



Downtown Investment Authority
Strategic Implementation Committee Hybrid Meeting
Friday, July 14th, 2023, 9:30 a.m.

Strategic Implementation Committee Hybrid Meeting
MEETING MINUTES

Strategic Implementation Committee Members (CM) in Attendance:

George Saoud (Chair) Joe Hassan
Jim Citrano (Ex officio as Board Chair)

DIA Board Members In-Person: Joshua Garrison, Braxton Gillam

**Board Member Garrison and Board Member Gillam attended as a non-voting member of the Committee.*

DIA Board Members Participating Virtually: None.

DIA Staff Present: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development, and Jovial Harper, DIA Administrative Assistant.

Office of General Counsel: Joelle Dillard

Council Members Present: None.

I. CALL TO ORDER

The Strategic Implementation Committee meeting of July 14th, 2023, was called to order at 9:30 a.m. by George Saoud, Committee Chair.

II. PUBLIC COMMENTS

Committee Chair Saoud called for public comment.

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

None.

III. JUNE 15TH, 2023, STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL

Motion: Board Member Citrano moved to approve the Meeting Minutes.
Seconded: Board Member Hassan seconded.

Vote: Aye: 3 Nay: 0 Abstain: 0

IV. RESOLUTION 2023-07-01 DIA CODE COMPLIANCE SUPPORT PROGRAM

CEO Boyer explained that Resolution 2023-07-01 and Agenda Items No. V and VI were precipitated by such factors as: 1) challenges in the development market related to rising interest rates and construction costs that have arisen since the DIA's Business Investment Development (BID) Plan was last updated in 2021-22; 2) the new Mayoral Administration's special focus on supporting small businesses; and 3) an interest among at least one City Council member to explore whether some or all functions of the Office of Public Parking (which is managed by the DIA) should be transferred to the Jacksonville Transportation Authority.

Ms. Boyer said the purpose in bringing the items forward was to inform the Board on the issues and engage Board members in an open discussion about the pros and cons of the proposed items so they could be refined for further Board consideration and action in August.

She then deferred to Director Kelley, who gave a presentation on the Code Compliance Support Program, a proposed new standalone program providing assistance of potentially up to \$250,000 for property owners to address asbestos removal, shortcomings in fire safety, etc., required by building codes.

Board members asked questions and offered suggestions to address potential issues as safeguarding the funding from being used for illegitimate needs and possibly expanding it to both property owners and tenants.

CEO Boyer offered to refine the program based on the Board's input and bring it back to Board members for further discussion.

Committee Chair Saoud deferred the item.

V. DOWNTOWN PARKING STRATEGY AND PROGRESS ON PLAN IMPLEMENTATION

CEO Boyer presented an overview of the Downtown Parking Strategy and the dynamics that informed it, including the availability of both garage and on-street parking; the ratio of publicly and privately managed parking; pricing of Downtown parking relative to the national average, etc.

Ms. Boyer outlined current parking-related challenges, including hurdles inhibiting the adoption of dynamic pricing and updates to bagged-meter policies and procedures.

She further informed the Board that the DIA had hired a Downtown Parking Strategy Coordinator who would be joining the Staff soon.

No vote was taken on this item.

VI. OTHER SUGGESTED INCENTIVE PROGRAM CHANGES

A letter from JWB Real Estate Companies was read into the record. The company requested changes in incentive programs, including the addition of completion grants and allowing revenue from commercial leases, such as sales, tax on revenue sales, tax on leases, etc., be included in the return on investment calculation for Downtown projects.

CEO Boyer gave a presentation on the DIA's incentive programs, including a full list of programs and an explanation of the tiers analysis that provides funding above and beyond the standard programs.

As with the previous two agenda items, the Board asked questions and made suggestions to refine the programs.

Ms. Boyer noted that Staff had intended to address other programs, such as the Façade Grant program, but in consideration of time suggested that those items be discussed at a workshop.

Committee Chair Saoud proposed scheduling a workshop.

No vote was taken on this item.

ADJOURNMENT

Committee Chair Saoud adjourned the meeting at 11:04 a.m.

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