

CITY OF JACKSONVILLE  
DOWNTOWN INVESTMENT AUTHORITY  
BOARD MEETING

Proceedings held on Wednesday, March 15, 2017,  
commencing at 2:05 p.m., City Hall, Lynwood Roberts  
Room, 1st Floor, Jacksonville, Florida, before Diane M.  
Tropia, a Notary Public in and for the State of Florida  
at Large.

BOARD MEMBERS PRESENT:

JAMES BAILEY, Chairman.  
JACK MEEKS, Vice Chair.  
OLIVER BARAKAT, Board Member.  
DANE GREY, Board Member.  
BRENNAN DURDEN, Board Member.  
CRAIG GIBBS, Board Member.  
RON MOODY, Board Member.  
MARC PADGETT, Board Member.  
KAY HARPER-WILLIAMS, Board Member.

ALSO PRESENT:

AUNDRA WALLACE, DIA, Chief Executive Officer.  
TOM DALY, DIA, Redevelopment Analyst.  
GUY PAROLA, DIA, Redevelopment Manager.  
JIM KLEMENT, DIA, Development Coordinator.  
JOHN SAWYER, Office of General Counsel.  
SUSAN GRANDIN, Office of General Counsel.  
KAREN UNDERWOOD-EILAND, Executive Assistant.

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1 individually with board members on the item, we  
2 would like to establish -- take this to an  
3 actual workshop and ask Mr. Padgett, as well as  
4 Ms. Durden, to participate from a workshop  
5 standpoint on this particular item itself and  
6 bring it back, whether it's April or May, to  
7 the actual Board.

8 There may be an opportunity to discuss  
9 some other issues that are important to us from  
10 a Comprehensive Plan and Land Development  
11 Regulations equally as well. So that's what  
12 we'd like to do.

13 THE CHAIRMAN: Very good. Okay.

14 With that, we are going to change the  
15 order just a little bit from your agenda. I  
16 would like to move 2017-03-08 up next, the  
17 Friends of Hemming Park. I see we have a  
18 presenter, but would someone would like to tee  
19 it up for us?

20 MR. WALLACE: Yes, sir, Mr. Chairman.

21 Let me -- that one? Appreciate it.

22 Mr. Chairman, that is Resolution  
23 2017-03-08. It's a resolution supporting  
24 Ordinance 2017-198, authorizing the mayor and  
25 the corporation's secretary to execute the

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PROCEEDINGS

March 15, 2017 2:05 p.m.

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THE CHAIRMAN: And, with that, we open the  
Downtown Investment Authority Board meeting.

The first item is the minutes of  
February 1. I assume everyone had an  
opportunity to read them.

Any comments?

BOARD MEMBERS: (No response.)

THE CHAIRMAN: Do we have a motion to  
approve the minutes of February 1?

BOARD MEMBER GIBBS: So moved.

THE CHAIRMAN: Second?

BOARD MEMBER GREY: Second.

THE CHAIRMAN: All in favor, say aye.

BOARD MEMBERS: Aye.

THE CHAIRMAN: Okay. Thank you very much.

That moves us to Resolution 2017-03-01,  
which, I think, Mr. Wallace, it's being  
deferred.

Would you like to --

MR. WALLACE: Yes, sir.

Mr. Chairman, with regards to this  
particular item, having had an opportunity to  
review this, had some consultations

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reinstatement of -- the reinstatement and Fifth  
Amendment to contract for the operation and  
management of Hemming Park and appropriating  
\$415,000 for operation and capital improvements  
at Hemming Park.

Mr. Chairman, as we all know, presently,  
the Friends of Hemming Park operates the --  
from a management standpoint, the park itself.  
What the administration would like to do is to  
keep this contract in place and provide capital  
for it through September 30th of 2017.

And that \$415,000 is broken down into two  
functions. \$240,000 of that money would be  
utilized for administrative costs for Friends  
of Hemming Park to operate the management side.  
They can draw down no more than \$40,000 per  
month of that \$240,000. That leaves \$175,000.  
That \$175,000 can be -- will be utilized for  
some capital improvements throughout the park  
itself.

The contract manager for the park remains  
the director for Parks and -- Parks and  
Recreation for the City. I do sign off after  
he has done a thorough review of the actual  
finances that come in, when they drawn down on

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1 their funds, so I do have an oversight  
2 responsibility there.  
3 So what was in the first contract still  
4 remains the same as when you approved it in  
5 either April or May of 2014, but this is  
6 providing additional capital that does not come  
7 from the Downtown Investment Authority. This  
8 is capital coming directly from the City itself  
9 that will be approved, hopefully, by City  
10 Council on to the Friends of Hemming Park.  
11 Mr. Chairman, that concludes my report on  
12 this.  
13 THE CHAIRMAN: Okay. Is Mr. Joseph here  
14 to speak on this, or was that --  
15 MR. WALLACE: That is the actual report.  
16 If you --  
17 THE CHAIRMAN: That's pretty thorough.  
18 MR. WALLACE: That is pretty thorough, but  
19 if you have got some detail-burning  
20 questions --  
21 THE CHAIRMAN: Okay.  
22 MR. WALLACE: -- either Mr. Joseph or  
23 myself will be able to answer those particular  
24 questions.  
25 (Audience member approaches the podium.)  
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1 THE CHAIRMAN: Okay. Mr. Joseph, thank  
2 you for being here.  
3 Let's go around if we want to start with  
4 questions.  
5 Mr. Grey, you got any questions?  
6 BOARD MEMBER GREY: No questions at this  
7 time.  
8 THE CHAIRMAN: Marc.  
9 BOARD MEMBER PADGETT: None at this time.  
10 THE CHAIRMAN: Brenna.  
11 BOARD MEMBER DURDEN: I just want to make  
12 sure that -- it doesn't appear that the  
13 resolution itself says that the money is not  
14 coming from the DIA, but I heard you say,  
15 Mr. Wallace, that it is not coming from the  
16 DIA.  
17 MR. WALLACE: The funds are not coming  
18 from the DIA at all.  
19 BOARD MEMBER DURDEN: Thank you.  
20 MR. WALLACE: This is a resolution in  
21 support of the attached ordinance itself.  
22 THE CHAIRMAN: Mr. Barakat.  
23 BOARD MEMBER BARAKAT: Just curious, what  
24 are the proposed capital improvements?  
25 MR. WALLACE: Mr. Joseph.  
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1 MR. JOSEPH: Daryl Joseph, Parks and  
2 Recreation. The actual proposed improvements  
3 are landscaping and hardscape improvements in  
4 Hemming Park, basically taking some of the  
5 existing landscape that's there, redoing that,  
6 as well as some of the planters that are in the  
7 park, reworking those. Those are the actual  
8 capital improvements that are listed.  
9 BOARD MEMBER BARAKAT: Is it just  
10 maintenance or is it enhancements?  
11 MR. JOSEPH: It will be enhancements as  
12 well. Again, some of the planters actually  
13 have raised areas, those will be reduced. And  
14 there are some art areas that will be created  
15 within the park as well.  
16 BOARD MEMBER BARAKAT: Thank you.  
17 THE CHAIRMAN: Mr. Gibbs.  
18 BOARD MEMBER GIBBS: The Friends of  
19 Hemming Park have done wonders with the park.  
20 It's turned around in the short time they have  
21 been there, so I will support the ordinance --  
22 or the resolution. Sorry.  
23 THE CHAIRMAN: Mr. Meeks.  
24 VICE CHAIR MEEKS: No comments.  
25 THE CHAIRMAN: Kay, any comments?  
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1 BOARD MEMBER HARPER-WILLIAMS: No  
2 comments.  
3 THE CHAIRMAN: Ron.  
4 BOARD MEMBER MOODY: No comments.  
5 THE CHAIRMAN: Very good.  
6 Okay. Do we have a motion for 2017-03-08,  
7 Friends of Hemming Park?  
8 VICE CHAIR MEEKS: I move that we approve  
9 the resolution as written. Sorry I'm stumbling  
10 there, Mr. Chairman.  
11 THE CHAIRMAN: I see.  
12 Do we have a second?  
13 BOARD MEMBER GIBBS: Second.  
14 THE CHAIRMAN: Okay. Do we have any  
15 discussion from the public? Anyone here who  
16 would like to speak?  
17 AUDIENCE MEMBERS: (No response.)  
18 THE CHAIRMAN: We have no more discussion.  
19 With that, we have a motion and a second.  
20 All in favor, say aye.  
21 BOARD MEMBERS: Aye.  
22 THE CHAIRMAN: Opposed, like sign.  
23 BOARD MEMBERS: (No response.)  
24 THE CHAIRMAN: Thank you.  
25 Very good. Was that -- wow, a full house.  
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1 Very good.

2 Now we are going to move to Resolution

3 2017-03-07, Matching Grant Allocation.

4 Would the presenter -- let's see. Are we

5 going to get a presentation, Mr. Wallace, or is

6 Amy Ingles --

7 MR. WALLACE: Yes, just give me one

8 second, if you don't mind, sir. I'm trying to

9 remember which one this one is.

10 THE CHAIRMAN: It should be --

11 MR. WALLACE: Sorry.

12 THE CHAIRMAN: It is backing up --

13 MR. WALLACE: Yes.

14 THE CHAIRMAN: -- from Hemming Plaza.

15 MR. WALLACE: Mr. Chairman, this is

16 Resolution 2017-03-07. It's a resolution of

17 the Downtown Investment Authority, pledging

18 \$25,000 as matching funds for a Community

19 Development Block Grant (CDBG) application

20 being submitted by the Planning and Development

21 Department for the construction of dedicated

22 bicycle lanes on Liberty Street and Myrtle

23 Avenue and instructing the chief executive

24 officer of the DIA to take all necessary action

25 in connection therewith to effectuate the

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1 purposes of this resolution.

2 Now, you want --

3 THE CHAIRMAN: Okay. Mr. Parola.

4 MR. PAROLA: Thank you. Guy Parola.

5 Through the Chair, I believe Amy Ingles

6 may be in here, or the grants coordinator may

7 be here and could explain this maybe a little

8 better than I can, but, if you recall, inside

9 of our CRA plan, we talk about Liberty Street

10 through the lens of creating dedicated bike

11 lanes and moving curbs and kind of things like

12 that.

13 What this \$25,000 does is, it serves as

14 part of an overall \$115,000 City match to some

15 CDBG funds that are going to connect kind of

16 the bike trail. There's a map behind you, for

17 the audience's benefit. And also, inside of

18 your book, that shows two specific

19 right-of-ways that these 230,000 total funds

20 are going to go to, and that's Myrtle Avenue

21 and Liberty Street.

22 Portions of Myrtle Avenue and portions of

23 Liberty Street are within our downtown

24 boundary, and the \$25,000 match would be --

25 kind of go to those particular areas.

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1 If you kind of compare what's being

2 proposed in this project to what's in our CRA

3 plan, you see this is a more cost-effective way

4 of doing things, given a limited amount of

5 dollars. And that is, they're really just

6 creating dedicated bike lanes. There's no

7 moving of the curb lines and things like that

8 that really start raising the cost of this.

9 That said, I think if there are any

10 questions, that they would be better suited to

11 be answered by the project manager or the

12 grants coordinator.

