



**Downtown Investment Authority**  
**Strategic Implementation Committee Hybrid Meeting**  
**Thursday, February 15<sup>th</sup>, 2024,**  
**10:00 a.m.**

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

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

Micah Heavener, Committee Chair	Joe Hassan
Carol Worsham	Melinda Powers, Esq.

**DIA Board Members Participating In person:** Jim Citrano, Board Chair, Ex Officio and Sondra Fetner, Esq.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Director of Operations; Todd Higginbotham, Parking Strategy Coordinator; Ina Mezini, Strategic Initiatives Coordinator; and Ava Hill, Administrative Assistant

**Office of General Counsel:** John Sawyer, Esq.

**Council Members Present:** None.

**I. CALL TO ORDER**

The Strategic Implementation Committee meeting of February 15<sup>th</sup>, 2024, was called to order at 10:02 a.m. by Micah Heavener, Committee Chair.

**II. PUBLIC COMMENTS**

There were no public comments.

**III. FORM 8B: VOTING CONFLICT DISCLOSURES**

Committee Chair Heavener asked if there were any voting conflicts that needed to be disclosed.

Board Chair Citrano declared a voting conflict for Resolution 2024-02-03 Jones Bros New Construction. He then advised that he'd file a Form 8B.

**IV. DECEMBER 20<sup>TH</sup> 2023 STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL**

Committee Chair Heavener called for a motion and second to approve the December 20th, 2023, Strategic Implementation Plan meeting minutes.

**Motion:** Member Worsham moved to approve the meeting minutes.

**Second:** Member Powers seconded the motion.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

Committee Chair Heavener paused the meeting in order for everyone to introduce themselves.

**IV. RESOLUTION 2024-02-03 JONES BROS NEW CONSTRUCTION**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING CITY COUNCIL APPROVAL OF A RECAPTURE ENHANCED VALUE GRANT (“REV GRANT”), AND COMPLETION GRANT FOR THE DEVELOPMENT OF A MIXED USE PROPERTY KNOWN AS JONES ON HOGAN IN THE DOWNTOWN NORTHBANK COMMUNITY REDEVELOPMENT AREA, 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 JONES BROS LLC OR A RELATED AFFILIATE OF CORNER LOT DEVELOPMENT AS MAY BE ESTABLISHED (“DEVELOPER”); AUTHORIZING THE CEO OF THE DIA TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION INCLUDING THE FILING OF LEGISLATION; PROVIDING AN EFFECTIVE DATE.**

Committee Chair Heavener gave the floor to DIA staff to introduce the resolution.

Steven Kelley, Director of Downtown Real Estate and Development, explained that this new construction property is located on the corner of Hogan and Church Street and diagonally opposite and northwest of City Hall. He continued that the property is a part of the Downtown National Historic District, but the structure located on the property did not meet the criteria that would protect the structure from elimination. Mr. Kelly spoke on the requested REV and completion Grants and required dispositions. He shared the details of the project including the development team, parcel description, the seven criteria for historic consideration, pro forma operations, REV Grant calculations, BID goals, and tiers eligibility.

CEO Boyer added that the tiers approach talks about evaluating gaps, looking at performance measures just to determine still that you have to meet and ROI of one. She concluded that Mr. Kelley shared the recommendation from the staff’s perspective that meets all the criteria of the Plan that is established and approved by council.

Committee Chair Heavener called for a motion.

**Motion:**            Committee Member Worsham motioned approve the resolution.

**Seconded:**        Board Chair Citrano seconded the motion.

Committee Chair Heavener open for discussion.

Board Chair Citrano asked if the property identified as 502, shown on the aerial on page 14, is the one that will be demolished. Mr. Kelley responded yes.

Board Chair Citrano also asked if the applicant owns Parcel 524. Mr. Kelley responded that the applicant does own the property and that it is not subject to anything mentioned during the presentation.

Board Chair Citrano asked Mr. Kelley to explain the \$340,000 additional benefit mentioned in the return calculation on page 10 of staff report. Mr. Kelley explained that the minimum number of parking spaces for replacement is 17 and 17 multiplied by \$20,000 is the benefit of the structured parking space that would benefit JFRD.

Board Chair Citrano commented that including the local option sales tax helps them meet the one-to-one threshold and then asked if the space is leased to a restaurant, is it correct that the restaurant would not be eligible for an incentive. Mr. Kelley responded yes.

