

CITY OF JACKSONVILLE
COMMUNITY REDEVELOPMENT AGENCY
BOARD MEETING

Proceedings held on Wednesday, September 15,
2021, commencing at 2:00 p.m., at City Hall, Lynwood
Roberts Room, 117 West Duval Street, Jacksonville,
Florida, before Diane M. Tropa, FPR, a Notary Public in
and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

BRAXTON GILLAM, Chairman.
CAROL WORSHAM, Vice Chair.
JIM CITRANO, Secretary.
WILLIAM ADAMS, Board Member, via Zoom.
OLIVER BARAKAT, Board Member.
TODD FROATS, Board Member.
CRAIG GIBBS, Board Member.

ALSO PRESENT:

LORI BOYER, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
STEVE KELLEY, DIA, Director of Development.
JOHN SAWYER, Office of General Counsel.
XZAVIER CHISHOLM, Administrative Assistant.

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1 iguana, (inaudible). I love the idea. I'm
2 most excited about the -- the smartness of
3 conglomerating functional parts. You've got
4 the transportation hub -- that's really
5 smart -- all networked together and big
6 entertainment. The only thing that I don't
7 like about it is it sort of prioritizes the
8 party. It's almost kind of big events. When
9 we park downtown is an exception, but -- kind
10 of in bad shape. I would rather really lean
11 into these adaptive reuses and try to go -- get
12 maybe southward development, boutique, graphic
13 design firms, IT security. You know, it just
14 seems like it's such a nice campus for things
15 like that.

16 Riverside Avenue starts as a (inaudible),
17 a nice boulevard in the town. And then once
18 you cross the -- 95, it's abrupt into, like, a
19 highway. And that acts as a barrier for all
20 the success of RAM and Memorial Park and all
21 that activity to flow into Brooklyn.

22 We really need to kind of like work on
23 narrowing -- amplifying the 624 Edison. You've
24 got the Hedrick Motor Company, (inaudible), all
25 that -- I know it's a huge ask, but those would

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1 P R O C E E D I N G S

2 September 15, 2021 2:00 p.m.

3 - - -

4 THE CHAIRMAN: I'm going to call the
5 September 15th, 2021, Downtown Investment
6 Authority meeting to order.

7 Mr. Froats, would you lead us in the
8 Pledge of Allegiance?

9 (Recitation of the Pledge of Allegiance.)

10 THE CHAIRMAN: Mr. Chisholm, do we have
11 any public comment?

12 MR. CHISHOLM: Yes, Mr. Chair.

13 All right. If you would approach the
14 podium, state your name and address for the
15 record. You'll have three minutes to speak.

16 First we have Mr. Cliff Miller.
17 (Audience member approaches the podium.)

18 THE CHAIRMAN: Mr. Chisholm, I'll ask you
19 to use the microphone for your next comments.
20 Okay?

21 AUDIENCE MEMBER: Okay. Thank you.

22 Hi, friends.

23 Cliff Miller, 311 West Ashley Street, Unit
24 308.

25 To quickly address the 10,000-pound
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1 be awesome to just raise the Blue Cross
2 building and build back, like, a -- a more
3 Riverside style, you know, and narrow that --
4 that segment of Riverside Avenue.

5 And I think there's an opportunity with
6 that build on the Times-Union to try to see if
7 you can narrow Riverside Avenue a little bit
8 right there. Just, you know, more people that
9 can flow into and see, have a mental map that
10 downtown is actually close, it's less people
11 that will demand parking. Parking garages are
12 the scourge of the aesthetic of downtown.

13 Finally, going into parking garages, I
14 went to Moon River Pizza. "How have you been?
15 Long time no see. I live downtown. Ew, I hate
16 downtown." That was, like, an honest reaction.
17 "We live there. Oh, sorry." So -- and there's
18 no parking. "And I always get lost." And
19 so -- there's tons of parking.

20 I really feel like all of our parking
21 garages are underutilized. You know, you've
22 seen movies. Every scary movie's got a scene
23 in a parking garage. Is there any way we can
24 try to get some type of team to -- to make them
25 fresher, put -- are they public, are they

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1 private, how much they cost, where -- you know,
2 the one-way roads, (inaudible) one-way roads,
3 (inaudible) go two-way. It will make it easier
4 if you pass, you can cut -- circle back and get
5 into one, but -- I'm really excited about that.
6 They've torn down the parking garage.

7 I know you're going to put back a --
8 storefronts. Maybe -- can you try to emphasize
9 to that builder to -- to really invite the
10 patrons of those storefronts to park upstairs
11 and make it, like, bright and fresh, like
12 Florida style?

13 All right. Perspectives. The final thing
14 I wanted note is -- I know you guys are
15 modifying the --

16 (Timer notification.)

17 MR. MILLER: Okay. I'll just state it
18 next time. That was pretty good, though.

19 All right, guys. Enjoy your meeting.
20 Thank you. And I'm really excited about
21 everything I'm seeing out there.

22 Have a good day.

23 MR. CHISHOLM: Thank you.

24 Next, we have John Nooney.

25 (Audience member approaches the podium.)

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1 since it began. You know, it's like we're
2 family. We really are. And, you know, with
3 Jake now, and --

4 So, you know, what I really want to say
5 and share with you is that you all have
6 unbelievable opportunity right now with the
7 zone that you have, and the fiduciary
8 responsibility that you have, and that is
9 4.8 miles of the river's edge from the Fuller
10 Warren to the Mathews. And all these projects
11 that you are proposing right now and the public
12 access, not just passive, but active
13 recreational access for everyone, not just in
14 Jacksonville, for the entire region.

15 Now, I attended last night's City Council.
16 I was at Waterways this morning. And, you
17 know, right now -- you know, I only have
18 30-something seconds left, but the biggest gift
19 that you can give with all of these projects
20 right now is the 26 feet of Catherine Street.
21 That was two Navy veterans, Jim Love and Kevin
22 Kuzel, and I -- and, you know, I go back and
23 share all of this with you. And it was their
24 idea. It's brilliant. And it's going to be
25 right next to a Navy ship. It's the -- I'll

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1 AUDIENCE MEMBER: Hello. My name is John
2 Nooney. Name and address continues to remain
3 on the roster, 8356 Bascom Road, Jacksonville,
4 Florida 32216.

5 I would also be amiss if I didn't say that
6 in the house is Jake Gordon.

7 And if you didn't attend last night's
8 Jacksonville City Council meeting, this is the
9 best piece of legislation that ever was
10 approved, and it was 2021-0499 regarding
11 Chapter 28, Parks and Recreation, Community
12 Services, Ordinance Code and Chapter 55,
13 Downtown Investment Authority. Ordinance Code,
14 amending Chapter 28, Parks and Recreation,
15 Community Services, Part 1, General, Section
16 28.103, powers, functions and duties of the
17 director; Ordinance Code, creating a new
18 Section 55.117, direct contracts with Downtown
19 Vision, Inc. That's my brother, Jake Gordon.
20 Part 1, Downtown Investment Authority,
21 Chapter -- codification of instructions
22 (Hodges), request of the mayor.

23 So, you know, I'm down to a minute-32.
24 That's just on my clock here. But, you know,
25 DIA -- you know, I've been with you guys ever

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1 start a GoFundMe account. You know? Jake and
2 I, we'll go out, we could do it ourselves. It
3 will be that easy.

4 So anyway, I know my time is about up. So
5 again, thank you for listening, and let's get
6 out there on the waterways.

7 MR. CHISHOLM: Thank you.

8 Next we have Stanley Scott.

9 (Audience member approaches the podium.)

10 AUDIENCE MEMBER: Stanley Scott with the
11 African-American Economic Recovery Think Tank.
12 My address is on file.

13 I concur with Mr. Nooney. There's a lot
14 of things we can do. You know, often we talk
15 about money. We have all of these
16 opportunities already in Jacksonville they will
17 not take advantage of, especially the waterway.
18 And I just can't understand why a Navy ship --
19 people who have not only feelings but have a
20 commitment to do the right things to change,
21 improve, make it better for all. And we
22 continue many years.

23 I'm a native of Jacksonville. Many years
24 we have not been able to move the needle
25 forward when it come to the community and

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1 social engagement.

2 The CEO, I stand -- I'm going to support

3 her even when we don't agree. And I -- and the

4 reason why, because I believe she really cares.

5 And I hope y'all continue to support her.

6 But my concern would be the entertainment.

7 I'm a subject matter expert. I ran the

8 military base, which everybody -- I think most

9 people already know this, so I'm going to move

10 on with the point is I'm going to be coming

11 to -- I'm waiting for my invitation to present

12 my information because I'm a big (inaudible).

13 Yes, this is my third company, but I run a

14 think tank, and I'm very knowledgeable on some

15 subjects. I mean, (inaudible) the level of

16 expertise. So I will be waiting -- I'm waiting

17 on my invitation. I'll say it once again, I

18 want my invitation so I can present my

19 findings, my facts, and be involved -- and be

20 involved. Sorry about that.

21 Thank you.

22 THE CHAIRMAN: Thank you, Mr. Scott.

23 MR. CHISHOLM: Thank you.

24 Mr. Chair, that's all we've got.

25 THE CHAIRMAN: Thank you, Mr. Chisholm.

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1 We'll open the Community Redevelopment

2 Agency meeting.

3 We've had some movement and changes on our

4 proposed agenda today. We're going to start

5 with Resolution 2021-09-05, Rivers Edge

6 performance extension request.

7 Ms. Boyer.

8 MS. BOYER: Thank you.

9 Through the Chair to the board, I believe

10 Mr. Chisholm may have handed out to you -- or

11 Mr. Crescimbeni provided a brief summary sheet

12 that explains what we're doing here. But just

13 for your records, here's what's happening: The

14 resolution that you adopted in February

15 eventually went through City Council with the

16 first amendment to the redevelopment agreement,

17 set a new performance schedule, and it sets a

18 date of September 19th of this year for

19 execution of the construction contract -- or

20 selection of the general contractor and

21 execution of the construction contract and what

22 we call the "CRA upland improvements." That's

23 the roads.

24 The challenge that the Community

25 Development District has -- and, by the way,

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1 they are under construction. The bulkhead --

2 the school board parking lot is completed,

3 finished entirely. The bulkhead is about a

4 third completed. They have draw requests into

5 us, they are moving. They need an extra

6 30 days, potentially up to 40 days, to enter

7 into that contract because their procurement

8 essentially failed. They only had one bid, and

9 the one bid was nonresponsive. So they are now

10 under state statute, can negotiate with other

11 contractors. They are in the process of doing

12 that. They will have them selected.

13 This is not a long delay, but it's a delay

14 really as a result of the fact that there's a

15 lot of activity in the market and a lot of

16 people didn't bid. So this is up to 40 days.

17 We'll set the date as soon as we know how many

18 of them they need to enter into the contract.

19 And then also that slides the commencement and

20 construction date for the upland --

21 infrastructure improvements.

22 THE CHAIRMAN: Thank you, Ms. Boyer.

23 Could I have a motion?

24 BOARD MEMBER FROATS: Motion to approve.

25 BOARD MEMBER GIBBS: Second.

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1 THE CHAIRMAN: Discussion or questions?

2 Mr. Barakat.

3 BOARD MEMBER BARAKAT: No questions.

4 THE CHAIRMAN: Ms. Worsham.

5 BOARD MEMBER WORSHAM: Nothing further.

6 THE CHAIRMAN: Mr. Citrano.

7 BOARD MEMBER CITRANO: I don't have any

8 questions.

9 THE CHAIRMAN: Mr. Gibbs.

10 BOARD MEMBER GIBBS: No further comments.

11 THE CHAIRMAN: Mr. Froats.

12 BOARD MEMBER FROATS: No comments.

13 THE CHAIRMAN: The only comment I have is

14 I'm glad to see this project moving forward.

15 And this is a reasonable, frankly, consistent

16 kind of request that we've seen before, and so

17 I'm in favor of it.

18 Any other questions or comments?

19 BOARD MEMBERS: (No response.)

20 THE CHAIRMAN: I'll call for a vote.

21 All in favor?

22 BOARD MEMBERS: Aye.

23 THE CHAIRMAN: Any opposed?

24 BOARD MEMBERS: (No response.)

25 THE CHAIRMAN: It's unanimous. We have

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1 six voting members here.
 2 I didn't do a good job earlier. I was
 3 trying to get started so quickly. I think I
 4 should probably back up and say -- can we start
 5 with -- on the right hand, from my perspective,
 6 end of the table, Mr. Froats, would you --
 7 would everyone announce their presence today?
 8 BOARD MEMBER FROATS: Sure. Todd Froats,
 9 DIA board member.
 10 BOARD MEMBER GIBBS: I'm Craig Gibbs, DIA
 11 board member.
 12 BOARD MEMBER CITRANO: Jim Citrano, DIA
 13 board member.
 14 THE CHAIRMAN: Braxton Gillam, chair.
 15 BOARD MEMBER WORSHAM: Carol Worsham,
 16 board member.
 17 BOARD MEMBER BARAKAT: Oliver Barakat,
 18 board member.
 19 MR. SAWYER: John Sawyer, Office of
 20 General Counsel.
 21 MS. BOYER: Lori Boyer, CEO.
 22 MR. KELLEY: Steve Kelley, DIA staff.
 23 MR. PAROLA: Guy Parola with the DIA.
 24 THE CHAIRMAN: And I think Mr. Adams is
 25 attending by Zoom; is that right?