13 THE CHAIRMAN: Is -- Ms. Ingles?

14 MS. INGLES: Yes.

15 THE CHAIRMAN: Yes. Could you come

16 forward, please, and take your post at the

17 podium for any questions.

18 (Ms. Ingles approaches the podium.)

19 THE CHAIRMAN: Can you identify yourself,

20 please.

21 MS. INGLES: Sure.

22 Amy Ingles, Planning Department.

23 THE CHAIRMAN: Okay. Thank you,

24 Ms. Ingles, for being here.

25 Let's go around the room. Mr. Moody, any

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1 questions?

2 BOARD MEMBER MOODY: No questions.

3 THE CHAIRMAN: Ms. Harper-Williams.

4 BOARD MEMBER HARPER-WILLIAMS: I don't

5 have any questions.

6 THE CHAIRMAN: Mr. Meeks.

7 VICE CHAIR MEEKS: No questions.

8 BOARD MEMBER GIBBS: No questions.

9 THE CHAIRMAN: Mr. Barakat.

10 BOARD MEMBER BARAKAT: I have a couple.

11 THE CHAIRMAN: Okay.

12 BOARD MEMBER BARAKAT: The 25,000, that is

13 coming from the trust fund?

14 MR. WALLACE: Mr. Chairman, that \$25,000

15 will come from reprogrammed capital improvement

16 dollars that Council President Boyer provided

17 to us in 2015.

18 BOARD MEMBER BARAKAT: Okay. And what is

19 the balance of that particular fund?

20 MR. WALLACE: There was a reprogramming

21 of, roughly, well over \$1.5 million. I think

22 the number is actually 1.7. So we'll take

23 \$25,000 out of that reprogrammed capital

24 improvement funds.

25 BOARD MEMBER BARAKAT: Okay. And second

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1 question, which is somewhat germane to the  
2 first one, is that -- in the plan -- it's been  
3 two or three years now -- I remember the words  
4 "cycle tracks," which I think implied more than  
5 just lane markers. It implied a dedicated  
6 cycle lane, if I recall. It's been a while  
7 since I've read that page of the plan.  
8 So is this an interim step in that regard?  
9 Is this a -- are we going to -- are we  
10 replacing the overall plan and purpose with  
11 lanes instead of a dedicated curb for bikers?  
12 MS. INGLES: No. We kind of modified that  
13 idea in the Bicycle Pedestrian Master Plan,  
14 which is just kind of wrapping up at the end of  
15 this month, but the recommendation that came  
16 out of that plan was for buffered bike lanes on  
17 that stretch of Liberty, which is what we've  
18 gone with, partially because it's cheaper, but  
19 also because -- just the nature of the road  
20 changes as you get into Springfield, and they  
21 need that parking on the side. So we knew that  
22 a protected bike lane wouldn't work in that  
23 situation. So it would be better to have it  
24 consistent.  
25 BOARD MEMBER BARAKAT: When you say "we  
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1 decided" to make that change, who exactly is  
2 "we"?  
3 MS. INGLES: Our consultant as well as the  
4 Transportation Planning Division.  
5 BOARD MEMBER BARAKAT: I mean, I'm for  
6 bike lanes. I'm for the idea. I'm just -- I  
7 just have some reservations about the  
8 modification of our original intent. And in  
9 our plan, connecting these neighborhoods to  
10 downtown through various modes of  
11 transportation was very high on our list of  
12 priorities.  
13 So my concern here is, we're doing a  
14 Band-Aid and we're not moving towards the  
15 original goal of doing a dedicated cycle lane.  
16 MS. INGLES: It is a dedicated lane. It's  
17 a striped lane with a striped buffer.  
18 BOARD MEMBER BARAKAT: Is there a visual  
19 of what we will have when we're done spending  
20 the 25,000, what it will look like?  
21 MR. WALLACE: Mr. Chairman --  
22 THE CHAIRMAN: Yes.  
23 MR. WALLACE: -- if I may?  
24 THE CHAIRMAN: Mr. Wallace.  
25 MR. WALLACE: If I may address  
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1 Mr. Barakat's question. I do understand  
2 exactly what we, as a board and staff, went  
3 through to put together our plan. And if you  
4 look in our plan, Section 6, Page 41, it will  
5 clearly talk about Liberty Street and a  
6 pedestrian/bicycle path.  
7 At that time, the estimated cost in 2014  
8 was well over a half million dollars, just on  
9 that particular one project. But if you do  
10 remember, we went through a process last summer  
11 of attempting to get a number of our Capital  
12 Improvement Projects that were in our  
13 plan included in the CIP process, and we were  
14 unsuccessful in doing so.  
15 So, therefore, things that we have in our  
16 plan that are Capital Improvement Projects, we  
17 can't get to them because we just don't have  
18 the ability from the TIF to address them. So  
19 by looking at Liberty Street and utilizing this  
20 process that has come to us to get some  
21 semblance of pedestrian/bike paths placed along  
22 Liberty Street at a reduced fraction in cost of  
23 that projected half million dollars is a  
24 prudent and wise decision for us to make at  
25 this particular point in time, for \$25,000 as  
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1 opposed to -- and we have that, and we don't  
2 have the half million dollars to actually do  
3 that at this particular point in time.  
4 So I think that going with the  
5 recommendation and partnering with the Planning  
6 and Development Department to do this is the  
7 right step for us to do so.  
8 THE CHAIRMAN: I think Mr. Barakat was  
9 asking if there was any visual of what it's  
10 going to appear, what's --  
11 MR. WALLACE: I do understand his question  
12 on the visual piece, but I needed to address --  
13 THE CHAIRMAN: Yeah.  
14 MR. WALLACE: -- why we, from a management  
15 standpoint, support doing this at this  
16 particular point in time based upon what's in  
17 the actual plan.  
18 THE CHAIRMAN: I don't think there's any  
19 question that we all support it, but I think  
20 it's a legitimate question, what it looks like  
21 and what it's going to appear when we are done.  
22 MR. BARAKAT: Yeah, we -- I mean, we had  
23 an impression of what we were planning and what  
24 we wanted in the plan. And if there's going to  
25 be changes to that, I think that we need to see  
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1 what that's going to look like.  
2 I think we also need to understand, is  
3 this the route we're going to go with the other  
4 connections because the plan references bike  
5 lanes into other neighborhoods. And so is this  
6 going to be the new model, what we're doing on  
7 Liberty? I think the reduction in scope of  
8 work -- which it sounds like a reduction. I  
9 can't say for sure. Is this going to be our  
10 new model?  
11 I think in the future, if we're going to  
12 change something like that in the plan, before  
13 you vote on it, we ought to know what that  
14 change in scope is so we can sign on for it and  
15 then fund it. So I'm not saying I'm not going  
16 to vote for it, I just think -- from now on, I  
17 think it would be better -- and I'm a little  
18 bit maybe like Mr. Bailey and Mrs. Harper who  
19 was here when we did the plan. I spent a lot  
20 of hours putting it together, so I might have a  
21 little more allegiance to the plan than others,  
22 but I think we owe it to ourselves to kind of  
23 study that before we make a change like that  
24 and fund a change.  
25 THE CHAIRMAN: I think that's a good  
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1 question. Is this the new norm or is this an  
2 exception to the rule?  
3 MS. INGLES: Before I comment on that, I  
4 do just want to add that the facility that we  
5 are proposing for this block grant will not  
6 preclude a cycle track being installed later.  
7 Basically, it's a painted buffer, but you could  
8 add a physical buffer, a raised buffer to that,  
9 at a later time. So in a way, yes, it is kind  
10 of an intermediate step towards that if we  
11 decide we want to do that later on.  
12 And to answer your question, sir, it's  
13 not -- I would not say that it's a rule that  
14 we're trying to demote all of our planned  
15 protected bikeways into a striped buffer.  
16 That's not the case. We just saw an  
17 opportunity here to get something done and to  
18 make a really important connection to the  
19 Riverwalk and to the Hogan Street greenway,  
20 so ...  
21 THE CHAIRMAN: So it's not really a  
22 Band-Aid. It's just not a full -- we're not  
23 doing everything we possibly could. But what  
24 we're doing, we'll benefit from later anyway.  
25 MS. INGLES: A huge -- yeah, it would be a  
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1 huge improvement.  
2 BOARD MEMBER BARAKAT: Thank you.  
3 THE CHAIRMAN: Mr. Barakat, is that all?  
4 BOARD MEMBER BARAKAT: Yes, I'm done.  
5 THE CHAIRMAN: Ms. Durden.  
6 BOARD MEMBER DURDEN: Following up on one  
7 of the questions from Mr. Barakat to -- through  
8 the Chair to Mr. Wallace, the question was,  
9 where is the funding coming from? You said it  
10 was from dollars that the City Council gave to  
11 us. Were those -- so do those constitute TIF  
12 dollars?  
13 MR. WALLACE: No.  
14 BOARD MEMBER DURDEN: Okay. Then my  
15 second question is, also, in regards to the  
16 proposed area and the proposed improvements, is  
17 there a time constraint with us making a  
18 decision on this today? In other words, can it  
19 be something -- I would actually like to see  
20 what this is going to look like in comparison  
21 to what the Board and our current plan actually  
22 looks like. I'm just wondering if there is a  
23 time constraint that we need to vote on this  
24 resolution today.  
25 MR. PAROLA: Through the Chair, my  
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1 understanding is that there actually is a time  
2 constraint due to the application for CDBG  
3 funding cycles. And I think we've got the  
4 grants coordinator behind us who can verify  
5 that.  
6 (Mr. Moore approaches the podium.)  
7 MR. MOORE: Colin Moore, City of  
8 Jacksonville's Grants Office.  
9 They're going to begin scoring these  
10 applications at the end of this week. So we  
11 have this in the budget as pending right now.  
12 They said that if it's approved, we can take it  
13 off of pending. So ...  
14 BOARD MEMBER DURDEN: Okay. And -- okay.  
15 That's all I have.  
16 Thank you.  
17 THE CHAIRMAN: Okay. Mr. Padgett.  
18 BOARD MEMBER PADGETT: Yeah. I have no  
19 more questions.  
20 THE CHAIRMAN: Mr. Grey.  
21 BOARD MEMBER GREY: No questions at this  
22 time.  
23 THE CHAIRMAN: Okay. Any other comments  
24 from the Board?  
25 We have a -- oh, sorry.  
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1 VICE CHAIR MEEKS: One question.  
2 Going back to what we originally voted on,  
3 is what we voted on, then, having this start or  
4 stop, depending on how you look at it, at East  
5 1st Street? Is that consistent with our  
6 original plan.  
7 THE CHAIRMAN: The position is not any  
8 different, is it?  
9 MS. INGLES: No. The actual ask, the  
10 entire ask for the CDBG grant goes beyond  
11 1st Street, but this is just the segment that's  
12 within the DIA.  
13 VICE CHAIR MEEKS: So my question is, in  
14 our bid document, did we anticipate this going  
15 further north than East 1st Street?  
16 MR. WALLACE: Mr. Chairman, in our  
17 document, we cannot go further than our  
18 boundaries, which is State Street.  
19 VICE CHAIR MEEKS: Well, this shows it  
20 going to 1st Street, which is --  
21 MR. WALLACE: True. However, remember,  
22 this is a match to \$90,000 and \$115,000. And,  
23 of course, this \$25,000 is non-TIF dollars that  
24 can be used on this particular area.  
25 VICE CHAIR MEEKS: So what we're really  
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1 saying is, our part applies to the portion that  
2 ends at State Street?  
3 MR. WALLACE: State Street coming south,  
4 yes.  
5 VICE CHAIR MEEKS: Yes.  
6 MR. WALLACE: Starts and goes south.  
7 VICE CHAIR MEEKS: Yeah, because  
8 1st Street is another few blocks further north.  
9 MR. WALLACE: Yeah. Correct, sir.  
10 THE CHAIRMAN: Okay. Okay. Do we have a  
11 motion on 2017-03-02?  
12 VICE CHAIR MEEKS: So moved.  
13 THE CHAIRMAN: A second?  
14 BOARD MEMBER MOODY: Second.  
15 THE CHAIRMAN: Okay. Any discussion from  
16 the public? Anyone want to opine?  
17 AUDIENCE MEMBERS: (No response.)  
18 THE CHAIRMAN: Okay. With that, all in  
19 favor of 2017-03-02, say aye.  
20 BOARD MEMBERS: Aye.  
21 THE CHAIRMAN: Opposed, like sign.  
22 BOARD MEMBERS: (No response.)  
23 THE CHAIRMAN: Thank you.  
24 And I think the takeaway is, in the  
25 future, if we can at least see -- get some  
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1 visual that we can at least follow along. It  
2 has been a long time. And so thank you very  
3 much. Smile, this was good thing. Okay?  
4 Thank you for being here.  
5 Now, we're going to -- just to shake it  
6 up a little bit, I want you to go back to  
7 Number -- Resolution Number 2017-03-02,  
8 Allocation for Development Rights.  
9 MR. WALLACE: Mr. Chairman, a resolution  
10 of the Downtown Investment Authority,  
11 allocating 10 multifamily units of Phase I  
12 development rights within the Northside West  
13 Component Area of the Consolidated Downtown  
14 Development of Regional Impact to Vestcor,  
15 Inc., to be utilized on the property identified  
16 by Duval County Tax Parcel Number 074920-0000,  
17 finding that the plan of development is  
18 consistent with the DIA's Business Investment  
19 Development Plan, known as the BID Plan, and  
20 authorize the chief executive officer to  
21 execute the contracts, the documents and  
22 otherwise take all necessary action in  
23 connection therewith to effectuate the purposes  
24 of this resolution.  
25 Mr. Chairman, the Board has supported this  
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1 particular project; that is, the northern  
2 boundary would be Monroe Street, southern  
3 boundary will be Adams, eastern boundary being  
4 Davis, and the western boundary being Lee  
5 Street.  
6 We supported a loan for this particular  
7 project -- rough numbers, an aggregate number,  
8 is about \$303,000 -- towards the fall of 2016.  
9 At that time, they were discussing doing  
10 roughly a hundred units of multifamily. They  
11 have now come back and indicated that, you  
12 know, the project can definitely sustain  
13 108 units of multifamily; however, we have only  
14 provided them with a hundred units of  
15 development rights.  
16 So asking for an additional ten, so they  
17 can get their eight. Hopefully, maybe they can  
18 squeeze two more in and be a full 110 units,  
19 but that's what we're doing here, is I'm  
20 providing them with the additional development  
21 rights so that they can do this particular  
22 project.  
23 THE CHAIRMAN: Very good. Thank you.  
24 And everybody is familiar with this  
25 property between Lee and Monroe -- or Lee  
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1 and -- what is it? Oh, Davis Street.  
2 Let's go around, if we -- well, let's see  
3 if we have a motion or two.  
4 BOARD MEMBER MOODY: So moved.  
5 THE CHAIRMAN: A second?  
6 BOARD MEMBER GIBBS: Second.  
7 THE CHAIRMAN: Okay. And discussion?  
8 Mr. Moody, do you want to begin?  
9 BOARD MEMBER MOODY: Well, we've already  
10 made a commitment to this area. It's vibrant.  
11 It's starting to grow. I think it's the right  
12 thing to do.  
13 THE CHAIRMAN: Thank you.  
14 BOARD MEMBER MOODY: I support it.  
15 THE CHAIRMAN: Ms. Harper-Williams.  
16 BOARD MEMBER HARPER-WILLIAMS: I'm  
17 supportive for the same reasons.  
18 THE CHAIRMAN: Okay. Mr. Meeks.  
19 VICE CHAIR MEEKS: I'll echo that.  
20 THE CHAIRMAN: Okay. Mr. Gibbs.  
21 BOARD MEMBER GIBBS: Support it likewise.  
22 THE CHAIRMAN: Mr. Barakat.  
23 BOARD MEMBER BARAKAT: Ditto.  
24 THE CHAIRMAN: Ms. Durden.  
25 BOARD MEMBER DURDEN: Ditto.  
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1 I just want to thank the staff for noting  
2 in the resolution that the dates coincide with  
3 the earlier resolutions. I think that that  
4 will be very effective going forward, and I  
5 appreciate the staff doing that.  
6 THE CHAIRMAN: Thank you.  
7 And Mr. -- I'm sorry. Mr. Padgett, I  
8 don't know if you --  
9 BOARD MEMBER PADGETT: I support it.  
10 THE CHAIRMAN: Okay.  
11 And Mr. Grey.  
12 BOARD MEMBER GREY: Same.  
13 THE CHAIRMAN: Thank you. Very good.  
14 Any comments from the audience?  
15 AUDIENCE MEMBERS: (No response.)  
16 THE CHAIRMAN: Seeing none, all in favor  
17 of 2017-03-02, say aye.  
18 BOARD MEMBERS: Aye.  
19 THE CHAIRMAN: Opposed, like sign.  
20 BOARD MEMBERS: (No response.)  
21 THE CHAIRMAN: Okay. We are rocking and  
22 rolling, and you're going to make your  
23 appointment.  
24 Let's move on to 2017-03-04, Parking RFP.  
25 MR. WALLACE: Mr. Chairman, this is a  
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1 resolution of the Downtown Investment Authority  
2 approving the scope of services attached hereto  
3 as Exhibit A for the procurement of  
4 professional services through the Office of  
5 Public Parking for the development of a public  
6 parking strategy and implementation plan, and  
7 authorizing the chief executive officer to  
8 negotiate and execute contracts in accordance  
9 with Exhibit A attached hereto.  
10 Mr. Chairman, what we're attempting to do  
11 is to hire a parking strategy consultant to,  
12 one, develop -- to further help us in  
13 developing the downtown public parking strategy  
14 as well as look at some opportunities from a  
15 residential standpoint equally as well.  
16 There's some challenges that are on the  
17 horizon with regards to complications between  
18 commercial patrons and residential patrons in  
19 some of our various and different neighborhoods  
20 that I think that -- we need to be -- have  
21 foresight of having a plan for that, and we  
22 want to ensure that we do so, but what is  
23 listed on the board simply -- I'm sorry -- on  
24 the screen are the 12 things that we're  
25 definitely going to be looking for in Task 1  
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1 with regards to a parking strategy.  
2 Again, doing inventory; report hourly,  
3 daily, monthly parking on our on-street as well  
4 as the off-street parking. We've definitely  
5 got to look at -- we want a consultant to work  
6 with us because one of the things that we  
7 recognize is that west of Main Street we have a  
8 lot of our Class A office space, but that's  
9 also the area where we probably have the least  
10 amount of available public parking remaining to  
11 us.  
12 So when you begin to look at it from a  
13 commercial broker's standpoint of downtown,  
14 people will say the number fluctuates between  
15 900,000 to 1.1 million square feet of office  
16 space that we need to get into the marketplace,  
17 and we know parking is a challenge.  
18 While on the public parking side, where we  
19 only control 20 percent of the overall parking  
20 inventory within downtown, we have to look at  
21 the strategies that are being utilized on the  
22 private side as well as the public side to make  
23 sure that we can help in the economic  
24 development and recruitment of businesses into  
25 downtown and meet those particular parking  
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1 needs. So we definitely want to look at that.  
2 Look at any existing parking contracts  
3 that we have, and basically begin to talk about  
4 where should there be -- on the -- particularly  
5 on the on-street parking, we have on-street  
6 parking in certain portions of our city that  
7 probably are much more dead zones, and should  
8 we still -- do we need to have parking meters  
9 in that area, and do we need to have more  
10 parking meters in certain areas of the actual  
11 city itself.

