



Downtown Investment Authority
Retail Enhancement and Property Disposition Committee Meeting
City Hall at St. James Building
117 W. Duval Street, 3rd Floor Conference Room C
Jacksonville, FL 32202
Monday, March 9, 2020 at 1:00 p.m.

AGENDA

Oliver Barakat, Chair
Todd Froats, Committee Member
Carol Worsham, Committee Member
Ron Moody, Committee Member
Craig Gibbs, Esq., Ex-officio Committee Member

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. F & B ENHANCED INCENTIVE PROGRAM - ACTION ITEMS
 - A. Establish Boundaries for Laura/Hogan and Elbow
 - B. Review, and modify as desired, program guidelines
 - 1. \$/Square foot by type
 - 2. Boosts for Historic and Contributing
 - 3. Sidewalk bonuses
 - 4. Landlord/Tenant participation
 - 5. Security for Loan
 - 6. Hours of operation
- IV. OLD BUSINESS
- V. NEW BUSINESS
- VI. ADJOURN



**Downtown Investment Authority
Retail Enhancement and Property Disposition Committee
City Hall at St. James Building
117 West Duval St., 3rd Floor, Conference Room C.
Monday, March 9, 2020 – 1:00 p.m.**

REPD Committee Minutes

Board Members Present:	Oliver Barakat, Committee Chair, Carol Worsham, Jim Citrano, and Todd Froats,
Board Members Absent:	Ron Moody and Craig Gibbs, Esq. Ex-officio Committee Member
DIA Staff Present:	Lori Boyer, CEO, Steve Kelley, Guy Parola, Lori Radcliffe-Meyers, Ina Mezini, Sondra Fetner, Jackie Mott, and Karen Underwood-Eiland
Office of General Counsel:	John Sawyer
Office of the Mayor:	None
Council Member:	None
Next meeting:	TBD

I. Call to Order – Committee Chairman Barakat

A quorum was confirmed, and Committee Chairman Barakat called the Retail Enhancement and Disposition Committee meeting to order at approximately 1:00 p.m.

Chairman Barakat introduced the DIA newest Board Member Citrano. Everyone identified themselves and their roles.

Committee Chairman Barakat reported that the purpose of this meeting is to discuss proposed alterations of the REP&D program enhancements and to bring recommendations to the Board.

CEO Boyer reported that Ina Mezini, Marketing Communications Coordinator created employee and resident surveys.

Public Comments

None

II. F&B Enhanced Incentive Program – Action Items

A. Establish Boundaries for FAB-REP Grant Corridors.

Mr. Kelley presented three (3) maps, establishing the boundaries for Laura/Hogan and one map for the Elbow corridors.

Chairman Barakat recommended the committee to vote on each map and go to the next districts being presented for consideration.

CEO Boyer noted that everything within the normal retail enhancement boundaries is still eligible for retail enhancement.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER FROATS APPROVING THE MAP BOUNDARIES AS PRESENTED.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

B. Review, and modify as desired, program guidelines

Mr. Kelley presented Downtown JAX REP Targeted Retail Activation Food and beverage Establishment, and Analysis of potential usage in currently available space. A handout was provided with options for the type establishment.

Lori Radcliffe-Meyers and Ina Mezini identified 15 properties to fit the available parameters.

Committee Member Froats stated that it would make sense to include the First Baptist Church property area. He desired to see some density in that area and was in favor of the larger map given the area's activity. Committee Member Worsham agreed.

A MOTION WAS MADE BY BOARD MEMBER FROATS AND SECONDED BY BOARD MEMBER WORSHAM APPROVING (OPTION A) ANALYSIS OF POTENTIAL USAGE IN CURRENTLY AVAILABLE SPACE.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

Steve Kelley presented the Retail Enhancement Program Targeted Retail Activation: Food and Beverage Establishments Grant Program Guidelines for the board to consider.

Mr. Kelley discussed the Qualifying Establishments, Improvement Incentives amounts, Historic Preservation/Adaptive Reuse Boost, and sidewalk enhancement grant.

CEO Boyer recommended the committee to vote independently on the below.

1. **\$/Square foot by type**
2. **Boosts for Historic and Contributing**
3. **Sidewalk bonuses**
4. **Landlord/Tenant participation**
5. **Security for Loan**
6. **Hours of operation**

Committee Member Froats requested hearing the results of the survey before recommendations.

Mr. Kelley provided a presentation of the FAB-REP Resident Survey and FAB-REP Employee Survey.

Mr. Kelley reported the process would follow the same as the current retail enhancement program, where staff will review the application and make recommendations.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER FROATS APPROVING THE THREE (3) GENERAL TYPES OF QUALIFYING ESTABLISHMENTS AND THEIR RESPECTIVE FUNDING LEVELS.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

A MOTION WAS MADE BY BOARD MEMBER FROATS AND SECONDED BY BOARD MEMBER WORSHAM TO APPROVE THE IMPROVEMENT INCENTIVE AMOUNTS.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER FROATS TO APPROVE THE BONUS POINTS UNDER THE HISTORIC PRESERVATION/ADAPTIVE REUSE BOOST.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

Dimitri Demopoulos provided considerations for sidewalk improvements on outdoor dining.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY OLIVER BARAKAT TO APPROVE THE SIDEWALK ENHANCEMENT GRANT WITH CONSIDERATIONS BEFORE GOING TO THE BOARD FOR ANY UNDERWRITING MEASURES THAT MIGHT PROTECT THE REMOVABLE FURNITURE.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

Mr. Kelley presented the Retail Enhancement Program General Program Requirements.

CEO Boyer requested a committee recommendation of the program targeted retail activation: Food and beverage establishments grant program guidelines.

The committee briefly discussed Landlord-Tenant participation, Security for loan, and Hours of operation.

A MOTION WAS MADE BY BOARD MEMBER WORSHAM AND SECONDED BY BOARD MEMBER FROATS TO APPROVE THE LANDLORD TENANT RELATIONSHIPS, HOURS OF OPERATIONS AS OUTLINED IN THE GUIDELINES.

THE MOTION PASSED UNANIMOUSLY 3-0-0.

The committee recommendations will be taken to the March 19, 2020 Board Meeting.

III. OLD BUSINESS

The increase in the regular retail enhancement program maximums will be available at the next meeting.

IV. NEW BUSINESS

NONE

V. ADJOURN

There being no further business, Committee Chairman Barakat adjourned the meeting at approximately 2:26 p.m.

The next meeting will be determined at a later date.

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