

CITY OF JACKSONVILLE
DOWNTOWN INVESTMENT AUTHORITY
BOARD MEETING

Proceedings held on Wednesday, August 21, 2018,
commencing at 2:10 p.m., City Hall, Lynwood Roberts
Room, 1st Floor, 117 West Duval Street, Jacksonville,
Florida, before Diane M. Tropia, FPR, a Notary Public in
and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

CRAIG GIBBS, Acting Chair.
RON MOODY, Secretary.
DANE GREY, Board Member.
TODD FROATS, Board Member.
MARC PADGETT, Board Member.
CAROL WORSHAM, Board Member.

ALSO PRESENT:

LORI BOYER, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
JOHN SAWYER, Office of General Counsel.
JOHNNY GAFFNEY, Office of the Mayor.
MICHAEL BOYLAN, City Council Liaison.
REGGIE GAFFNEY, City Council Member.
KAREN UNDERWOOD-EILAND, Executive Assistant.

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1 MR. PAROLA: Thank you.
2 Through the Chair to the board, Resolution
3 2019-08-12 allocates 140 multifamily units to
4 Vestcor, an entity of Vestcor, to be used on
5 the property that's identified on a location
6 map that's with this resolution.
7 This is actually just a reauthorization,
8 if you will, of a resolution, a continuance of
9 an allocation that goes back maybe a little
10 over year ago.
11 What's happening is they are changing
12 their funding mechanism. So they were using
13 the LIHTC, the Low Income Housing Tax Credits.
14 They are now pursuing a Community Development
15 Block Grant, disaster relief funding mechanism.
16 That's going to be awarded at a later date. So
17 what we've done is we've just taken a
18 resolution that was previously approved by this
19 board, changed the funding type, and changed
20 the dates. Everything else remains the same.
21 I will point out a couple of things. This
22 is what we've been doing for about a year now.
23 Whenever a development project is predicated on
24 funding from an entity that we do not control,
25 we allocate the development rights but not from
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1 P R O C E E D I N G S
2 August 21, 2019 2:10 p.m.

3 THE CHAIRMAN: The next item is to close
4 the Community Redevelopment Agency meeting and
5 move to the Downtown Investment Authority board
6 meeting.
7 Has everyone had an opportunity to review
8 the minutes of August 7th, 2019?
9 BOARD MEMBER GREY: So moved.
10 THE CHAIRMAN: Properly moved.
11 BOARD MEMBER PADGETT: Second.
12 THE CHAIRMAN: Properly moved and
13 seconded.
14 Any discussion on the minutes?
15 BOARD MEMBERS: (No response.)
16 THE CHAIRMAN: Hearing none, all those in
17 favor signify by saying aye.
18 BOARD MEMBERS: Aye.
19 THE CHAIRMAN: Any opposition by like
20 sign.
21 BOARD MEMBERS: (No response.)
22 THE CHAIRMAN: The minutes are approved.
23 The next item is Resolution 2019-08-12,
24 Lofts at Cathedral.
25 Who is teeing that up? Guy.

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1 a particular phase. So if there are Phase I
2 development rights, when this projects come
3 online we'll get that. If not, they will move
4 to another phase assuming the DRI is still in
5 existence. So just wanting to point that out.
6 I also want to point out that on Page 2 of
7 the resolution, Sections 4 through 6, we just
8 changed the dates on those. Those are still
9 performance standards so that the allocation
10 doesn't live in perpetuity; if they don't get
11 the funding and the resolution dies,
12 subsequently the application dies without any
13 further action by this board.
14 I'm here for any questions.
15 THE CHAIRMAN: What is the body's pleasure
16 with regard to this resolution?
17 BOARD MEMBER WORSHAM: I'll make a motion
18 to approve 2019-08-12.
19 THE CHAIRMAN: It's been moved to approve
20 by Ms. Worsham.
21 BOARD MEMBER FROATS: Second.
22 THE CHAIRMAN: Second by Mr. Froats.
23 Let's begin discussion, Mr. Grey.
24 BOARD MEMBER GREY: No questions.
25 THE CHAIRMAN: Mr. Froats.
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5

1 BOARD MEMBER FROATS: No questions.
 2 BOARD MEMBER WORSHAM: Straightforward, no
 3 questions by me.
 4 BOARD MEMBER PADGETT: I don't have any
 5 questions. I'll just disclose, I filled out
 6 the form 8B just because we -- Summit does some
 7 work for Vestcor. Just disclosing that.
 8 THE CHAIRMAN: Thank you.
 9 Mr. Moody.
 10 BOARD MEMBER MOODY: Just a comment.
 11 This is going to be exciting for this
 12 area, so I'm looking forward to seeing it
 13 happen.
 14 No other questions.
 15 THE CHAIRMAN: Very good.
 16 Any further discussion?
 17 BOARD MEMBERS: (No response.)
 18 THE CHAIRMAN: Hearing none, all those in
 19 favor signify by saying aye.
 20 BOARD MEMBERS: Aye.
 21 THE CHAIRMAN: Any opposition by like
 22 sign.
 23 BOARD MEMBERS: (No response.)
 24 THE CHAIRMAN: The resolution passes.
 25 The next item is Resolution 2019-08-14
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6

1 [sic].
 2 Mr. Parola.
 3 MR. PAROLA: Through the Chair to the
 4 board, much like the previous resolution, this
 5 is an allocation of development rights. This
 6 is going to Ryan Companies, the developer of
 7 the proposed JEA headquarters. As you know, it
 8 went through the disposition process. Ryan
 9 Companies was awarded the property.
 10 The property, it was in downtown, it was
 11 fallow, did not come with development rights.
 12 This kind of puts a bow on the property for
 13 them. It's 220,000 square feet of government
 14 and institutional entitlements and 8,500 square
 15 feet of retail. The square feet of retail is
 16 so that when they build the parking deck, that
 17 we will have a line of retail and a line of
 18 open space per the new development standards.
 19 I will point out, on the second page, on
 20 Section 4, we've mirrored the language in the
 21 purchase and sale agreement. I don't need to
 22 read it to you, but, again, it adds a sunset
 23 clause to this so that the allocation doesn't
 24 live in perpetuity should there be a lack of
 25 performance.
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7

1 And I'm here for any questions.
 2 THE CHAIRMAN: Thank you.
 3 What is the body's pleasure with regard to
 4 Resolution 2019-08-14 [sic]?
 5 BOARD MEMBER MOODY: Move that it be
 6 approved.
 7 THE CHAIRMAN: Moved to approve.
 8 BOARD MEMBER GREY: Second.
 9 THE CHAIRMAN: Any discussion?
 10 Let's begin with Mr. Moody.
 11 BOARD MEMBER MOODY: No questions.
 12 BOARD MEMBER PADGETT: No questions.
 13 BOARD MEMBER WORSHAM: No questions.
 14 BOARD MEMBER FROATS: No questions.
 15 THE CHAIRMAN: Mr. Grey.
 16 BOARD MEMBER GREY: No questions.
 17 THE CHAIRMAN: Any further discussion?
 18 BOARD MEMBERS: (No response.)
 19 THE CHAIRMAN: Hearing none, all those in
 20 favor of 2019-08-14 [sic] signify by saying
 21 aye.
 22 BOARD MEMBERS: Aye.
 23 THE CHAIRMAN: Opposition by like sign.
 24 BOARD MEMBERS: (No response.)
 25 THE CHAIRMAN: Hearing none, it passes.
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8

1 Thank you.
 2 THE next item on the agenda is a
 3 presentation.
 4 MR. PAROLA: Mr. Chairman --
 5 THE CHAIRMAN: Yes.
 6 MR. PAROLA: -- there should be one more
 7 item, Resolution 2019-08-14.
 8 THE CHAIRMAN: I thought that's what we
 9 just voted on.
 10 MR. PAROLA: No, sir.
 11 THE CHAIRMAN: I apologize.
 12 MR. PAROLA: That was -13.
 13 THE CHAIRMAN: Resolution 2019-08-14.
 14 Mr. Parola.
 15 MR. PAROLA: Thank you.
 16 This resolution -- actually, this is the
 17 first resolution of its kind, actually. Prior
 18 to this resolution, the board effectuated the
 19 Retail Enhancement Committee's vote by just a
 20 simple vote. We thought moving here it ought
 21 to be cleaner to do a resolution. So this
 22 resolution approves an action that the Retail
 23 Enhancement Program Committee did, approving a
 24 project for up to \$69,341.37, which is,
 25 according to the developer and what they've
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1 provided us to us, roughly 50 percent of their
 2 tenant improvement costs for this.
 3 So this is an example of the Retail
 4 Enhancement Program Committee making a
 5 difference. You'll see on the map that it's on
 6 Bay Street. What you won't see but you would
 7 see if you were at ground level is a couple of
 8 parcels where they've done the exact same
 9 thing. So the Retail Enhancement Program
 10 Committee that this body created and the City
 11 Council blessed is really having an impact on
 12 Bay Street, so I think that's worthy of being
 13 called out.
 14 I'm here for any questions. I think a
 15 representative of the developer might be here
 16 as well.
 17 And I'd be remiss if I didn't point out
 18 one thing, that this was already approved by
 19 the board, I think around late 2016, but
 20 because of ongoing work that had to happen,
 21 they did not finish the work in time, although
 22 they've kept an active permit. So in
 23 consultation with the Office of General
 24 Counsel, they said just approve it again to --
 25 you know, whatever the saying is, cross your Ts
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1 and dot your Is or dot your Ts and cross your
 2 Is, one of the two.
 3 But I'm here for any questions, sir.
 4 THE CHAIRMAN: Thank you.
 5 What is the body's pleasure with
 6 2019-08-14?
 7 BOARD MEMBER PADGETT: Move to approve.
 8 BOARD MEMBER MOODY: Second.
 9 THE CHAIRMAN: Any discussion?
 10 Mr. Grey.
 11 BOARD MEMBER GREY: No comment.
 12 BOARD MEMBER FROATS: Is this work
 13 completed?
 14 MR. PAROLA: Through the Chair --
 15 BOARD MEMBER FROATS: Is all of the work
 16 completed?
 17 MR. PAROLA: Through the Chair, yes, sir.
 18 If you recall in this program, per the
 19 board's desire, we're always the last one in.
 20 BOARD MEMBER FROATS: Okay.
 21 THE CHAIRMAN: Anything else, Mr. Froats?
 22 BOARD MEMBER FROATS: No.
 23 BOARD MEMBER WORSHAM: We reviewed this at
 24 the Retail Enhancement Committee meeting. I
 25 don't have any further questions.
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1 THE CHAIRMAN: Thank you.
 2 BOARD MEMBER PADGETT: I have no
 3 questions.
 4 THE CHAIRMAN: Mr. Moody.
 5 BOARD MEMBER MOODY: A good, positive
 6 improvement for the Bay Street area, so I'm all
 7 for it.
 8 THE CHAIRMAN: I agree.
 9 Any further discussion?
 10 BOARD MEMBERS: (No response.)
 11 THE CHAIRMAN: Hearing none, all those in
 12 favor signify by saying aye.
 13 BOARD MEMBERS: Aye.
 14 THE CHAIRMAN: Any opposition by like
 15 sign.
 16 BOARD MEMBERS: (No response.)
 17 THE CHAIRMAN: It passes.
 18 Now presentation by MOCA.
 19 (Ms. Doherty approaches the podium.)
 20 MS. DOHERTY: Well, first of all, thank
 21 you so much for inviting me to be here today.
 22 I greatly appreciate it.
 23 My name is Caitlin Doherty. I'm the
 24 executive director of the Museum of
 25 Contemporary Art, here in Jacksonville, just
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1 across the road, in fact, from where we are
 2 now.
 3 I want to share with you over the next ten
 4 minutes or so just some of the things that
 5 we're doing here in MOCA and how we -- how the
 6 core of the work that we do, we really see as
 7 being contributing to and vital to what
 8 downtown revitalization is all about. It's
 9 something that I've been personally committed
 10 to and working on in three different continents
 11 over the last 20 years, in Ireland, in Qatar in
 12 the Middle East, and in Michigan, and now here
 13 in Jacksonville. And, frankly, it's something
 14 that particularly attracted me to coming to
 15 Jacksonville because I heard over and over
 16 about the potential, the potential, the
 17 potential, while potential has the opportunity
 18 for impact, and I think MOCA can very much
 19 contribute to that impact.
 20 So MOCA's mission is to promote the
 21 discovery, knowledge, and advancement of the
 22 art, artists, and ideas of our time. And I
 23 would add to that, and of our town, because I
 24 think more and more and more, cultural
 25 organizations need to be relevant to the
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1 communities that they serve, to the communities
2 that they are a part of.

3 We are a cultural institute of the
4 University of North Florida, a separate
5 nonprofit 501(c)(3). We were founded in 1924,
6 which, ladies and gentlemen, makes us the
7 oldest art museum in Jacksonville. And we're
8 coming up, in fact, to our centennial year.
9 We're in the middle of -- or we've just begun
10 our new strategic plan, which will bring us
11 right up to that centennial year. And our
12 focus on creative placemaking, on downtown
13 revitalization is absolutely core to that
14 because, crucially, we are 60,000 square feet
15 of creative space in the urban core, a
16 year-round, brick and mortar, nonprofit
17 business, here 365 days of the year and working
18 accordingly.