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1 BOARD MEMBER ADAMS: That's correct.
 2 THE CHAIRMAN: Thank you.
 3 So we had six in-person voting members
 4 vote in favor, none against.
 5 Next CRA issue, Resolution 2021-09-02, the
 6 Live DT JAX request from DVI.
 7 Ms. Boyer.
 8 MS. BOYER: Yes. So through the Chair to
 9 the board, if I may, I'm going to take up -02
 10 and -03 together. We have two different
 11 resolutions here, each of which are asking the
 12 board to approve a \$10,000 sponsorship for a
 13 contract with Downtown Vision.
 14 You will recall the Chamber created the
 15 Live Downtown Jax website. DVI took it over.
 16 They have revamped it. They are continuing to
 17 host it and update it, essentially on our
 18 behalf in the sense that it truly benefits our
 19 mission. The Invest Downtown Jax website is
 20 something we actually paid them to create.
 21 Again, they are hosting it and updating it and
 22 monitoring it on our behalf.
 23 So this would be using next fiscal year's
 24 money. It's already in the budget. And what
 25 we are asking is just your vote, authorizing

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1 us, pursuant to the legislation that passed
 2 City Council last night, to directly contract
 3 with them, and we don't have to go through a
 4 procurement process. And that's each
 5 resolution.
 6 THE CHAIRMAN: So it's two separate
 7 resolutions. Do I have a motion -- and I think
 8 I probably need to take them one at a time --
 9 on 2021-09-02?
 10 BOARD MEMBER WORSHAM: I'll move to
 11 approve.
 12 BOARD MEMBER CITRANO: Second.
 13 THE CHAIRMAN: Any discussion?
 14 Mr. Froats.
 15 BOARD MEMBER FROATS: No comments.
 16 THE CHAIRMAN: Mr. Gibbs.
 17 BOARD MEMBER GIBBS: No comments.
 18 THE CHAIRMAN: Mr. Citrano.
 19 BOARD MEMBER CITRANO: No comments.
 20 THE CHAIRMAN: Ms. Worsham.
 21 BOARD MEMBER WORSHAM: Nothing.
 22 BOARD MEMBER BARAKAT: No comments, but
 23 I'll be filling out Form 8B due to my presence
 24 on the DVI board, for this resolution as well
 25 as the next resolution.

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1 THE CHAIRMAN: Any further discussion or
 2 questions?
 3 BOARD MEMBERS: (No response.)
 4 THE CHAIRMAN: All those in favor?
 5 BOARD MEMBERS: Aye.
 6 THE CHAIRMAN: Any opposed?
 7 BOARD MEMBERS: (No response.)
 8 THE CHAIRMAN: So all six present board
 9 members have voted in favor, none opposed, and
 10 that's for 2021-09-02.
 11 Do I have a motion on 2021-09-03?
 12 BOARD MEMBER WORSHAM: I'll move.
 13 BOARD MEMBER CITRANO: Second.
 14 THE CHAIRMAN: And, again, this is a
 15 resolution, contributing funds, which, again,
 16 is already in our budget and approved by City
 17 Council, for -- to DVI to assist with
 18 maintenance of the Invest DT website, correct?
 19 MS. BOYER: Correct.
 20 THE CHAIRMAN: Invest Downtown Jax.
 21 MS. BOYER: Correct.
 22 THE CHAIRMAN: Mr. Barakat, any comments?
 23 BOARD MEMBER BARAKAT: No comments.
 24 THE CHAIRMAN: Ms. Worsham.
 25 BOARD MEMBER WORSHAM: Unh-unh.

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1 THE CHAIRMAN: Mr. Citrano.
 2 BOARD MEMBER CITRANO: No comments.
 3 THE CHAIRMAN: Mr. Gibbs.
 4 BOARD MEMBER GIBBS: No comments.
 5 THE CHAIRMAN: Mr. Froats.
 6 BOARD MEMBER FROATS: No comments.
 7 THE CHAIRMAN: All those in favor say aye.
 8 BOARD MEMBERS: Aye.
 9 THE CHAIRMAN: Any opposed?
 10 BOARD MEMBERS: (No response.)
 11 THE CHAIRMAN: Six board members present
 12 voted unanimously in favor, six to zero in
 13 favor of Resolution 2021-09-03.
 14 I'll close the Community --
 15 MS. BOYER: Mr. Chairman.
 16 THE CHAIRMAN: Sorry.
 17 MS. BOYER: Do you want to handle the
 18 minutes really quickly?
 19 THE CHAIRMAN: Yes. I'll take that back.
 20 BOARD MEMBER GIBBS: Mr. Chair, I move to
 21 approve the minutes --
 22 BOARD MEMBER WORSHAM: Second.
 23 BOARD MEMBER GIBBS: -- of the
 24 August 18th, 2021, Community Redevelopment
 25 Agency meeting.
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1 BOARD MEMBER WORSHAM: Second.
 2 THE CHAIRMAN: Moved by Mr. Gibbs,
 3 seconded by Ms. Worsham.
 4 All those in favor?
 5 BOARD MEMBERS: Aye.
 6 THE CHAIRMAN: Any opposed?
 7 BOARD MEMBERS: (No response.)
 8 THE CHAIRMAN: It passes unanimous.
 9 Thank you very much.
 10 I'll close the CRA meeting.
 11 (The foregoing proceedings were adjourned
 12 at 2:18 p.m.)
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1 CERTIFICATE OF REPORTER
 2
 3 STATE OF FLORIDA)
 4)
 5 COUNTY OF DUVAL)
 6
 7 I, Diane M. Tropa, Florida Professional
 8 Reporter, certify that I was authorized to and did
 9 stenographically report the foregoing proceedings and
 10 that the transcript is a true and complete record of my
 11 stenographic notes.
 12
 13
 14
 15 DATED this 24th day of September 2021.
 16
 17
 18
 19 _____
 Diane M. Tropa
 Florida Professional Reporter
 20
 21
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 23
 24
 25
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\$	8	assist [1] - 16:17 Assistant [1] - 1:20 attend [1] - 6:7 attended [1] - 7:15 attending [1] - 13:25 Audience [3] - 2:17, 5:25, 8:9 AUDIENCE [3] - 2:21, 6:1, 8:10 August [1] - 17:24 Authority [3] - 2:6, 6:13, 6:20 authorizing [1] - 19:8 authorizing [1] - 14:25 Avenue [3] - 3:16, 4:4, 4:7 awesome [1] - 4:1 aye [5] - 12:22, 16:5, 17:7, 17:8, 18:5	13:16, 13:18, 14:9, 14:12, 15:24, 16:8, 17:11 Board [4] - 1:14, 1:15, 1:15, 1:16 boulevard [1] - 3:17 boutique [1] - 3:12 Boyer [4] - 10:7, 11:22, 13:21, 14:7 BOYER [8] - 1:18, 10:8, 13:21, 14:8, 16:19, 16:21, 17:15, 17:17 Braxton [1] - 13:14 BRAXTON [1] - 1:13 brief [1] - 10:11 bright [1] - 5:11 brilliant [1] - 7:24 Brooklyn [1] - 3:21 brother [1] - 6:19 budget [2] - 14:24, 16:16 build [2] - 4:2, 4:6 builder [1] - 5:9 building [1] - 4:2 bulkhead [2] - 11:1, 11:3	Chamber [1] - 14:14 change [1] - 8:20 changes [1] - 10:3 Chapter [4] - 6:11, 6:12, 6:14, 6:21 Chief [1] - 1:18 CHISHOLM [5] - 1:20, 2:12, 5:23, 8:7, 9:23 Chisholm [4] - 2:10, 2:18, 9:25, 10:10 circle [1] - 5:4 CITRANO [7] - 1:14, 12:7, 13:12, 15:12, 15:19, 16:13, 17:2 Citrano [4] - 12:6, 13:12, 15:18, 17:1 CITY [1] - 1:1 City [6] - 1:7, 6:8, 7:15, 10:15, 15:2, 16:16 cliff [2] - 2:16, 2:23 clock [1] - 6:24 close [3] - 4:10, 17:14, 18:10 Code [3] - 6:12, 6:13, 6:17 codification [1] - 6:21 coming [1] - 9:10 commencement [1] - 11:19 commencing [1] - 1:7 comment [2] - 2:11, 12:13 comments [13] - 2:19, 12:10, 12:12, 12:18, 15:15, 15:17, 15:19, 15:22, 16:22, 16:23, 17:2, 17:4, 17:6 commitment [1] - 8:20 COMMUNITY [1] - 1:2 community [1] - 8:25 Community [6] - 6:11, 6:15, 10:1, 10:24, 17:14, 17:24 Company [1] - 3:24 company [1] - 9:13 complete [1] - 19:10 completed [2] - 11:2, 11:4 concern [1] - 9:6 concur [1] - 8:13 conglomerating [1] - 3:3 consistent [1] - 12:15 construction [4] - 10:19, 10:21, 11:1, 11:20 continue [2] - 8:22, 9:5 continues [1] - 6:2
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CITY OF JACKSONVILLE
DOWNTOWN INVESTMENT AUTHORITY
BOARD MEETING

Proceedings held on Wednesday, September 15,
2021, commencing at 2:18 p.m., City Hall, Lynwood
Roberts Room, 117 West Duval Street, Jacksonville,
Florida, before Diane M. Tropa, FPR, a Notary Public in
and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

BRAXTON GILLAM, Chairman.
CAROL WORSHAM, Vice Chair.
JIM CITRANO, Secretary.
WILLIAM ADAMS, Board Member, via Zoom.
OLIVER BARAKAT, Board Member.
TODD FROATS, Board Member.
CRAIG GIBBS, Board Member.

ALSO PRESENT:

LORI BOYER, Chief Executive Officer.
GUY PAROLA, DIA, Operations Manager.
STEVE KELLEY, DIA, Director of Development.
JOHN SAWYER, Office of General Counsel.
XZAVIER CHISHOLM, Administrative Assistant.

- - -

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1 that would allow us to simply collect the
2 standard rate from them. It doesn't require
3 that we do anything else other than adopt the
4 rate on the rate schedule and forward that to
5 City Council. And this will be the interim
6 rate that will allow them to maintain access
7 and continue to use the lot after September --
8 the end of September.

9 So our request would be that you would
10 amend the previously adopted rate schedule,
11 which includes all the lots and all the parking
12 garages, to incorporate a rate for this
13 particular parking lot, which if you look on
14 the exhibit we're referring to as the Market
15 and Forsyth lot, Churchwell, the rate
16 established is \$60, not including sales tax.

17 Mr. Kelley and Mr. DeVault did some
18 research on neighboring lots. This is a market
19 standard rate. There is one that seems to be
20 higher, but there are several that are in that
21 \$65 range, inclusive of tax, in the immediate
22 vicinity, and the one immediately adjacent is.
23 So this would be a market-appropriate standard
24 to adopt for that lot.

25 So what we're asking you to do is adopt
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1 P R O C E E D I N G S
September 15, 2021 2:18 p.m.

2 - - -

3 THE CHAIRMAN: I'll open the Downtown
4 Investment Authority meeting.

5 First order of business is an add-on,
6 2021-09-07.

7 Ms. Boyer, do you want to speak on that?

8 MS. BOYER: Yes. Thank you, Mr. Chair.

9 So this was handed out to you, and you've
10 not had an opportunity to review it, but it's a
11 pretty simple request.

12 The Churchwell Lofts, condominiums, use
13 and have a lease on a surface parking lot,
14 somewhat across the street from Churchwell
15 Lofts and across the street from the Yates
16 parking garage. That lease expires on
17 September -- end of September.

18 We are working with them on the terms of a
19 new lease arrangement that we would bring back
20 to you and propose. That would have to go
21 through this board and City Council. But in
22 the interim, in order to ensure that they don't
23 lose parking spaces, since this is a public
24 lot, maintained by the Office of Public
25 Parking, if we adopt a rate for that lot, then

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1 2021-09-07 that changes the rate schedule to
2 include a standard rate for that lot.

3 THE CHAIRMAN: Do I have a motion?

4 BOARD MEMBER WORSHAM: I'll move.

5 ZOOM MEMBER: Could I speak for a moment?

6 I'm so sorry. This is Krista Burby. I'm
7 with Driver McAfee. Cyndy Trimmer is on her
8 way over there. Oh, is she in the room?

9 MS. BOYER: Yes.

10 MR. BURBY: Okay. Awesome.

11 Thank you.

12 THE CHAIRMAN: Hold, please.

13 We've got a motion from Ms. Worsham. Do
14 we have a second?

15 BOARD MEMBER BARAKAT: Second.

16 THE CHAIRMAN: Mr. Barakat seconded.

17 We have questions -- we may have some
18 questions about this.

19 Mr. Barakat, do you want to go first?

20 BOARD MEMBER BARAKAT: So if we approve
21 this, how long -- what is the duration of this?

22 MS. BOYER: There is no duration. This is
23 simply available as a month-to-month parker,
24 like any other month-to-month parker could.

25 But once someone reserves a space on a

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1 month-to-month list, then they have that on an
2 ongoing basis until they choose to give it up.
3 So if this association, as an entity,
4 wants to reserve all of the spaces in the lot
5 before the end of the month, then they will
6 continue to have them at this rate on a
7 month-to-month basis until we either enter into
8 a contract that has different terms or until we
9 choose to close the lot or sell the lot or
10 something else in the future.