Committee Member Powers mentioned that the rent per square feet get higher for smaller units and asked what was DIA's considerations for these numbers. Mr. Kelley responded that he looks at Costar information and have had many discussions with the property appraiser office. He also mentioned that the numbers represent today's rents and that generally smaller units generate higher rents and that there's less demand for larger units.

Committee Member Worsham asked about the second-floor rooftop shown on the rendering in the staff report. Mr. Kelley confirmed that the rooftop amenity is in between the historic building and the new construction building at the second story level and mentioned that it has its own entrance.

Committee Member Worsham asked why they would not do the disposition prior to the proposed resolution. CEO Boyer responded that DIA has done the disposition multiple times and then she explained the events that led to the current resolution.

Committee Member Hassan asked what the purposed use would be for the First Baptist Garage. Mr. Kelley responded that the garage would be used for the Jones Bros project, the Gateway project, and other projects as well.

Committee Member Hassan also asked about the readiness level and demand for potential residents. Mr. Kelley responded that the primary data point is the vacancy rates and the waiting list for development. He mentioned the Doro building and stated that there has been excess demand for more dwellings in our downtown. CEO Boyer added that there had been an increase in rents in 2021 and 2022. She continued those rents decreased in 2023 because of an increase in supply, but it did not change the occupancy rates. She stated that there's not big vacancies, but the rents had to flatten to keep the occupancy up and that's what's reflected in the rents.

Billy Zeits of Corner Lot Development Group stated that it is their intention to get the historical building designated as a historic landmark. He explained that they created an urban trail head because the amenity for the development is the Emerald Trail and the interconnectivity in and around downtown and the parks. He concluded that they are comfortable with their partners, concerning the parking garage, using a quarter of the 800 parking spots for their development.

Committee Chair Heavener called for a vote.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**V.    RESOLUTION 2024-02-04 HYATT PARKING**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING A PARKING LICENSE AGREEMENT WITH HYATT REGENCY JACKSONVILLE RIVERFRONT AS DESCRIBED IN EXHIBIT A, FOR THE USE BY HYATT EMPLOYEES OF CERTAIN PARKING SPACES IN THE FORMER JACKSONVILLE LANDING LOT, A REDEVELOPMENT PARCEL OF THE COMBINED NORTHBANK CRA; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL OTHER NECESSARY ACTION TO NEGOTIATE AND EXECUTE THE LICENSE AGREEMENT; PROVIDING AN EFFECTIVE DATE.**

Committee Chair Heavener gave the floor to Lori Boyer to introduce the resolution.

CEO Boyer explained that the resolution is a request to approve a temporary license to provide employee parking to the Hyatt. She explained that the lot was formerly used as a parking lot for the Landing Parking. She mentioned that several groups are interested in doing projects at the site, but construction would take some time to start. CEO Boyer explained that the Hyatt is requesting to us 40 spaces or the equivalent of the area adjacent to their property on a short-term basis.

Committee Chair Heavener called for a motion on the resolution.

**Motion:**        Committer Member Hassan motioned to approve the resolution.

**Seconded:**    Committee Member Worsham seconded the motion.

Seeing there were no questions or comments, Committee Chair Heavener called for a vote.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VI.    RESOLUTION 2024-02-05 CH 656 ORD CODE CHANGES**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) IN SUPPORT OF ORDINANCE 2024-039, AMENDING CHAPTER 656, JACKSONVILLE CODE OF ORDINANCES, ATTACHED AS EXHIBIT ‘A’ TO THIS RESOLUTION; REQUESTING THAT CITY COUNCIL ADOPT ORDINANCE 2024-039; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

Committee Chair Heavner gave the floor to DIA staff to introduce the resolution.

Susan Kelly explained that the resolution pertained to Ordinance 2024-039, which amends the downtown overlay. In October 2023 the DIA and DDRB Boards approved resolutions to move forward with code revisions to the ordinance. She explained that the legislation streamlines various review processes of DDRB. She then reviewed the revisions that were made. She also mentioned working with Committee Member Fetner on some of the revisions and offered her the floor to explain them.

Committee Member Fetner added that they looked at the definition of capital improvements within the code and found that it excludes community redevelopment areas, which is what DIA covers. She added that they clarified that the review would entail a review with recommendations instead of a decision and then what other items that it does not include.

CEO Boyer added that the agenda item for review represents the breadth of what DIA and the SIC Committee do such as parking, incentive requests, code changes, etc.

Committee Chair Heavner called for a motion on the resolution.