19 What I call the "MOCA difference" is that
20 MOCA originates more than 95 percent of its
21 exhibitions. That puts us in an elite tier of
22 art museums in the United States. We tour our
23 exhibitions. I just came back from LA where I
24 launched an exhibition of one of our Project
25 Daydream artists. Next year I'll be going to

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1 Beijing where I'll be launching another one at
2 the Central Academy of Fine Arts, and also in
3 the fall of next year in Philadelphia at
4 Drexel, at the science and natural history
5 museum there. So always under a MOCA flag,
6 under a Jacksonville flag.

7 In fiscal year '19, we served 35,000
8 visitors, and that visitor number is rising
9 year on year. Nine thousand of those were
10 served through education and public programs.
11 And, sadly, last year, or fiscal year '19, only
12 1,500 Title 1 elementary school students.

13 I'm delighted to say that we have received
14 funding through the Jessie Ball duPont Fund and
15 through working in partnership with Duval
16 County Public Schools to serve 12,000 Title 1
17 elementary school students moving forward in
18 the coming months. And that brings us back to
19 the levels we were at when we received funding
20 cuts to the esteemed program from Duval County
21 Public Schools.

22 Interestingly, our general museum
23 admission was free to 64 percent of our
24 visitors. So, yes, there's a paid admission,
25 but we give free opportunities 64 percent of

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1 the time. And of those coming to our museum
2 and paying admission, 50 percent were sold to
3 tourists visiting from outside of this region.
4 So we serve our business travelers and our
5 tourists alike as downtown's premier cultural
6 resource, providing programming six days a
7 week. That is a lot of people coming downtown
8 for a particular reason, the destination of
9 MOCA. And we do this through our exhibitions.

10 We launched this exhibition, which I've
11 curated from the Central Academy of Fine Arts
12 in Beijing and have guests arriving from
13 Beijing today. We launch this tomorrow. So if
14 anyone is available, from 6 p.m. tomorrow, we
15 launch our new feature show.

16 Our public programs are committed to
17 lifelong learning for our families as well as
18 members of our community right through from
19 early childhood to our elderly community.

20 And our education programs are varied from
21 Title 1 to tourists, to our STEAM program, to
22 particular curriculums based -- created
23 specifically for children on the autism
24 spectrum in the Art Aviators Program.

25 Our MOCA/UNF affiliation is particularly
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1 unique. It's unique in that we are the only
2 cultural organization downtown that has an
3 academic reach. Our research potential is
4 therefore clear and so too is the
5 administrative structure that we're able to
6 work within.

7 We're a bridge between campus and
8 community. We bring classes downtown. We
9 employ our student ambassadors here in the
10 urban core. Our guilds sell their artwork at
11 Art Walk. I hope some of you have bought some
12 of their wonderful work. They produce pop-up
13 exhibitions, contribute to downtown events, and
14 are part of the vital energy and dynamic energy
15 that comes and is needed in a revitalized
16 downtown.

17 Part of all of that has been that we've
18 been keen to focus on our lobby. I see our
19 lobby as being our community space. It's the
20 part that's free and open to the public and
21 it's the physical connector between our
22 galleries, our artwork and our community space,
23 but for too long the lobby has been overlooked
24 as a kind of in-between space with a restaurant
25 in it, and a restaurant that lots of people

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1 have told us they love, but, frankly, in our
2 mission of art, artists and ideas nowhere does
3 it say "and a chicken wrap with microgreens on
4 top."

5 So, yes, we need to speak to our
6 community; yes, we need to hear from our
7 community, but, crucially, we need to create a
8 welcoming, vibrant and financially stable
9 resource that really will be a downtown driver
10 and attract people to the urban core, while at
11 the same time being aligned with our mission.

12 So we began a process, our lobby redesign
13 project, revisioning project, and we asked for
14 stakeholder input. We asked our community --
15 and we've had thousands of responses from
16 members, from visitors, as well as from folks
17 at City Council and others who are committed
18 to downtown.

19 Of all of that collating of data, bringing
20 it together, we started to see key points, and
21 we've collated that into two phases. Our
22 Phase I, which is happening right now, and
23 you'll start -- you've probably already seen
24 some changes and you're going to see some more.

25 Crucially, we need to be art-focused.

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1 That is our raison d'être. We do art well, and
2 yet when you walked into our lobby, you saw no
3 art until you arrived at our project atrium.
4 It didn't say what we did.

5 We're going to have flexible exhibition
6 space with moveable walls. We're going to
7 display our collection in the MOCA cafes, a
8 beautiful rendition of the Robert Rauschenberg
9 that we have in our collection, rarely seen in
10 our galleries because our exhibitions, of
11 course you only see a fraction of our
12 collection at any one time.

13 Pop-up exhibition areas, as well as
14 changing the furniture options in there so that
15 they have a contemporary design aesthetic. As
16 often as we can, source from local artisans and
17 vendors to really speak to what we do and how
18 we do it, thinking creatively and brand
19 aligned.

20 We want to be visitor focused, have a
21 welcoming reception as opposed to a cold stare
22 out of space.

23 The two images you see here are banners
24 which will be installed next week, actually
25 maybe tomorrow, in the windows of our lobby

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1 area, telling people from outside that this is
2 not a coffee shop, it's not a restaurant, it's
3 not part of the library, it's a museum.

4 We're going to install clear wayfaring and
5 really move people from Hemming Park and
6 passersby as well as tourists alike into the
7 space.

8 Our outdoor seating will be arriving
9 shortly, and that will give a welcome pop of
10 color to the outside.

11 Our opening hours are being aligned.
12 Having a restaurant which doesn't operate the
13 same opening hours as the building that they
14 are occupying is difficult. That's changing.

15 And also to bring MOCA merchandise options to
16 downtown.

17 Crucially, and what everyone wants to hear
18 about, is our MOCA Cafe. And you notice I'm
19 not calling it NOLA MOCA. We're calling it the
20 MOCA Cafe, which is what everybody calls it
21 anyway. And the NOLA part just seemed to give
22 confusion to out-of-town visitors who thought
23 they could get a New Orleans dining experience.
24 That was news to me as from being out of town,
25 but I learned that certainly from our

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1 discussions.

2 We're going to be keeping those same
3 favorite food and beverage options with a full
4 (inaudible) service, but with a reduced menu.
5 Fast, casual, counter service. So, yes, you
6 will still be able to receive your business --
7 host your business meetings at NOLA, but,
8 equally, you know, a mother coming through with
9 her two kids wanting to go to the museum
10 doesn't need to make a full fine-dining
11 commitment to have some refreshments at MOCA.

12 There will be a children's menu, a dine-in
13 or grab-and-go. And, crucially, I think, for
14 the downtown, since there is so much business
15 happening here, there will be a bit of
16 breakfast through to Happy Hour option. So you
17 can grab your coffee and you can grab your
18 cocktail, both at the MOCA Cafe.

19 We also have increased our MOCA catering.
20 Our delivery service -- we're offering a
21 delivery service within the downtown area for
22 groups of six or more, and already a number of
23 businesses are doing that on a monthly basis.
24 That, we hope, will grow.

25 Our new catering and events team has also

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1 grown. We've hired new staff. And we have a
2 full-service outside licensed catering
3 opportunity, as well as a facility rental,
4 really positioning MOCA as one of downtown's
5 premiere event venues. And I think our
6 New Year's Eve party this year really pointed
7 to -- last year, really pointed to that where
8 we had 450 people downtown at midnight ringing
9 in the bells, saying we are committed to
10 downtown, we are committed to art and culture
11 being part of that in this coming year.

12 Crucially, perhaps from your perspective,
13 I wanted to also just point quickly to what
14 these -- the impact that these changes will
15 have. Yes, bring in energy, life, excitement
16 to downtown as a destination and to provide
17 revitalization, but also in terms of figures.

18 These are draft figures, projections, and
19 they're conservative, but we're looking at an
20 annual gross revenue of 325,000, and 220,000,
21 approximately, annual contribution to the local
22 economy through salaries. We're looking at
23 three full-time positions and thirteen
24 part-time, seasonal positions.

25 So, again, not just in terms of
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1 conceptually, creatively, philosophically
2 contributing to all that downtown -- and
3 nourishing all that downtown should be, but in
4 terms of revenue and in terms of job creation
5 for the downtown area.

6 So I very much look forward to continuing
7 to update you as we work through this Phase I
8 and then into Phase II, which is part of our
9 strategic planning process because MOCA is
10 committed to -- I personally am committed to,
11 but MOCA is committed to making sure that
12 downtown is all it can be and that MOCA is
13 really contributing to that in terms of
14 nourishing our creative community.

15 Thank you so very much.
16 THE CHAIRMAN: Thank you, Ms. Doherty.
17 Does the board have comments or questions?
18 Mr. Moody, let's start with you.

19 BOARD MEMBER MOODY: Well, Caitlin, it's
20 very exciting to see your plan and see your
21 vision. Keep up the good work. We need it.

22 MS. DOHERTY: Thank you.
23 BOARD MEMBER PADGETT: We can tell you've
24 been busy.
25 MS. DOHERTY: Just a wee bit.

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1 BOARD MEMBER PADGETT: We appreciate what
2 you've been doing.

3 THE CHAIRMAN: It's a wonderful facility.
4 We're excited to see the designs reach
5 fruition.

6 MS. DOHERTY: Thank you so much.
7 THE CHAIRMAN: Ms. Worsham.

8 BOARD MEMBER WORSHAM: I'll just say, to
9 be a great downtown you've got to have great
10 art and you-all are doing a terrific job. We
11 look forward to helping you succeed.

12 MS. DOHERTY: Thank you.
13 THE CHAIRMAN: Mr. Froats.

14 BOARD MEMBER FROATS: Thank you.
15 BOARD MEMBER GREY: I love the venue and
16 the butter that you guys serve with the
17 biscuits. Awesome.

18 MS. DOHERTY: We're keeping that in the
19 fast casual. It won't go anywhere, I promise.

20 BOARD MEMBER GREY: Perfect. I'll be
21 there then.

22 THE CHAIRMAN: Thank you again.
23 MS. DOHERTY: Thank you so much.

24 THE CHAIRMAN: Please keep up the good
25 work.

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1 The next item on the agenda is the Chief
2 Executive Officer Report.

3 MS. BOYER: So between two weeks ago and
4 now, we've had a few things.

5 The Project Sharp legislation or the
6 project that you approved the term sheet for
7 was filed as legislation. It will be in the
8 City Council committee cycle next cycle. So it
9 wasn't in committees this week, but two weeks
10 from now.

11 The Blue Cross Blue Shield parking garage
12 that we approved the term sheet for at the last
13 board meeting was filed as legislation today.
14 So in the interim, we negotiated the terms of
15 the redevelopment agreement, the restrictive
16 covenant, the deed, and all of that, and
17 finished that last night. And so that was
18 filed today legislatively, as well as an
19 amendment to the Ventures easement on the
20 Southbank.

21 You will recall that project was approved
22 a couple of years ago. There is an easement
23 that provides access from Prudential Drive
24 along the railroad track down to the waterfront
25 and along the Riverwalk. As the building was

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1 reconfigured during the various iterations and
 2 working it out with adjacent property owners,
 3 we had to make some revisions in the easement
 4 language. So that legislation is also now
 5 filed as of 2 o'clock, which was our deadline
 6 today.
 7 In addition to that, when we met last, we
 8 had completed the Southbank budget
 9 reconciliation report that the -- was due to
 10 the council auditors between last meeting and
 11 this meeting. We also completed the Northbank
 12 and submitted it.
 13 We have received some comments back on the
 14 Northbank that will be incorporated, all of the
 15 Southbank reconciliations and journal entries
 16 are in the process of being made by accounting.
 17 So we'll be squared away with both of those. I
 18 guess within another two weeks we'll have that
 19 project completely wrapped up, which puts us on
 20 a great footing as we go into next year.
 21 We had the budget hearing before City
 22 Council last Friday, and our budgets were all
 23 recommended by the Finance Committee for
 24 approval of the DIA's as well as the Community
 25 Redevelopment Area Tax Increment Districts.

