



Downtown Investment Authority
Strategic Implementation Committee Hybrid Meeting
Monday, February 14, 2022 – 1:00 p.m.

Strategic Implementation Committee Hybrid Meeting
APPROVED - AMENDED MEETING MINUTES

Strategic Implementation Committee Members in Attendance:

Jim Citrano, Acting Chair
Craig Gibbs, Esq., Committee Member

Oliver Barakat, Committee Member
Bill Adams, Esq., Chair (via Zoom)

Committee Members Excused:

DIA Staff Present: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Operations Manager; John Crescimbeni, Contract and Regulatory Compliance Manager (via Zoom); Lori Radcliffe-Meyers, Downtown Development Coordinator; and Xzavier Chisholm, Administrative Assistant

Office of General Counsel: John Sawyer, Esq.

I. CALL TO ORDER

The Strategic Implementation Committee meeting of February 14, 2022 was called to order at 1:00 p.m. by Chairman Citrano.

II. PUBLIC COMMENTS

Chairman Citrano called for public comment.

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

Clifford Miller Advocated for downtown parking structures to be built near the highways instead of allowing new developments to build them on valuable real estate.

III. NOVEMBER 12, 2021 STRATEGIC IMPLEMENTATION COMMITTEE MEETING APPROVAL OF THE MINUTES

Having called for corrections or other edits by his fellow committee members and after receiving none, Chairman Barakat asked for a motion and second on the item.

Motion: Committee Member Gibbs moved to approve the minutes as presented

Seconded: Committee Member Barakat seconded the motion

Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

At the request of CEO Boyer, the agenda was rearranged to accommodate for DIA's Steve Kelley not being present yet. Item IV.B will be taken up upon Mr. Kelley's arrival.

IV. ACTION ITEMS

A. RESOLUTION 2022-02-03: FSCJ LOAN AGREEMENT

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ("DIA") WAIVING A PERFORMANCE REQUIREMENT IN THE LOAN AGREEMENT ("AGREEMENT") DATED JULY 17, 2020 BETWEEN THE DOWNTOWN INVESTMENT AUTHORITY AND THE DISTRICT BOARD OF TRUSTEES OF FLORIDA STATE COLLEGE AT JACKSONVILLE ("FSCJ") FOR A SUBSIDIZED LOAN RELATING TO A COMPLETED PROJECT AT 20 WEST ADAMS STREET; PROVIDING AN EFFECTIVE DATE.

Chairman Citrano gave the floor to DIA's Lori Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that it is requesting that the Board waive a performance requirement in the loan. FSCJ maintained the retail occupancy requirement but fell short of the student housing occupancy requirement by three students in the second half of the year due to COVID. Approval of this resolution waives the minimum student housing occupancy requirement for the "Spring 2021" period.

Motion: Committee Member Gibbs moved to approve Resolution 2022-02-03 as presented

Seconded: Committee Member Barakat seconded the motion

Chairman called for comments from the committee.

Committee Member Barakat asked what the [student housing] occupancy was after the Omicron variant wave subsided. DIA's John Crescimbeni responded 95 percent.

Seeing no comments, Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

B. RESOLUTION 2022-02-09: DVI DUVAL GARAGE LEASE TERMS AMENDMENT

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ("DIA") AMENDING THE LEASE TERMS PREVIOUSLY AUTHORIZED IN

RESOLUTION 2021-11-04 REGARDING THE LEASE OF SPACE WITHIN THE DUVAL STREET PARKING GARAGE DEPICTED ON EXHIBIT A (THE “LEASED PREMISES”) TO DOWNTOWN VISION, INC. (“DVI”) (THE “TENANT”); APPROVING THE TERMS AND CONDITIONS OF THE DISPOSITION OF THE LEASED PREMISES IN ACCORDANCE WITH THE MODIFIED LEASE TERMS SET FORTH ON REVISED EXHIBIT B; FINDING THAT THIS RESOLUTION FURTHERS THE BUSINESS INVESTMENT AND DEVELOPMENT (“BID”) PLAN, INCLUDING THE COMMUNITY REDEVELOPMENT AREA PLAN; AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A LEASE, DISBURSEMENT AGREEMENT AND IF APPROPRIATE A REDEVELOPMENT AGREEMENT AND ASSOCIATED DOCUMENTS; AUTHORIZING THE CEO TO INITIATE THE FILING OF LEGISLATION WITH THE CITY COUNCIL AS MAY BE REQUIRED; AUTHORIZING THE CEO OF THE DIA TO TAKE ALL ACTION NECESSARY TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION, INCLUDING THE EXECUTION OF A REDEVELOPMENT AGREEMENT, LEASE, DISBURSEMENT AGREEMENT OR FUNCTIONAL EQUIVALENTS; PROVIDING FOR AN EFFECTIVE DATE.

