item.**

**V.    DOWNTOWN PARKING STRATEGY AND PROGRESS ON PLAN IMPLEMENTATION**

CEO Boyer presented an overview of the Downtown Parking Strategy and the dynamics that informed it, including the availability of both garage and on-street parking; the ratio of publicly and privately managed parking; pricing of Downtown parking relative to the national average, etc.

Ms. Boyer outlined current parking-related challenges, including hurdles inhibiting the adoption of dynamic pricing and updates to bagged-meter policies and procedures.

She further informed the Board that the DIA had hired a Downtown Parking Strategy Coordinator who would be joining the Staff soon.

**No vote was taken on this item.**

## **VI. OTHER SUGGESTED INCENTIVE PROGRAM CHANGES**

A letter from JWB Real Estate Companies was read into the record. The company requested changes in incentive programs, including the addition of completion grants and allowing revenue from commercial leases, such as sales, tax on revenue sales, tax on leases, etc., be included in the return on investment calculation for Downtown projects.

CEO Boyer gave a presentation on the DIA's incentive programs, including a full list of programs and an explanation of the tiers analysis that provides funding above and beyond the standard programs.

As with the previous two agenda items, the Board asked questions and made suggestions to refine the programs.

Ms. Boyer noted that Staff had intended to address other programs, such as the Façade Grant program, but in consideration of time suggested that those items be discussed at a workshop.

Committee Chair Saoud proposed scheduling a workshop.

**No vote was taken on this item.**

## **ADJOURNMENT**

Committee Chair Saoud adjourned the meeting at 11:04 a.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Ric Anderson at [andersone@coj.net](mailto:andersone@coj.net) to acquire a recording of the meeting.*

TAB IV

AUGUST 10, 2023 STRATEGIC IMPLEMENTATION  
COMMITTEE MEETING MINUTES



**Downtown Investment Authority**  
**Strategic Implementation Committee Hybrid Meeting**  
***Thursday, August 10th, 2023, 3:00 p.m.***

**Strategic Implementation Committee Hybrid Meeting**  
***MEETING MINUTES***

**Strategic Implementation Committee Members (CM) in Attendance:**

George Saoud (Chair)	Oliver Barakat
Joe Hassan	Carol Worsham
Jim Citrano (Ex officio as Board Chair)	

**DIA Board Members In-Person:** Joshua Garrison

*\*Board Member Garrison attended as a non-voting member of the Committee.*

**DIA Board Members Participating Virtually:** None.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Guy Parola, Operations Manager, Ina Mezini, Strategic Initiatives Coordinator, Steve Kelley, Director of Downtown Real Estate and Development, and Ric Anderson, Communications and Marketing Specialist, Todd Higginbotham, Downtown Parking Strategy Coordinator.

**Office of General Counsel:** Joelle Dillard

**Council Members Present:** None.

**I. CALL TO ORDER**

The Strategic Implementation Committee meeting of August 10th, 2023, was called to order at 3:00 p.m. by George Saoud, Committee Chair.

**II. PUBLIC COMMENTS**

Committee Chair Saoud called for public comment.

*The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:*

None.

**III. JUNE 15<sup>TH</sup>, 2023, STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL**

**Motion:** Board Member Citrano moved to approve the Meeting Minutes.

**Seconded:** Board Member Barakat seconded.

**Vote:           Aye: 5           Nay: 0           Abstain: 0**

**IV.   RESOLUTION 2023-08-01 GREENLEAF DPRP**

Director Kelley explained the details of the Resolution and provided a staff report on the specific application from the Developer, JWB Real Estate Capital.

Alex Sifakis, president of JWB, explained that JWB planned to move its offices to the rehabilitated Greenleaf building while also providing space for food and beverage operations on the first floor and in the basement. Mr. Sifakis said JWB’s offices would span across approximately 30,000 to 36,000 square feet of the renovated building’s approximately 44,000 square feet of office space.

The Resolution would provide \$4.969 million in City funding for the project via forgivable loans and loans through the DIA Downtown Preservation and Revitalization Program (“DPRP”). Total development costs are estimated at \$16.878 million.

**Motion:**           Committee Member Worsham moved to approve the Resolution.  
**Seconded:**       Board Member Citrano seconded.

**Vote:           Aye: 5           Nay: 0           Abstain: 0**

**V.   RESOLUTION 2023-08-10 RFP FOR OPERATION OF MPS GARAGES**

CEO Boyer provided an explanation of the Resolution and the current agreement in place between Metropolitan Parking Solutions LLC and Reef Platform U.S. Operations (formerly LPS of America Inc.) to manage the three parking garages at issue (116 Pearl St. North, 500 A. Philip Randolph Blvd. and 999 E. Adams St.).

Ms. Boyer shared that the resolution is the first step in a process initiated by the City Council with their approval of Resolution 2023-355, which directs the DIA to explore opportunities to competitively procure operating services for the garages or partner with the Jacksonville Transportation Authority to provide the services.

**Motion:**           Committee Member Worsham moved to approve the Resolution.  
**Seconded:**       Board Member Citrano seconded.

**Vote:           Aye: 5           Nay: 0           Abstain: 0**

**VI.   COMPLETION GRANT INCENTIVE PROGRAM DISCUSSION**

Director Kelley

Director Kelley explained a set of draft revisions to the DIA Code Compliance Support Program. Potential modifications include expanding the program to tenants in addition to property owners;

a provision ensuring the program is not used for clearing up nuisance liens and adjusting the funding threshold. The purpose of the presentation was to familiarize the Board with the draft revisions and hear input in advance of further discussion on the issue at the Board's workshop on Aug. 16, 2023.

**No vote was taken on this item.**

## **VI. CHAPTER 55 AMENDMENTS**

CEO Boyer gave a presentation on a working set of amendments to Chapter 55 ordinances, the body of legislation that launched the DIA, establishes the parameters of its authority, sets its duties and responsibilities, etc. Ms. Boyer sought the Committee's input in anticipation of possibly bringing a resolution to the full Board at its scheduled meeting on Aug. 16, 2023.

**No vote was taken on this item.**

## **ADJOURNMENT**

Committee Chair Saoud adjourned the meeting at 4:23 p.m.

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