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1 So that's kind of what's happened in the
 2 last two weeks, in addition to meeting with
 3 several developers who have exciting new
 4 projects that you will be hearing about and
 5 seeing hopefully at our September meeting. So
 6 we have a couple of good things that we're
 7 going to bring forward in September.
 8 I will tell you I've also been doing some
 9 work on kind of a -- I'm going to throw it out
 10 there as a highlight -- adaptive reuse. Part
 11 of the Chamber's Buffalo trip focused a lot on
 12 redevelopment of existing building stock as
 13 opposed to building anew. And one of the
 14 challenges we have here is making the numbers
 15 work on that.
 16 So what I was looking at is what they did,
 17 what are some alternatives that not only talk
 18 to the (inaudible), historic preservation
 19 grants or the tax credits, and they may be
 20 coming to do a program on it, but also looked
 21 at some other ideas. And in the budget process
 22 that went through City Council, we have an
 23 allocation for facade grants on the Northbank,
 24 which is different than historic preservation
 25 fund grants or Retail Enhancement. The facade

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1 grants could be available to a property owner,
 2 not just a retail tenant, and may help us
 3 facilitate that gap to get more of our older,
 4 vacant buildings rehabilitated and back in use.
 5 So we'll be talking more about that.
 6 Expect to see something in the next couple of
 7 months coming forward on that, but I'm working
 8 on it.
 9 That's it for the last two weeks.
 10 THE CHAIRMAN: Pretty busy. Thank you.
 11 I do not have a chairman's report. I will
 12 move next to the DDRB briefing.
 13 MR. PAROLA: Through the Chair, the next
 14 DDRB meeting is September 19th. We moved it
 15 from the 12th to the 19th, and we should have
 16 some interesting things on that on the agenda.
 17 So thank you.
 18 THE CHAIRMAN: Any way of getting someone
 19 to try to replace Jim?
 20 MS. BOYER: Mr. Parola and I interviewed
 21 for three hours about a week ago, and there
 22 were -- among the folks that we interviewed,
 23 there is one that we are retaining in the
 24 interview list and one that we eliminated from
 25 the interview list, and we have two more that

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1 we're going to interview that we brought up now
 2 that we're scheduling for next Tuesday.
 3 Yesterday afternoon I was interviewing for
 4 the communications coordinator position and
 5 interviewed three people on that, and I haven't
 6 even had a chance to get back with HR
 7 afterwards to get their assessment of the
 8 individuals that we interviewed, and we're
 9 moving in on that position, but we're working
 10 on it.
 11 THE CHAIRMAN: Of course. Thank you.
 12 Next item is old business. Any old
 13 business?
 14 (No response.)
 15 THE CHAIRMAN: The next agenda item is new
 16 business. Unsolicited offers to purchase.
 17 MS. BOYER: So you should have several
 18 discussion documents in front of you. And
 19 these are not the specific Blackwater
 20 proposals. These are sundry documents. So
 21 there's one that's called Threshold Questions,
 22 one that's called a Draft of the Formal
 23 Disposition Procedures, and another one was
 24 Draft of Unsolicited. So do you have all three
 25 of those? I'm not seeing mine.

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1 THE CHAIRMAN: Yes.
 2 MS. BOYER: No, I do. I have all three.
 3 So my ultimate suggestion on this is going
 4 to be that you have a Strategic Implementation
 5 Committee meeting and that the Strategic
 6 Implementation Committee iron out the questions
 7 that I'm going to pose and make a
 8 recommendation back to the board between now
 9 and the September meeting so at the September
 10 meeting you are ready to kind of adopt and
 11 understand the process you're going to follow
 12 going forward.

13 But what I have done is -- and this is
 14 really probably the most important document,
 15 which is the threshold questions, which is just
 16 trying to outline for you what are the decision
 17 points kind of from a -- analyzing it from an
 18 options standpoint, recognize that unsolicited
 19 proposals and how you address those are a
 20 separate consideration from Notices of
 21 Disposition. They may lead to a Notice of
 22 Disposition, but they don't necessarily have
 23 to.

24 So the first process to discuss and come
 25 up with is how you are going to respond to

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1 fair market value and less than 25,000. Those
 2 can be decided by the DIA board. They don't
 3 have to go to City Council. This is usually
 4 somebody trying to acquire a little strip of
 5 property or an easement or something that
 6 happens to be next to them that we own, that
 7 there would be a simpler way to do it rather
 8 than a formal Notice of Disposition process.
 9 So I kind of outlined the options and the
 10 alternatives on that.

11 And then if you kick into a more -- what
 12 we saw with LaVilla, a more elaborate, larger
 13 project concept, I would suggest that you set
 14 some criteria for what they have to provide us
 15 for us to review on the initial staff phase,
 16 before it ever gets to you, if we're going to
 17 consider one.

18 Then I would suggest that you provide some
 19 criteria for staff as to our authority to
 20 reject something. So my example that I made in
 21 speaking to someone is, if we get an
 22 unsolicited offer for a dollar to buy City
 23 Hall, you don't want me to have to bring that
 24 to the board and review the financial capacity
 25 of the person making the offer. I mean, it's

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1 unsolicited proposals. I think it would
 2 benefit the members of the public who have an
 3 interest in making them and the board if we set
 4 some criteria for both how we're going to
 5 process them and what they are expected to
 6 provide for us to be able to evaluate it.

7 And so I have -- this document is a draft
 8 of an idea based on things that we have looked
 9 at in other jurisdictions who have adopted
 10 similar things, to discuss that. The first,
 11 Point A, the reason that is separate -- and
 12 what I wanted you to understand on that is,
 13 pursuant to Florida Statutes and the
 14 Jacksonville Ordinance Code, there are two
 15 criteria under the statute if an offer comes in
 16 that's below fair market value. I don't care
 17 if it's a million dollar offer or a \$20,000
 18 offer, if it's below fair market value, it has
 19 to go to City Council for approval.

20 The other thing is that, if it is more
 21 than a \$25,000 purchase price, even if it's
 22 above fair market value, it has to go to
 23 City Council.

24 So my suggestion is we have a streamlined,
 25 simpler process for offers that are at or above

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1 just a waste of our time.

2 And so, obviously, between there and
 3 reality there is some appropriate threshold,
 4 and that's what we're going to talk about.

5 Assuming that we have a sufficient
 6 application, it's viable, it's basically
 7 consistent with the plan, then we have to kind
 8 of talk about what are your options and how we
 9 proceed with it, and that's -- so I've outlined
 10 some decision points for you.

11 I've also outlined some criteria on the
 12 other sheet, and my suggestion is you look at
 13 those between now and the time we have
 14 Strategic Implementation.

15 The second document is disposition
 16 procedures. That is more or less what you
 17 voted on with respect to the LaVilla Notice of
 18 Disposition when we put it out, but there are
 19 also some decision points in this going
 20 forward.

21 So, for example, whether or not -- the
 22 process that we follow from a procurement
 23 standpoint and the way we did it with LaVilla
 24 is there was a scoring committee of three
 25 scores, and the scores are shown on a tabulated

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1 sheet, and the respondents are ranked, but
 2 there is no voted-upon recommendation that
 3 comes to the board in that scenario. You just
 4 get the sheets and you get the ranking.
 5 We could have that go to the Strategic
 6 Implementation Committee and have the Strategic
 7 Implementation Committee actually make a
 8 recommendation to the board or you could have
 9 the CEO make a recommendation to the board, but
 10 that's not part of the procurement process. So
 11 that would have to be something that we all
 12 decide we're going to do. So that's kind of
 13 the decision point on this one that I want you
 14 to think about.
 15 So I just wanted to give you this
 16 documentation for you to start looking at, and
 17 I'll have Karen reach out to set a Strategic
 18 Implementation meeting. My hope is maybe the
 19 second week of September, so we have some time.
 20 And if you're not on the committee or you're
 21 not able to attend the meeting and you have an
 22 interest, you can share comments and thoughts
 23 with me individually, and I'll make sure that
 24 they're part of the discussion and information
 25 that comes up at the meeting.

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1 THE CHAIRMAN: Great. I look forward to
 2 that meeting to hash this out.
 3 MS. BOYER: And then the second thing that
 4 I had was -- you should have all received a
 5 copy of the two unsolicited proposals that we
 6 did receive from Blackwater.
 7 My recommendation to you, for two reasons,
 8 is going to be that you either reject them or
 9 you just hold them until -- number one, until
 10 we get to the next meeting and decide what
 11 process we want to follow so that we are kind
 12 of establishing that and doing it fairly for
 13 everyone who comes along.
 14 But also, I want to alert you to a
 15 conversation that I had with -- I'm glad Ryan
 16 is still here -- that I had with Vestcor this
 17 morning, and that is kind of a bigger issue for
 18 that LaVilla map. And I see Member Moody still
 19 has his in front of him from the presentation.
 20 So in the last week we've had meetings
 21 with JTA regarding -- and Guy has some plans
 22 that came through from DDRB review -- ten-set
 23 review for bus lanes on Forsyth Street that are
 24 apparently being required to make sure there's
 25 adequate traffic flow off the interstate ramp

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1 on Forsyth Street. The next street over is
 2 Bay Street where the U2C is proposed, and
 3 there's talk of dedicated automated vehicle
 4 lanes on Bay Street.
 5 Where all of this leads is, we know that a
 6 community is more than just residential units
 7 and a community has to have those retail cores
 8 and there's activated areas, and that was part
 9 of the whole discussion at the last meeting on
 10 the RFP.
 11 If Bay Street and Forsyth Street are or
 12 are not available for that because of other
 13 improvements that are being made in the
 14 roadways that make it maybe less desirable for
 15 retail, then it becomes more important that we
 16 look at the opportunity for retail on some of
 17 these other parcels and where is that central
 18 core going to be.
 19 So I think you will be pleased that, when
 20 I met with Vestcor this morning and we talked
 21 about the fact that the board fairly
 22 consistently preferred the other plans they had
 23 received in terms of architectural style and
 24 the retail component, but we had scored their
 25 proposal the highest because of their ability

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1 to get the job done and get moving and
 2 financial capacity and those things, they have
 3 approached -- they are looking at the
 4 opportunity for potentially converting some of
 5 the first floor units that face the park to
 6 retail or a corner space there to retail, and
 7 we're working with them on it.
 8 They've also made some architectural
 9 changes that are making a greater effort to
 10 kind of show the LaVilla flavor and history in
 11 their design, so I think you'll be pleased
 12 where that's going.
 13 We're hoping to have the RDA on that
 14 project to you in September also, for the
 15 September meeting, but that will include some
 16 of these things.
 17 So all of that is to say, before we talk
 18 about whether these parcels should be mixed use
 19 or how much retail we want on them, I think we
 20 need to put a few other pieces of the puzzle
 21 together and know where they are to know what
 22 we want in those locations, and that we don't
 23 go out and just open it up and then later
 24 regret that we let a piece of property go; it
 25 was mostly residential, and now there is no

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1 place left for the retail.

2 So that's my recommendation on those. So

3 I would suggest that we just hold them, wait

4 till you see what process you have, and we will

5 have the RDA by September. So both of those

6 should be in place. And at the September

7 meeting you may or may not then be in a

8 position if you want to put these out as an

9 official Notice of Disposition.

10 I will say one of the two parcels is

11 property that is owned by the City, but it is

12 leased and is currently occupied. So it is not

13 a property that we have immediate access to in

14 any event.

15 THE CHAIRMAN: What is the body's pleasure

16 with regard to Blackwater Capital, LLC, the

17 unsolicited offer?

18 BOARD MEMBER MOODY: I'd like to make a

19 motion that we table this until at least our

20 September meeting so we can work out our

21 procedural issues.

22 BOARD MEMBER GREY: Second.

23 THE CHAIRMAN: Properly moved and seconded

24 that we table this till September, till we get

25 a process or procedure.

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1 Would you like to amplify on that,

2 Mr. Moody?

3 BOARD MEMBER MOODY: Well, you know, one

4 thing strikes me, that, if, in fact, we're

5 going to have road improvements on Forsyth or

6 Bay or whatever, that we don't want to transfer

7 ownership to a parcel and then have to take it

8 back by the process of eminent domain, which is

9 very expensive. So let's do this properly.

10 I love Mr. Stanly's enthusiasm, I love his

11 vision. That's what we need. And I think

12 let's just do it right. Let's look at the

13 timing and make it work correctly.

14 THE CHAIRMAN: Mr. Padgett.

15 BOARD MEMBER PADGETT: I did agree with

16 Mr. Stanly. We need to move fast on these

17 things. We can't let them sit around for a

18 long period of time. I think that's one of the

19 things we try to do on our board is not kick

20 the can, as they say, but we do need to decide

21 on the process before we do that, and I think

22 it's wise that we get our ducks in a row before

23 we move forward.

24 THE CHAIRMAN: Ms. Worsham.

25 BOARD MEMBER WORSHAM: Mr. Padgett

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1 summarized, I think, what we feel. Let's get

2 the process in order, but we don't want to lose

3 momentum, so I think it's a proper -- a wise

4 move.

5 THE CHAIRMAN: Mr. Froats.

6 BOARD MEMBER FROATS: I agree.

7 THE CHAIRMAN: Mr. Grey.

8 BOARD MEMBER GREY: I share the same

9 sentiments.

10 THE CHAIRMAN: Any further discussion?

11 BOARD MEMBERS: (No response.)

12 THE CHAIRMAN: Hearing none, all those in

13 favor of the motion signify by saying aye.

14 BOARD MEMBERS: Aye.

15 THE CHAIRMAN: Any opposition by like

16 sign.

17 BOARD MEMBERS: (No response.)

18 THE CHAIRMAN: Show it unanimous.

19 MS. BOYER: Thank you, Mr. Chairman.

20 I have one thing I wanted to share with

21 you. We can do it either before or after the

22 election of officers, whichever. Do you want

23 to do the election of officers and then let me

24 come back to that?

25 THE CHAIRMAN: No, go ahead, please.

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1 MS. BOYER: Okay. I believe I told most

2 of you when I spoke to you on the phone before

3 the meeting that I'm going to try to do this at

4 each board meeting and share with you just a

5 few performance metrics so that you get to see

6 them.