**Motion:** Board Chair Citrano motioned to approve the resolution.

**Seconded:** Committee Member Worsham seconded the motion.

Committee Chair Heavner opened the floor for discussion.

Committee Chair Worsham asked if DDRB’s opportunity to review, approve, and provide comments would occur at the final or conceptual phase of the project. Mrs. Kelly answered that their review would come in the beginning stages and added that they would like the public to have the opportunity for input.

Board Chair Citrano thought the \$100,000 amount quoted seems low and asked how that number is determined. CEO Boyer advised that it was based on City code.

Committee Chair Heavner called for a motion on the amendment to the resolution.

**Motion:** Committee Member Worsham motioned to approve the amendment to the resolution with Item G.

**Seconded:** Board Chair Citrano seconded the motion.

Committee Chair Heavener called for a vote on the amendment.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

Committee Chair Heavener called for a motion on the resolution as amended.

**Motion:** Committee Member Worsham motioned to approve the resolution as amended.

**Seconded:** Committee Member Powers seconded the motion.

Committee Chair Heavener called for a vote on the resolution as amended.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VII. RESOLUTION 2024-02-06 SB AFFORDABLE HOUSING SUPPORT LOAN**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE DOWNTOWN ECONOMIC DEVELOPMENT AGENCY (“GRANTOR”) APPROVING THE AWARD OF AN AFFORDABLE HOUSING SUPPORT LOAN TO LOFTS AT SOUTHBANK, LTD. (OR OTHER SUCH CLOSELY HELD ENTITY OF VESTCOR INC.); TO FACILITATE DEVELOPMENT OF 100 UNITS OF AFFORDABLE HOUSING IN THE SOUTHBANK NEIGHBORHOOD OF THE SOUTHSIDE COMMUNITY REDEVELOPMENT AREA OF DOWNTOWN JACKSONVILLE; AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A LOAN AGREEMENT WITH TERMS AS SET FORTH IN EXHIBIT A TO THIS RESOLUTION; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENTS; AND FINDING THAT THE PROVISION OF AFFORDABLE HOUSING IN THE SOUTHSIDE CRA IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE SOUTHSIDE CRA PLAN (“BID PLAN”); AND PROVIDING AN EFFECTIVE DATE.**

Committee Chair Heavner gave the floor to DIA staff to introduce the resolution.

Steve Kelley provided a brief explanation of the nature of the Florida Housing Finance Corporation and the approval of the Affordable Housing Support Loan. He explained that the resolution is an application submitted by Vestcor for the Affordable Housing Support Loan. The amount of the

loan is \$600,000 for 20 years at 1% interest. The development would provide 100 affordable units in Southbank.

CEO Boyer added that there are new applications pending before City Council decisions on ally closure and rezoning. She concluded that if those are approved and the building is moving forward, DIA does support affordable housing on the Southbank and does support providing a matching loan that would allow the developer to qualify.

Committee Chair Heavener called for a motion on the resolution.

**Motion:** Board Chair Citrano motioned to approve the resolution.

**Seconded:** Committee Member Worsham seconded the motion.

Committee Chair Heavener opened the floor for discussion.

Committee Member Hassan asked what the targeted price range is for the proposed affordable housing. Steve Diebenow responded that the units would be leased in accordance with the Florida Housing Finance Corporation Guidelines. He mentioned that 80% of the unit will be affordable and explained the details that go into determining what the rents would be.

Committee Member Worsham asked if the PUD has been approved for the redesign of storage, retail, and affordable housing. CEO Boyer confirmed that the PUD had not been approved but it was filed and will go to DDRB.

Steve Diebenow explained the two biggest objections they received were lack of mixed use, which is why the affordable housing component was added, and architecture.

Board Chair Citrano mentioned the tax credits by the State and asked if they get one per year. CEO Boyer shared that one per year was typical said not to be surprised if it's more in the coming years and because of the current Council and Administration's focus on affordable housing.

Board Chair Citrano commented on previous conversations on prioritizing mixed use and mixed income projects.

Committee Member Fetner expressed that she was in favor of the resolution.

Committee Chair Heavener called for a vote on the amendment.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**RESOLUTION 2024-02-07 PARKING CODE UPDATE**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY REQUESTING THAT CITY COUNCIL AMEND CHAPTER 802 IN A MANNER SUBSTANTIALLY SIMILAR TO THE ATTACHED EXHIBIT A; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO CONTINUE TO WORK WITH THE OFFICE OF GENERAL COUNCIL ON SPECIFIC LANGUAGE IN EXHIBIT A, PROVIDED THAT THE CHANGES RECOMMENDED TO CITY COUNCIL ARE SUBSTANTIALLY SMILAR TO THOSE FOUND IN EXHIBIT A; PROVIDING AN EFFECTIVE DATE.**

Committee Chair Heavner gave the floor to DIA staff to introduce the resolution.