Chairman Citrano called upon CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that it amends Exhibit B of the term sheet at the direction of the administration. Adding that, so long as the funds received by Downtown Vision, Inc. (DVI) from other downtown contributors and property owners are greater than the amount of rent attributable to the garage, and the estimated amount of operating costs, DVI will not be charged rent for the term of the lease.

Committee Member Barakat stated for the record that he has filed a Form 8B and has been cleared to vote.

Chairman Citrano called for comments from the committee.

Committee Member Barakat spoke to the increased activity DVI will bring to the area.

Motion: Committee Member Gibbs moved to approve Resolution 2022-02-09 as presented

Seconded: Committee Member Barakat seconded the motion

Seeing no further comments, Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

C. RESOLUTION 2022-02-05: HISTORIC MARKERS

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A TWELVE THOUSAND FIVE HUNDRED DOLLAR (\$12,500.00) CONTRIBUTION TO THE JACKSONVILLE HISTORICAL SOCIETY AS A CONTRIBUTION TO A PRIVATE ORGANIZATION IN ACCORDANCE WITH THE NORTHBANK CRA BUDGET TO SUPPORT ITS WORK TO DESIGN, COMPOSE, AND PLAN DEPLOYMENT OF APPROXIMATELY 50 MARKERS IDENTIFYING HISTORICALLY SIGNIFICANT BUILDINGS IN THE DIA JURISDICTION; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESARRY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

Chairman Citrano called upon CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that it provides a \$12,500 contribution to the Jacksonville Historical Society (JHS) to be used toward the design, content writing, development of a plan for sizes, materials and finishes for historic markers for 50 prioritized buildings and sites, all subject to DIA approval. The DIA has funding in the budget for this project.

Motion: Committee Member Barakat moved to approve Resolution 2022-02-05 as presented

Seconded: Committee Member Gibbs seconded the motion

Chairman Citrano called for comments from the committee.

Committee Member Gibbs asked if the signs will be uniform. CEO Boyer responded “yes,” noting that they’re currently looking at a bronze design and that there will be a couple alternatives.

CEO Boyer clarified for Committee Member Barakat that the locations will consist of properties in the national historic districts as well as local landmark structures.

Committee Member Adams asked if the property owners will be sought out for approval prior to purchasing the markers. CEO Boyer responded “yes,” adding that in some cases the marker may be on the sidewalk and not fixed to a building.

Seeing no further comments, Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

D. RESOLUTION 2022-02-06: JAX RIVER JAMS CONTRIBUTION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AUTHORIZING A FIFTY THOUSAND DOLLAR (\$50,000.00) EVENT CONTRIBUTION TO THE DOWNTOWN VISION, INC. TO SUPPORT THE JACKSONVILLE RIVER JAMS EVENT; AUTHORIZING THESE FUNDS FROM

THE DIA FISCAL YEAR 2021-2022 ADMINISTRATIVE BUDGET'S EVENT CONTRIBUTION FUNDS; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION, INCLUDING EXECUTION OF AN EVENT CONTRIBUTION AGREEMENT OR FUNCTIONAL EQUIVALENT THEREOF; PROVIDING FOR AN EFFECTIVE DATE.

Chairman Citrano called upon CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that it provides a \$50,000 event contribution to DVI for the Jax River Jams concert series.

Motion: Committee Member Gibbs moved to approve Resolution 2022-02-06 as presented

Seconded: Committee Member Barakat seconded the motion

Chairman Citrano called for comments from the committee.

Committee Member Gibbs asked if the contribution includes sponsorship recognition for DIA. DVI's Kat Hardwick responded that they are happy to include the DIA logo on all the advertisements that go out as well as on-site on the video boards.

Seeing no further comments, Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

E. RESOLUTION 2022-02-07: JHS BICENTENNIAL CONTRIBUTION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ("DIA") AUTHORIZING A TWO THOUSAND FIVE HUNDRED DOLLAR (\$2,500.00) EVENT CONTRIBUTION TO THE JACKSONVILLE HISTORICAL SOCIETY TO SUPPORT THE JACKSONVILLE HISTORICAL CONSORTIUM'S HISTORIC EXHIBIT; AUTHORIZING THESE FUNDS FROM THE DOWNTOWN NORTHBANK CRA TRUST FUND'S EVENT CONTRIBUTION BUDGET; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION, INCLUDING EXECUTION OF AN EVENT CONTRIBUTION AGREEMENT OR FUNCTIONAL EQUIVALENT THEREOF; PROVIDING FOR AN EFFECTIVE DATE.