7 This is a table that Tom Daly had been

8 maintaining in our database. This is based on

9 CBRE quarterly reports. I will say that the

10 2018 State of Downtown report -- which, by the

11 way, I also had Mr. Gordon go upstairs and pick

12 up copies for each board member. So I want you

13 to all make sure you take home a 2018 State of

14 Downtown report so you can review it.

15 It indicates what our targets were in the

16 CRA plan and how we're doing in relation to the

17 target on this chart. So it just is

18 confirmation that you are well ahead of target

19 in all of these particular metrics. That's

20 commercial occupancy, residential occupancy,

21 and retail storefront occupancy.

22 This, the top chart you see, is reprinted

23 from -- or copied from the CRA plan, and it

24 shows you that the 2019 -- actually, it's

25 looking like 2020 is highlighted from where I'm

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1 sitting, but it was supposed to be 2019 -- that
2 the taxable value within the Southside CRA was
3 intended to be -- was projected to be
4 \$376,262,129 and the reality is 433-.

5 The box at the bottom is copied from the
6 auditor's book in the budget hearing last
7 Friday. So since I saw that in the book, I
8 thought, great, this will give me an
9 opportunity to show you very up-to-date
10 information.

11 So the point is, we are exceeding taxable
12 value by 56 million and taxes generated by
13 617,000 in the Southbank.

14 Northside West, the projection was 418
15 million; the reality is 516 million, so we're
16 99 million ahead in taxable value and a million
17 ahead in taxes generated.

18 And on Downtown East, the projection was
19 195 million. We're at 289 million. And it
20 exceeds the projection by 93-. Taxes generated
21 also exceed by about a million.

22 So those were just a few, and I'll take
23 different metrics each month and show you
24 different metrics and how we're doing compared
25 to the plan.

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1 slate.

2 THE CHAIRMAN: Thank you.

3 BOARD MEMBER FROATS: I agree.

4 THE CHAIRMAN: Mr. Grey.

5 BOARD MEMBER GREY: Perfect.

6 THE CHAIRMAN: Hearing none, let's vote on
7 each individual officer, or we can vote on the
8 slate.

9 BOARD MEMBER GREY: Slate.

10 BOARD MEMBER PADGETT: Might as well vote
11 on the slate.

12 THE CHAIRMAN: The slate? Okay. I'll
13 take that as a motion, Mr. Grey?

14 BOARD MEMBER GREY: That's a motion.

15 THE CHAIRMAN: Thank you.

16 BOARD MEMBER FROATS: Second.

17 THE CHAIRMAN: Any further discussion?

18 BOARD MEMBERS: (No response.)

19 THE CHAIRMAN: Hearing none, all those in
20 favor signify by saying aye.

21 BOARD MEMBERS: Aye.

22 THE CHAIRMAN: Any opposition by like
23 sign.

24 BOARD MEMBERS: (No response.)

25 THE CHAIRMAN: We'll show it unanimous.

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1 THE CHAIRMAN: Those are great numbers.
2 Thanks for that report.

3 MS. BOYER: Well, I think we need to tell
4 that story.

5 THE CHAIRMAN: Yes, no doubt about it.

6 MS. BOYER: We're doing good work here.

7 THE CHAIRMAN: Yes. We're certainly
8 trying. And thanks for the State of Downtown
9 Report. I reviewed it. It's wonderful.

10 The next item on the agenda is election of
11 officers. We met as a Governance Nomination
12 Committee and came up with a slate of officers.
13 The nominations were for yours truly as
14 chairman, Mr. Moody as vice chair and Braxton
15 Gillam as secretary. Those were the slate of
16 officers that the Nomination Committee came up
17 with. We will take additional officers.

18 Any nominations?

19 BOARD MEMBERS: (No response.)

20 THE CHAIRMAN: Mr. Moody, any nominations?

21 BOARD MEMBER MOODY: None.

22 THE CHAIRMAN: Mr. Padgett.

23 BOARD MEMBER PADGETT: No.

24 THE CHAIRMAN: Ms. Worsham.

25 BOARD MEMBER WORSHAM: I think it's a fine

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1 BOARD MEMBER WORSHAM: Congratulations.

2 THE CHAIRMAN: Thank you.

3 Any further business for the board this
4 afternoon?

5 (No response.)

6 THE CHAIRMAN: We made the hour.

7 Wonderful.

8 We are adjourned.

9 (The foregoing proceedings were adjourned
10 at 2:55 p.m.)

11 - - -

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1 CERTIFICATE OF REPORTER

2

3 STATE OF FLORIDA)

)

4 COUNTY OF DUVAL)

5

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 31st day of August 2019.

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Diane M. Tropa
Florida Professional Reporter

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(904) 821-0300

\$	418 [1] - 41:14 433- [1] - 41:4 450 [1] - 21:8	adequate [1] - 34:25 adjacent [1] - 25:2 adjourned [2] - 44:8, 44:9 administrative [1] - 16:5 admission [3] - 14:23, 14:24, 15:2 adopt [1] - 29:10 adopted [1] - 30:9 advancement [1] - 12:21 aesthetic [1] - 18:15 affiliation [1] - 15:25 afternoon [2] - 28:3, 44:4 afterwards [1] - 28:7 Agency [1] - 2:4 agenda [5] - 8:2, 24:1, 27:16, 28:15, 42:10 ago [4] - 3:10, 24:3, 24:22, 27:21 agree [4] - 11:8, 38:15, 39:6, 43:3 agreement [2] - 6:21, 24:15 ahead [4] - 39:25, 40:18, 41:16, 41:17 alert [1] - 34:14 aligned [3] - 17:11, 18:19, 19:11 alike [2] - 15:5, 19:6 allocate [1] - 3:25 allocates [1] - 3:3 allocation [5] - 3:9, 4:9, 6:5, 6:23, 26:23 ALSO [1] - 1:17 alternatives [2] - 26:17, 31:10 ambassadors [1] - 16:9 amendment [1] - 24:19 amplify [1] - 38:1 analyzing [1] - 29:17 anew [1] - 26:13 annual [2] - 21:20, 21:21 anothers [1] - 17:17 anyway [1] - 19:21 apologize [1] - 8:11 application [2] - 4:12, 32:6 appreciate [2] - 11:22, 23:1 approached [1] - 36:3 approaches [1] - 11:19 appropriate [1] - 32:3	B
\$20,000 [1] - 30:17 \$25,000 [1] - 30:21 \$376,262,129 [1] - 41:4 \$69,341.37 [1] - 8:24	5	approval [2] - 25:24, 30:19 approve [5] - 4:18, 4:19, 7:7, 9:24, 10:7 approved [7] - 2:22, 3:18, 7:6, 9:18, 24:6, 24:12, 24:21 approves [1] - 8:22 approving [1] - 8:23 architectural [2] - 35:23, 36:8 Area [1] - 25:25 area [5] - 5:12, 11:6, 19:1, 20:21, 22:5 areas [2] - 18:13, 35:8 arrived [1] - 18:3 arriving [2] - 15:12, 19:8 art [9] - 12:22, 13:7, 13:22, 17:2, 17:25, 18:1, 18:3, 21:10, 23:10 Art [3] - 11:25, 15:24, 16:11 art-focused [1] - 17:25 artisans [1] - 18:16 artists [3] - 12:22, 13:25, 17:2 Arts [2] - 14:2, 15:11 artwork [2] - 16:10, 16:22 assessment [1] - 28:7 Assistant [1] - 1:21 assuming [2] - 4:4, 32:5 atrium [1] - 18:3 attend [1] - 33:21 attract [1] - 17:10 attracted [1] - 12:14 auditor's [1] - 41:6 auditors [1] - 25:10 August [4] - 1:6, 2:1, 2:8, 45:15 authority [1] - 31:19 Authority [1] - 2:5 AUTHORITY [1] - 1:2 authorized [1] - 45:8 autism [1] - 15:23 automated [1] - 35:3 available [3] - 15:14, 27:1, 35:12 Aviators [1] - 15:24 awarded [2] - 3:16, 6:9 awesome [1] - 23:17 aye [12] - 2:17, 2:18, 5:19, 5:20, 7:21, 7:22, 11:12, 11:13, 39:13, 39:14, 43:20, 43:21	Ball [1] - 14:14 banners [1] - 18:23 based [3] - 15:22, 30:8, 40:8 basis [1] - 20:23 Bay [7] - 9:6, 9:12, 11:6, 35:2, 35:4, 35:11, 38:6 beautiful [1] - 18:8 becomes [1] - 35:15 began [1] - 17:12 begin [2] - 4:23, 7:10 begun [1] - 13:9 Beijing [3] - 14:1, 15:12, 15:13 bells [1] - 21:9 below [2] - 30:16, 30:18 benefit [1] - 30:2 between [8] - 16:7, 16:21, 16:24, 24:3, 25:10, 29:8, 32:2, 32:13 beverage [1] - 20:3 bigger [1] - 34:17 biscuits [1] - 23:17 bit [2] - 20:15, 22:25 Blackwater [3] - 28:19, 34:6, 37:16 blessed [1] - 9:11 Block [1] - 3:15 Blue [2] - 24:11 board [21] - 2:5, 3:2, 3:19, 4:13, 6:4, 8:18, 9:19, 22:17, 24:13, 29:8, 30:3, 31:2, 31:24, 33:3, 33:8, 33:9, 35:21, 38:19, 40:4, 40:12, 44:3 BOARD [71] - 1:3, 1:12, 2:9, 2:11, 2:15, 2:18, 2:21, 4:17, 4:21, 4:24, 5:1, 5:2, 5:4, 5:10, 5:17, 5:20, 5:23, 7:5, 7:8, 7:11, 7:12, 7:13, 7:14, 7:16, 7:18, 7:22, 7:24, 10:7, 10:8, 10:11, 10:12, 10:15, 10:20, 10:22, 10:23, 11:2, 11:5, 11:10, 11:13, 11:16, 22:19, 22:23, 23:1, 23:8, 23:14, 23:15, 23:20, 37:18, 37:22, 38:3, 38:15, 38:25, 39:6, 39:8, 39:11, 39:14, 39:17, 42:19, 42:21,
'19 [2] - 14:7, 14:11	6		
1	6 [2] - 4:7, 15:14 60,000 [1] - 13:14 617,000 [1] - 41:13 64 [2] - 14:23, 14:25		
1 [3] - 14:12, 14:16, 15:21 1,500 [1] - 14:12 117 [1] - 1:8 12,000 [1] - 14:16 12th [1] - 27:15 13 [1] - 8:12 140 [1] - 3:3 1924 [1] - 13:5 195 [1] - 41:19 19th [2] - 27:14, 27:15 1st [1] - 1:8	7		
2	7th [1] - 2:8		
2 [2] - 4:6, 25:5 20 [1] - 12:11 2016 [1] - 9:19 2018 [3] - 1:6, 40:10, 40:13 2019 [5] - 2:1, 2:8, 40:24, 41:1, 45:15 2019-08-12 [3] - 2:23, 3:3, 4:18 2019-08-14 [6] - 5:25, 7:4, 7:20, 8:7, 8:13, 10:6 2020 [1] - 40:25 21 [2] - 1:6, 2:1 220,000 [2] - 6:13, 21:20 25,000 [1] - 31:1 289 [1] - 41:19 2:10 [2] - 1:7, 2:1 2:55 [1] - 44:10	8		
3	8,500 [1] - 6:14 8B [1] - 5:6		
31st [1] - 45:15 325,000 [1] - 21:20 35,000 [1] - 14:7 365 [1] - 13:17	9		
4	93- [1] - 41:20 95 [1] - 13:20 99 [1] - 41:16		
4 [2] - 4:7, 6:20	A		
	ability [1] - 35:25 able [4] - 16:5, 20:6, 30:6, 33:21 absolutely [1] - 13:13 academic [1] - 16:3 Academy [2] - 14:2, 15:11 access [2] - 24:23, 37:13 according [1] - 8:25 accordingly [1] - 13:18 accounting [1] - 25:16 acquire [1] - 31:4 Acting [1] - 1:13 action [2] - 4:13, 8:22 activated [1] - 35:8 active [1] - 9:22 adaptive [1] - 26:10 add [1] - 12:23 addition [2] - 25:7, 26:2 additional [1] - 42:17 address [1] - 29:19 adds [1] - 6:22		