12 So we've got 12 various different tasks  
13 that are going to be there for Phase I. And as  
14 I indicated, in Phase II -- if someone could  
15 turn to that particular slide. I don't know if  
16 that's up there.

17 But it's really about a residential  
18 parking strategy itself. And I know that we  
19 listed some neighborhoods in our -- in the  
20 actual resolution itself that probably spoke  
21 more to Riverside, probably spoke more to  
22 Springfield and purely downtown, but I think we  
23 would be amiss if we do not include, at the  
24 suggestion of Ms. Durden, Avondale as well as  
25 San Marco because those commercial corridors

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1 that I talked about, patrons utilizing some of  
2 the residential areas of parking, we know those  
3 phone calls are going to -- are going to come  
4 to our office, and to Bob, and we need to be  
5 ready and have a strategy itself for  
6 neighborhood parking.

7 So that's what we're going to do there. I  
8 know someone's going to ask me the question,  
9 what's the budget for this? Yes, we do have  
10 money budgeted for it. I would certainly not  
11 like to put that on the record because then the  
12 prices come in at the budget at a minimum. We  
13 do have funding budgeted to do just this.

14 THE CHAIRMAN: Very good.

15 Okay. Well, I imagine there's going to be  
16 some questions and comments. Let's see if we  
17 can get a motion for this, for 03-05 -- -04.

18 BOARD MEMBER HARPER-WILLIAMS: So moved.

19 THE CHAIRMAN: Second?

20 VICE CHAIR MEEKS: Second.

21 THE CHAIRMAN: Okay. Now, discussion,  
22 let's start with Mr. Gibbs.

23 Mr. Gibbs, comments?

24 BOARD MEMBER GIBBS: Jack, you may  
25 remember, didn't we do some of this at JEDC

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1 years ago?

2 VICE CHAIR MEEKS: I think I should say  
3 yes, but I don't really remember, Mr. Gibbs.

4 BOARD MEMBER GIBBS: Perhaps Mr. Wallace  
5 will remind us.

6 MR. WALLACE: JEDC, 2005, did undertake  
7 something of this nature. Was it of this  
8 grandeur? I don't believe so.

9 And the Office of Public Parking -- I'm  
10 sorry, the Office of Economic Development did  
11 go out, maybe a year-and-a-half ago, to seek a  
12 parking consultant and received two responses.

13 Then there was a transition from them to  
14 us, and we put a hold on it to get our arms  
15 around parking and to really come back and put  
16 into the RFP the things that I think we need to  
17 look at moving forward. And so we've done just  
18 that.

19 So I think there was a parking study that  
20 was done roughly 2007-ish, 2008. I'm almost  
21 certain that's the case, by one particular  
22 consultant, but I think it's now time for us to  
23 definitely revisit that because we are trying  
24 to look at how we grow downtown and parking is  
25 a critical component of that growth.

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1 BOARD MEMBER GIBBS: Thank you for that  
2 history.