11 So it doesn't have a finite termination.
12 I can tell you that the conversations we are
13 talking about get much more complicated in the
14 sense that they involve issues regarding
15 upgrades to landscaping and things that need to
16 be done two years from now, who's going to do
17 that, who's going to pay for maintenance in the
18 interim. This just establishes it as if it
19 were any other City-operated lot and lets them
20 continue to use it in the meantime and gives us
21 the time to work out the details of what we're
22 going to present to council.

23 We did not want to sell the lot because we
24 don't think a surface lot in perpetuity is the
25 highest and best use of that property. We have
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1 been talking to them about a five-year lease
2 with several five-year renewal options that
3 allow a 180-day out if we choose to do
4 something else in the future, but that's not
5 ready for prime time and it would have to go
6 through City Council.

7 BOARD MEMBER BARAKAT: Okay. So this is a
8 Band-Aid, correct?

9 MS. BOYER: Yes.

10 BOARD MEMBER BARAKAT: Just by default,
11 it's month to month. The resolution doesn't
12 have to specify what it is? We can assume that
13 by default it is simply a month-to-month
14 duration?

15 MS. BOYER: Correct. Once you put it in
16 the parking inventory and establish a monthly
17 rate for it, it is a month-to-month term, it's
18 not a contract.

19 BOARD MEMBER BARAKAT: No further
20 questions.

21 THE CHAIRMAN: Ms. Worsham.

22 BOARD MEMBER WORSHAM: No. Mr. Barakat
23 asked my questions, so I'm good.

24 THE CHAIRMAN: Mr. Citrano.

25 BOARD MEMBER CITRANO: I'm in favor of it,
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1 but I just want to ask one clarifying question.
2 When you say "they," are you speaking about the
3 condo association itself?

4 MS. BOYER: Yes.

5 BOARD MEMBER CITRANO: Okay. Thanks.

6 THE CHAIRMAN: Mr. Gibbs.

7 BOARD MEMBER GIBBS: I have no questions.

8 THE CHAIRMAN: Mr. Froats.

9 BOARD MEMBER FROATS: No questions.

10 MS. TRIMMER: Through the Chair, before
11 you vote, I really would love the opportunity
12 to speak.

13 THE CHAIRMAN: Stand by.

14 So I had a question. So this is a flat
15 lot. I think I know the lot we're talking
16 about. So with the condo association paying
17 that \$60 per spot, the entirety of the lot,
18 were they taking some limited portion of that?
19 What were we getting in the near term?

20 MS. BOYER: My assumption is that they
21 will take all the spaces because they are
22 currently using all the spaces. It is possible
23 that they would choose to use less than all of
24 the spaces and we could make one or two spaces
25 available to the general public, depending on

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1 how many they chose to use, but right now
2 they're using the entire lot.

3 THE CHAIRMAN: So to be clear, we're
4 approving a rate. And since they're going to
5 be out of contract, how are you going to manage
6 the monthly fee and what fee they're going to
7 pay, based on how many spots? How does that --
8 I don't want to get too much in your business,
9 but tell me how we do that.

10 MS. BOYER: So I believe that they are
11 going to immediately reserve the number of
12 spaces they want.

13 THE CHAIRMAN: Okay.

14 MS. BOYER: Okay? Failing to reserve two
15 spaces, five spaces, how many left over there
16 are, they're going to become available to the
17 general public and then they'll be in line
18 behind them, if they decide they want them
19 again. It will depend on somebody else giving
20 a space up to have an available space.

21 THE CHAIRMAN: Cyndy, you had a question.
22 Who do you represent?

23 MS. TRIMMER: The association.

24 THE CHAIRMAN: Okay.

25 MS. TRIMMER: And I really appreciate your
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1 indulgence. I found out about this meeting
2 today. And I really do want to give some
3 context. I'm not going to belabor the details
4 on this, going back to when the developer
5 originally made promises to the people that
6 bought, that were amongst the first people that
7 bought, and they're investing in downtown,
8 because we'd be here till midnight.

9 But I do want to give context to the fact
10 that I was engaged in January, after the
11 association itself had been trying to work with
12 DIA, and since January have been trying to
13 negotiate a new lease. And not blaming
14 anybody, we're all ungodly busy and we all have
15 crazy limited resources and everybody is doing
16 the best they can, but I've been following up
17 on this regularly over the last nine months,
18 submitted an LOI in June to try to force the
19 issue so we didn't end up where we are today.
20 It is what it is. We're here, we're where we
21 are, but we literally found out today, with two
22 weeks notice, that the options are either to
23 nearly double your rate or to go find
24 alternative arrangements.

25 The original rate was established based
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1 notice to double their rent. They ask that the
2 existing rate that they're being charged carry
3 forward just during this month-to-month period
4 so that we can incorporate what the appropriate
5 increase for this unique lot is in another
6 document and an agreement that is thought out
7 and negotiated and not imposed with no notice.

8 I really, really appreciate the
9 opportunity to speak.

10 THE CHAIRMAN: Thank you.

11 I want to hear from you, Ms. Boyer, but
12 what I believe I just heard from the applicant,
13 or the association, is they're currently paying
14 \$30 a foot [sic]? That's what was insinuated.
15 Is that accurate --

16 MS. BOYER: I believe the number is 35 --

17 THE CHAIRMAN: -- or a space.

18 MS. BOYER: -- pursuant to a settlement
19 agreement that was approved by City Council,
20 that specifically provides that at the
21 termination it goes to market rate.

22 THE CHAIRMAN: Okay.

23 MS. BOYER: So we did not feel that we
24 could extend a discount without council
25 authorization, which is why -- and Ms. Trimmer

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1 upon the recognition that this lot is unique.
2 If you look at the City's parking rates -- and
3 I've got copies I can pass out for folks, but
4 basically we have other garages where we're
5 charging 65 or -- yeah, 65, roughly, 85. Bay
6 and Ocean is the closest to us, which is listed
7 on the website at either 60 or 64.20, depending
8 on what page you look at.

9 But this lot is truly unique in that it is
10 uncovered. It is a lot that they are
11 maintaining. The City is not incurring fees
12 for the upkeep and everything on this. We do
13 understand that there's some issues with the
14 fact that it doesn't meet the current DDRB
15 code, and that is something that we look
16 forward to working on and finding a resolution.

17 We also understand that there was talk of
18 the original rate being \$65 a month, but that's
19 when they thought they were getting a 50-year
20 lease.

21 So the board really is upset about what
22 has happened and how this has transpired. They
23 feel like they've been done a complete
24 disservice as residents of downtown and that
25 it's absolutely unfair to give them two weeks

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1 is absolutely correct. Various members of the
2 association have been reaching out to us for a
3 year. It wasn't until she got involved that we
4 kind of had a concerted voice and an individual
5 spokesperson that we could address. And there
6 is no question that they have been trying to
7 bring this to our attention and get us to
8 address this issue. It's simply been a matter
9 of bandwidth and ability, but what we didn't
10 want -- we had believed that we would simply
11 continue to accept that rate on a
12 month-to-month basis for some time period.

13 There was then a letter sent out from
14 Public Works, public buildings, notifying them
15 yesterday, that because the lease was expiring
16 at the end of the month, they would have to
17 vacate, which -- this is our stopgap measure to
18 prevent that from happening.

19 THE CHAIRMAN: Thank you, Ms. Boyer.

20 Comments, starting with Mr. Froats, or
21 questions.

22 BOARD MEMBER FROATS: How many parking
23 lots -- or how many parking spaces are in that
24 lot?

25 MS. BOYER: I believe there are 32 that

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1 are being utilized or there are -- there are up
 2 to -- depending on the configuration, 36.
 3 MS. TRIMMER: Through the Chair, it's --
 4 yeah, my understanding from the board is it's
 5 34 to 36. And they would be interested in
 6 having a master lease for all of them.
 7 MS. BOYER: And this would give them the
 8 ability to immediately reserve all 34 or 36
 9 spaces, but it would just be at this rate until
 10 we -- and Ms. Trimmer is correct. If we end up
 11 with them having maintenance responsibility,
 12 that will be a basis on which we can take a
 13 lease to City Council and offer a reduction or
 14 offer a credit for some higher rate that they
 15 pay now, but absent that, we have to treat it
 16 as a regular Office of Public Parking parking
 17 lot.
 18 BOARD MEMBER FROATS: So 30 -- roughly 30
 19 spaces times \$30 is --
 20 THE CHAIRMAN: It's 2,160 a month.
 21 BOARD MEMBER FROATS: -- nine hundred
 22 dollars?
 23 Pardon me?
 24 THE CHAIRMAN: 2,160 a month.
 25 BOARD MEMBER FROATS: No, the difference.
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1 The difference is roughly \$900 a month.
 2 And you're asking -- and how long will
 3 this take to get resolved?
 4 MS. BOYER: How long it will it take to
 5 get resolved?
 6 BOARD MEMBER FROATS: (Nods head.)
 7 MS. BOYER: I imagine that it will take
 8 three months because of the time it takes to go
 9 through City Council.
 10 I mean, if we resolve with them -- but I
 11 will say, they have continually been trying to
 12 insist that they only want to pay \$35 a month.
 13 I don't think that is going to be the offer
 14 they are going to get from us in light of what
 15 we are charging for adjacent properties and in
 16 light of the fact that the settlement agreement
 17 specifically -- it gave them a discount for the
 18 first period of free for five years, and then
 19 it gave them this \$35 rate, and then it said it
 20 rolled to market. So to now continue to extend
 21 the discount to 35 --
 22 I am sympathetic to the fact that we want
 23 downtown residents and we appreciate their
 24 condo investments in downtown and we want to
 25 see that happen, and maybe we can figure out
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1 another way to provide some incentive for it,
 2 but, again -- trying to treat public parking as
 3 its own independent enterprise fund, I don't
 4 think we achieve public parking if what we want
 5 to do is provide an incentive.
 6 BOARD MEMBER FROATS: Remind me of the --
 7 we had an issue with the parking earlier with
 8 the Public Defender's Office, and I voted to
 9 charge them a market rate. And I don't
 10 remember the exact situation, but was that
 11 something that was sprung upon them or did they
 12 have advanced notice of that? I'm trying to be
 13 consistent.
 14 MS. BOYER: No, they knew that there was
 15 an issue, just like the Churchwell Lofts people
 16 knew there was an issue. And we made our
 17 decision to bring it to market rate as a board.
 18 And then they went to City Council, and City
 19 Council authorized them to continue to receive
 20 a discount. And --
 21 BOARD MEMBER FROATS: That's a different
 22 topic. Okay. I just wanted to hear a
 23 refresher.
 24 I just don't like the fact that it was
 25 sprung upon them yesterday. Some advanced
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1 notice would be good. And you're saying there
 2 was advanced notice?
 3 MS. BOYER: There was advanced notice that
 4 their lease was expiring and that they were
 5 asking for \$35 and that we had not agreed to
 6 \$35.
 7 What we did not expect is Public Works to
 8 notify them that when the lease terminates,
 9 their rights expire and that they would have to
 10 vacate, in which case we were put in the
 11 position of now not being able to continue to
 12 kind of accept the \$35 as a holdover basis,
 13 which we were thinking we could do while we
 14 process this.
 15 BOARD MEMBER FROATS: I'd be fine with
 16 extending it three months to allow both parties
 17 to --
 18 MS. BOYER: But the point is we don't have
 19 the authority to do that. That has to be done
 20 by City Council, and that action will take
 21 several months. So they don't have any use as
 22 of October 1st. This was the only mechanism we
 23 could come up with as a way to give them a
 24 right of use October 1st.
 25 I can assure the board that whatever
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1 agreement we come up with in terms of a
2 long-term lease, we will give them credit
3 for -- you know, if we agree that it's 45 or we
4 agree that it's 50, or whatever we agree to, we
5 can give them credit for the additional amount
6 they have paid in these months in that
7 agreement. And we can run that through City
8 Council. And when it becomes effective --

9 They are advising us that they have money
10 on hand to pay for the landscape improvements,
11 so I think that money is certainly available
12 for them to pay these additional funds for a
13 month or two, if they have to, in the interim.

14 BOARD MEMBER FROATS: I just want to make
15 clear, I'm in favor of the market rates. I'm
16 in favor of that. I just would like -- if it
17 were me, I would want some time to be able to
18 address the issue, and so I would be fine with
19 setting the rate to the current rate for a
20 period of three months in order to allow such
21 time -- and at that time it becomes market
22 rate, and you negotiate whatever offset they
23 have to the maintenance.

24 THE CHAIRMAN: Anything else?

25 BOARD MEMBER FROATS: No.

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1 THE CHAIRMAN: Mr. Gibbs.
2 BOARD MEMBER GIBBS: I'm kind of -- I'm
3 kind of listening to Mr. Froats, but if -- if
4 I'm hearing from the Chair that the -- Parks
5 gave them the notice, and they had the notice
6 already, then they knew as of October 1 it
7 would go back to market rate. Is that what I'm
8 understanding?

9 MS. BOYER: That's what the existing
10 settlement agreement said, but in -- they have
11 in good faith been pursuing a new lease
12 arrangement at a lower rate. They've been
13 trying to get in front of us and get us to
14 agree to -- actually, first, a sale of the
15 property and then a lease at a below-market
16 rate.