<p>42:23, 42:25, 43:3, 43:5, 43:9, 43:10, 43:14, 43:16, 43:18, 43:21, 43:24, 44:1 Board [4] - 1:14, 1:14, 1:15, 1:15 board's [1] - 10:19 body [1] - 9:10 body's [4] - 4:15, 7:3, 10:5, 37:15 book [2] - 41:6, 41:7 bottom [1] - 41:5 bought [1] - 16:11 bow [1] - 6:12 box [1] - 41:5 BOYER [10] - 1:18, 24:3, 27:20, 28:17, 29:2, 34:3, 39:19, 40:1, 42:3, 42:6 BOYLAN [1] - 1:20 brand [1] - 18:18 Braxton [1] - 42:14 breakfast [1] - 20:16 brick [1] - 13:16 bridge [1] - 16:7 briefing [1] - 27:12 bring [6] - 13:10, 16:8, 19:15, 21:15, 26:7, 31:23 bringing [1] - 17:19 brings [1] - 14:18 brought [1] - 28:1 budget [4] - 25:8, 25:21, 26:21, 41:6 budgets [1] - 25:22 Buffalo [1] - 26:11 build [1] - 6:16 building [4] - 19:13, 24:25, 26:12, 26:13 buildings [1] - 27:4 bus [1] - 34:23 business [9] - 13:17, 15:4, 20:6, 20:7, 20:14, 28:12, 28:13, 28:16, 44:3 businesses [1] - 20:23 busy [2] - 22:24, 27:10 butter [1] - 23:16 buy [1] - 31:22</p>	<p>36:2 Capital [1] - 37:16 care [1] - 30:16 CAROL [1] - 1:15 casual [2] - 20:5, 23:19 catering [3] - 20:19, 20:25, 21:2 Cathedral [1] - 2:24 CBRE [1] - 40:9 centennial [2] - 13:8, 13:11 central [1] - 35:17 Central [2] - 14:2, 15:11 CEO [1] - 33:9 certainly [2] - 19:25, 42:7 CERTIFICATE [1] - 45:1 certify [1] - 45:8 Chair [6] - 1:13, 3:2, 6:3, 10:14, 10:17, 27:13 chair [1] - 42:14 CHAIRMAN [76] - 2:3, 2:10, 2:12, 2:16, 2:19, 2:22, 4:15, 4:19, 4:22, 4:25, 5:8, 5:15, 5:18, 5:21, 5:24, 7:2, 7:7, 7:9, 7:15, 7:17, 7:19, 7:23, 7:25, 8:5, 8:8, 8:11, 8:13, 10:4, 10:9, 10:21, 11:1, 11:4, 11:8, 11:11, 11:14, 11:17, 22:16, 23:3, 23:7, 23:13, 23:22, 23:24, 27:10, 27:18, 28:11, 28:15, 29:1, 34:1, 37:15, 37:23, 38:14, 38:24, 39:5, 39:7, 39:10, 39:12, 39:15, 39:18, 39:25, 42:1, 42:5, 42:7, 42:20, 42:22, 42:24, 43:2, 43:4, 43:6, 43:12, 43:15, 43:17, 43:19, 43:22, 43:25, 44:2, 44:6 Chairman [2] - 8:4, 39:19 chairman [1] - 42:14 chairman's [1] - 27:11 challenges [1] - 26:14 Chamber's [1] - 26:11 chance [1] - 28:6 changed [3] - 3:19, 4:8 changes [3] - 17:24,</p>	<p>21:14, 36:9 changing [3] - 3:11, 18:14, 19:14 chart [2] - 40:17, 40:22 chicken [1] - 17:3 Chief [2] - 1:18, 24:1 childhood [1] - 15:19 children [1] - 15:23 children's [1] - 20:12 CITY [1] - 1:1 City [13] - 1:7, 1:20, 1:20, 9:10, 17:17, 24:8, 25:21, 26:22, 30:19, 30:23, 31:3, 31:22, 37:11 classes [1] - 16:8 clause [1] - 6:23 cleaner [1] - 8:21 clear [2] - 16:4, 19:4 close [1] - 2:3 cocktail [1] - 20:18 Code [1] - 30:14 coffee [2] - 19:2, 20:17 cold [1] - 18:21 collated [1] - 17:21 collating [1] - 17:19 collection [3] - 18:7, 18:9, 18:12 color [1] - 19:10 coming [9] - 12:14, 13:8, 14:18, 15:1, 15:7, 20:8, 21:11, 26:20, 27:7 commencing [1] - 1:7 comment [2] - 5:10, 10:11 comments [3] - 22:17, 25:13, 33:22 commercial [1] - 40:20 commitment [1] - 20:11 committed [8] - 12:9, 15:16, 17:17, 21:9, 21:10, 22:10, 22:11 Committee [11] - 8:23, 9:4, 9:10, 10:24, 25:23, 29:5, 29:6, 33:6, 33:7, 42:12, 42:16 committee [3] - 24:8, 32:24, 33:20 Committee's [1] - 8:19 committees [1] - 24:9 communications [1] - 28:4 communities [2] - 13:1</p>	<p>community [11] - 15:18, 15:19, 16:8, 16:19, 16:22, 17:6, 17:7, 17:14, 22:14, 35:6, 35:7 Community [3] - 2:4, 3:14, 25:24 Companies [2] - 6:6, 6:9 compared [1] - 41:24 complete [1] - 45:10 completed [4] - 10:13, 10:16, 25:8, 25:11 completely [1] - 25:19 component [1] - 35:24 concept [1] - 31:13 conceptually [1] - 22:1 confirmation [1] - 40:18 confusion [1] - 19:22 congratulations [1] - 44:1 connector [1] - 16:21 conservative [1] - 21:19 consider [1] - 31:17 consideration [1] - 29:20 consistent [1] - 32:7 consistently [1] - 35:22 consultation [1] - 9:23 contemporary [1] - 18:15 Contemporary [1] - 11:25 continents [1] - 12:10 continuance [1] - 3:8 continuing [1] - 22:6 contribute [2] - 12:19, 16:13 contributing [3] - 12:7, 22:2, 22:13 contribution [1] - 21:21 control [1] - 3:24 conversation [1] - 34:15 converting [1] - 36:4 coordinator [1] - 28:4 copied [2] - 40:23, 41:5 copies [1] - 40:12 copy [1] - 34:5 core [6] - 12:6, 13:13, 13:15, 16:10, 17:10, 35:18 cores [1] - 35:7 corner [1] - 36:6</p>	<p>correctly [1] - 38:13 costs [1] - 9:2 council [1] - 25:10 Council [10] - 1:20, 1:20, 9:11, 17:17, 24:8, 25:22, 26:22, 30:19, 30:23, 31:3 Counsel [2] - 1:19, 9:24 counter [1] - 20:5 COUNTY [1] - 45:4 County [2] - 14:16, 14:20 couple [5] - 3:21, 9:7, 24:22, 26:6, 27:6 course [2] - 18:11, 28:11 covenant [1] - 24:16 CRA [3] - 40:16, 40:23, 41:2 CRAIG [1] - 1:13 create [1] - 17:7 created [2] - 9:10, 15:22 creation [1] - 22:4 creative [3] - 13:12, 13:15, 22:14 creatively [2] - 18:18, 22:1 Credits [1] - 3:13 credits [1] - 26:19 criteria [5] - 30:4, 30:15, 31:14, 31:19, 32:11 Cross [1] - 24:11 cross [2] - 9:25, 10:1 crucially [6] - 13:14, 17:7, 17:25, 19:17, 20:13, 21:12 cultural [4] - 12:24, 13:3, 15:5, 16:2 culture [1] - 21:10 curated [1] - 15:11 curriculum's [1] - 15:22 cuts [1] - 14:20 cycle [2] - 24:8</p>
D				
<p>d'être [1] - 18:1 Daly [1] - 40:7 DANE [1] - 1:14 data [1] - 17:19 database [1] - 40:8 date [2] - 3:16, 41:9 DATED [1] - 45:15 dates [2] - 3:20, 4:8 Daydream [1] - 13:25 days [2] - 13:17, 15:6</p>				

<p>DDRB [3] - 27:12, 27:14, 34:22 deadline [1] - 25:5 decide [3] - 33:12, 34:10, 38:20 decided [1] - 31:2 decision [4] - 29:16, 32:10, 32:19, 33:13 deck [1] - 6:16 dedicated [1] - 35:3 deed [1] - 24:16 delighted [1] - 14:13 delivery [2] - 20:20, 20:21 design [2] - 18:15, 36:11 designs [1] - 23:4 desirable [1] - 35:14 desire [1] - 10:19 destination [2] - 15:8, 21:16 developer [3] - 6:6, 8:25, 9:15 developers [1] - 26:3 Development [1] - 3:14 development [6] - 3:23, 3:25, 4:2, 6:5, 6:11, 6:18 DIA [2] - 1:18, 31:2 DIA's [1] - 25:24 Diane [3] - 1:9, 45:7, 45:19 dies [2] - 4:11, 4:12 difference [2] - 9:5, 13:19 different [4] - 12:10, 26:24, 41:23, 41:24 difficult [1] - 19:14 dine [1] - 20:12 dine-in [1] - 20:12 dining [2] - 19:23, 20:10 director [1] - 11:24 disaster [1] - 3:15 disclose [1] - 5:5 disclosing [1] - 5:7 discovery [1] - 12:21 discuss [2] - 29:24, 30:10 discussion [12] - 2:14, 4:23, 5:16, 7:9, 7:17, 10:9, 11:9, 28:18, 33:24, 35:9, 39:10, 43:17 discussions [1] - 20:1 display [1] - 18:7 Disposition [6] - 28:23, 29:21, 29:22, 31:8, 32:18, 37:9</p>	<p>disposition [2] - 6:8, 32:15 Districts [1] - 25:25 document [3] - 29:14, 30:7, 32:15 documentation [1] - 33:16 documents [2] - 28:18, 28:20 Doherty [3] - 11:19, 11:23, 22:16 DOHERTY [7] - 11:20, 22:22, 22:25, 23:6, 23:12, 23:18, 23:23 dollar [2] - 30:17, 31:22 domain [1] - 38:8 done [4] - 3:17, 9:8, 29:13, 36:1 dot [2] - 10:1 doubt [1] - 42:5 down [1] - 24:24 DOWNTOWN [1] - 1:2 Downtown [5] - 2:5, 40:10, 40:14, 41:18, 42:8 downtown [21] - 6:10, 12:8, 13:12, 15:7, 16:2, 16:8, 16:13, 16:16, 17:9, 17:18, 19:16, 20:14, 20:21, 21:8, 21:10, 21:16, 22:2, 22:3, 22:5, 22:12, 23:9 downtown's [2] - 15:5, 21:4 draft [2] - 21:18, 30:7 Draft [2] - 28:22, 28:24 Drexel [1] - 14:4 DRI [1] - 4:4 Drive [1] - 24:23 driver [1] - 17:9 ducks [1] - 38:22 due [1] - 25:9 duPont [1] - 14:14 during [1] - 25:1 Duval [3] - 1:8, 14:15, 14:20 DUVAL [1] - 45:4 dynamic [1] - 16:14</p>	<p>effectuated [1] - 8:18 effort [1] - 36:9 EILAND [1] - 1:21 either [2] - 34:8, 39:21 elaborate [1] - 31:12 elderly [1] - 15:19 election [3] - 39:22, 39:23, 42:10 elementary [2] - 14:12, 14:17 eliminated [1] - 27:24 elite [1] - 13:21 eminent [1] - 38:8 employ [1] - 16:9 energy [3] - 16:14, 21:15 Enhancement [6] - 8:19, 8:23, 9:4, 9:9, 10:24, 26:25 enthusiasm [1] - 38:10 entitlements [1] - 6:14 entity [2] - 3:4, 3:24 entries [1] - 25:15 equally [1] - 20:8 establishing [1] - 34:12 esteemed [1] - 14:20 evaluate [1] - 30:6 Eve [1] - 21:6 event [2] - 21:5, 37:14 events [2] - 16:13, 20:25 exact [1] - 9:8 example [3] - 9:3, 31:20, 32:21 exceed [1] - 41:21 exceeding [1] - 41:11 exceeds [1] - 41:20 excited [1] - 23:4 excitement [1] - 21:15 exciting [3] - 5:11, 22:20, 26:3 Executive [3] - 1:18, 1:21, 24:2 executive [1] - 11:24 exhibition [4] - 13:24, 15:10, 18:5, 18:13 exhibitions [5] - 13:21, 13:23, 15:9, 16:13, 18:10 existence [1] - 4:5 existing [1] - 26:12 expect [1] - 27:6 expected [1] - 30:5 expensive [1] - 38:9 experience [1] - 19:23</p>	<p style="text-align: center;">F</p> <p>facade [2] - 26:23, 26:25 face [1] - 36:5 facilitate [1] - 27:3 facility [2] - 21:3, 23:3 fact [4] - 12:1, 13:8, 35:21, 38:4 fair [4] - 30:16, 30:18, 30:22, 31:1 fairly [2] - 34:12, 35:21 fall [1] - 14:3 fallow [1] - 6:11 families [1] - 15:17 fast [3] - 20:5, 23:19, 38:16 favor [6] - 2:17, 5:19, 7:20, 11:12, 39:13, 43:20 favorite [1] - 20:3 feature [1] - 15:15 feet [4] - 6:13, 6:15, 13:14 few [4] - 24:4, 36:20, 40:5, 41:22 figures [2] - 21:17, 21:18 filed [4] - 24:7, 24:13, 24:18, 25:5 filled [1] - 5:5 Finance [1] - 25:23 financial [2] - 31:24, 36:2 financially [1] - 17:8 fine [2] - 20:10, 42:25 Fine [2] - 14:2, 15:11 fine-dining [1] - 20:10 finish [1] - 9:21 finished [1] - 24:17 first [5] - 8:17, 11:20, 29:24, 30:10, 36:5 fiscal [2] - 14:7, 14:11 flag [2] - 14:5, 14:6 flavor [1] - 36:10 flexible [1] - 18:5 floor [1] - 36:5 Floor [1] - 1:8 FLORIDA [1] - 45:3 Florida [5] - 1:9, 1:10, 13:4, 30:13, 45:7 florida [1] - 45:19 flow [1] - 34:25 focus [2] - 13:12, 16:18 focused [3] - 17:25, 18:20, 26:11 folks [2] - 17:16, 27:22 follow [3] - 29:11,</p>	<p>32:22, 34:11 food [1] - 20:3 footing [1] - 25:20 foregoing [2] - 44:9, 45:9 form [1] - 5:6 Formal [1] - 28:22 formal [1] - 31:8 Forsyth [4] - 34:23, 35:1, 35:11, 38:5 forward [10] - 5:12, 14:17, 22:6, 23:11, 26:7, 27:7, 29:12, 32:20, 34:1, 38:23 founded [1] - 13:5 FPR [1] - 1:9 fraction [1] - 18:11 frankly [2] - 12:13, 17:1 free [3] - 14:23, 14:25, 16:20 Friday [2] - 25:22, 41:7 Froats [5] - 4:22, 4:25, 10:21, 23:13, 39:5 FROATS [12] - 1:14, 4:21, 5:1, 7:14, 10:12, 10:15, 10:20, 10:22, 23:14, 39:6, 43:3, 43:16 front [2] - 28:18, 34:19 fruition [1] - 23:5 full [4] - 20:3, 20:10, 21:2, 21:23 full-service [1] - 21:2 full-time [1] - 21:23 Fund [1] - 14:14 fund [1] - 26:25 funding [7] - 3:12, 3:15, 3:19, 3:24, 4:11, 14:14, 14:19 furniture [1] - 18:14</p>
E		F		G
<p>early [1] - 15:19 easement [4] - 24:19, 24:22, 25:3, 31:5 East [2] - 12:12, 41:18 economy [1] - 21:22 education [2] - 14:10, 15:20</p>				<p>GAFFNEY [2] - 1:19, 1:20 galleries [2] - 16:22, 18:10 gap [1] - 27:3 garage [1] - 24:11 general [1] - 14:22 General [2] - 1:19, 9:23 generated [3] - 41:12, 41:17, 41:20 gentlemen [1] - 13:6 GIBBS [1] - 1:13 Gillam [1] - 42:15 glad [1] - 34:15</p>

