



**Downtown Investment Authority  
and  
Downtown Vision Inc Workshop  
Ignite Adecco  
6 East Bay Street on the 4<sup>th</sup> Floor  
Thursday, June 25, 2015- 2:00 p.m.**

**DIA & DVI Workshop  
MEETING**

**Board Members Present:** Jack Meeks, Vice Chairman; Melody Bishop; and Doris Goldstein

**DVI Board Members Present:** Steve Crosby

**Attendees:** Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Jacob Gordon DVI Executive Director; Jennifer Hewett-Apperson, DVI Director of District Services; Jeanne Miller, Civic Council Executive Director; Illiana Tidd, Civic Council Public Policy Research Assistant and Karen Underwood, DIA Executive Assistant

**I. INTRODUCTIONS**

Aundra Wallace convened the meeting the board members introduced themselves for the record.

**OVERVIEW OF DIV & DIA PROGRAMS, PROJECTS AND STAFF ROLES.**

Board Member Bishop addressed concerns regarding funding funneled through groups. Prevent overlapping and making sure that nothing is dropped between the cracks.

- Overlapping
- Marketing
- Arts Program
- Clean Streets – Public work picks up the downtown garbage and recycle
- DVI assists by keeping the streets safer
- Public Works Department does not pick up litter

CEO Wallace noted that there were discussions in Economic Transition meeting addressing the functions.

Vice Chairman Meeks commented that since the legislation has been in place; the DIA is currently working into providing a liaison relationship with other organizations. The DIA contracts out to DVI to provide certain things.

## COMPARISION OF POTENTIAL AREAS OF OVERLAP

Board Member Goldstein noted that it is complicated for those that are not familiar with downtown to know where the garages are located and wayfair finding. She suggested having a conversation with the Parking department to provide better signage, better communication as to where available parking is located and working with City/Private garages to have a readily understandable system.

Board Member Crosby inquired if these items were listed in the CRA. Board Member Bishop responded that whomever does it best needs to be relied upon them to do it best.

Jake Gordon provided an agenda and gave an overview of DVI and DIA programs, distributed projects and staff roles, comparison potential areas of over lap, and future projects.

Mr. Gordon stated that Aundra Wallace will be an ex-officio member of the DVI Board and their executive committee. Either the City Council President or his designee will also become a member of the DVI Board.

Board Member Bishop asked how much money does Public Works have for sidewalks? Who is supposed to be cleaning, taking care of the plants. She asked if the funds should start with DVI. Mr. Gordon stated that DVI is funded through the assessment of the private-property.

Mr. Gordon pointed out that Tony Allegretti, Cultural Council, Numa Saisselin, Florida Theatre and Keith Brown, JTA are ex-officio members of their Board. Over the years DVI made a conscious effort to intergrate as many of the organizations as they could into the leadership of DVI.

There was a comparison made of trash Downtown, Springfield and San Marco. CEO Wallace stated where there is primary activity from a business aspect for proper businesses and activities for restaurants, bars, etc. that the area on S. Beaver tends to be a little more clean than Beaver and State Street. Mr. Gordon noted that those areas are in the core is where the ambassadors are providing economic funding. Public Works does not do the cleaning that DVI does to provide that San Marco appeal. A conclusion was made that there is a void in all parts of the DIA district that are not also the DVI's district for trash pick-ups. A determination needs to be made about the the Urban Core being clean enough. There needs to be a discussion about the Urban Core which is the (BID).

The members discussed the Riverwalk falling into the responsibility of the Parks, Recreation and Community Services.

A discussion ensued regarding allocating the funds to DVI to take it from the City's budget

A policy should be coming out of the DIA to decides what is the best way to perfectuate responsibilities in downtown.

The committee discussed who is obligated to take care of the landscaping? Property Owners?

What makes Downtown thrive? A calculation should be made of what goes into special events, and other departments to figure the value of what amount of funding would go into the downtown neighborhood. A conversation with the experts should be made about how to solve cleaning

marketing and ITD. A discussion was made about the meaning of Wayfinding. In the context of DIA may be about signage and city identification. Wayfinding from a vehicular standpoint is regarding two-way streets and wayfinding from a pedestrian point to show the people where to go in a 5 to 10 minute walk. Mr. Gordon stated that parking needs to be studied more with DIA, DVI and Public Parking to look at it. Wayfinding is under the DIA umbrella and DVI will not be putting up signage. CEO Wallace addressed signs to show direction showing where to go when coming from the Southside to the Northside. Where does public parking land for having conversation about parking holistically with the public and the private for better coordination. Jeanne Miller noted for the Boards to make a recommendation to the Economic Committee. A conclusion was made that Public Parking should be under the Downtown Investment Authority. Board Member Goldstein agreed.

Control parking then set standards.

Economic Development Transition Team to discuss parking situation.

Parking and Safety are important. Marketing can be funneled through DVI, Cultural Council or another group. All entities are created for a specific reason. If efficiency was given to the business owners; they would be happy about that.

The board identified the issues, collaborated on the issues and efficiency is crucial because of funding. Mr. Gordon stated that the focus and the energy of DVI should be in a business-like approach of understanding the work. Breaking the plan down into the elements of implementation and discuss who does what and discipline focus on overlaps.

Board Member Meeks noted that he would initiate some conversations with Sheriff Mike Williams about what they do and don't do to affect the Downtown Economic environment.

CEO Wallace noted if changing the Northbank to another district or what ever is in District 1 to not be called Downtown.

CEO Wallace requested another meeting as soon as more information is processed.

## **II. ADJOURNMENT**

Vice-Chairman Meeks adjourned the meeting at approximately 5:34 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at [karenu@coj.net](mailto:karenu@coj.net).*