3 VICE CHAIR MEEKS: The one thing I do  
4 remember that we did that has -- be it a small  
5 subset of this, was looking at the surface  
6 parking lots that we had that I would sort of  
7 call "casual surface parking lots" where the  
8 buildings have been torn down and just the  
9 foundation had been left. I know we had some  
10 workshops about that. I don't remember if we  
11 ever passed something trying to eliminate those  
12 over a period of time that either had to come  
13 up to standards or they could no longer be used  
14 for parking. And I don't know what the status  
15 of that is, but that's the one thing I remember  
16 us doing about parking.

17 THE CHAIRMAN: There was an attempted  
18 enforcement of those buildings torn down and  
19 creating a lot, and I think that was at DDRB at  
20 the time.

21 MR. WALLACE: That is correct.

22 THE CHAIRMAN: I don't know what the  
23 status of it is now, but we have a lot of  
24 history with this. I think it's probably the  
25 most important time for us to get our arms

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1 around this with an inventory of what we have,  
2 what we know, what we have to work with.  
3 I think it's clear to many people, you can  
4 go to Ashley Street and get a meter over there  
5 and pay for a meter and there's not another car  
6 in sight, yet we don't have adequate parking  
7 down here.  
8 We have a tendency to have people drive in  
9 from all areas over the bridges and they cross  
10 through downtown to get to their parking garage  
11 instead of managing parking. I think there's a  
12 lot of things that need to be considered.  
13 And we're fortunate to have Mr. Carle  
14 here, who has been through all of this and  
15 knows it backwards and forwards, but I think  
16 this is a tremendous opportunity for us to get  
17 our arms around something that would be so  
18 beneficial to residential and to commercial  
19 real estate folks.  
20 Mr. Barakat, any comments?  
21 BOARD MEMBER BARAKAT: Yeah. I will echo  
22 some of Mr. Chairman's comments. This is very  
23 much in need. I applaud the staff for taking  
24 the initiative to do this study. It was done  
25 in 2007 by Walker Associates, the last study,  
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1 and a lot has changed since then.  
2 Intensification of office space and  
3 occupiers has almost doubled the amount of  
4 demand for the average user in downtown. This  
5 is a problem in the suburbs as well. This is  
6 something we have to address, and we can now  
7 approach parking with the Economic Development  
8 Agency that's responsible for downtown being  
9 in charge of parking and can look at parking  
10 holistically and strategically where we didn't  
11 really have that tool ten years ago. So this  
12 will be a very worthwhile study.  
13 Just a couple of follow-up questions.  
14 Will this be paid out of the DIA budget or the  
15 Parking Enterprise Fund?  
16 MR. WALLACE: The Parking Enterprise Fund  
17 will carry the bulk of the cost. It will  
18 depend upon what comes in, in terms of cost,  
19 and it will come back to the Board and let them  
20 know the proposals that are there and what's  
21 the cost that we're trying to negotiate between  
22 the Parking Enterprise Fund and what is our  
23 professional services up in administration.  
24 There's enough capital there for us to make a  
25 decision about hiring someone to take on this  
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1 task force.  
2 BOARD MEMBER BARAKAT: Okay. A second  
3 question for Mr. Parola. You and I talked  
4 about some modifications, and I see most of  
5 them. One of them was parking signage and  
6 how -- and ideas that a consultant can provide  
7 us to make signage more consistent, more  
8 visible. Is that in here? I'm not seeing it,  
9 but I may have missed it.  
10 MR. PAROLA: Through the Chair, no, it is  
11 not. And if I didn't give you this response  
12 before, I'm sorry, I should have. As we go  
13 through the entire riverfront design standards,  
14 in which there are three consultants that I  
15 think are going to the Professional Services  
16 Evaluation Committee tomorrow, there was kind  
17 of wayfinding signage built into that.  
18 I anticipated that the master wayfinding  
19 signage for downtown and the Riverwalk and  
20 stuff would incorporate parking signage. If  
21 that's not clear in this or if that's not the  
22 direction of the Board, we can certainly change  
23 it.  
24 BOARD MEMBER BARAKAT: Well, I need to  
25 think about that. I'm not sure wayfinding  
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1 signage would address -- you tell me. Would  
2 that address public parking, all the public  
3 parking signage that we have?  
4 MR. PAROLA: It certainly was the  
5 anticipation as we went -- went out for the  
6 RFP. That said, we can certainly -- and maybe  
7 this is the smarter way of doing things that I  
8 didn't anticipate, is make sure that there's --  
9 whoever -- build in here a coordination effort,  
10 that this consultant should talk to the other  
11 consultant.  
12 BOARD MEMBER BARAKAT: I agree.  
13 MR. PAROLA: Would that go --  
14 BOARD MEMBER BARAKAT: I think that would  
15 address --  
16 MR. PAROLA: Okay.  
17 BOARD MEMBER BARAKAT: Thank you.  
18 Mr. Chairman, no further questions at this  
19 time.  
20 THE CHAIRMAN: Okay. And in comment, I  
21 would never suggest that we need another study.  
22 We have a lot of studies and a lot of folks  
23 that get it and understand this. And I think  
24 we have a lot of opportunity right here in  
25 folks that do understand this, but I think  
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1 we're addressing some things that we haven't  
2 looked at in the past except individually. And  
3 I think it's important that having all these in  
4 one place could be very helpful, as long as we  
5 solicit the input from the right people and  
6 enough people to know where we're going.  
7 Ms. Durden, any questions?  
8 BOARD MEMBER DURDEN: Just a couple of  
9 very quick ones. First, I was happy to hear  
10 that the dollars are coming out of the Parking  
11 Enterprise Fund. I know that we would have a  
12 problem going outside our areas, our CRA areas,  
13 if we were using the TIF dollars. I am also  
14 equally happy about the project.  
15 I would like -- on Page 3 of Exhibit A,  
16 under Task 1, I think that's where we were  
17 going to insert San Marco and Avondale into  
18 those neighborhoods so that it would be  
19 Springfield, Riverside, downtown, as well as --  
20 and I don't think it should say "or." I think  
21 it should say "and" in that Task 1. And  
22 insert, also, San Marco and Avondale.  
23 And then my last comment is about the  
24 recommendation that will come from -- I see in  
25 the resolution that basically, we're -- we  
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1 would be authorizing Mr. Wallace to negotiate  
2 and actually execute the contracts. So it's  
3 not likely that it's going to come back, that  
4 we'll know who the consultants are, the  
5 proposals, or get any recommendation from  
6 Mr. Wallace after he receives the proposals.  
7 And I'm just wondering, you know, whether  
8 or not it makes sense for us to see what the  
9 proposals are in some fashion or at least hear  
10 what your recommendation is before you just  
11 select it and go forward. That's one comment.  
12 Then number two is the timing. Could  
13 you -- I'd like to know what you're  
14 anticipating as far as timing is concerned  
15 in -- especially in regards to the fiscal year.  
16 Thank you.  
17 MR. WALLACE: Mr. Chairman, with regards  
18 to the former question, I have no problem, once  
19 we score proposals and Procurement tells us who  
20 ranked what, bringing that back to the Board  
21 and letting you know exactly how the proposals  
22 have ranked out and who would be the likely  
23 person that we would actually be working with.  
24 So I have no problem bringing that back to the  
25 Board itself.  
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1 Number two, would this be done -- I'm  
2 going to paraphrase, and correct me if I'm  
3 incorrect. Are you asking me would this be  
4 done by September 30th of 2017? The current --  
5 which is the fiscal year. Or will this go  
6 into -- will this project carry over into the  
7 next fiscal year?  
8 BOARD MEMBER DURDEN: I was just curious  
9 about the timing and what you would like to see  
10 if you had, you know --  
11 MR. WALLACE: Sure. I would love to see  
12 this done by September 30, 2017. In all  
13 likelihood, would that be the case? Probably  
14 not. This will probably get done towards the  
15 latter part of 2017 --  
16 BOARD MEMBER DURDEN: Okay. Thank you.  
17 MR. WALLACE: -- calendar year.  
18 THE CHAIRMAN: Very good. Thank you.  
19 Mr. Padgett.  
20 BOARD MEMBER PADGETT: I don't have any  
21 questions. I think it's good we're being  
22 proactive.  
23 I do have a -- I guess I have a comment on  
24 Aundra and his team having to bring proposals  
25 back in front of the Board. I feel like  
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1 they're qualified to review these things and  
2 make a decision and not bring it in front of  
3 the Board. And I think they're going to be  
4 able to weigh this out in order to expedite it  
5 and keep it moving. It would delay the process  
6 a little bit if we had to bring it back in  
7 front of the Board for another meeting, so I'm  
8 not entirely in agreement with Ms. Durden on  
9 that.  
10 But if you're okay with it, Aundra, I  
11 think it's okay, but I don't think it's -- it  
12 wouldn't be a big deal to me if you chose them  
13 without us.  
14 MR. WALLACE: Mr. Chairman, I think your  
15 staff is astute enough to recognize who around  
16 the table deals with parking on a day-to-day  
17 basis, whether it's from their direct core  
18 business or whether it's related to their core  
19 business of trying to fill office spaces.  
20 And so in preparation for this particular  
21 scope of services, we sought out the advice of  
22 two of those particular board members, and one  
23 of them happened to chair the Parking  
24 Subcommittee, Mr. Barakat. So, you know,  
25 whether -- I'm comfortable either way, but I'll  
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1 make sure that the Board is totally in the loop  
2 on what we're doing.  
3 And the Board needs to know that this  
4 scope of services came out of two meetings that  
5 we had last summer with the private parking lot  
6 industry itself. We were -- quite frankly, we  
7 were like, we have to develop a parking  
8 strategy, either collectively or from the  
9 public parking side, we have to go out and do  
10 it. So now you have a scope of services as a  
11 result of that particular meeting.  
12 I'm not going to go into much more detail,  
13 but I know that this is what we actually need  
14 to do to get the data to make the decisions  
15 that we need for parking for downtown as well  
16 as for our neighborhoods.  
17 BOARD MEMBER DURDEN: Mr. Chairman.  
18 THE CHAIRMAN: Yes.  
19 BOARD MEMBER DURDEN: I'll withdraw the  
20 comment.  
21 THE CHAIRMAN: Thank you.  
22 Okay. Mr. Grey.  
23 BOARD MEMBER GREY: I only had, like, two  
24 things. One is the evaluation criteria. We  
25 probably -- I know you guys gave us the quick  
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1 and easy version, but, you know, in consulting,  
2 it's usually the people that's actually doing  
3 the evaluation.  
4 So the evaluation criteria would -- you  
5 know, would be good if it's focused on  
6 somewhere -- them giving you like a vision,  
7 implementation plan and, you know, how you guys  
8 want to see it formulated and how you're going  
9 to grade the RFP essentially. That would be  
10 good to roll in there.  
11 And the last think, I think, is a  
12 mandatory pre-bid. Them bidding and not  