<p>Gordon [1] - 40:11 Governance [1] - 42:11 government [1] - 6:13 grab [3] - 20:13, 20:17 grab-and-go [1] - 20:13 Grant [1] - 3:15 grants [4] - 26:19, 26:23, 26:25, 27:1 great [6] - 23:9, 25:20, 34:1, 41:8, 42:1 greater [1] - 36:9 greatly [1] - 11:22 GREY [13] - 1:14, 2:9, 4:24, 7:8, 7:16, 10:11, 23:15, 23:20, 37:22, 39:8, 43:5, 43:9, 43:14 Grey [6] - 4:23, 7:15, 10:10, 39:7, 43:4, 43:13 gross [1] - 21:20 ground [1] - 9:7 groups [1] - 20:22 grow [1] - 20:24 grown [1] - 21:1 guess [1] - 25:18 guests [1] - 15:12 guilds [1] - 16:10 Guy [2] - 2:25, 34:21 GUY [1] - 1:18 guys [1] - 23:16</p>	<p>home [1] - 40:13 hope [3] - 16:11, 20:24, 33:18 hopefully [1] - 26:5 hoping [1] - 36:13 host [1] - 20:7 hour [1] - 44:6 Hour [1] - 20:16 hours [3] - 19:11, 19:13, 27:21 Housing [1] - 3:13 HR [1] - 28:6</p>	<p>14:22 interim [1] - 24:14 interstate [1] - 34:25 interview [3] - 27:24, 27:25, 28:1 interviewed [4] - 27:20, 27:22, 28:5, 28:8 interviewing [1] - 28:3 Investment [1] - 2:5 INVESTMENT [1] - 1:2 inviting [1] - 11:21 Ireland [1] - 12:11 iron [1] - 29:6 issue [1] - 34:17 issues [1] - 37:21 item [9] - 2:3, 2:23, 5:25, 8:2, 8:7, 24:1, 28:12, 28:15, 42:10 iterations [1] - 25:1</p>	<p style="text-align: center;">L</p> <p>LA [1] - 13:23 lack [1] - 6:24 ladies [1] - 13:6 lanes [2] - 34:23, 35:4 language [2] - 6:20, 25:4 Large [1] - 1:10 larger [1] - 31:12 last [14] - 10:19, 12:11, 14:11, 21:7, 24:12, 24:17, 25:7, 25:10, 25:22, 26:2, 27:9, 34:20, 35:9, 41:6 late [1] - 9:19 launch [2] - 15:13, 15:15 launched [2] - 13:24, 15:10 launching [1] - 14:1 LaVilla [5] - 31:12, 32:17, 32:23, 34:18, 36:10 lead [1] - 29:21 leads [1] - 35:5 learned [1] - 19:25 learning [1] - 15:17 leased [1] - 37:12 least [1] - 37:19 left [1] - 37:1 legislation [4] - 24:5, 24:7, 24:13, 25:4 legislatively [1] - 24:18 less [3] - 31:1, 32:16, 35:14 level [1] - 9:7 levels [1] - 14:19 Liaison [1] - 1:20 library [1] - 19:3 licensed [1] - 21:2 life [1] - 21:15 lifelong [1] - 15:17 LIHTC [1] - 3:13 line [2] - 6:17 list [2] - 27:24, 27:25 live [2] - 4:10, 6:24 LLC [1] - 37:16 lobby [6] - 16:18, 16:19, 16:23, 17:12, 18:2, 18:25 local [2] - 18:16, 21:21 location [1] - 3:5 locations [1] - 36:22 Lofts [1] - 2:24 look [6] - 22:6, 23:11, 32:12, 34:1, 35:16,</p>	<p>38:12 looked [2] - 26:20, 30:8 looking [7] - 5:12, 21:19, 21:22, 26:16, 33:16, 36:3, 40:25 LORI [1] - 1:18 lose [1] - 39:2 love [4] - 17:1, 23:15, 38:10 Low [1] - 3:13 Lynwood [1] - 1:7</p>
<p style="text-align: center;">H</p> <p>Hall [2] - 1:7, 31:23 Happy [1] - 20:16 hash [1] - 34:2 headquarters [1] - 6:7 hear [2] - 17:6, 19:17 heard [1] - 12:15 hearing [11] - 2:16, 5:18, 7:19, 7:25, 11:11, 25:21, 26:4, 39:12, 41:6, 43:6, 43:19 held [1] - 1:6 help [1] - 27:2 helping [1] - 23:11 Hemming [1] - 19:5 highest [1] - 35:25 highlight [1] - 26:10 highlighted [1] - 40:25 hired [1] - 21:1 historic [2] - 26:18, 26:24 history [2] - 14:4, 36:10 hold [2] - 34:9, 37:3</p>	<p style="text-align: center;">I</p> <p>idea [1] - 30:8 ideas [3] - 12:22, 17:2, 26:21 identified [1] - 3:5 Il [1] - 22:8 images [1] - 18:23 immediate [1] - 37:13 impact [4] - 9:11, 12:18, 12:19, 21:14 Implementation [6] - 29:4, 29:6, 32:14, 33:6, 33:7, 33:18 important [2] - 29:14, 35:15 improvement [2] - 9:2, 11:6 improvements [2] - 35:13, 38:5 in-between [1] - 16:24 inaudible [2] - 20:4, 26:18 include [1] - 36:15 Income [1] - 3:13 incorporated [1] - 25:14 increased [1] - 20:19 Increment [1] - 25:25 indicates [1] - 40:15 individual [1] - 43:7 individually [1] - 33:23 individuals [1] - 28:8 information [2] - 33:24, 41:10 initial [1] - 31:15 input [1] - 17:14 install [1] - 19:4 installed [1] - 18:24 institute [1] - 13:3 institutional [1] - 6:14 intended [1] - 41:3 interest [2] - 30:3, 33:22 interesting [1] - 27:16 interestingly [1] -</p>	<p style="text-align: center;">J</p> <p>JACKSONVILLE [1] - 1:1 Jacksonville [7] - 1:8, 11:25, 12:13, 12:15, 13:7, 14:6, 30:14 JEA [1] - 6:7 Jessie [1] - 14:14 Jim [1] - 27:19 job [3] - 22:4, 23:10, 36:1 JOHN [1] - 1:19 JOHNNY [1] - 1:19 journal [1] - 25:15 JTA [1] - 34:21 jurisdictions [1] - 30:9</p>	<p style="text-align: center;">L</p>	<p style="text-align: center;">M</p> <p>maintaining [1] - 40:8 Manager [1] - 1:18 map [3] - 3:6, 9:5, 34:18 MARC [1] - 1:15 market [4] - 30:16, 30:18, 30:22, 31:1 Mayor [1] - 1:19 mean [1] - 31:25 mechanism [2] - 3:12, 3:15 MEETING [1] - 1:3 meeting [23] - 2:4, 2:6, 10:24, 24:13, 25:10, 25:11, 26:2, 26:5, 27:14, 29:5, 29:9, 29:10, 33:18, 33:21, 33:25, 34:2, 34:10, 35:9, 36:15, 37:7, 37:20, 40:3, 40:4 meetings [2] - 20:7, 34:20 member [1] - 40:12 MEMBER [50] - 2:9, 2:11, 4:17, 4:21, 4:24, 5:1, 5:2, 5:4, 5:10, 7:5, 7:8, 7:11, 7:12, 7:13, 7:14, 7:16, 10:7, 10:8, 10:11, 10:12, 10:15, 10:20, 10:22, 10:23, 11:2, 11:5, 22:19, 22:23, 23:1, 23:8, 23:14, 23:15, 23:20, 37:18, 37:22, 38:3, 38:15, 38:25, 39:6, 39:8, 42:21, 42:23, 42:25, 43:3, 43:5, 43:9, 43:10, 43:14, 43:16, 44:1 Member [6] - 1:14, 1:14, 1:15, 1:15, 1:20, 34:18 members [3] - 15:18, 17:16, 30:2</p>
		<p style="text-align: center;">K</p> <p>Karen [1] - 33:17 KAREN [1] - 1:21 keen [1] - 16:18 keep [2] - 22:21, 23:24 keeping [2] - 20:2, 23:18 kept [1] - 9:22 key [1] - 17:20 kick [2] - 31:11, 38:19 kids [1] - 20:9 kind [13] - 6:12, 8:17, 16:24, 26:1, 26:9, 29:10, 29:17, 31:9, 32:7, 33:12, 34:11, 34:17, 36:10 knowledge [1] - 12:21</p>		