17 And our concern that was being processed
18 internally was making sure that what was --
19 what was the duration of that, did we want to
20 try to move them to the Yates garage instead so
21 that we had this property available for
22 potential redevelopment. I mean, there were a
23 number of factors that were being evaluated.

24 MS. TRIMMER: Through the Chair, if I can
25 also clarify, there was the initial lease --

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1 THE CHAIRMAN: I'm sorry, you've got to
2 let my board members -- we'll come back to you,
3 but I can't have you interrupting the process.
4 I'm sorry.

5 Mr. Gibbs.

6 BOARD MEMBER GIBBS: No further questions.
7 Thank you.

8 THE CHAIRMAN: Mr. Citrano.

9 BOARD MEMBER CITRANO: Kind of along the
10 lines of Mr. Froats', I think, initial point
11 is -- so if -- so we're dealing with a timing
12 issue right now. Well, really two issues.
13 Timing of when the lease expires and anything
14 other than a market rate we can't even approve
15 anyway; is that correct?

16 MS. BOYER: It's our belief that if we --
17 anything other than market rate, we have to go
18 through City Council.

19 BOARD MEMBER CITRANO: So the idea of us
20 just saying, well, let's go 90 days for some
21 number below the \$60 is not even on the table
22 for us to discuss at this point. It's, do we
23 approve this resolution so that the residents
24 of Churchwell can continue to utilize the
25 parking lot until a longer term arrangement is

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1 made; is that correct?

2 MS. BOYER: That was our intent in
3 bringing it to you, kind of off the agenda, on
4 the spot, to make sure we were addressing this
5 letter that went out from Public Works
6 yesterday.

7 BOARD MEMBER CITRANO: I mean, I think in
8 fairness to the -- to the residents of
9 Churchwell, they are due some consideration for
10 a rate that is not just whatever the public
11 pays. I don't see a way around where we are
12 today without implementing the recommendation
13 in this resolution.

14 THE CHAIRMAN: Ms. Worsham.

15 BOARD MEMBER WORSHAM: I would agree with
16 Mr. Citrano in knowing that you are going to
17 negotiate in good faith and try to give some
18 sort of credit or negotiation as we move
19 forward to see what happens with it. So it
20 sounds like we're stuck between a rock and a
21 hard place, so ...

22 THE CHAIRMAN: Mr. Barakat.

23 BOARD MEMBER BARAKAT: I agree with
24 Ms. Worsham and Mr. Citrano. I just think, you
25 know, our staff -- I assume this has been a

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21

1 bandwidth issue, right?
2 MS. BOYER: (Nods head.)
3 BOARD MEMBER BARAKAT: As far as the
4 number of larger projects you've had to deal
5 with because I think we typically would rather
6 do business or, you know, treat existing
7 tenants with a little bit more attention. So
8 I'm willing to approve the resolution as is.
9 And I think with the direction -- I think all
10 the board members are consistent in this
11 sentiment, that we ask you to increase this as
12 a priority to negotiate something as soon as
13 possible with these residents so they have
14 clarity and come to a resolution.
15 So I think -- I don't think it requires a
16 change to this resolution, but I think
17 (inaudible) consistent with the board members.
18 MS. BOYER: Mr. Kelley and Mr. DeVault
19 have been working on that. I think they were
20 getting very close to that, not in time to
21 present it to the committee and to the board
22 prior to this meeting -- and, actually, we
23 still have to have a have a conversation with
24 Mr. Sawyer as to whether a new lease also
25 requires a notice of disposition. So we're
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22

1 trying to work through those technical details,
2 but you will expect something next month.
3 THE CHAIRMAN: Thank you, Ms. Boyer.
4 And I know the applicant wants to make
5 more comments. I'm going to give you the
6 opportunity.
7 I'll just trust it to the staff. You know
8 the process. I have a personal concern because
9 we have had, you know, government employees --
10 whether they're -- whether it's the State
11 employees or the City employees -- come to us
12 through their various representatives, seeking
13 assistance and/or consideration.
14 And, in fact, you and I sat through a
15 budget meeting, Ms. Boyer, where there was
16 criticism from City Council about the fact that
17 we were charging fair market rates to City
18 employees. And, ultimately, you know, the
19 budget had to be amended -- and I think that
20 occurred last night -- such that in the City,
21 as an employer, as providing a benefit to its
22 employees by contributing as any ordinary,
23 private citizen business would do to DIA and to
24 the public parking organization so we can
25 maintain these garages, and so that they're
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23

1 making that commitment or doing that.
2 I have a real problem -- I mean -- and I
3 want to hear more, but I think you're in a
4 difficult spot negotiating a significantly
5 reduced rate from what will be fair market
6 value when we're telling the City employees and
7 State employees we can't do that with them. I
8 mean, I'm concerned about that. I'm concerned
9 about going back to budget next year and
10 hearing what City Council says to us if we do
11 that. I recognize the challenge you have with
12 that.
13 I also recognize, you know, the
14 frustration, and I think it seems like
15 legitimate frustration that the applicant has,
16 that, you know, they find themselves here in
17 this difficult spot. It does appear to have
18 been noticed in the sense that they knew the
19 lease was ending and they knew they had to pay
20 fair market value, and I realize that's a
21 difficult -- difficulty for them. And we do
22 want to support downtown residents, and so I --
23 it's a tension, and I'm not exactly sure how we
24 get to the end of it.
25 But I will say from a public standpoint,
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24

1 this is evidence, in my opinion, of the
2 continued need for help in our staff because
3 there are more requests coming to us, which I
4 think is exciting, what's going on downtown,
5 the request from developers, the requests for
6 opportunities downtown is increasing every day
7 and we're taxed to the point where we're not
8 able to -- you know, to respond to each and
9 every person that's coming along because I know
10 that, and so I'm sensitive to the concern
11 raised by the applicant and I'm also sensitive
12 to staff in that regard.
13 And I will provide you the opportunity to
14 say more, Ms. Trimmer.
15 MS. TRIMMER: Thank you.
16 If I may just briefly. I do want to note
17 that I do have representatives from the
18 association here and logged in online.
19 And I'm a little hamstrung and I'm
20 embarrassed to say, this is the first time I'm
21 hearing about the settlement. Ms. Boyer did
22 make a comment when I turned around at City
23 Council and showed her the letter last night
24 about the market rate, and I didn't appreciate
25 that it was because it was tied to a settlement
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1 agreement. Again, I've been involved for nine
2 months and the documents that I have are a
3 lease, a request for a renewal, and a renewal
4 letter under Mr. Wallace's tenure, that it was
5 renewed under the existing rate. So if we are
6 stuck with something -- I've not had the
7 opportunity to review that document. I've got
8 members with me that are telling me they didn't
9 realize that.

10 In terms of what notice actually is,
11 nobody was requesting the 35 in bad faith, I
12 certainly wasn't. We all understand it was
13 going to be a negotiation. That's why we've
14 been trying to do that for the last nine
15 months, plus.

16 If the best that we can do, because of
17 that document -- and I implicitly trust
18 Ms. Boyer's interpretation of whatever is
19 there -- says that it has to be this in the
20 interim, all we can do is rely on the good
21 faith that there will be some kind of credit
22 given to them when we come back and hopefully
23 negotiate something that will give them a
24 longer term solution, but I do have Cameron
25 Nord, a member of the board, and if it's

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1 possible for him to just say a couple of
2 things, he would be grateful.
3 THE CHAIRMAN: Sure.
4 (Audience member approaches the podium.)
5 AUDIENCE MEMBER: Hello. Thank you.
6 So --
7 THE CHAIRMAN: What's your name?
8 AUDIENCE MEMBER: Cameron Nord.
9 One thing I want to say is thank you all
10 for your intent, for what you want to do in
11 downtown. It's very nice, it's very wonderful,
12 but a lot of things that go on are for
13 corporations. And you have to remember, we are
14 individuals living downtown. Apart from being
15 a corporation, we still have to pay these
16 things. We're not a big, massive company.
17 We're individuals. We're in a small unit. We
18 maintain the lot. We've been maintaining the
19 lot for years.

20 We've been trying to have negotiations for
21 the last nine months to not have this problem.
22 The conversation that is happened today is a
23 hundred times the amount of conversation that
24 has happened over the last nine months, so it's
25 very frustrating. It's very much a turnoff for

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1 people who do live downtown, who invest in our
2 own money downtown to want -- it's like we've
3 been trying and trying and trying.

4 And I understand and I respect everything
5 that everyone is doing downtown. It's a really
6 wonderful change downtown, but right now the
7 downtown that everyone is trying to make it to
8 be is not the downtown that we're currently
9 living in. And I hope that you guys can
10 understand that and be sympathetic to that to
11 some degree.

12 Yes, we could park at the Yates; yes, we
13 can park at these other places. And if we had
14 due course to understand that time -- if nine
15 months ago we had been told all of the facts,
16 what everyone was thinking, we would have had
17 more than enough time to decide, do we want to
18 go somewhere elsewhere, where do we want to put
19 our residents, let our residents have a say in
20 it, but right now we have 15 days. We have
21 15 days to make a decision if we want to
22 continue with this lease, if we want to find
23 somewhere else to park. We don't have nine
24 months that we've been trying to have so that
25 we can get everyone -- so we can give the City

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1 the proper amount of time.
2 We don't want to be screwing the city over
3 and not giving them fair market value. We're
4 not having negotiations. Of course we want to
5 give them that opportunity. We gave them the
6 opportunity, but we haven't been given the
7 opportunity back, and now we have 15 days and
8 we're being told that this is our only option.

9 And so it's just -- it's --
10 THE CHAIRMAN: I appreciate it, Mr. Nord.
11 Thank you.
12 Mr. Froats, do you have any more comments?

13 BOARD MEMBER FROATS: So is this correct,
14 that we don't have another option to change the
15 price? If we did, it would be going to City
16 Council for approval?

17 MS. BOYER: I would say the flexibility
18 you have is to establish the market rate for
19 this lot. You could -- based on the research
20 that Mr. DeVault has done, we believe that is a
21 reasonable market rate. If you -- if it was
22 the board's opinion that the market rate is 55
23 rather than 60, plus tax, that would probably
24 be a reasonable decision that was flexible.