13 knowing the lay of the land, they're going to  
14 probably be regionalized. So either they're  
15 going to have to partner with someone locally  
16 or they're going to have to be able to come and  
17 see the lay of the land. So maybe a mandatory  
18 pre-bid would be a good idea for everybody to  
19 get together.  
20 That's it. Other than that, I think it's  
21 great.  
22 MR. WALLACE: Okay.  
23 THE CHAIRMAN: A mandatory pre-bid is not  
24 going to require any change in the ordinance.  
25 And the only item -- and Marc, I agree with  
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1 you. I think the staff and the members are  
2 aware of the proposal, understand this, and  
3 we're in good hands, and -- as long as we  
4 understand timing is of the essence. We want  
5 to move this as quickly as possible.  
6 So the wayfaring signage part is just a  
7 recommendation that we communicate. It doesn't  
8 need to change anything in the scope, correct?  
9 MR. PAROLA: Through the -- actually, to  
10 the Chair, I was anticipating, since there's  
11 going to be an amendment to the scope of  
12 services anyway -- and I'll take what I believe  
13 the amendments are in the order in which they  
14 are going to occur.  
15 On Page 3, it would be Number 13. The new  
16 Number 13 will be language that effectuates the  
17 coordination between this consultant and the  
18 riverfront design-way thing, signage  
19 consultant.  
20 The second is going to be in the first  
21 paragraph, under Phase II. That occurs on  
22 Page 3. The very last sentence to be modified  
23 to read: The DIA and the Office of Public  
24 Parking are interested in developing a pilot  
25 residential on-street parking program for  
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1 all -- or portions of the Springfield,  
2 Riverside, Avondale, San Marco and downtown  
3 neighborhoods.  
4 I believe that addresses Board Member  
5 Barakat and Board Member Durden's two  
6 recommendations.  
7 THE CHAIRMAN: Very good.  
8 Did everyone get that? The Phase II task  
9 becomes Item 4 or an extension of 3? How did  
10 you say that? Phase II?  
11 MR. PAROLA: There would be a new number.  
12 Sorry. To the Chair, there would be a new  
13 Number 13, under Tab -- under Phase I.  
14 THE CHAIRMAN: Right. The next one,  
15 Phase II, you are adding Number 4?  
16 MR. PAROLA: No, sir. That was -- that  
17 was just modifying the very last sentence of  
18 kind of like the preamble.  
19 THE CHAIRMAN: Okay. Very good.  
20 Okay. Yes, sir.  
21 BOARD MEMBER GREY: One last comment.  
22 If you guys can actually roll in there,  
23 putting a little bit of a focus on the  
24 Southbank. I know we're in trouble over there,  
25 and it would be good if we could get a plan  
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1 rolled out to have some control over there.  
2 MR. WALLACE: Yes, sir.  
3 Mr. Chairman, I think one of the things  
4 that we want to -- not only just the Southbank.  
5 Internally, we talk about the growth of  
6 Brooklyn. So we know that there's a challenge  
7 there, and so we need to go ahead and just --  
8 it's an overall strategy for the Northbank and  
9 Southbank, but there are specific points.  
10 Let me rephrase that. There are specific  
11 geographical areas within the Northbank and  
12 Southbank that we certainly need to focus and  
13 give some attention to.  
14 THE CHAIRMAN: So, Mr. Grey, are you okay  
15 with that understanding or you want to add in  
16 here specifically the Southbank?  
17 BOARD MEMBER GREY: No. If there's a  
18 generalizing, that's fine.  
19 THE CHAIRMAN: Okay. Very good. So  
20 everyone understands the changes.  
21 Do we have any other comments?  
22 Ms. Durden.  
23 BOARD MEMBER DURDEN: Thank you. Thank  
24 you.  
25 Just to -- through the Chair to  
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1 Mr. Parola, I think in Task 1, on Page 3, I  
2 think you also need to modify in the same  
3 fashion as the last sentence of the preamble.  
4 MR. PAROLA: Done.  
5 THE CHAIRMAN: Okay.  
6 BOARD MEMBER DURDEN: And then I  
7 actually -- I want to just be clear. On the  
8 evaluation criteria, I think that is an  
9 excellent suggestion on the part of Board  
10 Member Grey. Is that something that staff is  
11 going to do for us? Because I do think that  
12 would be helpful.  
13 MR. WALLACE: Mr. Chairman, we'll come up  
14 with evaluation criteria, but I would also ask  
15 that, you know, one of you should sit as the  
16 other reviewer, along with myself and Bob, in  
17 terms of evaluating the actual proposal. So,  
18 Mr. Chairman, you can make a determination who  
19 that should be.  
20 THE CHAIRMAN: Okay. Very good.  
21 And you want that now, or you want -- I'm  
22 sorry. I don't play poker well.  
23 MR. WALLACE: Whenever you choose.  
24 THE CHAIRMAN: Okay. I see Mr. Grey is  
25 volunteering, so --  
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1 BOARD MEMBER GREY: Yeah, that's fine.  
2 THE CHAIRMAN: Mr. Grey, thank you for  
3 serving.  
4 Okay. Before we go any further, I've got  
5 to recognize the right.  
6 Mr. Moody.  
7 BOARD MEMBER MOODY: Just a quick  
8 question. As we pick this consultant, is it a  
9 better strategy to go outside and get a fresh  
10 set of eyes or do we hire someone locally that  
11 knows the lay of the land and pretty much  
12 understands downtown, Southbank, Avondale and  
13 so on?  
14 MR. WALLACE: Mr. Chairman, I think this  
15 is going to be open to whomever responds. That  
16 will be locally, regionally, nationally. And  
17 we'll select the best respondent, you know,  
18 based upon how they rank out in the scores.  
19 THE CHAIRMAN: And location doesn't have  
20 any weight in the evaluation?  
21 MR. PAROLA: If I could, through the  
22 Chair, there are, generally speaking, ten  
23 criteria, eight of which are pretty much -- I  
24 don't want to call them mandates, but mandates  
25 through Procurement. And two of them sort of  
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1 balance each other out. One is load of work  
2 you get from the using agency, or the City,  
3 right? So the more work you get, the lower  
4 that score is. Another counter to that is  
5 proximity to the using agency.  
6 So there is -- there's kind of a balance.  
7 You get rewarded if you're close, but if you  
8 get too much of a body of work -- so it sort of  
9 balances itself out. But, generally speaking,  
10 we've had, I like to think, pretty good success  
11 casting the widest net possible. And with the  
12 subject matter expert on the subcommittee of  
13 the Professional Services Evaluation Committee,  
14 I think you will get the best result.  
15 THE CHAIRMAN: Okay. Mr. Moody, does  
16 that --  
17 BOARD MEMBER MOODY: Yes.  
18 THE CHAIRMAN: Okay. Any other questions?  
19 Ms. Harper-Williams.  
20 BOARD MEMBER BARAKAT: I think Mr. Meeks  
21 has --  
22 THE CHAIRMAN: Yes.  
23 BOARD MEMBER HARPER-WILLIAMS: I don't  
24 have a question. I'm just glad to see this  
25 come forward and glad that it is -- is looking  
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1 ahead given the challenges that we have had in  
2 the past and hopefully will continue to have  
3 with the additional Brooklyn redevelopment.  
4 Oh, there is just one typo. Section 1,  
5 Page 1 of the resolution, where it says  
6 "Section 1," we just need a couple of spaces.  
7 THE CHAIRMAN: Space after "DIA" and a  
8 space after "board."  
9 BOARD MEMBER HARPER-WILLIAMS: Right.  
10 MR. WALLACE: Which whereas are you --  
11 BOARD MEMBER HARPER-WILLIAMS: Section 1,  
12 "DIA Board finds" --  
13 MR. WALLACE: Okay. Got it. Got it.  
14 Thank you.  
15 THE CHAIRMAN: I hope we didn't steal your  
16 thunder, Mr. Meeks.  
17 VICE CHAIR MEEKS: No. I didn't have a  
18 lot of thunder anyway.  
19 A couple of things. One, obviously, at  
20 this point in time, I'm particularly interested  
21 in the residential, and that's obviously part  
22 of this. And I expect there are going to be  
23 all sorts of peculiar situations going to arise  
24 as hopefully some of these buildings come back  
25 into residential use, including -- an example  
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1 of the circumstances we have, the building  
2 we're doing on East Duval Street has no on-site  
3 parking and yet we still have parking meters.  
4 And one block north, and probably a block  
5 west -- or east, rather, there are no parking  
6 meters there. So I think some of those types  
7 of things on the residential side obviously  
8 need to be considered too.  
9 The second thing, on your geography of  
10 this, to make sure that what you're asking  
11 these folks to do is what we're saying based on  
12 the terms that you're using -- you know, as we  
13 go from State Street to 1st Street, that's out  
14 of our DIA boundaries, as you folks are well  
15 aware, but it doesn't pick up to historic  
16 Springfield until 1st Street. So there's an  
17 area there that's neither part of historic  
18 Springfield or part of downtown. So I don't  
19 know how you want to define that, but you may  
20 want to at least think about that.  
21 And the other part is, using the term  
22 "Springfield," that, I think, goes beyond what  
23 you're talking about. My sense of it was --  
24 and again, if this isn't right, correct me. My  
25 sense of it was, you probably mean historic  
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1 Springfield. Historic Springfield goes from  
2 1st to 12th and from Ionia to Boulevard. So I  
3 don't know that you're wanting to go north of  
4 12th Street.  
5 MR. WALLACE: Mr. Chairman, what we're  
6 actually going to look at is Boulevard to  
7 Palmetto, probably just take it from State all  
8 the way up to 12th.  
9 VICE CHAIR MEEKS: Okay. So it sounds  
10 like you know what you're doing. Just as  
11 long -- because the words don't necessarily get  
12 you there, but you can --  
13 MR. WALLACE: Yeah, I know what I'm doing.  
14 VICE CHAIR MEEKS: You got it, it sounds  
15 like.  
16 MR. WALLACE: Yeah. Okay.  
17 THE CHAIRMAN: Very good. Thank you.  
18 VICE CHAIR MEEKS: It wasn't much thunder.  
19 THE CHAIRMAN: You're right.  
20 Any other comments?  
21 Mr. Barakat.  
22 BOARD MEMBER BARAKAT: Just one general  
23 comment.  
24 So we referenced the parking study done in  
25 2007, and that was a great study, very  
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1 informative. I don't know of any real outcomes  
2 from that study other than, I think the  
3 construction of the SunTrust office building  
4 garage, which -- we probably did not need that  
5 study in order to merit or warrant the  
6 incentives of that garage, but I think that is  
7 probably one direct consequence of that study.  
8 Other than having really good, hard  
9 data -- and I'm not suggesting that having that  
10 data would not be important and would not be  
11 illuminating from a strategic standpoint -- and  
12 other than getting a pilot residential  
13 on-street parking program in the surrounding  
14 neighborhoods, what is our real desired outcome  
15 from doing this study? As Mr. Bailey alluded  
16 to, we're very good at studies. So do we have  
17 a specific desired outcome?  
18 MR. WALLACE: Yeah. We do have a specific  
19 desired outcome. It is a desired outcome that  
20 it's almost a park once strategy, and you're  
21 able to get -- you're able to be mobile  
22 throughout downtown.  
23 So one of the real challenges right now,  
24 as you indicated, is people don't know where to  
25 park. That's one. And two, we have parking in  
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1 areas that are not in high demand, and in the  
2 high-demand areas we don't have enough parking.  
3 So we have to have a pier park-once parking  
4 implementation strategy that encompasses what  
5 we manage on the public sector side and really  
6 take a look at what's there on the inventory  
7 side on the private sector side.