<p>MEMBERS [20] - 1:12, 2:15, 2:18, 2:21, 5:17, 5:20, 5:23, 7:18, 7:22, 7:24, 11:10, 11:13, 11:16, 39:11, 39:14, 39:17, 42:19, 43:18, 43:21, 43:24 menu [2] - 20:4, 20:12 merchandise [1] - 19:15 met [3] - 25:7, 35:20, 42:11 metrics [4] - 40:5, 40:19, 41:23, 41:24 MICHAEL [1] - 1:20 Michigan [1] - 12:12 microgreens [1] - 17:3 middle [1] - 13:9 Middle [1] - 12:12 midnight [1] - 21:8 might [2] - 9:15, 43:10 million [9] - 30:17, 41:12, 41:15, 41:16, 41:19, 41:21 mine [1] - 28:25 minutes [4] - 2:8, 2:14, 2:22, 12:4 mirrored [1] - 6:20 mission [3] - 12:20, 17:2, 17:11 mixed [1] - 36:18 MOCA [19] - 11:18, 12:5, 12:18, 13:19, 13:20, 14:5, 15:9, 18:7, 19:15, 19:18, 19:19, 19:20, 20:11, 20:18, 20:19, 21:4, 22:9, 22:11, 22:12 MOCA's [1] - 12:20 MOCA/UNF [1] - 15:25 momentum [1] - 39:3 month [1] - 41:23 monthly [1] - 20:23 months [2] - 14:18, 27:7 MOODY [10] - 1:13, 5:10, 7:5, 7:11, 10:8, 11:5, 22:19, 37:18, 38:3, 42:21 Moody [2] - 5:9, 34:18 moody [6] - 7:10, 11:4, 22:18, 38:2, 42:14, 42:20 morning [2] - 34:17, 35:20 mortar [1] - 13:16 most [2] - 29:14, 40:1 mostly [1] - 36:25 mother [1] - 20:8</p>	<p>motion [5] - 4:17, 37:19, 39:13, 43:13, 43:14 move [9] - 2:5, 4:3, 7:5, 10:7, 19:5, 27:12, 38:16, 38:23, 39:4 moveable [1] - 18:6 moved [7] - 2:9, 2:10, 2:12, 4:19, 7:7, 27:14, 37:23 moving [4] - 8:20, 14:17, 28:9, 36:1 MR [10] - 3:1, 6:3, 8:4, 8:6, 8:10, 8:12, 8:15, 10:14, 10:17, 27:13 MS [16] - 11:20, 22:22, 22:25, 23:6, 23:12, 23:18, 23:23, 24:3, 27:20, 28:17, 29:2, 34:3, 39:19, 40:1, 42:3, 42:6 multifamily [1] - 3:3 museum [6] - 13:7, 14:5, 14:22, 15:1, 19:3, 20:9 Museum [1] - 11:24 museums [1] - 13:22</p>	<p>nominations [3] - 42:13, 42:18, 42:20 none [9] - 2:16, 5:18, 7:19, 7:25, 11:11, 39:12, 42:21, 43:6, 43:19 nonprofit [2] - 13:5, 13:16 North [1] - 13:4 Northbank [3] - 25:11, 25:14, 26:23 northside [1] - 41:14 Notary [1] - 1:9 notes [1] - 45:11 Notice [4] - 29:21, 31:8, 32:17, 37:9 notice [1] - 19:18 Notices [1] - 29:20 nourishing [2] - 22:3, 22:14 nowhere [1] - 17:2 number [3] - 14:8, 20:22, 34:9 numbers [2] - 26:14, 42:1</p>	<p>37:10, 38:3, 38:18, 39:20 ongoing [1] - 9:20 online [1] - 4:3 open [3] - 6:18, 16:20, 36:23 opening [2] - 19:11, 19:13 operate [1] - 19:12 Operations [1] - 1:18 opportunities [1] - 14:25 opportunity [6] - 2:7, 12:17, 21:3, 35:16, 36:4, 41:9 opposed [2] - 18:21, 26:13 opposition [6] - 2:19, 5:21, 7:23, 11:14, 39:15, 43:22 option [1] - 20:16 options [6] - 18:14, 19:15, 20:3, 29:18, 31:9, 32:8 order [1] - 39:2 Ordinance [1] - 30:14 organization [1] - 16:2 organizations [1] - 12:25 originates [1] - 13:20 Orleans [1] - 19:23 ought [1] - 8:20 out-of-town [1] - 19:22 outdoor [1] - 19:8 outline [1] - 29:16 outlined [3] - 31:9, 32:9, 32:11 outside [4] - 15:3, 19:1, 19:10, 21:2 overlooked [1] - 16:23 own [1] - 31:6 owned [1] - 37:11 owner [1] - 27:1 owners [1] - 25:2 ownership [1] - 38:7</p>	<p>parcel [1] - 38:7 parcels [4] - 9:8, 35:17, 36:18, 37:10 park [1] - 36:5 Park [1] - 19:5 parking [2] - 6:16, 24:11 PAROLA [11] - 1:18, 3:1, 6:3, 8:4, 8:6, 8:10, 8:12, 8:15, 10:14, 10:17, 27:13 Parola [3] - 6:2, 8:14, 27:20 part [13] - 13:2, 16:14, 16:17, 16:20, 19:3, 19:21, 21:11, 21:24, 22:8, 26:10, 33:10, 33:24, 35:8 part-time [1] - 21:24 particular [4] - 4:1, 15:8, 15:22, 40:19 particularly [2] - 12:14, 15:25 partnership [1] - 14:15 party [1] - 21:6 passersby [1] - 19:6 passes [3] - 5:24, 7:25, 11:17 paying [1] - 15:2 people [7] - 15:7, 16:25, 17:10, 19:1, 19:5, 21:8, 28:5 per [2] - 6:18, 10:18 percent [5] - 9:1, 13:20, 14:23, 14:25, 15:2 perfect [2] - 23:20, 43:5 performance [3] - 4:9, 6:25, 40:5 perhaps [1] - 21:12 period [1] - 38:18 permit [1] - 9:22 perpetuity [2] - 4:10, 6:24 person [1] - 31:25 personally [2] - 12:9, 22:10 perspective [1] - 21:12 phase [3] - 4:1, 4:4, 31:15 Phase [4] - 4:1, 17:22, 22:7, 22:8 phases [1] - 17:21 Philadelphia [1] - 14:3 philosophically [1] - 22:1 phone [1] - 40:2</p>
N		O	P	
<p>name [1] - 11:23 natural [1] - 14:4 necessarily [1] - 29:22 need [13] - 6:21, 12:25, 17:5, 17:6, 17:7, 17:25, 20:10, 22:21, 36:20, 38:11, 38:16, 38:20, 42:3 needed [1] - 16:15 negotiated [1] - 24:14 new [7] - 6:18, 13:10, 15:15, 20:25, 21:1, 26:3, 28:15 New [2] - 19:23, 21:6 news [1] - 19:24 next [2] - 2:3, 2:23, 5:25, 8:2, 12:3, 13:25, 14:3, 18:24, 24:1, 24:8, 25:20, 27:6, 27:12, 27:13, 28:2, 28:12, 28:15, 31:6, 34:10, 35:1, 42:10 night [1] - 24:17 nine [1] - 14:9 NOLA [3] - 19:19, 19:21, 20:7 Nomination [2] - 42:11, 42:16</p>		<p>o'clock [1] - 25:5 obviously [1] - 32:2 occupancy [3] - 40:20, 40:21 occupied [1] - 37:12 occupying [1] - 19:14 OF [4] - 1:1, 45:1, 45:3, 45:4 offer [6] - 30:15, 30:17, 30:18, 31:22, 31:25, 37:17 offering [1] - 20:20 offers [2] - 28:16, 30:25 Office [3] - 1:19, 1:19, 9:23 Officer [2] - 1:18, 24:2 officer [1] - 43:7 officers [6] - 39:22, 39:23, 42:11, 42:12, 42:16, 42:17 official [1] - 37:9 often [1] - 18:16 old [2] - 28:12 older [1] - 27:3 oldest [1] - 13:7 one [2] - 8:6, 9:18, 10:2, 10:19, 13:24, 14:1, 18:12, 21:4, 26:13, 27:23, 27:24, 28:21, 28:22, 28:23, 31:17, 33:13, 34:9,</p>	<p>37:10, 38:3, 38:18, 39:20 ongoing [1] - 9:20 online [1] - 4:3 open [3] - 6:18, 16:20, 36:23 opening [2] - 19:11, 19:13 operate [1] - 19:12 Operations [1] - 1:18 opportunities [1] - 14:25 opportunity [6] - 2:7, 12:17, 21:3, 35:16, 36:4, 41:9 opposed [2] - 18:21, 26:13 opposition [6] - 2:19, 5:21, 7:23, 11:14, 39:15, 43:22 option [1] - 20:16 options [6] - 18:14, 19:15, 20:3, 29:18, 31:9, 32:8 order [1] - 39:2 Ordinance [1] - 30:14 organization [1] - 16:2 organizations [1] - 12:25 originates [1] - 13:20 Orleans [1] - 19:23 ought [1] - 8:20 out-of-town [1] - 19:22 outdoor [1] - 19:8 outline [1] - 29:16 outlined [3] - 31:9, 32:9, 32:11 outside [4] - 15:3, 19:1, 19:10, 21:2 overlooked [1] - 16:23 own [1] - 31:6 owned [1] - 37:11 owner [1] - 27:1 owners [1] - 25:2 ownership [1] - 38:7</p>	<p>p.m [4] - 1:7, 2:1, 15:14, 44:10 Padgett [3] - 38:14, 38:25, 42:22 PADGETT [11] - 1:15, 2:11, 5:4, 7:12, 10:7, 11:2, 22:23, 23:1, 38:15, 42:23, 43:10 Page [1] - 4:6 page [1] - 6:19 paid [1] - 14:24</p>

<p>physical [1] - 16:21 pick [1] - 40:11 piece [1] - 36:24 pieces [1] - 36:20 place [2] - 37:1, 37:6 placemaking [1] - 13:12 plan [6] - 13:10, 22:20, 32:7, 40:16, 40:23, 41:25 planning [1] - 22:9 plans [2] - 34:21, 35:22 pleased [2] - 35:19, 36:11 pleasure [4] - 4:15, 7:3, 10:5, 37:15 podium [1] - 11:19 Point [1] - 30:11 point [8] - 3:21, 4:5, 4:6, 6:19, 9:17, 21:13, 33:13, 41:11 pointed [2] - 21:6, 21:7 points [4] - 17:20, 29:17, 32:10, 32:19 pop [3] - 16:12, 18:13, 19:9 pop-up [2] - 16:12, 18:13 pose [1] - 29:7 position [3] - 28:4, 28:9, 37:8 positioning [1] - 21:4 positions [2] - 21:23, 21:24 positive [1] - 11:5 potential [5] - 12:16, 12:17, 16:3 potentially [1] - 36:4 predicated [1] - 3:23 preferred [1] - 35:22 premier [1] - 15:5 premiere [1] - 21:5 PRESENT [2] - 1:12, 1:17 presentation [3] - 8:3, 11:18, 34:19 preservation [2] - 26:18, 26:24 pretty [1] - 27:10 previous [1] - 6:4 previously [1] - 3:18 price [1] - 30:21 procedural [1] - 37:21 procedure [1] - 37:25 Procedures [1] - 28:23 procedures [1] - 32:16</p>	<p>proceed [1] - 32:9 proceedings [2] - 44:9, 45:9 Proceedings [1] - 1:6 process [18] - 6:8, 17:12, 22:9, 25:16, 26:21, 29:11, 29:24, 30:5, 30:25, 31:8, 32:22, 33:10, 34:11, 37:4, 37:25, 38:8, 38:21, 39:2 procurement [2] - 32:22, 33:10 produce [1] - 16:12 Professional [2] - 45:7, 45:19 program [4] - 10:18, 14:20, 15:21, 26:20 Program [4] - 8:23, 9:4, 9:9, 15:24 programming [1] - 15:6 programs [3] - 14:10, 15:16, 15:20 Project [2] - 13:24, 24:5 project [10] - 3:23, 8:24, 17:13, 18:3, 24:6, 24:21, 25:19, 31:13, 36:14 projected [1] - 41:3 projection [3] - 41:14, 41:18, 41:20 projections [1] - 21:18 projects [2] - 4:2, 26:4 promise [1] - 23:19 promote [1] - 12:20 proper [1] - 39:3 properly [4] - 2:10, 2:12, 37:23, 38:9 property [10] - 3:5, 6:9, 6:10, 6:12, 25:2, 27:1, 31:5, 36:24, 37:11, 37:13 proposal [1] - 35:25 proposals [4] - 28:20, 29:19, 30:1, 34:5 proposed [2] - 6:7, 35:2 provide [4] - 21:16, 30:6, 31:14, 31:18 provided [1] - 9:1 provides [1] - 24:23 providing [1] - 15:6 Prudential [1] - 24:23 public [4] - 14:10, 15:16, 16:20, 30:2 Public [3] - 1:9, 14:16, 14:21 purchase [3] - 6:21,</p>	<p>28:16, 30:21 pursuant [1] - 30:13 pursuing [1] - 3:14 put [3] - 32:18, 36:20, 37:8 puts [3] - 6:12, 13:21, 25:19 puzzle [1] - 36:20</p> <p style="text-align: center;">Q</p> <p>Qatar [1] - 12:11 quarterly [1] - 40:9 Questions [1] - 28:21 questions [19] - 4:14, 4:24, 5:1, 5:3, 5:5, 5:14, 7:1, 7:11, 7:12, 7:13, 7:14, 7:16, 9:14, 10:3, 10:25, 11:3, 22:17, 29:6, 29:15 quickly [1] - 21:13</p> <p style="text-align: center;">R</p> <p>railroad [1] - 24:24 raison [1] - 18:1 ramp [1] - 34:25 ranked [1] - 33:1 ranking [1] - 33:4 rarely [1] - 18:9 rather [1] - 31:7 Rauschenberg [1] - 18:8 RDA [2] - 36:13, 37:5 reach [3] - 16:3, 23:4, 33:17 read [1] - 6:22 ready [1] - 29:10 reality [3] - 32:3, 41:4, 41:15 really [10] - 9:11, 12:6, 17:9, 18:17, 19:5, 21:4, 21:6, 21:7, 22:13, 29:14 reason [2] - 15:8, 30:11 reasons [1] - 34:7 reauthorization [1] - 3:7 receive [2] - 20:6, 34:6 received [5] - 14:13, 14:19, 25:13, 34:4, 35:23 reception [1] - 18:21 recognize [1] - 29:18 recommendation [6] - 29:8, 33:2, 33:8, 33:9, 34:7, 37:2 recommended [1] -</p>	<p>25:23 reconciliation [1] - 25:9 reconciliations [1] - 25:15 reconfigured [1] - 25:1 record [1] - 45:10 redesign [1] - 17:12 Redevelopment [2] - 2:4, 25:25 redevelopment [2] - 24:15, 26:12 reduced [1] - 20:4 refreshments [1] - 20:11 regard [3] - 4:16, 7:3, 37:16 regarding [1] - 34:21 REGGIE [1] - 1:20 region [1] - 15:3 regret [1] - 36:24 rehabilitated [1] - 27:4 reject [2] - 31:20, 34:8 relation [1] - 40:16 relevant [1] - 12:25 relief [1] - 3:15 remains [1] - 3:20 remiss [1] - 9:17 rendition [1] - 18:8 rental [1] - 21:3 replace [1] - 27:19 report [6] - 25:9, 27:11, 40:10, 40:14, 42:2, 45:9 Report [2] - 24:2, 42:9 REPORTER [1] - 45:1 Reporter [2] - 45:8, 45:19 reports [1] - 40:9 representative [1] - 9:15 reprinted [1] - 40:22 required [1] - 34:24 research [1] - 16:3 residential [3] - 35:6, 36:25, 40:20 resolution [14] - 3:6, 3:8, 3:18, 4:7, 4:11, 4:16, 5:24, 6:4, 8:13, 8:16, 8:17, 8:18, 8:21, 8:22 Resolution [5] - 2:23, 3:2, 5:25, 7:4, 8:7 resource [2] - 15:6, 17:9 respect [1] - 32:17 respond [1] - 29:25 respondents [1] - 33:1</p>	<p>response [15] - 2:15, 2:21, 5:17, 5:23, 7:18, 7:24, 11:10, 11:16, 28:14, 39:11, 39:17, 42:19, 43:18, 43:24, 44:5 responses [1] - 17:15 restaurant [4] - 16:24, 16:25, 19:2, 19:12 restrictive [1] - 24:15 Retail [6] - 8:19, 8:22, 9:3, 9:9, 10:24, 26:25 retail [13] - 6:15, 6:17, 27:2, 35:7, 35:15, 35:16, 35:24, 36:6, 36:19, 37:1, 40:21 retaining [1] - 27:23 reuse [1] - 26:10 revenue [2] - 21:20, 22:4 review [6] - 2:7, 31:15, 31:24, 34:22, 34:23, 40:14 reviewed [2] - 10:23, 42:9 revisoning [1] - 17:13 revisions [1] - 25:3 revitalization [3] - 12:8, 13:13, 21:17 revitalized [1] - 16:15 RFP [1] - 35:10 rights [4] - 3:25, 4:2, 6:5, 6:11 rising [1] - 21:8 risng [1] - 14:8 Riverwalk [1] - 24:25 road [2] - 12:1, 38:5 roadways [1] - 35:14 Robert [1] - 18:8 Roberts [1] - 1:7 RON [1] - 1:13 Room [1] - 1:8 roughly [1] - 9:1 round [1] - 13:16 row [1] - 38:22 Ryan [3] - 6:6, 6:8, 34:15</p> <p style="text-align: center;">S</p> <p>sadly [1] - 14:11 salaries [1] - 21:22 sale [1] - 6:21 saw [3] - 18:2, 31:12, 41:7 SAWYER [1] - 1:19 scenario [1] - 33:3 scheduling [1] - 28:2 school [2] - 14:12,</p>
---	---	--	---	--