Chairman Citrano called upon CEO Boyer to introduce the resolution.

CEO Boyer provided an overview of the resolution, stating that it provides a \$2,500 event contribution to the JHS to be used toward the Jacksonville Historic Consortium's historical exhibits.

Motion: Committee Member Barakat moved to approve Resolution 2022-02-07 as presented

Seconded: Committee Member Gibbs seconded the motion

Chairman Citrano called for comments from the committee.

Committee Member Barakat asked if the events will be taking place downtown. CEO Boyer responded that she believes they will.

Committee Member Gibbs asked if the DIA would receive recognition for sponsoring the event. DIA's Ina Mezini responded that the event will take place in City Hall, and she will follow up with JHS's Alan Bliss to find out if the DIA will receive promotional recognition.

Chairman Citrano commented that it is his opinion that DIA contributions of this amount should not require DIA Board approval, and the CEO should be given the authority to use their discretion on such matters.

Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

F. RESOLUTION 2022-02-04: ARTEA MULTI-FAMILY

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING CITY COUNCIL APPROVAL OF A MARKET RATE MULTI-FAMILY HOUSING RECAPTURE ENHANCED VALUE GRANT (“REV GRANT”), AUTHORIZING THE CHIEF EXECUTIVE OFFICER (THE “CEO”) TO NEGOTIATE A REDEVELOPMENT AGREEMENT REGARDING THE SAME BETWEEN THE CITY OF JACKSONVILLE, DOWNTOWN INVESTMENT AUTHORITY, AND CLL ARTEÁ, LLC (OR SIMILAR SINGLE PURPOSE ENTITY TO BE FORMED); AUTHORIZING THE CEO OF THE DOWNTOWN INVESTMENT TO EXECUTE SUCH AGREEMENT; PROVIDING AN EFFECTIVE DATE.

Chairman Citrano called upon Mr. Kelley to introduce the resolution.

Mr. Kelley provided an overview of the resolution, stating that it seeks approval of a Recapture Enhanced Value Grant (REV Grant) for a 340-unit multi-family development with a structured parking facility along Broadcast Place on the Southbank.

Chairman Citrano called for comments from the committee.

Responding to a question from Committee Member Barakat regarding the intent of Category 3 with the Program Parameters for the REV Calculation, Mr. Kelley spoke to the 7,000 sq ft of space in the leasing office area, and to the central courtyard space where the developer has proposed various

programming (e.g., events, pop-up restaurants, farmers markets). It was noted that the developer can earn an additional 5 percent in such year if the Indoor Amenity Space is used for programming that benefits the general public not less than eight days per month, and for a minimum of six hours per day of use.

Motion: Committee Member Gibbs moved to approve Resolution 2022-02-04 as presented

Seconded: Committee Member Barakat seconded the motion

Mr. Kelley clarified for Committee Member Gibbs that there is only one rooftop amenity space on the development and that it can be reserved by the public for special events.

Chairman Citrano asked for clarification on the Strategic Housing Area mentioned in bullet 6 under REV Calculation. Mr. Kelley and CEO Boyer explained that the property does not fall within a designated Strategic Housing Area and that so far there are none within Downtown other than specific designated parcels.

Chairman Citrano called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

V. DISCUSSION AND RECOMMENDATIONS

A. BID & CRA ORDINANCE CODE CHANGES

Chairman Citrano gave the floor to CEO Boyer to present the item.

CEO Boyer reported on the 2022 BID & CRA Ordinance Code changes.

- 1) No Council approval required for the DIA to dispose of property with a sales price equal to or greater than the appraised fair market value, not to exceed a fair market value of \$500,000.
- 2) Allow DIA to dispose of property for a sales price less than the appraised fair market value so long as:
 - a. Fair market value does not exceed \$250,000;
 - b. The Return on Investment is greater than or equal to 1;
 - c. The ROI calculation is verified by the Council Auditors Office; and
 - d. And the “fair value,” pursuant to F.S. 163.380(2), is equal to or greater than the sales price
- 3) DIA has authority to approve COJ REV grants through 2046 tax year, to be payable spring 2047 without council approval.

- 4) DIA has authority to grant City Public Investment Policy incentives that are funded with TIF increment without further Council approval (i.e. business REV and QTI).
- 5) DIA has the authority to enter into contracts valued at less than “x” , if funds are DIA resource or already budgeted, without Council approval of contract authority.
- 6) Allow DIA to enter into a form Cost Disbursement Agreement for public projects currently identified in CIP so long as no additional funds are required and the project will be completed in the identified year, thereby avoiding any accelerated payments.

