

Office of Economic Development



Downtown Investment Authority
Special Meeting

Ed Ball Building, 214 N. Hogan St.
8th Floor, Board Room HN 851

Tuesday, November 27, 2102 - 2:00 p.m.

Members: Donald Harris, Chairman		Staff Distribution:	
Oliver Barakat, Vice Chair		Jason Gabriel, Office of General Counsel	
James “Jim” Bailey, Jr., Secretary		Paul Crawford, OED Acting ED	
Antonio “Tony” Allegretti, Board Member		Eric Lindstrom, DIA Staff	
Donald “Don” Shea, Board Member		Jack Shad, Public Parking Officer	
Kamaria “Kay” Harper, Board Member		David DeCamp, Public Information Office	
Melody S. Bishop, Board Member		Michelle Stephens, Recording Secretary	
Paul Perez, Board Member			
Robert Clements, Board Member			
I. CALL TO ORDER – Chairman Harris			
Pledge of Allegiance			
II. ACTION ITEMS - Chairman Harris			
ORD 2012-674 Downtown Parking – Jack Shad			
III. INFORMATION/DISCUSSION ITEMS – Chairman Harris			
IV. NEW BUSINESS – Chairman Harris			
V. PUBLIC COMMENTS – Chairman Harris			
VI. ADJOURNMENT – Chairman Harris			
Next Scheduled Meeting: Wednesday, December 12, 2012 at 2:00 pm – City Hall, 1 st Floor, Lynwood Roberts Room			



Tuesday, November 27, 2012 – 2:00 p.m.

MEETING MINUTES

Board Members Present: Chairman D. Harris, T. Allegretti, D. Shea, J. Bailey, K. Harper, M. Bishop, O. Barakat, and P. Perez

Board Member Not Present: R. Clements

Office of General Council: Jason Gabriel and Dylan Reingold

Attendees: Paul Crawford, OED Acting ED; Eric Lindstrom, DIA Staff; Michelle Stephens, Recording Secretary; Jack Shad, Public Parking Officer; Heather Reber, Council Auditors Office; Chris Hand, Mayor's Administration; and Mia Jones, Mayor's Administration

Council Members Present: Lori Boyer, District 5

CALL TO ORDER

Chairman Harris called the meeting to order at approximately 2:08 p.m., opening with the Pledge of Allegiance.

The purpose of the special meeting of the DIA was to review and potentially forward a recommendation of approval to City Council for ORD 2012-674. The legislation was presented to the DIA at their November 14, 2012 meeting where it was the consensus of the board that they needed more time to review the legislation. The board agreed to hold a special meeting the week of November 26, to review the legislation again as a board.

ACTION ITEM

ORDINANCE 2012-674

To help put the legislation in better context; Jack Shad provided an overview of how the parking legislation was developed, current rules and the big picture of what they want to be able to do once the legislation is approved.

The following were relative comments from the board:

- Great to have flexibility for parking rates as a tool.
- Suggested that parking not be thought of as a profit center for the city but as an amenity of downtown in order to make downtown more competitive with other locations in the area for office, retail, etc.

- Cautioned in developing flexibility, important that we do not position the on-street parking network or the city-owned or operated off-street facilities so they compete economically with the private garage operators.
- Noting that the legislation was drafted prior to the existence of the DIA, concerned with repeated reference to the OED Executive Director, adding that it also says the OED will develop goals for downtown revitalization, emphasizing that is the role of the DIA. The DIA is responsible for developing a plan for downtown and that plan would presumably include parking related to downtown.
- The DIA needs to be responsible for defining the guidelines; policies and objectives related to parking downtown and they need to be tied to something. An investor is not going to come downtown when someone has the ability and power to increase and change prices.
- We finally have a new authority (DIA) and are in the process of recruiting an executive director; we need to give them the confidence that they are going to have say over day-to-day parking incentives and day-to-day parking management decisions related to downtown, not the individual that is responsible for economic development in the rest of the county.
- Noted that in the Mayor's press conference announcing the new Office of Economic Development, it would cover everything except downtown.
- Suggested a subcommittee for parking to look at the legislation and separate the downtown district matters from the remainder of the county-related parking matters.
- Questioned the need for the legislation to move forward so rapidly. Would like clarification of other issues (ADA, interpretation of four-hour parking permit, to name a few) within the legislation in addition to the authority reference of the OED and DIA.

Regarding the timing issue, Mr. Shad commented that he is required by law since the Water Street Garage is 110 percent occupied, to discontinue the promotional rate which will almost double the rates for the customers currently there.

- Concerned that the reason for the legislation to move forward without delay appears to be based on one issue (the Water Street Garage).

Mr. Shad replied that he has other issues. He has pay and display devices that are paid for that he wants to install, which will give a 24-hour payment ability at some lots. Until he drops the hourly rate from \$1.07 to \$1.00 he cannot use those devices. He added that there are a host of other minor operational issues that the legislation will help with.

Generally, the DIA did not object to the legislation over all with the exception of the repeated reference in the legislation to the Office of Economic Development Executive Director having the sole decision making authority related to parking policy, rates, etc. for downtown. The DIA needs to be involved and responsible in the setting of policies and objectives related to parking in downtown.

Board Member Shea suggested that the DIA support the legislation with an amendment.

A MOTION WAS MADE BY BOARD MEMBER D. SHEA AND SECONDED BY BOARD MEMBER M. BISHOP TO APPROVE ORD 2012-674 WITH AMENDMENT, “THE DEVELOPMENT OF ALL POLICIES AND PRACTICES FOR MUNICIPAL PARKING RESOURCES WITHIN THE DOWNTOWN AREA SHALL BE THE RESPONSIBILITY OF THE DIA. UNTIL SUCH TIME AS THE DIA HAS AN EXECUTIVE DIRECTOR SAID RESPONSIBILITY SHALL BE GRANTED TO THE EXECUTIVE DIRECTOR OF THE OED. THE MOTION PASSED UNANIMOUSLY 8-0-0.