8 You sat in those meetings equally as I did  
9 with some of the private sector people, and I  
10 don't want to get too far into it, but it led  
11 us to having to do this particular study  
12 because the information was just not  
13 forthcoming, but we all sit around the table  
14 and say we know the information is there.

15 Well, we have to get the information in  
16 order to do a park-once type of strategy for  
17 us. And the study also basically tells us, you  
18 know, so we can help tell the market, you just  
19 can't park one block away from your office in  
20 an urban setting, period. You know, we just  
21 don't have the capacity to do that, but that's  
22 what a park-once strategy does allow us.

23 And if we can get some type of valet  
24 service included in that park-once type of  
25 strategy, I think that, as we continue to

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1 that's understood and known, but I think it's  
2 right to maybe add that in. I think, clearly,  
3 we don't have a parking problem. We have a  
4 parking management problem. And this is going  
5 to help us solve the overall picture.

6 I think you were there in October of '13  
7 when the first thing we asked was, what is our  
8 inventory, how many spaces, how many meters,  
9 and so on and so on. We've been asking a lot  
10 of questions over a long period of time. And  
11 to have all of these in a document understood  
12 so everybody is on the same page I think can be  
13 helpful.

14 And the only reason I said "implement,"  
15 I -- I didn't have anything better, but I think  
16 it needs to be almost to engage the parking  
17 instead of just implementing a plan. We can  
18 implement a plan all day long, that's what  
19 we've been doing, but we've never -- we've  
20 never gotten there. We've had plans. So I  
21 think what I'm looking for is something a  
22 little more precise as to what we're trying to  
23 achieve, and maybe "implement" does it.

24 Oliver, do you want to read that back  
25 again, the DIA, the purpose of this?

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1 mature and grow as a city and adopt more of an  
2 urban environment, we're going to need just  
3 that.

4 BOARD MEMBER BARAKAT: Thank you. That's  
5 great.

6 So shouldn't the resolution say something  
7 to that effect?

8 MR. WALLACE: That's fine.

9 BOARD MEMBER BARAKAT: So, Mr. Chairman, I  
10 would add -- I would suggest that we maybe add  
11 a section saying that a parking study will  
12 assist the DIA in implementing its park-once  
13 strategy.

14 THE CHAIRMAN: Implementing?

15 BOARD MEMBER BARAKAT: Yes, in  
16 implementing or the implementation of the  
17 parking strategy --

18 THE CHAIRMAN: It might need to be more --  
19 maybe a little more precise than  
20 "implementing."

21 BOARD MEMBER BARAKAT: I'll take whatever  
22 wordsmiths you suggest, but I think we need to  
23 reference the park-once strategy as being an  
24 overriding goal.

25 THE CHAIRMAN: Yeah, I mean, I think  
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1 BOARD MEMBER BARAKAT: Yeah. The parking  
2 study will assist the Downtown Investment  
3 Authority in implementing a park-once strategy.

4 VICE CHAIR MEEKS: That's "park-once"?

5 BOARD MEMBER HARPER-WILLIAMS: Uh-huh.

6 THE CHAIRMAN: Okay. If no assistance in  
7 crafting that, assist the DIA in implementing a  
8 park-once study.

9 VICE CHAIR MEEKS: Strategy.

10 THE CHAIRMAN: Strategy, yes.

11 Okay. Any more comments?

12 BOARD MEMBER DURDEN: Mr. Chairman.

13 THE CHAIRMAN: Yes, Ms. Durden.

14 BOARD MEMBER DURDEN: Thank you very much.

15 In Number 11, on Page 2 of the exhibit, I  
16 think this might be a good spot to add another  
17 bullet that would be -- that would refer to the  
18 potential, or at least considering the  
19 potential for reduced car usage, or vehicle --  
20 maybe I should say "vehicle usage" in the  
21 future.

22 I know that many -- I've seen many reports  
23 and articles talking about the future of --  
24 that indicate that the future of car usage is  
25 actually -- again, I apologize -- vehicle usage

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1 is going to actually decrease in the future.  
2 And I would just like to see that the  
3 consultant would at least take our proposal,  
4 our scope of work would at least include a  
5 bullet to make sure they remember that when  
6 they are doing their evaluation and their  
7 study.

8 THE CHAIRMAN: I have a problem with that  
9 because we can't say that the number of -- the  
10 usage is going down when the number of vehicles  
11 sold in this country is up. I'm not sure  
12 that's an accurate -- it's accurate to use  
13 that, but I would say that a program of trying  
14 to educate people on walking or utilizing  
15 parking -- more efficient parking, and not  
16 anticipating pulling up to the front door and  
17 walking in -- we've got to change folks'  
18 mindset on parking. There aren't many cities,  
19 you don't pull in and park your car and never  
20 see it again until you leave that city because  
21 you can't get around a city with other  
22 transportation.

23 So maybe instead of recommending that  
24 usage of automobiles is going to be reduced,  
25 the goal is to educate people on efficient

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1 parking or that you're not going to be able to  
2 park in front of where you want to be all the  
3 time.

4 We did that with FSCJ many years ago, and  
5 the goal was to get the students to ride the  
6 trolley, to experience riding a trolley,  
7 parking and riding a trolley instead of  
8 assuming they're going to park next to the  
9 building.

10 So I've got a little heartburn with  
11 indicating that the number of cars are going to  
12 be down, our usage is down.

13 BOARD MEMBER DURDEN: Right.

14 If I might, I didn't mean to imply that  
15 it's an absolute foregone conclusion or that  
16 that's what the consultant should assume. I  
17 would suggest a bullet to just simply be added  
18 along these lines: Consideration of potential  
19 for reduced demand -- reduced future demand for  
20 parking spaces.

21 THE CHAIRMAN: Does alternative parking  
22 solutions and technologies include that?

23 BOARD MEMBER DURDEN: Maybe. Actually,  
24 maybe it does.

25 THE CHAIRMAN: Yeah. Okay.

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1 BOARD MEMBER DURDEN: Thank you.

2 THE CHAIRMAN: Anything else? Anyone  
3 else?

4 BOARD MEMBERS: (No response.)

5 THE CHAIRMAN: Okay. Anyone from the  
6 audience have any comments?

7 AUDIENCE MEMBERS: (No response.)

8 THE CHAIRMAN: Okay. With that, we have a  
9 motion and a second. All in favor of  
10 2017-03-04, say aye.

11 BOARD MEMBERS: Aye.

12 THE CHAIRMAN: Opposed, like sign.

13 BOARD MEMBERS: (No response.)

14 THE CHAIRMAN: Okay. Now, we are going to  
15 Resolution 2017-03-05, Allocation of  
16 Development Rights.

17 Mr. Wallace.

18 MR. WALLACE: Mr. Chairman, this is a  
19 resolution of the Downtown Investment Authority  
20 allocating 40 multifamily units of Phase I  
21 development rights within the Northside East  
22 Component Area of the Consolidated Downtown  
23 Development of Regional Impact to 527 Duval  
24 Street, LLC.

25 Mr. Chairman, this particular project on  
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1 that particular map, as you can tell, it is --  
2 the southern boundary is Duval Street, northern  
3 boundary is Church Street, with an eastern  
4 boundary of Catherine and a western boundary of  
5 Washington Street.

6 Presently, I think on that site is roughly  
7 six structures that would probably be razed in  
8 order to bring about this particular 40-unit  
9 multifamily project.

10 The principal of this particular -- 527  
11 Duval Street, LLC, Rafael Caldera, is very  
12 familiar with downtown. He's an architect.  
13 Professionally, he does a darn good job of  
14 reviewing, from a design review, various  
15 different projects that come before DDRB  
16 itself.

17 We're in need of residential units. We're  
18 in need of residential units particularly in  
19 the urban core. These tend to be some of the  
20 more difficult type of transactions to do. I  
21 think there's pretty much about a -- what is  
22 it, a 16- or 18-month window that the  
23 development rights would be in place which  
24 allows him an opportunity to do all of his due  
25 diligence in order to bring about this