25 BOARD MEMBER FROATS: I'm not trying to
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1 change the market rate. What I'm asking, is
 2 there an option to extend their current rate
 3 for three months?
 4 MS. BOYER: There's not an option to
 5 extend the lease without going to City Council.
 6 And we were unwilling to do a long-term,
 7 permanent lease of the real estate, 20-year
 8 lease, 30-year lease, at some rate like the \$35
 9 a space because we think there is a better use
 10 of that property in the long run. We think
 11 this is the best use for the next five years,
 12 certainly. So I think there was -- there was
 13 a --
 14 BOARD MEMBER FROATS: So our only option
 15 is to agree with the market rate or change the
 16 market rate? And I'm not -- I'm not trying to
 17 change the market rate. That's the only
 18 option?
 19 MS. BOYER: That was the option that we
 20 came up with between last night and today when
 21 the Public Works notice went out about the
 22 vacation.
 23 THE CHAIRMAN: The only other option we
 24 have is to not approve any rate at all and then
 25 it can't be leased. And Public Works has made
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1 a decision and we don't (inaudible) Public
 2 Works, correct?
 3 MS. BOYER: Correct. They checked with
 4 Mr. Crescimbeni as to the lease termination
 5 date, and they send out a notification that the
 6 lease terminated and they would be expected to
 7 vacate. So with that pending, this gave us the
 8 right to let them stay there.
 9 THE CHAIRMAN: Okay.
 10 BOARD MEMBER FROATS: It's a raw deal for
 11 sure, but I see that our hands are tied. So I
 12 mean -- again, to Mr. Gillam's point, the staff
 13 has been very busy, but we do have to make sure
 14 that we're taking care of the people who
 15 decided to come down here, and that should be a
 16 priority for us.
 17 Thank you.
 18 THE CHAIRMAN: Mr. Gibbs.
 19 BOARD MEMBER GIBBS: I look forward to the
 20 agreement between the City and this particular
 21 applicant.
 22 THE CHAIRMAN: Mr. Citrano.
 23 BOARD MEMBER CITRANO: I too look forward
 24 to the -- negotiating an agreement. And all
 25 things considered, I hope that that factors in
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1 the commitment that these owners made however
 2 long ago. They are residents of downtown and
 3 so I hope that the agreement reflects that.
 4 THE CHAIRMAN: Ms. Worsham.
 5 BOARD MEMBER WORSHAM: I feel confident in
 6 staff's ability to work out a compromise here
 7 moving forward, given where we are today.
 8 THE CHAIRMAN: Mr. Barakat.
 9 BOARD MEMBER BARAKAT: I'll echo the
 10 former comments. No further comments.
 11 THE CHAIRMAN: I'll call for a vote, and I
 12 want to start and do this individually.
 13 Mr. Barakat.
 14 BOARD MEMBER BARAKAT: In favor.
 15 THE CHAIRMAN: Mr. Worsham.
 16 BOARD MEMBER WORSHAM: In favor.
 17 THE CHAIRMAN: Mr. Citrano.
 18 BOARD MEMBER CITRANO: In favor.
 19 THE CHAIRMAN: Mr. Gibbs.
 20 BOARD MEMBER GIBBS: I'm in favor, and I
 21 thank the staff for this stopgap Band-Aid.
 22 THE CHAIRMAN: Mr. Froats.
 23 BOARD MEMBER FROATS: I'm in favor because
 24 without it, you don't have a place to park,
 25 so --
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1 THE CHAIRMAN: I'm also in favor for the
 2 reasons already stated.
 3 That's six attending members in favor and
 4 none against --
 5 MS. TRIMMER: Thank you.
 6 THE CHAIRMAN: -- for 2021-09-07.
 7 I'm going to back up. Has everybody had a
 8 chance to review the July 29, 2021, minutes for
 9 the Downtown Investment Authority meeting?
 10 BOARD MEMBER BARAKAT: Mr. Chairman, I
 11 need to leave. So if you need a vote, I can
 12 cast a simple vote --
 13 MS. BOYER: We need to do the sponsorship
 14 first.
 15 THE CHAIRMAN: Let me skip that and we can
 16 come back to the minutes next month.
 17 Resolution 2021-09-04, sponsorship
 18 delegation authority.
 19 Ms. Boyer, you can probably be more
 20 succinct than I can.
 21 MS. BOYER: Thank you.
 22 Through the Chair, this is a resolution
 23 delegating to the staff the ability to approve
 24 sponsorships for organizations or events
 25 downtown, not to exceed \$2,500 per individual
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1 event and with a requirement that we come back
 2 and report to you every month what we have
 3 sponsored.
 4 Currently, there is a Great City Symposium
 5 coming up with a speaker from Charleston
 6 coming, where, as a staff, we have committed a
 7 \$1,000 sponsorship. And the point is, rather
 8 than having to come to the board and delay a
 9 month or two for every one of these, we think
 10 for smaller amounts, below -- \$2,500 or less,
 11 that it would be appropriate that, as staff, we
 12 can make that commitment to these organizations
 13 for events that are either located in downtown
 14 or about downtown development.
 15 THE CHAIRMAN: Do I have a motion?
 16 BOARD MEMBER FROATS: Motion to approve.
 17 BOARD MEMBER GIBBS: Second.
 18 THE CHAIRMAN: Motion by Mr. Froats, a
 19 second by Mr. Gibbs.
 20 Any discussion?
 21 Mr. Barakat.
 22 BOARD MEMBER BARAKAT: I'm in favor.
 23 It would be nice for us to have some kind
 24 of a thematic or some kind of philosophy behind
 25 the type of (inaudible) that we're going to
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1 support. Are we going to support a race for
 2 breast cancer, for example, just because it's
 3 downtown? And they've happened for years. And
 4 they really need our support. Are we going to
 5 support something that aligns with our overall
 6 mission and (inaudible)?
 7 So I'll support this, but it would be nice
 8 to have some kind of foundation behind our
 9 typical support philosophy.
 10 THE CHAIRMAN: Before Ms. Worsham speaks,
 11 Ms. Boyer, I think that's a good comment. What
 12 committee do you think should take that up in
 13 order to have that conversation? Strategic
 14 Implementation?
 15 MS. BOYER: Probably Strategic
 16 Implementation. And we already did put in the
 17 resolution itself that -- if we are sponsoring
 18 events or programming that take place in
 19 downtown or further the Business and Investment
 20 Development Plan. So we were trying to limit
 21 it to something that is specifically focused on
 22 that, but happy to bring it back to the
 23 Strategic Implementation for more clarity.
 24 THE CHAIRMAN: And the resolution requires
 25 that the executive director report any such
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1 distribution and any increase (inaudible),
 2 correct?
 3 MS. BOYER: Correct, every month.
 4 THE CHAIRMAN: Ms. Worsham.
 5 BOARD MEMBER WORSHAM: I would agree, with
 6 some sort of guidelines and framework. It
 7 helps protect you from everyone who wants
 8 money, and you also have to have those
 9 parameters for what we're going to give to, so
 10 I would be supportive of that.
 11 THE CHAIRMAN: Mr. Citrano.
 12 BOARD MEMBER CITRANO: I agree with the
 13 other board members comments. Nothing from me.
 14 THE CHAIRMAN: Mr. Gibbs.
 15 BOARD MEMBER GIBBS: How many do you
 16 anticipate a month, a year?
 17 MS. BOYER: Of these types of things?
 18 BOARD MEMBER GIBBS: Yes.
 19 MS. BOYER: Maybe four, five of these
 20 events, like where we are actually a sponsor
 21 and a cohost of the event. There will be many
 22 more park programming type activities, but I
 23 believe most of those requests will be over
 24 \$2,500.
 25 BOARD MEMBER GIBBS: Okay. Thank you.
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1 THE CHAIRMAN: Mr. Froats.
 2 BOARD MEMBER FROATS: No additional
 3 comments.
 4 THE CHAIRMAN: I'm going to call for a
 5 vote, then, if there are no further questions
 6 or comments.
 7 All those in favor?
 8 BOARD MEMBERS: Aye.
 9 THE CHAIRMAN: Any opposed?
 10 BOARD MEMBERS: (No response.)
 11 THE CHAIRMAN: All six present board
 12 members vote in favor and none opposed in
 13 regard to 2021-09-04. It passes.
 14 Thank you.
 15 Briefly, I know you've got to run. Did
 16 everybody have a chance to review the July 29,
 17 2021, DIA board meeting minutes?
 18 BOARD MEMBER FROATS: Motion to approve.
 19 BOARD MEMBER GIBBS: Second.
 20 THE CHAIRMAN: Motion by Mr. Froats,
 21 second by Mr. Gibbs.
 22 Any comments?
 23 BOARD MEMBERS: (No response.)
 24 THE CHAIRMAN: All those in favor?
 25 BOARD MEMBERS: Aye.
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1 THE CHAIRMAN: Thank you very much.
 2 Thank you, Mr. Barakat.
 3 (Board Member Barakat exits the
 4 proceedings.)
 5 THE CHAIRMAN: We're going to continue.
 6 We've got some other things that don't require
 7 a quorum.
 8 I'm going to give the floor to Ms. Boyer
 9 to talk about the bimonthly MOSH and
 10 negotiations.
 11 MS. BOYER: Okay. The status report on
 12 the MOSH negotiations are that MOSH has been in
 13 dialogue with the duPont Fund and DVDL, David
 14 van der Leer's group, talking about the
 15 Esplanade plan, the resiliency berm, et cetera,
 16 and trying to come to an agreement on the exact
 17 configuration of the site. And that is all
 18 from the perspective of activity that has
 19 happened.
 20 I think we are -- my anticipation would
 21 be -- they're also working with Public Works to
 22 start doing site testing on the site, other
 23 types of details that are just gathering
 24 geotechnical data, et cetera, on the site that
 25 Public Works is doing, but we're working on
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1 for downtown Jacksonville.
 2 What I would say, Mr. Gibbs, is your
 3 patience is legient. And what I can learn from
 4 you -- and I'm still learning -- the hill still
 5 speaks for me in this regard -- is your
 6 patience is fantastic, and how you deal with
 7 issues and weigh the issues and controversial
 8 issues and -- you know, is something for us to
 9 kind of aspire to, and I appreciate it and I'm
 10 trying to be better. With that, I thank you.
 11 And I'll open the floor for anyone else to
 12 make comments to Mr. Gibbs.
 13 BOARD MEMBER GIBBS: Thank you.
 14 THE CHAIRMAN: Mr. Froats.
 15 BOARD MEMBER FROATS: I just want to say
 16 thanks. I enjoy working with you. And your
 17 attendance has been impeccable and I appreciate
 18 all your work.
 19 Thanks.
 20 BOARD MEMBER GIBBS: Thank you.
 21 THE CHAIRMAN: Mr. Citrano.
 22 BOARD MEMBER CITRANO: My first board
 23 meeting was when Mr. Gibbs was chair, but,
 24 unfortunately, it was virtual, and it stayed
 25 that way for six months, and so I -- you know,
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1 trying to define site boundaries because once
 2 we can define site boundaries, then we can
 3 actually move forward with the dispositions.
 4 THE CHAIRMAN: Thank you, Ms. Boyer.
 5 I think there's some more presentations,
 6 but before we go to that, I want to -- we have
 7 delayed this for 18 months now, with some
 8 certain recognition, and I want to take a
 9 moment. I think we can do this without a
 10 quorum present. We've got Mr. Adams on the
 11 phone, so we do have six of us present.
 12 It's been in the package for a couple of
 13 months and we've been so busy with other things
 14 and I forget about what we did during COVID.
 15 Resolution 2021-09-06 recognizes Mr. Gibbs for
 16 his service as chair leading up to and, I
 17 guess, the beginning of our COVID experience.
 18 And I'm going to take a point of privilege
 19 as Chair and go first. And I just want to say
 20 to Mr. Gibbs -- Mr. Gibbs is a friend and so I
 21 also will take the privilege for that reason as
 22 well. You know, there are a lot of things you
 23 learn from leaders. And I said it about
 24 Mr. Moody, his enthusiasm, how infectious it
 25 was and how great it is for this organization,
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1 probably six months into my tenure I finally
 2 got to meet him in person, and I'm glad I did.
 3 And I look forward to spending more time with
 4 you and can't thank you enough for your
 5 service.
 6 BOARD MEMBER GIBBS: Thank you.
 7 THE CHAIRMAN: Ms. Worsham.
 8 BOARD MEMBER WORSHAM: Again, thank you
 9 for all of your leadership and patience and
 10 guidance through your leadership on the board.
 11 I really appreciate all you've done for the
 12 city and for us.
 13 BOARD MEMBER GIBBS: Thank you.
 14 THE CHAIRMAN: Ms. Boyer.
 15 MS. BOYER: Thank you, Mr. Chairman.
 16 Mr. Gibbs was chair my first year as CEO,
 17 so I also appreciate his training of me, and
 18 the fact that then we quickly transitioned into
 19 this -- I mean, he was Chair when everything
 20 shut down, and I think both the Chair and the
 21 staff had to learn the whole virtual meeting
 22 process. We even had a little drama associated
 23 with one of our meetings, in which Ms. Mezini
 24 quickly took care of, but the fact that, you
 25 know, we kept going and we figured it out. And
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1 unlike many organizations that didn't meet or
2 slowed down during the process, we were able to
3 keep moving entirely through that, developed
4 some new programs, and I really appreciate his
5 leadership. It was a great year.

6 BOARD MEMBER GIBBS: Thank you.
7 THE CHAIRMAN: In furtherance of patience,
8 I'd ask for a motion on Resolution 2021-09-06
9 18 months late.

10 Do I have a motion?
11 BOARD MEMBER WORSHAM: I'll move to
12 approve.

13 BOARD MEMBER FROATS: Second.
14 THE CHAIRMAN: A motion by Ms. Worsham,
15 second by Mr. Froats.

16 All those in favor?
17 BOARD MEMBERS: Aye.
18 THE CHAIRMAN: Unanimous, undoubtedly.

19 Mr. Gibbs, we present you with this
20 plaque. Again, I thank you so much.

21 BOARD MEMBER GIBBS: Thank you.
22 I quoted Groucho Marx when I became Chair
23 in the fact that I said I'd hate to be head of
24 any organization that would have me as a
25 member, but it's been a tremendous service to
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1 which to conduct a feasibility study and market
2 study for these purposes. It became a little
3 bit protracted. We've worked closely with
4 Willdan, especially as we were coming out of
5 the pandemic and through this year.

6 And so earlier this week you received a --
7 what we consider to be a final draft of that
8 feasibility study. Should the board have
9 additional comments or questions that require
10 incorporation into that final feasibility
11 study, we only have through the end of
12 September to get that incorporated.

13 So I say all of that just as an
14 overarching introduction to Molly McKay, who
15 has been my counterpart leading the -- as
16 project manager on the Willdan team, which is
17 comprised of people literally from coast to
18 coast. We've got people in California that
19 we've been working with, all the way to here in
20 Florida where Redevelopment Management
21 Associates out of Delray has been a very
22 integral part of this assignment. Also, DKT
23 Associates, here locally in Jacksonville, has
24 been integral to this assignment. So it's been
25 a great team to work with.

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1 the City and hopefully we've all learned from
2 one another; I certainly have.

3 Thank you very much for this honor again.
4 THE CHAIRMAN: Thank you, Mr. Gibbs.
5 So we have -- moving on, we have a couple
6 of presentations.

7 Ms. Boyer, do you want to pick up the
8 Willdan Market Feasibility Study? Is someone
9 here --

10 MS. BOYER: Someone is. And I also have a
11 CEO report that I can give after that, if
12 that's all right with you.

13 And I'm going to turn it over to
14 Mr. Kelley to introduce the Willdan --

15 THE CHAIRMAN: Mr. Kelley.
16 MR. KELLEY: Yes. Thank you very much,
17 Mr. Chair.

18 So as the board may recall in late 2019,
19 we entered into negotiations for a feasibility
20 study, in which Willdan financial and economic
21 consulting services was the winner of that RFP
22 process. Ultimately, by the time we were
23 entering into and closing on that negotiation,
24 a little thing called COVID-19 hit, which
25 really created a challenging environment in

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1 I'm happy to introduce Molly McKay.
2 There's a (inaudible) that has been distributed
3 that she's going to go through now and present
4 some of the high-level findings from the
5 feasibility study. She offered about 10 or
6 15 minutes. We'll have 15 minutes for
7 Q and A following.