<p>14:17 Schools [2] - 14:16, 14:21 science [1] - 14:4 scored [1] - 35:24 scores [2] - 32:25 scoring [1] - 32:24 seasonal [1] - 21:24 seating [1] - 19:8 second [11] - 2:11, 4:21, 4:22, 6:19, 7:8, 10:8, 32:15, 33:19, 34:3, 37:22, 43:16 seconded [2] - 2:13, 37:23 secretary [1] - 42:15 Secretary [1] - 1:13 Section [1] - 6:20 Sections [1] - 4:7 see [17] - 9:5, 9:6, 9:7, 12:6, 16:18, 17:20, 17:24, 18:11, 18:23, 22:20, 23:4, 27:6, 34:18, 37:4, 40:5, 40:22 seeing [3] - 5:12, 26:5, 28:25 sell [1] - 16:10 sentiments [1] - 39:9 separate [3] - 13:4, 29:20, 30:11 September [12] - 26:5, 26:7, 27:14, 29:9, 33:19, 36:14, 36:15, 37:5, 37:6, 37:20, 37:24 serve [4] - 13:1, 14:16, 15:4, 23:16 served [2] - 14:7, 14:10 service [5] - 20:4, 20:5, 20:20, 20:21, 21:2 set [4] - 30:3, 31:13, 33:17, 34:22 several [2] - 26:3, 28:17 share [5] - 12:3, 33:22, 39:8, 39:20, 40:4 Sharp [1] - 24:5 sheet [4] - 24:6, 24:12, 32:12, 33:1 sheets [1] - 33:4 Shield [1] - 24:11 shop [1] - 19:2 shortly [1] - 19:9 show [6] - 15:15, 36:10, 39:18, 41:9, 41:23, 43:25</p>	<p>shown [1] - 32:25 shows [1] - 40:24 sic [2] - 7:4, 7:20 sic [1] - 6:1 sign [6] - 2:20, 5:22, 7:23, 11:15, 39:16, 43:23 signify [6] - 2:17, 5:19, 7:20, 11:12, 39:13, 43:20 similar [1] - 30:10 simple [1] - 8:20 simpler [2] - 30:25, 31:7 sit [1] - 38:17 sitting [1] - 41:1 six [2] - 15:6, 20:22 slate [7] - 42:12, 42:15, 43:1, 43:8, 43:9, 43:11, 43:12 sold [1] - 15:2 someone [2] - 27:18, 31:21 source [1] - 18:16 Southbank [4] - 24:20, 25:8, 25:15, 41:13 Southside [1] - 41:2 space [9] - 6:18, 13:15, 16:19, 16:22, 16:24, 18:6, 18:22, 19:7, 36:6 speaking [1] - 31:21 specific [1] - 28:19 specifically [1] - 15:23 spectrum [1] - 15:24 square [4] - 6:13, 6:14, 6:15, 13:14 squared [1] - 25:17 stable [1] - 17:8 staff [3] - 21:1, 31:15, 31:19 stakeholder [1] - 17:14 standards [2] - 4:9, 6:18 standpoint [2] - 29:18, 32:23 Stanly [1] - 38:16 Stanly's [1] - 38:10 stare [1] - 18:21 start [3] - 17:23, 22:18, 33:16 started [1] - 17:20 STATE [1] - 45:3 State [4] - 1:10, 40:10, 40:13, 42:8 States [1] - 13:22 statute [1] - 30:15 Statutes [1] - 30:13</p>	<p>STEAM [1] - 15:21 stenographic [1] - 45:11 stenographically [1] - 45:9 still [5] - 4:4, 4:8, 20:6, 34:16, 34:18 stock [1] - 26:12 storefront [1] - 40:21 story [1] - 42:4 straightforward [1] - 5:2 strategic [2] - 13:10, 22:9 Strategic [6] - 29:4, 29:5, 32:14, 33:5, 33:6, 33:17 streamlined [1] - 30:24 street [1] - 35:1 Street [10] - 1:8, 9:6, 9:12, 11:6, 34:23, 35:1, 35:2, 35:4, 35:11 strikes [1] - 38:4 strip [1] - 31:4 structure [1] - 16:5 student [1] - 16:9 students [2] - 14:12, 14:17 style [1] - 35:23 submitted [1] - 25:12 subsequently [1] - 4:12 succeed [1] - 23:11 sufficient [1] - 32:5 suggest [3] - 31:13, 31:18, 37:3 suggestion [3] - 29:3, 30:24, 32:12 summarized [1] - 39:1 Summit [1] - 5:6 sundry [1] - 28:20 sunset [1] - 6:22 supposed [1] - 41:1</p>	<p>team [1] - 20:25 teeing [1] - 2:25 ten [2] - 12:3, 34:22 ten-set [1] - 34:22 tenant [2] - 9:2, 27:2 term [2] - 24:6, 24:12 terms [7] - 21:17, 21:25, 22:4, 22:13, 24:14, 35:23 terrific [1] - 23:10 THE [77] - 2:3, 2:10, 2:12, 2:16, 2:19, 2:22, 4:15, 4:19, 4:22, 4:25, 5:8, 5:15, 5:18, 5:21, 5:24, 7:2, 7:7, 7:9, 7:15, 7:17, 7:19, 7:23, 7:25, 8:2, 8:5, 8:8, 8:11, 8:13, 10:4, 10:9, 10:21, 11:1, 11:4, 11:8, 11:11, 11:14, 11:17, 22:16, 23:3, 23:7, 23:13, 23:22, 23:24, 27:10, 27:18, 28:11, 28:15, 29:1, 34:1, 37:15, 37:23, 38:14, 38:24, 39:5, 39:7, 39:10, 39:12, 39:15, 39:18, 39:25, 42:1, 42:5, 42:7, 42:20, 42:22, 42:24, 43:2, 43:4, 43:6, 43:12, 43:15, 43:17, 43:19, 43:22, 43:25, 44:2, 44:6 therefore [1] - 16:4 they've [4] - 8:25, 9:8, 9:22, 36:8 thinking [1] - 18:18 thirteen [1] - 21:23 thoughts [1] - 33:22 thousand [1] - 14:9 thousands [1] - 17:15 three [7] - 12:10, 21:23, 27:21, 28:5, 28:24, 29:2, 32:24 Threshold [1] - 28:21 threshold [2] - 29:15, 32:3 throw [1] - 26:9 tier [1] - 13:21 timing [1] - 38:13 Title [3] - 14:12, 14:16, 15:21 today [5] - 11:21, 15:13, 24:13, 24:18, 25:6 TODD [1] - 1:14 together [2] - 17:20, 36:21</p>	<p>Tom [1] - 40:7 tomorrow [3] - 15:13, 15:14, 18:25 top [2] - 17:4, 40:22 tour [1] - 13:22 tourists [4] - 15:3, 15:5, 15:21, 19:6 town [3] - 12:23, 19:22, 19:24 track [1] - 24:24 traffic [1] - 34:25 transcript [1] - 45:10 transfer [1] - 38:6 travelers [1] - 15:4 trip [1] - 26:11 Tropia [3] - 1:9, 45:7, 45:19 true [1] - 45:10 truly [1] - 42:13 try [3] - 27:19, 38:19, 40:3 trying [3] - 29:16, 31:4, 42:8 Ts [2] - 9:25, 10:1 Tuesday [1] - 28:2 two [14] - 10:2, 17:21, 18:23, 20:9, 24:3, 24:9, 25:18, 26:2, 27:9, 27:25, 30:14, 34:5, 34:7, 37:10 type [1] - 3:19</p>
U				
<p>U2C [1] - 35:2 ultimate [1] - 29:3 unanimous [2] - 39:18, 43:25 under [3] - 14:5, 14:6, 30:15 UNDERWOOD [1] - 1:21 UNDERWOOD-EILAND [1] - 1:21 unique [2] - 16:1 United [1] - 13:22 units [3] - 3:3, 35:6, 36:5 University [1] - 13:4 Unsolicited [2] - 28:16, 28:24 unsolicited [5] - 29:18, 30:1, 31:22, 34:5, 37:17 up [17] - 2:25, 8:24, 13:8, 13:11, 16:12, 18:13, 22:21, 23:24, 25:19, 28:1, 29:25, 33:25, 36:23, 40:12, 41:9, 42:12, 42:16</p>				
T				
<p>table [3] - 37:19, 37:24, 40:7 tabulated [1] - 32:25 target [2] - 40:17, 40:18 targets [1] - 40:15 Tax [2] - 3:13, 25:25 tax [1] - 26:19 taxable [3] - 41:2, 41:11, 41:16 taxes [3] - 41:12, 41:17, 41:20</p>				

<p>up-to-date [1] - 41:9 update [1] - 22:7 upstairs [1] - 40:11 urban [3] - 13:15, 16:10, 17:10</p>	<p>whole [1] - 35:9 windows [1] - 18:25 wise [2] - 38:22, 39:3 wonderful [4] - 16:12, 23:3, 42:9, 44:7 WORSHAM [9] - 1:15, 4:17, 5:2, 7:13, 10:23, 23:8, 38:25, 42:25, 44:1 Worsham [4] - 4:20, 23:7, 38:24, 42:24 worthy [1] - 9:12 wrap [1] - 17:3 wrapped [1] - 25:19</p>
V	Y
<p>vacant [1] - 27:4 value [7] - 30:16, 30:18, 30:22, 31:1, 41:2, 41:12, 41:16 varied [1] - 15:20 various [1] - 25:1 vehicle [1] - 35:3 vendors [1] - 18:17 Ventures [1] - 24:19 venue [1] - 23:15 venues [1] - 21:5 Vestcor [5] - 3:4, 5:7, 34:16, 35:20 viable [1] - 32:6 vibrant [1] - 17:8 vice [1] - 42:14 vision [2] - 22:21, 38:11 visiting [1] - 15:3 visitor [2] - 14:8, 18:20 visitors [4] - 14:8, 14:24, 17:16, 19:22 vital [2] - 12:7, 16:14 vote [5] - 8:19, 8:20, 43:6, 43:7, 43:10 voted [3] - 8:9, 32:17, 33:2 voted-upon [1] - 33:2</p>	<p>year [17] - 3:10, 3:22, 13:8, 13:11, 13:16, 13:17, 13:25, 14:3, 14:7, 14:9, 14:11, 21:6, 21:7, 21:11, 25:20 Year's [1] - 21:6 year-round [1] - 13:16 years [2] - 12:11, 24:22 yesterday [1] - 28:3 you-all [1] - 23:10</p>
W	
<p>wait [1] - 37:3 Walk [1] - 16:11 walked [1] - 18:2 walls [1] - 18:6 wants [1] - 19:17 waste [1] - 32:1 waterfront [1] - 24:24 wayfaring [1] - 19:4 Wednesday [1] - 1:6 wee [1] - 22:25 week [6] - 15:7, 18:24, 24:9, 27:21, 33:19, 34:20 weeks [5] - 24:3, 24:9, 25:18, 26:2, 27:9 welcome [1] - 19:9 welcoming [2] - 17:8, 18:21 West [2] - 1:8, 41:14 whichever [1] - 39:22</p>	