Todd Higginbotham, Parking Strategy Coordinator, explained that the resolution was concerning code changes to the ordinance code dealing with parking. He continued that these changes included changes to public parking rules for the Office of Public Parking to allow DIA to charge for the weekends in Chapter 802, to update the code to implement different technologies such as meters with payment methods and kiosks. Changes in Section 122 deal with off street parking to set rates and discount programs, establishing terms for retail spaces, to create nighttime voucher programs, some updates to definitions, and then some scrivener's changes.

CEO Boyer explained that the weekend concept is that parking receives revenue from various sources and pays for upgrades from those sources. She spoke about allowing variable rates and dynamic pricing, the ability to change rates for different events. CEO Boyer mentioned that the Ed Ball and Yates parking garages are vacant at night and that the Voucher Program would help the restaurant in districts.

Committee Chair Heavener called for a motion on the resolution.

**Motion:** Committee Member Worsham motioned to approve the resolution.  
**Seconded:** Committee Member Powers seconded the motion.

Committee Chair Heavener opened the floor for discussion.

Committee Member Hassan mentioned DIA wanting the authority but not necessary the enforceability immediately. He asked if the cost of enforceability would not warrant doing it immediately.

CEO Boyer responded yes and mentioned that would deter people from coming downtown on the weekends and nights. She added revenues does warrant that deterrent facto or cost of enforcement, it does makes sense for nights and weekends.

Committee Member Hassan asked would DIA be able to adjust rates and the length of stay.



CEO Boyer responded yes and explained that in order to implement getting this permission DIA would have to come up with a program, bring it to the board and then forward it to Council to be filed and published.

Committee Member Worsham expressed that she was happy about the Voucher Program.

Committee Member Powers shared that she was in favor of the resolution.

Board Chair Citrano expressed that he feels the logic of the resolution is sound and is looking forward to when paying for parking is not a deterrent people coming downtown.

Committee Member Fetner asked if it was possible to create a reservation system. CEO Boyer mentioned that Park Mobile and other digital apps have that capacity and that kiosks or meters do not have that capacity. She added that DIA would have to explore that possibility. She also mentioned a necessary IT upgrade for the Office of Public Parking because customers currently have to go to the office to make payments.

Committee Chair Heavener mentioned that the intent is not to deter parking and the activation of downtown.

Committee Chair Heavener called for a vote.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VIII. RESOLUTION 2024-02-08 SALLY'S DARK RIDE**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AGENCY (“GRANTOR”) APPROVING THE AWARD OF A PARKING SCREENING GRANT TO SALLY INDUSTRIES, INC. (“GRANTEE”); AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE A GRANT AGREEMENT; AUTHORIZING THE DIA CEO TO EXECUTE SUCH AGREEMENTS; AND FINDING THAT THE DEVELOPMENT PLAN IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN, INCLUDING THE NORTHBANK CRA PLAN (“BID PLAN”) AND PROVIDING AN EFFECTIVE DATE.**

Committee Chair Heavner gave the floor to DIA staff to introduce the resolution.

Allan DeVault, Project Manager, explained that the resolution was a parking screening grant and mentioned it 2 tier levels. He described the parcel’s conditions and mentioned that it requires fencing and a buffer from the right of way. He added that they’d remove the crape myrtles and old sod, add a 6 ft high black aluminum fence, and then mentioned the budget.

Committee Chair Heavener called for a motion on the resolution.

**Motion:** Committee Member Worsham motioned to approve the resolution.  
**Seconded:** Committee Member Powers seconded the motion.

Committee Chair Heavener opened the floor for discussion.

Committee Member Worsham expressed that she was thrilled for the applicant and was in favor of the resolution.

Committee Member Powers commented that the marketing efforts were effective and are great.

Committee Chair Heavener called for a vote.

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

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

CEO Boyer updated the committee on the Doro Rise project. She mentioned that Mr. Blaze desires to rebuild and is keeping the concrete of the structure. She added that he didn't have the completed Fire Marshall report.

**ADJOURNMENT**

Committee Chair Heavener adjourned the meeting at 11:51 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 Ava Hill at [avah@coj.net](mailto:avah@coj.net) to acquire a recording of the meeting.*