8 Xzavier, do we have Molly ready to
9 present?

10 MR. CHISHOLM: Yes.
11 MR. KELLEY: With that, I'd like to

12 introduce you to Molly McKay from Willdan
13 Financial Services.

14 Ms. McKay, you're muted.
15 MS. MCKAY: That was a rookie move.

16 Good afternoon, everyone. I just wanted
17 to say thank you to Steve for that very
18 gracious introduction. I'd also like to --
19 before we get moving, I'd like to thank Lori
20 Boyer and Steve for helping also to guide --
21 provide input as we went through this very
22 challenging study.

23 So I'm going to go ahead and share my
24 screen with the PowerPoint. We're going to
25 walk you through our approach, some key

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1 findings, and then some very compelling results
2 in terms of DIA's performance in relationship
3 to goals and objectives.

4 So just one moment and I'll have it up
5 here. There we go.

6 Okay. As I mentioned, we've been working
7 over the better part of the last 12 months to
8 undertake this assignment, which was very
9 challenging in the context of COVID. Our team
10 worked very hard together on the ground, and we
11 were supported by your community, especially
12 your business community, and your strategic
13 partners. And we found that it was a -- it was
14 the right time for us to be engaged in this
15 because Jacksonville has made so much progress.
16 And we find that you are just on the precipice
17 of some catalytic and transformative
18 redevelopment activity. So we were excited to
19 be supporting the DIA at this point in time in
20 spite of COVID.

21 So just a little bit about us. As Steve
22 mentioned, we have a really dynamic
23 multidisciplinary team we pulled together. And
24 it really did require a substantial level of
25 effort because this -- this study, it is an

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1 expansion of prior efforts because this was the
2 first attempt to analyze the performance of the
3 DIA's districts at the neighborhood level.

4 So I'd like to, first, take a moment to
5 revisit the 2014 goals and objectives, because
6 we inherited all the prior studies as our
7 guideline for the market study. And what we
8 found is that while the master plan for
9 downtown has continued to evolve and progress
10 and clear successes were identified and
11 measured by the study, we find it important to
12 have the links with the past to the present --
13 where the DIA is today and where downtown
14 Jacksonville is today -- because we can see the
15 impetus for these major projects that are
16 finally under construction and in plan.

17 And an overarching finding that we want to
18 share with you is that the DIA is on track to
19 further downtown Jacksonville's goals and
20 objectives.

21 In terms of our process and in the context
22 of COVID, we essentially tackled three phases,
23 the first being an immersion in the field with
24 expert guidance and tours provided by Steve and
25 Jake Gordon. We conducted site visits. We

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1 conducted nearly 40 interviews in that first
2 phase, which really teed us up to move on to
3 the second phase, the demographics and real
4 estate market collection phase.

5 Again, this was very challenging. It was
6 a complex undertaking because it required us to
7 compile and analyze baseline data related to
8 several key variables to the current state.
9 But at this time, we analyzed the data at the
10 district level instead of downtown-wide. So we
11 hope that you will find this prior work
12 valuable and helpful in forming your evaluation
13 of the DIA's progress and the market.

14 Finally, Phase III, and that's the
15 conclusion. Phase III is -- is today. It's
16 the analysis and conclusions by conducting
17 peer-city comparison analysis and incentives,
18 performance -- pardon me -- incentives,
19 performance measure assessment, and then market
20 supply and demand comparison to understand
21 where any market gaps continue to bubble up,
22 and then to evaluate all of the above in the
23 context of the assets, constraints, and
24 opportunities of each district for residential,
25 retail, dining, entertainment, lodging, and

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1 office.

2 So I wanted to highlight the performance
3 measures for 2021. I believe this is a very
4 important element of our work product. We
5 worked very hard with Steve and the DIA staff
6 and with Downtown Vision to strengthen that
7 strategic partnership to prepare a --
8 essentially, I'd call it a user manual, a data
9 source manual, to make future updates more
10 efficient and to -- and to leverage investments
11 in expensive software like Esri, CoStar,
12 Placer.ai, and others.

13 So we hope that the work that we have done
14 is going to set up the DIA for, you know, I'd
15 say, expanded monitoring/reporting going
16 forward.

17 Our findings, though, I must caveat them
18 because of the impact of COVID on the data.
19 The findings show that the DIA has met or
20 exceeded performance in the majority of these
21 variables, with the greatest successes in
22 employment; downtown residents, you know,
23 increasing your population base downtown
24 through increased multifamily inventory; retail
25 occupancy rates, down; outdoor seating

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1 increased; and an increase in taxable value;
2 and a decrease in inactive City of Jacksonville
3 assets, that is, underutilized land.

4 For those variables that we have flagged
5 as requiring further monitoring and evaluation,
6 they related to tourism primarily, which --
7 because of COVID, data was not collected by --
8 for 2020. And so we're not able to establish
9 that baseline and then calculate the net
10 change.

11 So in this case, we would recommend
12 that -- as soon as data is available, that --
13 I'm sure that Steve will undertake to obtain
14 data and then update these metrics so we can
15 take a look at what the COVID recovery is --
16 how that is rolling out.

17 So now we're going to run through the
18 findings at the district or neighborhood level.
19 And we decided to organize them according to
20 constraints and opportunities because we felt
21 that, at this level, it would be important to
22 be able to compare and contrast performance at
23 the district level, but where certain product
24 types are more appropriate than in other
25 districts, without getting into too fine or

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1 great detail since markets -- like, retail
2 markets in particular, their boundaries are not
3 limited by the neighborhood boundaries of these
4 districts. So that's just something important
5 to point out.

6 For the Central Core, we decided to start
7 here because we view the Central Core as the
8 neighborhood that is the anchor of downtown
9 with the greatest opportunity for an enhanced
10 sense of place. And we also identified some
11 clear differentiation in terms of assets, in
12 terms of waterfront, along with historic
13 architecture and cultural amenities.

14 And we found that the sum of all of these
15 parts really does set the -- this district
16 apart. And we feel that it is a district with
17 great opportunity for redevelopment and urban
18 infill adaptive reuse activity.

19 So in terms of the constraints, at the
20 same time, it is true that we've identified
21 pockets of restaurant and retail vacancies and
22 some other low residential concentrations.
23 These are all very typical challenges for urban
24 downtowns undergoing revitalization such as
25 Jacksonville's. And it points to the need for

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1 incentives in order to make certain product
2 types feasible and to attract private
3 investment activity.

4 Moving on to LaVilla, we are very excited
5 about LaVilla's prospects, especially in light
6 of the LaVilla Master Plan, which we have
7 familiarized ourselves with. And we're in
8 agreement with the Master Plan recommendations
9 in that study -- in that initiative. LaVilla
10 has a unique identity, historic character. It
11 was once the epicenter of Black culture and
12 commerce, and we believe it can be again.

13 And with DIA's enhanced incentives, which
14 were adopted about a year ago in July, we think
15 there's a real opportunity to rebuild and
16 revitalize the entire neighborhood.

17 In terms of constraints, there is a
18 recession, clearly, of an early-stage
19 investment, but it's due to the lack of an
20 amenity base there. It's very challenging
21 market conditions and perceptions that need to
22 be overcome. And there's a concern for
23 redevelopment plans in the past that did not
24 succeed.

25 So we're excited to hear of the DIA's
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1 efforts to -- to really -- to focus efforts to
2 redevelop LaVilla, and we believe that there is
3 great opportunity for success in that district.

4 Moving on to the Cathedral neighborhood,
5 the Cathedral neighborhood does provide a
6 unique sense of place with historic assets and
7 active neighborhood revitalization groups who
8 are in the very first steps of starting to
9 evaluate what redevelopment could look like
10 there. So I think there is a momentum that is
11 building, and this is a great time to evaluate
12 new -- new product types and new redevelopment
13 alternatives there.

14 The constraints are that the -- the name
15 is primarily a -- it is a home to several
16 churches. There are several surface parking
17 lots that -- in effect, they create
18 super-blocks of undeveloped properties and also
19 add to the lack of the residential amenity
20 base, especially in terms of walking.

21 So these -- the development gaps also put
22 this district at a relative disadvantage just
23 in terms of property-ownership patterns, et
24 cetera, but we still believe that there is
25 opportunity here for it to revitalize.

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1 The Church District recently reported the
2 Porter Mansion property was acquired for
3 redevelopment and to a restaurant. And this
4 points to an appetite for historic preservation
5 and adaptive reuse that could be a great model
6 to extend into other parts of the district.

7 Here, there is a large collection of
8 redevelopment opportunity sites, and there is
9 proximity to the Central Core that will provide
10 residential opportunities, sort of, to
11 integrate those two districts together or to
12 ping pong or expand or extend development as
13 you achieve critical mass in either of those
14 districts.

15 The constraints. Really, what we landed
16 on -- this is one of those things where it's a
17 constraint or maybe it's an opportunity,
18 depending on how you look at it. Like, there
19 is a single, nonprofit owner that controls a
20 high portion of the properties. And as we
21 understand it, master development is going to
22 require incentives to achieve market rents
23 because of the current performance of other
24 residential property there.

25 So that's something to overcome, because
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1 if new construction were to come in, even
2 through an adaptive reuse context, the
3 competitive set is not what I would call an
4 apples-to-apples competitive set. In other
5 words, the data can be -- you know, I think
6 that this is -- this neighborhood, this
7 district in particular, is a very particular
8 case. And the development community is going
9 to require, you know, up-to-date data and
10 proof, project by project, that the market is
11 improving there.

12 Moving on to the Sports & Entertainment
13 District. This is, again, a very exciting time
14 to be supporting the DIA and the City of
15 Jacksonville's downtown revitalization efforts.

16 We understand that the proposed Shipyards
17 and Kids Kampus projects are proceeding, and
18 they are -- they are designed and structured to
19 further activate the district, and they are
20 likely to support other ancillary, catalytic
21 development or spin-off activity. And this is
22 especially important given the partnership
23 between the Jacksonville Jaguars' team owner
24 and the City -- the City's investment in new
25 operational facilities.

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1 So we think that is just such an important
2 progression and that the market is going to
3 respond very favorably to the -- this project
4 as it moves through the development process.

5 In terms of the constraints for Sports &
6 Entertainment, there is a clear, relatively
7 higher risk related to such a complex real
8 estate redevelopment project. And it's going
9 to require sustained private coordination to be
10 successful.

11 At the same time, with it's -- you know,
12 it is a major project with multiple phases and
13 mixed-use, multiuse, multiple-product types.
14 And the phasing of construction, it must be
15 market-driven really to balance achieving the
16 critical mass of construction targets with its
17 absorption. That's just inherent in any
18 project like this anywhere, but it's something
19 to be aware of.

20 I think that that rationale further
21 supports the need for incentives required to
22 bridge the funding gaps, especially in the
23 initial years of construction prior to moving
24 forward with (inaudible) operations.

25 Finally, this site, it will require State
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1 approvals for the park relocation, so something
2 to be aware of.

3 Finally, moving on to the Southbank and
4 the working waterfront -- I am aware of the
5 time. I want to make sure I reserve time for
6 Q and A, so I'm going to be fairly succinct
7 with these next three.

8 Brooklyn and Southbank, to a certain
9 extent, they are not the same, but they have
10 achieved and demonstrated success in attracting
11 public/private redevelopment activity. And in
12 particular, with multifamily residential and
13 retail and other amenities. So the DIA's
14 support of the redevelopment activity in these
15 two districts in particular has been very
16 successful.

17 And as a result of this building
18 activity -- although the building activity, it
19 did slow -- absorption slowed due to COVID.
20 You know, both neighborhoods are still
21 performing, and at this time there are limited
22 sites available for development and, relatively
23 speaking, land values are higher.

24 And, in summary, I think that we -- at the
25 end of this very deep and prolonged market

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1 analysis, we ended up analyzing,
2 quarter-by-quarter, the rent-absorption rates
3 and other important market variables because as
4 product was delivered and absorbed, the numbers
5 would change quite a bit.

6 So I think it's really important to --
7 anyone evaluating the Southbank and Brooklyn --
8 to analyze the data at a very fine-grain level
9 to understand exactly what is happening in
10 terms of these neighborhoods or districts
11 reaching what we would call a maturation in the
12 residential market.

13 So moving on to the working waterfront
14 here, this district, it really does stand out,
15 apart, on its own, due to the industrial nature
16 of the activity. But we believe that in the
17 future, there are opportunities for development
18 of mixed-use or entertainment venues adjacent
19 to the Sports & Entertainment district. That's
20 a longer-term view.

21 So now for some key conclusions. Taking
22 all of this in over, again, a period of
23 12 months, it was very deep, intensive work.
24 We believe -- and this is the opinion of the
25 consultants at the time -- to achieve the

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1 vision of the downtown master plan has arrived.
2 It really is -- all of the ingredients are
3 there, and major projects are moving forward
4 and there are indicators of demand and
5 opportunity across all of the DIA's -- in terms
6 of the DIA's ultimate objectives.

7 But with that, we think that it is also
8 time for the DIA to take a moment to assess the
9 successes we've identified through the
10 performance measures in Brooklyn and the
11 Southbank. And it suggests to us that
12 incentives in other districts would be better
13 leveraged to attract private investment. And
14 that's a policy decision for the DIA and for
15 the board to take.