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1 particular project itself.  
2 So, Mr. Chairman, I think that would cover  
3 it, providing this opportunity for 40 units of  
4 multifamily in the urban core.  
5 THE CHAIRMAN: Mr. Caldera, I see you back  
6 there, would you come to the mic and to the  
7 podium?  
8 (Mr. Caldera approaches the podium.)  
9 THE CHAIRMAN: And if there's any  
10 questions or comments by any members -- for  
11 those who don't know, Mr. Caldera was chairman  
12 of the DDRB up until -- last year?  
13 MR. CALDERA: Yeah.  
14 THE CHAIRMAN: Recently. And has served  
15 on the DDRB for a good few years.  
16 Can you share your plan here and what you  
17 want to do?  
18 MR. CALDERA: Well, basically, we have  
19 right now a nice (inaudible) on that site where  
20 it's possible to do -- get 32 units on a -- we  
21 acquire -- well, negotiation to (inaudible) on  
22 Washington Avenue as well.  
23 So the idea is to -- the downtown, we  
24 always -- as we know, is very consolidated on  
25 the center, Adams Street, Laura Street. I  
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1 believe that we start picking small projects on  
2 the outside, we'll be starting to connect the  
3 dots in there between the -- really areas,  
4 consolidate to this -- the outside, people in  
5 the same areas.  
6 Also, on that particular side, it seems  
7 like that it will come in from the arena. You  
8 see, on Duval bridge there's a very  
9 (inaudible). On activities, they use that as a  
10 pedestrian bridge as well.  
11 So we are mostly -- we call it like a  
12 pioneer area at the time, in that area. And I  
13 think if we start building, residential will --  
14 more will come in that area.  
15 THE CHAIRMAN: Thank you.  
16 Well, let's go around and -- or do we have  
17 a motion to approve 20- -- -03-05?  
18 VICE CHAIR MEEKS: So moved.  
19 BOARD MEMBER GIBBS: Second.  
20 THE CHAIRMAN: Okay. Mr. Grey, any  
21 comments?  
22 BOARD MEMBER GREY: None at this time.  
23 THE CHAIRMAN: Mr. Padgett.  
24 BOARD MEMBER PADGETT: No, none at this  
25 time.  
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1 THE CHAIRMAN: Ms. Durden.  
2 BOARD MEMBER DURDEN: None.  
3 THE CHAIRMAN: Mr. Barakat.  
4 BOARD MEMBER BARAKAT: No. Good luck.  
5 THE CHAIRMAN: Mr. Gibbs.  
6 BOARD MEMBER GIBBS: Best wishes. None.  
7 THE CHAIRMAN: Mr. Meeks.  
8 VICE CHAIR MEEKS: What are the nature of  
9 the houses that are on the property that you  
10 intend to tear down? Are they -- since we're  
11 now -- I guess, is that still -- I guess that's  
12 still part of our historic district. Is there  
13 an age, that sort of thing of those houses?  
14 MR. CALDERA: They are around hundred  
15 years old houses that doesn't have, in my  
16 personal opinion, no architectural values  
17 whatsoever. We can show them to Historical  
18 Preservation if you want, but these houses are  
19 basically ready to be condemned. It's  
20 impossible to bring them back to -- up to code.  
21 And, as I say, it the -- doesn't have any  
22 architectural value.  
23 VICE CHAIR MEEKS: But they are a hundred  
24 years old or so?  
25 MR. CALDERA: Hundred years old.  
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1 VICE CHAIR MEEKS: How are they presently  
2 being used?  
3 MR. CALDERA: They're rented. We have all  
4 full occupancy.  
5 VICE CHAIR MEEKS: And what's the nature  
6 of the rentals? I mean, are they single-family  
7 homes, one family, or are they all --  
8 MR. CALDERA: There are duplex. We have  
9 duplex and single-family homes at this moment.  
10 VICE CHAIR MEEKS: I guess I'm -- I guess  
11 I'm a little -- you're an architect, I'm not,  
12 and yet I'm a little perplexed by your comment  
13 that they're a hundred years old but have no  
14 architectural value. Could you expand on that  
15 a little bit for me?  
16 MR. CALDERA: Well, I say that before the  
17 different boards. It's not because a structure  
18 is old they have any architectural value.  
19 So -- well, bad architecture in the past still  
20 would be bad architecture in the future because  
21 that means we -- because it's a hundred years  
22 old, we can preserve it. That house  
23 particularly, you know, I believe already  
24 served a period of time. One, (inaudible). As  
25 you can see all the houses going toward the  
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1 center, they have a little more character.  
2 That ones was basically left out. It was the  
3 last street.  
4 So I don't -- I believe will be a better  
5 option for downtown for a small building,  
6 modern building, something modern, going back  
7 to the 21st Century, to try to keep these  
8 houses the way it is. And, as I say, they  
9 really having structural problems as well.  
10 VICE CHAIR MEEKS: I'm sorry, I haven't  
11 looked at those. Otherwise, I wouldn't have to  
12 ask the questions.  
13 MR. CALDERA: Yeah.  
14 VICE CHAIR MEEKS: Are we doing anything  
15 here that trespasses with our historic district  
16 designation? I'm not quite sure where those  
17 boundaries stop and start. So is that an issue  
18 or should we be concerned about that?  
19 MR. CALDERA: I wouldn't be concerned  
20 about that, somebody would raise an issue.  
21 VICE CHAIR MEEKS: I know you might not  
22 be, but should we be?  
23 MR. CALDERA: I mean --  
24 MR. PAROLA: Through the Chair, if I could  
25 answer your question, Board Member Meeks.  
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1 Simply by virtue of having 50 -- being there  
2 for 50 years, before the demolition permit  
3 goes, it will be run through the Historic  
4 Preservation section, who's -- that's their --  
5 you know, that's their job and livelihood.  
6 And I'm sure you all have dealt with them,  
7 you know that's their passion as well. So if  
8 you're looking for a stopgap of taking  
9 something down that shouldn't be, that's the  
10 stopgap.  
11 VICE CHAIR MEEKS: Given your background,  
12 it sounds like you have considered all of that  
13 and --  
14 MR. CALDERA: Yes.  
15 VICE CHAIR MEEKS: -- will make your  
16 presentation as appropriate to that body?  
17 MR. CALDERA: I am really, you know, very  
18 confident to have any presentation of these  
19 houses.  
20 VICE CHAIR MEEKS: Okay. Perhaps after  
21 the meeting is over, I can go by and look at  
22 those houses.  
23 MR. CALDERA: Yes, by all means.  
24 VICE CHAIR MEEKS: Thank you for those  
25 answers.  
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1 THE CHAIRMAN: Just so you know, I drove  
2 by them on my way just to take a look at them,  
3 which -- I don't think I have to recuse myself  
4 from voting because of that, do I?  
5 But I happened to have a former mayor of  
6 Key West in the car with me, and he drove by  
7 and looked at them and commented, they look  
8 like conch houses from Key West many years ago.  
9 VICE CHAIR MEEKS: Is that good or bad?  
10 THE CHAIRMAN: Well, no, there's no value  
11 to them whatsoever. He was just impressed with  
12 the way they look, but these buildings, you  
13 would recognize them. You would know where you  
14 are.  
15 If you were coming from the arena,  
16 straight down Duval, they're on the right, just  
17 after you pass the sheriff's office and  
18 everything on your right, right there. And you  
19 would recognize them. You've seen them a  
20 million times. And you probably haven't gone  
21 by and said, we need to save those. But that  
22 is not our responsibility. Once we approve or  
23 not, that would go through the proper channels.  
24 VICE CHAIR MEEKS: Okay.  
25 THE CHAIRMAN: Ms. Harper-Williams.  
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1 BOARD MEMBER HARPER-WILLIAMS: I think  
2 this is an interesting area. I think you used  
3 the word "pioneer." You're probably right for  
4 over here, for sure, so best of luck to you.  
5 MR. CALDERA: Thank you.  
6 THE CHAIRMAN: Mr. Moody.  
7 BOARD MEMBER MOODY: Curious, are you  
8 going to -- when you do the 40 units, are they  
9 going to be market rentals' levels or are they  
10 going to be low-income housing?  
11 MR. CALDERA: Market rental. Rental  
12 market.  
13 BOARD MEMBER MOODY: What's the  
14 approximate range of the rental rates?  
15 MR. CALDERA: Well, that area, the  
16 prediction is going to be for two years,  
17 anyway, so I'm not ready to announce it right  
18 now.  
19 BOARD MEMBER MOODY: Okay. All right.  
20 THE CHAIRMAN: Very good.  
21 Any comments from the public?  
22 AUDIENCE MEMBERS: (No response.)  
23 THE CHAIRMAN: Anyone care to address it?  
24 AUDIENCE MEMBERS: (No response.)  
25 THE CHAIRMAN: Okay. We have a motion and  
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1 a second. All in favor of 2017-03-05, say aye.  
2 BOARD MEMBERS: Aye.  
3 THE CHAIRMAN: Opposed, like sign.  
4 BOARD MEMBERS: (No response.)  
5 THE CHAIRMAN: Good job. Thank you.  
6 Yes, Resolution 2017-03-06.  
7 MR. WALLACE: Mr. Chairman, this is a  
8 resolution of the Downtown Investment Authority  
9 instructing the chief executive officer to  
10 issue a Notice of Disposition for City-owned  
11 real property located generally at the  
12 intersection of Myrtle Avenue and Elder Street  
13 as identified by the Duval County tax parcel  
14 number.  
15 Mr. Chairman, as you may recall, back in  
16 September, we provided some allocation of  
17 development rights for a project. Some of you  
18 may know it as the Nuvo storage facility. I  
19 may have that wrong, but I think it's Nuvo.  
20 Yeah, Nuvo. And, at that time, prior to  
21 approving that, they had submitted an  
22 unsolicited proposal to us April of last year  
23 to purchase the property, City-owned, next to  
24 the property that they had under contract.  
25 So it looks like they will be going to  
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1 close on their particular property in May of  
2 this year. And based upon an unsolicited  
3 proposal, we went about with a Notice of  
4 Disposition to seek other interested parties  
5 and close that process and see what proposals  
6 that we get and see about selling this  
7 particular property itself right next to that,  
8 the property that they are purchasing. I  
9 anticipate that they are definitely going to be  
10 one of the respondents itself.  
11 THE CHAIRMAN: Okay. Do I have a motion  
12 to approve 2017-03-06?  
13 BOARD MEMBER MOODY: So moved.  
14 THE CHAIRMAN: Second?  
15 BOARD MEMBER HARPER-WILLIAMS: Second.  
16 THE CHAIRMAN: Okay. Let's go around.  
17 Mr. Grey, do you want to start? Were  
18 you -- I think were you onboard -- no, you  
19 might not have been here when we did this  
20 previous project. This is a -- backs up to  
21 I-10 and is a self-storage unit that's being  
22 built there. What is the status of that unit?  
23 Is it --  
24 MR. PAROLA: I think they have received  
25 final approval through DDRB and are scheduled  
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1 to actually close May 1st, so construction  
2 sometime thereafter. And I know their engineer  
3 of record is here as well.  
4 (Audience member approaches the podium.)  
5 THE CHAIRMAN: Okay. How are you?  
6 AUDIENCE MEMBER: Hi. Good.  
7 Rick Welch, Connelly & Wicker,  
8 Jacksonville, Florida.  
9 THE CHAIRMAN: Thank you.  
10 MR. WELCH: Where we're at, right now,  
11 we're in the ten-set review process. And this  
12 property will be utilized to make our storm  
13 water management a little more cost effective.  
14 THE CHAIRMAN: Okay. Mr. Grey, any  
15 comments?  
16 BOARD MEMBER GREY: Not at this time.  
17 THE CHAIRMAN: Mr. Padgett.  
18 BOARD MEMBER PADGETT: None at this time.  
19 THE CHAIRMAN: Ms. Durden.  
20 BOARD MEMBER DURDEN: It's not so much a  
21 question for Mr. Welch, through the Chair, but  
22 through the Chair, I would like to understand  
23 about the ownership of the other parcels  
24 that -- in particular, the ones that would be  
25 to the west of this site. Are we leaving a  
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1 very -- you know, another very similarly-sized  
2 parcel there that is going to be almost like an  
3 orphan parcel?  
4 I'm just trying to understand this block.  
5 This is the block that is between Elder and  
6 Elm? The drawing, this drawing (indicating),  
7 seems to indicate that there's separate  
8 ownership -- well, potentially separate  
9 ownership of the parcels to the west as well  
10 as, you know, this cul-de-sac.  
11 And I guess I just want to understand, if  
12 we just do the disposition of this one, are we  
13 creating a domino for any of the other parcels  
14 that are in this same vicinity?  
15 THE CHAIRMAN: And, Ms. Durden, when you  
16 say -- if you look at the star, and you see  
17 "site," you're talking about the "S" on "site"  
18 or the -- the west side, toward I-10?  
19 BOARD MEMBER DURDEN: That's correct. And  
20 also to the north. If you will, to the north  
21 of --  
22 THE CHAIRMAN: Right.  
23 BOARD MEMBER DURDEN: -- the site, and  
24 then also just these other little parcels that  
25 are around there.  
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1 THE CHAIRMAN: The piano keys around  
2 there.  
3 BOARD MEMBER DURDEN: Yes, the piano keys  
4 around the cul-de-sac.  
5 THE CHAIRMAN: What is the current  
6 ownership of those, those other piano keys?  
7 MR. PAROLA: Through the Chair --  
8 THE CHAIRMAN: Yes.  
9 MR. PAROLA: -- to the west, a small piano  
10 key, basically same size, similar orientation  
11 to the City-owned property --  
12 THE CHAIRMAN: The City?  
13 MR. PAROLA: -- is a non- -- is somebody  
14 else, a private owner. So our site is wedged  
15 between two private owners. If you looked at  
16 all the other parcel lines that are kind of  
17 lengthwise or perpendicular to our site, those  
18 are all FDOT. You can kind of see that,  
19 because they all go over FDOT ponds. And there  
20 is another property owner immediately to the  
21 north of us.  
22 So what we kind of looked at here, instead  
23 of just taking an unsolicited offer and sending  
24 it out to the world and saying we're  
25 recommending to our board that you adopt this  
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1 and give people 30 days to respond, we want to  
2 provide the two other contiguous private  
3 property owners a chance to come in and respond  
4 and say, you know what, we would like to do  
5 something with this parcel, incorporate it into  
6 ours as well.  
7 So that's -- that's why we chose the --  
8 the route that we did. So we thought about it,  
9 and this is the best strategy that we've come  
10 up with.  
11 BOARD MEMBER DURDEN: And so are you -- is  
12 the plan that you would be actually providing  
13 those other two landowners specific notice of  
14 the disposition of this resolution?  
15 MR. PAROLA: We would, as well as the rest  
16 of the world, to be quite honest with you.  
17 BOARD MEMBER DURDEN: Okay. Thank you.  
18 MR. PAROLA: Yes, ma'am.  
19 THE CHAIRMAN: Mr. Barakat.  
20 BOARD MEMBER BARAKAT: No comments.  
21 THE CHAIRMAN: Mr. Gibbs.  
22 BOARD MEMBER GIBB: No comments.  
23 THE CHAIRMAN: Mr. Meeks.  
24 VICE CHAIR MEEKS: No comments.  
25 THE CHAIRMAN: Kay.  
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1 BOARD MEMBER HARPER-WILLIAMS: Why am I  
2 "Kay" and everybody else is Mr. So and So?  
3 Anyway -- I'm okay. Other than that comment, I  
4 don't have any other comments.  
5 THE CHAIRMAN: Mr. Ron Moody.  
6 BOARD MEMBER MOODY: Thank you,  
7 Mr. Chairman.  
8 I am excited about this -- this larger  
9 project going in. For that area, it's going to  
10 be well received. There's a lot of apartments  
11 and users of the facility, so I think it makes  
12 good sense. Let's get this one back on the tax  
13 roll and make it productive.  
14 THE CHAIRMAN: Very good.  
15 Any comments from the public?  
16 AUDIENCE MEMBERS: (No response.)  
17 THE CHAIRMAN: Seeing no comments from the  
18 public, we have a motion -- oh, I'm sorry.  
19 Ms. Harper-Williams.  
20 BOARD MEMBER HARPER-WILLIAMS: Yes. Thank  
21 you.  
22 Through the Chair, how is the cost  
23 determined? How do we determine the value of  
24 the property? Just the property appraiser?  
25 MR. PAROLA: In response to the  
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1 unsolicited proposals, two of them by the same  
2 organization, we actually went and had the  
3 property appraised.  
4 BOARD MEMBER HARPER-WILLIAMS: Okay.  
5 THE CHAIRMAN: Okay. Very good.  
6 Any other comments?  
7 BOARD MEMBERS: (No response.)  
8 THE CHAIRMAN: Okay. Thank you.  
9 With that, all in favor of Resolution  
10 2017-03-06, say aye.  
11 BOARD MEMBERS: Aye.  
12 THE CHAIRMAN: Opposed, like sign.  
13 BOARD MEMBERS: (No response.)  
14 THE CHAIRMAN: Thank you.  
15 MR. PAROLA: Thank you.  
16 THE CHAIRMAN: Okay. The moment we've all  
17 been waiting for, Item Number 10, 2017-03-03,  
18 DVI Budget.  
19 Mr. Wallace, do you want to tee it up?  
20 MR. WALLACE: Mr. Chairman, this is a  
21 resolution of the Downtown Investment Authority  
22 recommending that the Jacksonville City Council  
23 approve the City's financial contribution to  
24 Downtown Vision, Inc., as identified in DVI's  
25 2017-2018 budget.  
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1 They're recommending that the Jacksonville  
2 City Council approve DVI's 2017-2018 annual  
3 budget included as Attachment A to Resolution  
4 2017-03-03.