There are also appropriations to accompany plan adoption in the amount of \$1M from General Fund to establish the Commercial Revitalization Program (Office incentive) as well as various amendments to the Downtown Zoning Overlay in a separate bill.

Committee Member Gibbs asked how often a scenario arises where the DIA has to go through City Council to dispose of a property. CEO Boyer responded that it happens frequently and provided several examples.

Responding to a question from Committee Member Barakat, CEO Boyer stated that there have been other changes to the code in the past few years.

Committee Member Barakat asked if \$500,000 is a high enough threshold considering the rising value of downtown real estate. CEO Boyer stated that she is unsure what the right number should be but agreed to investigate increasing the threshold at the request of Committee Member Barakat.

CEO Boyer clarified for Committee Member Citrano that the DIA still would work with the Office of General Counsel (OGC) when entering contracts valued at less than “x.”

DIA’s Lori Radcliffe-Meyers reported on the proposed amendments to the Downtown Zoning Overlay, stating that the amendments seek to ensure that the design guidelines are in line with and clearly communicated within the Ordinance Code.

Responding to a question from Committee Member Barakat, Mrs. Radcliffe-Meyers stated that the language for the changes is currently being drafted and has not yet been submitted to the Board.

B. STAFFING

CEO Boyer reported on DIA’s organizational structure and spoke to the various positions that DIA is seeking to fulfill in the future.

Current Positions (in no specific order):

- Chief Executive Officer
- Director of Downtown Real Estate and Development
- Communication and Marketing Specialist
- Operations Manager
- Redevelopment Coordinator
- Administrative Assistant
- Financial Analyst

- Contract and Regulatory Compliance Manager
- Public Parking Officer/Office of Public Parking Staff
- Project Manager (vacant)

Needed Positions (in order of priority):

- Parking Manager (1)
- Downtown Activation & Programs Manager (2)
- Property Disposition & Real Estate Specialist (2)
- Procurement & Research Specialist (3)
- Contract Manager (3)
- Downtown Capital Projects & Maintenance Coordinator (3)
- Grant Writer (4)

Chairman Citrano opened the floor for comments.

Committee Member Barakat acknowledged that the DIA as well as the City has not kept up with the market, adding that the development community has expressed concerns that the City is bogged down and moving slowly.

CEO Boyer commented that the Board can suggest the addition of positions when the BID & CRA update legislation is filed, or they can wait until next budget year which means those positions wouldn't be filled until about a year from now.

Chairman Citrano spoke in support of pursuing additional DIA staff and to the importance of getting to the smaller projects, programs, and development opportunities, especially while the market is prime. He then asked what the estimated cost would be to bring in additional staff. CEO Boyer estimated \$500,000 and explained that the number of DIA staff has to be approved by City Council.

C. Self Storage

CEO Boyer reported on the Self Storage legislation sponsored by Council Member Gaffney which seeks to allow self-storage facilities as permissible uses by exception in every district in downtown subject to certain design guidelines. Currently they are only permissible in the LaVilla and Brooklyn districts. She then spoke to the zoning maps provided to committee members that show where storage facilities are allowed outside of the overlay boundary as well as where existing storage facilities are located.

Steve Diebenow, of Driver, McAfee, Hawthorne & Diebenow, PLLC, representing CM Gaffney, spoke to the need for self-storage facilities in the downtown area, describing the legislation as "market driven." He also stated that he is in agreement with the recommendations provided by the Downtown Development Review Board (DDRB).

Committee Member Barakat commented that self-storage facilities are not the highest and best use for land within the downtown overlay, adding that there is opportunity for self-storage facilities outside of the downtown overlay that can still serve downtown residents.

Committee Member Gibbs stated that he believes there is a demand for self-storage facilities downtown.

Responding to a question from Chairman Citrano, Committee Member Barakat stated that he is open-minded to allowing it as a permissible use along the perimeter of the boundaries.

Motion: Committee Member Gibbs moved to approve Resolution 2022-01-07 with recommendations 1-5, 6, and 8

Seconded: None

Chairman Citrano asked about the parking for the proposed self-storage facility on the Southbank. Mr. Diebenow responded that it is envisioned to be surface parking enclosed in the building itself.

The committee agreed to take up the discussion at a later date – if not at the upcoming Board workshop, then at the regular Board meeting.

Committee Member Barakat asked staff to bring a map to the next meeting that would inform the committee as to what exactly a 2-block radius along the perimeter would entail.

VI. ADJOURNMENT

Chairman Barakat adjourned the meeting at 3:34 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Xzavier Chisholm at xchisholm@coj.net to acquire a recording of the meeting.