16 Beyond that, we do believe -- and this has
17 been fully vetted by case study research across
18 the country in dozens of other cities in terms
19 of their developer incentives programs -- that
20 incentives in each district should target the
21 identified constraints and also leverage the
22 identified assets and opportunities that we
23 have identified through our lengthy research on
24 a project-by-project and case-by-case basis.

25 And that's going to enable the DIA to
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1 target major projects, catalytic sites, anchor
2 projects, and to layer the incentives to reach
3 neighborhood-level goals. And we think that
4 with this data and the recent changes to the
5 incentives program from one year ago, that the
6 DIA is in a very well-informed, market-driven
7 position to do this.

8 Finally, we recommend that ongoing
9 monitoring and reporting of the performance
10 measures will help to refine the DIA's approach
11 to targeting these incentives over time.

12 And so that is the end of our
13 presentation, and I am -- we are all -- the
14 whole team is on the call. We're available to
15 take any questions. Thank you again for this
16 opportunity.

17 THE CHAIRMAN: Ms. Boyer or Mr. Kelley, do
18 you have any further comments?

19 MR. KELLEY: I don't have any further
20 comments. Only to thank the DIA staff; our
21 CEO, Ms. Boyer, of course; and Mr. Parola.
22 Ms. Mezini was very helpful at the time. And I
23 want to thank Jake Gordon and Kat, also from
24 DVI, for the assistance that they provided in
25 this process.

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1 THE CHAIRMAN: Thank you, Mr. Kelley.
2 Ms. Boyer.

3 MS. BOYER: I think I may have one thing
4 that Ms. McKay mentioned, but just to kind of
5 highlight for you. In terms of looking at the
6 first five years' performance under the plan,
7 there are a couple of noteworthy take-aways.

8 So basically, all of the targets that were
9 easily measurable, which were tax growth,
10 number of residential units, number of
11 employees downtown, all of those kinds of
12 things we met or exceeded the projections. So
13 that's a good, positive thing.

14 We also -- if you look at the years table
15 and the specific projects and the BID and CRA
16 plan that we were supposed to implement, you
17 will see that 75 percent of them we have
18 successfully implemented. There are many of
19 those that have been executed, and we have been
20 following that plan and implementing it.

21 What you will see that we don't have good
22 tracking on were things that were established
23 as performance measures that perhaps should not
24 have been or that are so difficult to measure,
25 I don't think Willdan could figure out a good

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1 way to measure them, and we couldn't.
 2 So for example, the number of special
 3 events. Well, what constitutes a special
 4 event, you know? And how small do you add --
 5 because that was just a kind of arbitrary
 6 thing. Do you say 500 people attended and it's
 7 a special event? The attendance of all those
 8 special events, very difficult to track how
 9 many people were attending every special event,
 10 from every Jaguars game, to every concert, to
 11 whatever, and then ascertain whether we are
 12 increasing that level of attendance, so --
 13 And then the annual visitors and the hotel
 14 occupancy. Obviously, hotel occupancy was
 15 impacted by COVID, but the annual visitor
 16 number was also one that was very difficult.
 17 We're now collecting Placer.ai data, which will
 18 allow us to have much better information on
 19 who's coming downtown. But for that particular
 20 sector, which was very hard to measure
 21 consistently from year to year, the good news
 22 is that we did follow the plan and we did meet
 23 the plan goals.

24 And I think the point of our asking them
 25 to look by district is the thought that, going
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1 forward, as we do our plan update, some
 2 districts may no longer need incentives at all
 3 or certainly may not need incentives at the
 4 same level. A good case in point on that is
 5 the Rivers Edge or the District project which
 6 was in -- the original developer is
 7 incentivized with a REV Grant, which helped
 8 facilitate putting in all the infrastructure.
 9 However, the developers who are now coming with
 10 an interest in doing residential development
 11 are no longer eligible for a REV Grant, and
 12 they are still interested.

13 So they have reached a point -- we're
 14 reaching a point in Brooklyn where there's --
 15 it may not be so essential, but clearly is
 16 indicated in -- LaVilla, Cathedral District,
 17 Central Core there is still a need to lift up
 18 and support those areas. So that's kind of my
 19 big picture.

20 THE CHAIRMAN: Thank you, Ms. Boyer.
 21 I know we have plenty of update
 22 conversation probably coming, maybe next
 23 meeting or in the future, but any questions for
 24 staff or Ms. McKay from the board members who
 25 remain present?

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1 Mr. Froats.
 2 BOARD MEMBER FROATS: Just two. I want to
 3 clarify. So basically what I'm understanding
 4 is that on the map, the areas that definitely
 5 need more incentives are LaVilla, Church,
 6 Cathedral, and the Sports & Entertainment
 7 District; is that correct?

8 MS. MCKAY: And the Central Core.
 9 BOARD MEMBER FROATS: And the Central
 10 Core. Okay.

11 You mentioned the Sports & Entertainment
 12 being a challenge, and I think that
 13 substantiates the incentives that we've given
 14 out recently to get that project going, so --
 15 Thank you.

16 MS. MCKAY: You're welcome.
 17 THE CHAIRMAN: Mr. Gibbs.
 18 BOARD MEMBER GIBBS: I think she had a
 19 follow-up.

20 THE CHAIRMAN: I'm sorry. Did I interrupt
 21 you, Ms. McKay? Do you have something further?

22 MS. MCKAY: No.
 23 BOARD MEMBER GIBBS: Of the districts,
 24 aside from Brooklyn and, I guess, Southside,
 25 which districts are furthest along?

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1 MS. MCKAY: I think that's a difficult
 2 question to ask in the context of every single
 3 product type. But if I were pushed for an
 4 answer, I would say Brooklyn and Southbank
 5 because of the amenity base that they have been
 6 able -- that those two districts have also
 7 accomplished in light of the increase in
 8 residential/multifamily development activity.

9 But it is not necessarily our intention to
 10 pick winners and losers here. Each district
 11 has its own character and its own challenges
 12 and opportunities. And as that, we think that
 13 it's more important to evaluate those
 14 opportunities and -- within each district at
 15 the neighborhood level and in light of the
 16 DIA's goals and objectives.

17 So one project may have multifamily units,
 18 but it may not bring anything else to the
 19 table. So if you're asking, beyond Southbank
 20 and Brooklyn, which district is furthest along,
 21 I would have to pause to really think about
 22 that. I don't know.

23 James Edison, would you like to weigh in
 24 here on an answer to that question?

25 MR. EDISON: Hello. I'm James Edison.

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1 I'm also with Willdan.
 2 I think doing (inaudible) -- the place
 3 that really sees the most activity that we saw
 4 in the business community seems to be Central
 5 Core. There seems to be a lot of interest
 6 there. But on the other hand, you know, the
 7 Sports & Entertainment, obviously, has kind of
 8 the big thing coming. Or it's like -- I think
 9 (inaudible) is one sort of -- as a very large
 10 project, it feels like it's coming, but is a
 11 little -- has some challenges and all, as Molly
 12 noted, because of scale and (inaudible) market
 13 of Jacksonville.

14 But the Central Core really feels like
 15 where there's the most buzz, you know what I
 16 mean? And the other districts, I think, are --
 17 feel a little sleepier and feel like there's
 18 lots of potential there and maybe more actually
 19 contiguous land opportunities, more parcels to
 20 do things with there.

21 So I would say that in terms of immediate
 22 short-term, it feels like the Central Core, and
 23 in longer term, really the excitement around
 24 the Sports & Entertainment District obviously
 25 is (inaudible).

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1 obviously, then the incentives for residential
 2 should then become elevated.

3 So I have, you know, these thoughts about
 4 what are we going to do if the jobs don't come
 5 back permanently? What type of incentives can
 6 we offer to get just more employers down here?
 7 Maybe there's more employers with fewer
 8 employees, but without the employment base in
 9 the Core, and then in the CRA, we've got to
 10 backfill that somehow.

11 So just more of a comment, I guess, than a
 12 question, but I would be interested to hear if
 13 that discussion has come up.

14 MS. BOYER: Through the Chair,
 15 Mr. Citrano, I'll tell you that that discussion
 16 is prominent in the BID and CRA update
 17 discussion, not necessarily in the Willdan
 18 discussion. But as we're looking at what new
 19 incentives we're proposing, we have
 20 specifically asked for a defined incentive for
 21 commercial office backfill to help us fill
 22 those spaces.

23 But I would agree with you. I think the
 24 future is going to be some kind of hybrid form,
 25 that some of the employers will bring everyone

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1 BOARD MEMBER GIBBS: Thank you.
 2 No further questions.
 3 THE CHAIRMAN: Mr. Citrano.
 4 BOARD MEMBER CITRANO: One thing that
 5 concerns me just in general is the impact of
 6 the pandemic on jobs essentially. You know, we
 7 talk about what has happened to office
 8 vacancies as a result of the pandemic, but from
 9 a more practical standpoint, there's less
 10 people physically downtown during the day,
 11 which is a concern.

12 Now, the question is, does that come back
 13 in its entirety? I don't -- I have no idea.
 14 My sense is that you'll see a lot of companies,
 15 you know, go to some kind of a hybrid model,
 16 which means that there are going to be less
 17 employees downtown on a daily basis. That
 18 impacts restaurants and retail in a big, big
 19 way. And so that concerns me.

20 So from our standpoint, what are we
 21 thinking about? What are the what ifs, you
 22 know, down the road relative to incentives for
 23 employment to get jobs down -- does that put
 24 more of a priority on residential if we have
 25 less people working down here? You know,

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1 back, but others are not planning on doing
 2 that. They're planning -- or bringing them
 3 back, but maybe not every day of the week. So
 4 there will be some lower activity level on the
 5 street than we had pre-COVID if we don't
 6 backfill it with growth.

7 So I think that's what we're very focused
 8 on, is how we recruit those additional
 9 businesses. And I would take exception -- that
 10 I think many of the retail establishments that
 11 are interior to an office building may suffer
 12 from fewer employees in the building, but the
 13 establishments that we are really looking to
 14 encourage are those that are street-facing and
 15 river-facing and have a more public presence,
 16 and I don't think those will be adversely
 17 affected if we are continuing to increase the
 18 number of residents. So, for example, the
 19 Bread & Board example, they were street-facing;
 20 they were conscious about that.

21 BOARD MEMBER CITRANO: Yeah. And I guess
 22 my point was, then, the priority or the
 23 importance of getting those residents down. If
 24 we're not going to have as many employees, the
 25 importance on the residential becomes even

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1 greater, in my opinion.
 2 The other thing I was going to ask is --
 3 so what I heard was that potentially some of
 4 these neighborhoods in the CRA, going forward,
 5 might not need as much of an incentive
 6 component as others.
 7 How would that transform into what we do,
 8 you know, monthly with the -- looking at deals?
 9 Would it just be, for this particular
 10 neighborhood, you're no longer eligible for
 11 X amount; you're only eligible for something
 12 less than that?
 13 MS. BOYER: Correct. So for example in
 14 our market rating, we'll take down the REV
 15 Grant. Right now you can get -- well,
 16 75 percent for 15 years is the maximum you
 17 could qualify for, but that's not -- the
 18 critical thing is you get X percent for
 19 every 500 units or 250 units.
 20 MR. KELLEY: Twenty-five units.
 21 MS. BOYER: X amount for every 25 units,
 22 X amount for every 2,500 square feet of retail,
 23 X amount for the amount of open space you have.
 24 You know, there's a whole formula that allows
 25 you to eventually get to 75 percent.
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1 I hate to use the overused term "flywheel" --
 2 projects or incentive types or things that we
 3 as a board and an organization should be
 4 focused on in those remaining districts? Is
 5 that something that's going to come out of this
 6 study?
 7 I mean, I'm thinking in particular about,
 8 this is a market and feasibility study. Are we
 9 going to get something that says, you know,
 10 hey, we need the City and the DIA to really
 11 focus on this Esplanade Park along the front?
 12 And it's going to be a game-changer for the
 13 Central Core and the Sports District. I mean,
 14 is that the sort of thing we might anticipate,
 15 that we could get three top-level
 16 recommendations for every district? The
 17 Cathedral District needs these kinds of things
 18 and, you know, where should we be focusing our
 19 attention over the next couple of years as we
 20 update this BID and CRA with this market study
 21 information in hand.
 22 Is that -- did I ask my question too
 23 roundabout?
 24 MR. KELLEY: I think Molly might be muted.
 25 MS. McKAY: I'm not muted. I wanted to
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1 What I think you may see when we come
 2 forward in the BID CRA update is that in
 3 Southbank or Brooklyn, the maximum you could
 4 achieve on the formula is 45 percent,
 5 35 percent, you know, or 50 percent. Or the
 6 criteria become different, where if you're
 7 providing that riverfront restaurant or you're
 8 providing that other -- then you could qualify
 9 for more. But just having 25 residential units
 10 doesn't earn you anything. Where, in some of
 11 these other areas, it will be more important to
 12 build up and keep these levels where we have
 13 them.
 14 BOARD MEMBER CITRANO: I'm good.
 15 THE CHAIRMAN: Ms. Worsham.
 16 BOARD MEMBER WORSHAM: Well, thank you for
 17 the report and the summary. I think it's
 18 interesting and notable that we might be
 19 getting to that tipping point in a couple of
 20 districts, where maybe we are changing our
 21 approach to incentives. And I find that very
 22 intriguing.
 23 My question would be, as a result of your
 24 studies here -- I know this is a high-level
 25 overview -- are there two or three -- you know,
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1 make sure the question was directed towards me.
 2 BOARD MEMBER WORSHAM: Anybody, I guess.
 3 It's kind of maybe general.
 4 I mean, to me, I think as board members
 5 and maybe staff -- you know, I'm the sort of
 6 person that says I want to know what -- the
 7 most important thing that we should be focused
 8 on.
 9 If we know where we are now and we know
 10 where we're going to go, what's the two or
 11 three most important things in every district
 12 that we should be focused on in order to get us
 13 there?
 14 I guess I'm -- maybe I'm overthinking what
 15 our market study and feasibility plan should be
 16 doing for us. I don't know.
 17 I'm done.
 18 MS. McKAY: So, Steve, I don't know if you
 19 would like to interject or if you would like
 20 for me to --
 21 MR. KELLEY: Well, I'll be glad to add,
 22 from the outset, as the board may or may not
 23 see as clearly, that the feasibility study
 24 serves as the basis for the work that's being
 25 done on the GAI BID and CRA update.
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1 We specifically, from the outset, asked
2 Willdan to be very data-focused on identifying
3 the gaps, looking at the different product
4 types, and their acceptance or where they kind
5 of stand in each of the districts, and to
6 really kind of focus on that. So we asked them
7 to stay away from specific recommendations or
8 specifically catalytic projects. As you
9 recall, in the 2014 study, there was a very
10 specific focus on catalytic sites at the
11 expense of some of the more less sexy, if you
12 will, granular data.