The following were relative comments of the board:

- Suggested adding to the motion that during the interim period of an Executive Director of the DIA being hired, development of downtown parking policies and practices being considered by the OED would require review and approval of the DIA.

Chair Harris commented that the suggested amendments be included in the motion made by Board Member D. Shea.

Board Member Shea’s amendment now reads, **“THE DEVELOPMENT OF ALL POLICIES AND PRACTICES FOR MUNICIPAL PARKING RESOURCES WITHIN THE DOWNTOWN AREA SHALL BE THE RESPONSIBILITY OF THE DIA. UNTIL SUCH TIME AS THE DIA HAS AN EXECUTIVE DIRECTOR SAID RESPONSIBILITY SHALL BE GRANTED TO THE EXECUTIVE DIRECTOR OF THE OED IN CONCERT WITH THE DIA.”**

In reference to a suggestion that the language in the bill replace reference to OED with DIA, conversation about reporting structure of the Public Parking Officer and functions of the Office of Public Parking were discussed. It was clarified that the issue was not who the Public Parking Officer or the functions of the Office of Public Parking report to, the issue is with the DIA not being involved in parking-related matters as they relate to the jurisdiction of the DIA. The DIA is not interested in being involved with the operations of the Office of Public Parking, but needs knowledge in advance of what is going on policy wise, economic development incentive wise, etc. for downtown parking. The issue is not who enforces parking; the issue is the DIA needs to be involved with setting the objectives and policies related to parking downtown.

Entering the conversation midstream, Chis Hand was present and referring to the lengthy reform process last year, he advised that the Administration is open to a lot of ideas and happy to meet with the DIA individually or as a group to talk about any issues they have prior to moving forward on recommending policy changes that the Administration and City Council worked on last year.

Board Member Shea commented that it sounds like more discussion is needed. In deference to recoup the comments made by C. Hand, and if it will clear the air, offered to withdraw his motion because the recommendation has been made that they not make a motion right now.

Chair Harris asked for a motion to approve and a motion was not made or seconded. Being no motion was made, Chair Harris suggested the board's stance was to defer.

Mr. Gabriel advised that the board has four options:

1. Recommend approval
2. Recommend denial
3. Recommend approval with amendments
4. Defer

Chis Hand, Mayor's Chief of Staff, commented regarding the subject of where parking should be located within the city's organizational structure, that the Administration is willing and committed to have that conversation with the DIA, adding that for a number of reasons the Administration and City Council introduced the parking bill and are eager to see it move forward. He suggested that the DIA could move forward with the underlying legislation reiterating that the Administration is open for discussion with the DIA regarding where parking should be situated in the city's organizational structure.

Board Member Shea commented that the DIA is not focused on where the Office of Public Parking should be within the city's organizational structure and does not desire to manage the parking system, adding that he thinks it is where it should. He clarified that they were talking about the DIA's responsibility to set parking policy for the downtown portion of the city. Having that responsibility in the current legislation with the OED sets cross purposes to one of the underlying principles of a downtown plan, which the DIA is responsible to form. The DIA should have some meaningful say in how parking policy for downtown is created.

Board Member Shea departed the meeting at approximately 3:09 pm.

Motion made by Melody Bishop:

Board Member M. Bishop suggested that an amendment could be made saying that the DIA supports the underlying legislation but reserve as Don was saying, "the development of all practices and policies should be by the DIA and said responsibility shall be granted to the OED until such time as the DIA ED has been hired."

Mr. Gabriel commented that he was hearing the following motion, "A recommendation of approval of 2012-674 that the parking policies as set forth in 2012-674 with respect to the downtown boundaries would be done in consultation with the DIA.

Board Member Harper suggested they stick more with Board Member Shea's withdrawn motion and Board Member M. Bishop's previously existing motion. She commented that the "in consultation with" was too vague and should be clearer until structural issues, etc. are resolved. She prefers to stick with the concept of OED manages parking but that any policy changes or incentive packages have to be approved by the DIA until the ED of the DIA is in place and those powers will then flow to him or her.

Board Member Barakat suggested that the motion include “During the interim period of an ED of the DIA being hired, any policy, and incentive packages, level changes shall require approval of the DIA.”

Because the board went back and forth with several similar amendments to the legislation, Mr. Gabriel restated the motion made by Board Member M. Bishop and seconded by Board Member Barakat to include Board Member Harper’s suggestion. “A recommendation of approval of 2012-674 with an amendment that any policy matters of 2012-674 with respect to downtown continue to be done by the OED Director with review and approval of the DIA.

A MOTION WAS MADE BY BOARD MEMBER M. BISHOP AND SECONDED BY BOARD MEMBER O. BARAKAT RECOMMENDING APPROVAL OF 2012-674 WITH AN AMENDMENT THAT ANY POLICY MATTERS OF 2012-674 WITH RESPECT TO DOWNTOWN CONTINUE TO BE DONE BY THE OED WITH REVIEW AND APPROVAL OF THE DIA. THE MOTION PASSED UNANIMOUSLY 7/0/0.

PUBLIC COMMENTS

The floor was open for public comments and advised that their time to speak was limited to three minutes.

- John Nooney, 8356 Bascom Road, Jacksonville, FL 32216

There being no further business, Chair Harris adjourned the meeting at approximately 3:43 p.m.

The next DIA meeting is scheduled for Wednesday, December 12, 2012 at 2:00 p.m.

Witness

Downtown Investment Authority

Donald Harris, Chairman

Print Name: _____

Vote: In Favor: _____ Opposed: _____ Abstained: _____