13 So we challenged Willdan to really focus
14 on that granular data to serve as a foundation
15 for what we'll expect from the GAI and the BID
16 and CRA update. I know they do have some
17 thoughts and some recommendations, but just to
18 kind of clarify how we approached this
19 throughout.

20 BOARD MEMBER WORSHAM: Thank you.

21 THE CHAIRMAN: Thank you, Mr. Kelley.

22 MS. MCKAY: Exactly. Steve, I concur with
23 your response.

24 So our study was intended to analyze the
25 market and compare and contrast to the 2013

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1 baseline that was established in the 2014 BID
2 strategy.

3 BOARD MEMBER WORSHAM: Understood.

4 MS. MCKAY: So in terms of forward-looking
5 feasibility, again, we were driven to keep an
6 eye on the DIA's goals and objectives overall
7 in light of the relative performance of each
8 product type at the district level.

9 So it is a -- you know, it's a complex
10 study, and we had to stop at a certain point in
11 order to create that baseline for GAI to pick
12 up to inform the BID strategy for 2021.

13 BOARD MEMBER WORSHAM: Thank you.

14 MS. MCKAY: We think your question will be
15 answered, but not in this study.

16 BOARD MEMBER WORSHAM: Thank you.
17 Understood.

18 THE CHAIRMAN: Anything else?

19 BOARD MEMBERS: (No response.)

20 THE CHAIRMAN: Well, Ms. McKay, thank you
21 so much for your time today and your whole
22 team's work on this project. And we really
23 appreciate the staff working with you to get it
24 out. We still have more work in front of us to
25 get our update put together, but thank you for

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1 the part you played. Really appreciate it.

2 Ms. Boyer, did you have one more
3 presentation for today?

4 MS. BOYER: I do.

5 THE CHAIRMAN: Okay.

6 MS. BOYER: Hopefully, it will be
7 relatively quick.

8 So I handed out a very rough
9 Gantt-chart-type schedule that I wanted to
10 share with you. And this is particularly in
11 response to the deferral of the Notice of
12 Disposition. I think one of the members had a
13 question about that in terms of timing, and I
14 wanted to share where this goes.

15 But interesting, this was prepared before
16 the discussion on Churchwell Lofts came up.
17 This will give you a sense of where we're
18 focused six months in advance from a major time
19 expenditure perspective.

20 So starting at the top, Rivers Edge and
21 the District, we continue to have meetings with
22 them on at least a weekly basis on various
23 design parameters of different elements that
24 are going on, progress reports. And we're
25 starting to make payment reviews. So

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1 Mr. Crescimbeni is involved in that, and I
2 think we already have -- we have one request
3 that we have submitted for wire transfer and
4 several more are pending, so it is moving, and
5 that's all good.

6 We expect to see proposals for individual
7 development pads coming to us in the next six
8 months, so -- even sooner than that. You know
9 they announced Toll Brothers at the time of
10 their groundbreaking.

11 THE CHAIRMAN: I'm going to interrupt you
12 there and ask you, if I may, did I hear you say
13 earlier that they are going to be looking for
14 more incentives?

15 MS. BOYER: No.

16 THE CHAIRMAN: Okay.

17 MS. BOYER: My point is exactly that the
18 master developer got incentives which they
19 bonded to be able to do the infrastructure.
20 Back to my point about the infrastructure
21 investment stimulates the private development,
22 and now they have private developers who are
23 wanting to buy the development pads to do
24 residential or mixed-use products without
25 incentive. So that is what we expect to see

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1 coming forward there.
2 The next one is Four Seasons schedule. So
3 to explain my color scheme, red is kind of
4 indicating -- the ultimate goal for Council
5 approval here is mid-October. So between now
6 and then, we have a fairly intense schedule of
7 Council briefings, Council meetings. We have a
8 Lunch and Learn coming up on Friday.

9 At the same time, we are running DDRB
10 conceptual through. And as soon as they get
11 Council approval, they will be moving forward
12 with DDRB final. At the same time, we have to
13 be getting the State DEP grant relocated, and
14 we are working on that with DEP. So that's the
15 FRDAP approval.

16 And then you see relocation of the Fire
17 Museum. We have to be working with Public
18 Works on a procurement process to get somebody
19 to move that because it has to move by January
20 in order to facilitate this closing that we're
21 looking at here.

22 So there are a lot of moving pieces that
23 we're still working on and will be working on
24 over the next six months or so associated with
25 Four Seasons and that development.

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1 One Riverside, the Fuqua development that
2 you just approved, next few weeks, we will be
3 drafting the legislation and documents, and
4 I've already been meeting with Mr. Sawyer and
5 Ms. Dillard on that. We plan to be going to
6 MBRC in the next two weeks, then submitting it
7 for Council, hopefully in early October, with
8 it coming out by mid-November because they have
9 a December 31st outside closing date.

10 So we're working toward them getting the
11 DDRB deviation that they have to have approved,
12 running that. And then the final has to come
13 after Council approval in order to be able to
14 close on the land purchase by the end of
15 December. So that is happening between now and
16 December.

17 The courthouse disposition. So my dark
18 blue color is an open disposition process time
19 frame. So if by mid-October -- at the October
20 board meeting we approve the terms of the
21 disposition that we had contemplated having on
22 the agenda now, I've consulted with CBRE; they
23 are fine with a disposition that closes before
24 Christmas. So this could be premarketing from
25 October to November, issue the Notice of

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1 Disposition mid-November, close before the
2 Christmas holiday. We would evaluate them and
3 award in January so that at your January board
4 meeting you would be able to discuss and award
5 whatever responses we got on that.

6 The reason I feel that's really important
7 is, if you go down to the issuance of the
8 Notice of Disposition on Riverfront Plaza, we
9 don't want the two things on the street at the
10 same time. We don't want them competing
11 against each other, and we want to know what
12 the results are of one so that we can use it to
13 formulate the other.

14 So that would be issuing the Notice of
15 Disposition at the January meeting for the
16 premarketing -- you know, approving the terms
17 of that -- with the actual Notice of
18 Disposition going out in February, with that
19 closing in March, with an award at the end of
20 March/April.

21 Why that is important is if we have a
22 contract with Perkins & Will for a year to
23 design the park and we are trying to have them
24 have completed plans by June so that we can get
25 a firm bid price on that that we include in

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1 next year's construction budget and gets
2 incorporated in next year's CIP, I need to have
3 a developer selected a few months before that
4 so the developer can work with Perkins & Will
5 hand-in-hand on the interface between the two
6 sites.

7 So that's what's kind of driving our time
8 schedule, that we would like to get Riverfront
9 Plaza out, premarketing in January, real Notice
10 of Disposition in February, have a selected
11 recipient of that site by March/April so they
12 can work on that design.

13 So these are the major, high-level
14 projects -- catalytic projects, if you will,
15 that are all in the works simultaneously here
16 that we are kind of staggering our time, which
17 is why you see, unfortunately, some things like
18 Churchwell Lofts don't get the attention they
19 deserve. I'm not saying that it's -- there's
20 no excuse, but sometimes -- and they are not
21 the only ones, which is why we have been happy
22 to have Mr. DeVault helping us.

23 And he, in fact, jumped on Churchwell as
24 one of the projects that he jumped on.
25 However, he is leaving us and taking a position

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1 with a group that is being formed called Build
 2 Up Downtown. So he will still be helping
 3 downtown, but we won't have the benefit of his
 4 services. So we are going to be looking to
 5 fill that position as of October, but much
 6 needed, obviously.
 7 And I'm happy to answer any questions
 8 about the schedule, but I was just trying to
 9 give you a visual of our workflow.
 10 THE CHAIRMAN: Thank you, Ms. Boyer.
 11 I think this is an important conversation.
 12 I mean -- frankly, I -- you know, I think it's
 13 an important one that -- for the administration
 14 to appreciate and City Council to appreciate,
 15 you know, what's going on with us. I think
 16 they sometimes miss what -- you know, the work
 17 that our staff does for us and how much there
 18 is ongoing. And those projects were enough for
 19 anybody, forget about all the other things that
 20 you're being asked to do, including, you know,
 21 Churchwell Lofts.
 22 So thank you for all your hard work. I
 23 appreciate it.
 24 Any other comments or questions?
 25 BOARD MEMBER FROATS: Can you tell us what
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1 Build Up Downtown is?
 2 MS. BOYER: I'm not the spokesperson.
 3 I'll let Mr. DeVault tell you what Build Up
 4 Downtown is.
 5 MR. DeVAULT: Through the Chair to
 6 Mr. Froats, it's -- we're in the process of
 7 sort of finalizing the concept of it, but it's
 8 a group of downtown stakeholders, some
 9 developers, the Chamber, and some other folks
 10 who want to create an advocacy group to help
 11 build up downtown and support DIA and DVI and
 12 some of the projects and issues that they
 13 sometimes can't get to.
 14 So we're going to be meeting with
 15 Ms. Boyer next week to kind of discuss what
 16 some of the opportunities are to help. And
 17 Churchwell would be a perfect example of --
 18 there's something like that, that we can help
 19 do research and understanding all that, then we
 20 can help support them.
 21 BOARD MEMBER FROATS: Thanks.
 22 THE CHAIRMAN: Anything else?
 23 BOARD MEMBERS: (No response.)
 24 THE CHAIRMAN: I want to take one moment,
 25 before we --
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1 BOARD MEMBER WORSHAM: Churchwell is under
 2 contract at this moment?
 3 MS. BOYER: No, they are not. We had a
 4 scope meeting internally with Parks and Public
 5 Works -- yesterday?
 6 MR. PAROLA: Yesterday.
 7 MS. BOYER: And so we took some comments
 8 back to them when we proposed scope. So we are
 9 still working on coming to a meeting of the
 10 minds on what is included and not included in
 11 their scope and how we want to work
 12 collaboratively going forward.
 13 We're really hopeful we're going to be
 14 under contract by the second week of October at
 15 the latest. Of course, that presumes we get
 16 the contracts.
 17 BOARD MEMBER WORSHAM: Thank you.
 18 THE CHAIRMAN: Lastly, I just wanted to
 19 thank Ms. Boyer for coming to the JBA luncheon
 20 today and speaking to the Bar Association about
 21 the continued effort -- you know, to come in
 22 and tell the public about all the great things
 23 and hard work DIA is doing.
 24 It was a fantastically well-received
 25 presentation, and, frankly, it's part and
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1 parcel with the continued effort to kind of
 2 build this -- you know, this programming that I
 3 encourage each of you to take out to civic
 4 associations you're affiliated with and/or
 5 respond to Mr. Chisholm and the staff when they
 6 reach out saying they have been contacted and
 7 would like help.
 8 Just one more thing, frankly, Ms. Boyer is
 9 doing for us is fielding all of the calls about
 10 what's going on downtown. A lot of money's
 11 being spent on downtown. There's a lot of
 12 press about it. People want to know what's
 13 going on. And I think, you know, the result is
 14 (inaudible). And I think that, you know, it's
 15 just another role where we can help. And I
 16 think we can help again in our own communities,
 17 our own civic organizations, people we deal
 18 with businesswise, and help spread the word
 19 because there's a lot of interest.
 20 So thank you, Ms. Boyer.
 21 Anything else for the good of the order?
 22 BOARD MEMBERS: (No response.)
 23 THE CHAIRMAN: Thank you.
 24 (The foregoing proceedings were adjourned
 25 at 3:51 p.m.)
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7 I, Diane M. Tropa, Florida Professional
8 Reporter, certify that I was authorized to and did
9 stenographically report the foregoing proceedings and
10 that the transcript is a true and complete record of my
11 stenographic notes.

12

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14

15 DATED this 24th day of September 2021.

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