5 Mr. Chairman, by virtue that I sit on the  
6 board, as well as Mr. Barakat, I want to  
7 refrain from comments, and I'm going to allow  
8 Mr. Jake Gordon to present his budget to the  
9 full board of the Downtown Investment  
10 Authority.

11 THE CHAIRMAN: Okay. Mr. Gordon, you  
12 better make it good.

13 MR. GORDON: Thank you, Mr. Wallace.

14 Mr. Chairman, I do have my board chair  
15 here and another board member, so I will let  
16 her present briefly, and then I'll follow that  
17 up with questions.

18 (Audience member approaches the podium.)

19 THE CHAIRMAN: Okay. Great.

20 Welcome.

21 AUDIENCE MEMBER: Hello. Good afternoon.

22 THE CHAIRMAN: How are you?

23 AUDIENCE MEMBER: Thanks. You've been  
24 waiting on me. I just drove back from Orlando.

25 Hi. I'm Terry Durand-Steubben. I'm the vice  
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1 president of Auld & White Constructors, and I  
2 am the new incoming Chair for Downtown Vision.

3 So before we begin the direct discussion  
4 about our budget, I wanted to just take a few  
5 moments for myself and another fellow board  
6 member to share our strategic thinking behind  
7 our organization as a whole.

8 Our overall mission is to create and  
9 support a vibrant downtown community. When we  
10 say "community," we mean to live, work, visit,  
11 and for the discussion here today with DIA,  
12 invest.

13 Our board of directors mandated that we  
14 put in place a strategic plan that aligns with  
15 your agency's vision and the priorities. We  
16 hope this enables the private sector an  
17 integration of the execution of the DIA's plan,  
18 including the CRA plan redevelopment goals.

19 With the connection to DIA, we work in  
20 four main areas. One, first and foremost of  
21 importance, is a Clean and Safe Program, which  
22 you will see our ambassadors out and about  
23 town.

24 Number two is experience creation, working  
25 to create an exceptional downtown experience.

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1 What people remember is how they felt and what  
2 the experience was like.

3 Thirdly is marketing, marketing our  
4 downtown. So the website, our social media,  
5 marketing activities, all that are in support  
6 of DIA.

7 And fourth and last is information  
8 management. We provide a source of data, data  
9 collection and analysis on a wide variety of  
10 downtown attributes. So this stakeholder  
11 support is crucial to the benefits of those  
12 that do invest in our downtown. And using our  
13 areas of focus, we continue to review and  
14 analyze our strategic priorities as an overall  
15 organization.

16 So with that, I am going to ask if Mr. Pat  
17 McElhaney would please come up and discuss some  
18 of those key strategic points.

19 (Audience member approaches the podium.)

20 AUDIENCE MEMBER: Can you hear?

21 Hi. I'm Pat McElhaney. I work at

22 EverBank. I'm a senior vice president over  
23 there, and I'm also one of the officers of

24 Downtown Vision. I have served with pride on  
25 the board for a number of years now, and I was

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1 involved in leading the strategic planning  
2 effort that we started a couple years ago. And  
3 we continue to refresh that every year. It was  
4 updated and refined most recently last year,  
5 midyear.

6 Between our DVI staff and the 20-plus  
7 people that are on our board, a couple of whom  
8 are represented here, we have a remarkable pool  
9 of talent that we have assembled within the  
10 organization. And within that organization,  
11 under those four goals that Terry has just  
12 outlined, our goal is really to further  
13 leverage what we do well and what we do best  
14 and make sure our priorities are aligned with  
15 those of DIA and all of downtown Jacksonville.

16 So in the last year, we have really  
17 focused on five things. We've highlighted the  
18 specific strategies. First, we focused our  
19 resources on defined geographics, on several  
20 defined geographic submarkets within the BID,  
21 that offer high visibility. And we can make a  
22 material impact in a relatively short period of  
23 time. So we're focusing on things that people  
24 can see results of right now.

25 Secondly, we've continued to improve our  
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1 Clean and Safe Ambassador Program. As Terry  
2 alluded to, I'm sure you all see the orange  
3 shirts downtown. We have increased our focus  
4 specifically on the Northbank and the Southbank  
5 with that Clean and Safe Program over the past  
6 year and going forward into this fiscal year.

7 We have increased the frequency and the  
8 effort around the on-the-ground contact with  
9 the merchants and the other stakeholders, the  
10 property owners downtown.

11 Fourthly, we want to continue to create  
12 occasions and give reasons for visitors and  
13 residents to patronize the merchants and the  
14 restaurants that are downtown. We've had a  
15 number of events downtown. This is not just  
16 limited to Art Walk, which, of course, we're  
17 known for, but a number of other specific  
18 events that occurred over the year are designed  
19 just to bring traffic downtown to benefit the  
20 constituents in the BID.

21 And lastly and very importantly, we want  
22 to continue to support the City's MDI -- DIA's  
23 vision, specifically including the execution of  
24 DIA's marketing plan. We are, in many ways,  
25 very well positioned to execute on the

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1 marketing needs of the organization, and we  
2 want to continue to further that objective.

3 So ultimately, we want to show exceptional  
4 value for the resources that are being funneled  
5 through through DVI. We want to build  
6 visibility and credibility for the  
7 organizations. These are the priorities that  
8 really drive our tactical plans and our  
9 day-to-day operations. That's what you will  
10 see reflected in this 2017 and '18 budget.

11 So I appreciate the opportunity to be with  
12 you today. I'm going to turn it over to Jake.

13 (Mr. Gordon approaches the podium.)

14 MR. GORDON: All right. Thank you.

15 Jake Gordon, CEO of Downtown Vision.

16 Thanks, Terry, and thanks, Pat, for kind  
17 of setting that up.

18 So hopefully -- I think a lot of times,  
19 people see us or see our ambassadors and  
20 understand everything that we're doing, but we  
21 really have a very strategic focus.

22 The resolution before you is related to  
23 the City's contribution of Downtown Vision and  
24 our budget for '17/'18. We are here, at this  
25 meeting, to try to get way out ahead of it.

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1 Obviously, this is for -- our fiscal year will  
2 end in October and going forward, but the hope  
3 is that this agency can support us, and then we  
4 will go back to the mayor's office and City  
5 Council as that process unfolds.

6 As you probably know, this is the third  
7 time I've been up here. So hopefully, as you  
8 probably know, we have an assessed district by  
9 City Council resolution in the downtown area.  
10 It's about a 90-block area. The private  
11 property owners in that district pay a  
12 self-assessment of about 1.1 mills. So that's  
13 one one-thousandth of a dollar for every  
14 assessed value dollar that they have.

15 We do have a number of entities, such as  
16 First Baptist Church, JEA, the Jessie Ball  
17 Dupont Center and also the Federal Courthouse  
18 that give us a voluntary assessment. They are  
19 not given -- faith-based institutions,  
20 nonprofits are exempt out of the -- the taxes,  
21 but they still give us a voluntary  
22 contribution. First Baptist church, in  
23 particular, is the second biggest property  
24 owner after the City in downtown, so we're very  
25 proud of that.

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1 For the last six years, the City of  
2 Jacksonville has contributed 311,660 --  
3 \$311,660 to Downtown Vision, and we're very,  
4 very thankful for that contribution and -- but  
5 that is actually not the full 1.1 mills that  
6 all the private properties owe. So very  
7 respectfully, we make and ask for that full 1.1  
8 mills contribution. And that's what you see in  
9 the budget that we have put before you.

10 We try to kind of delineate that, because  
11 we are very thankful for that contribution over  
12 the last six years, but with the city's  
13 property increasing in value, we are, again,  
14 respectfully asking for that.

15 There is one -- I did want to point out,  
16 there is a rent credit in there. So last --  
17 last meeting at this time, Council President  
18 Boyer rightly pointed out that we are in a City  
19 building, in the Ed Ball Building, with our  
20 offices, and get slightly below market value  
21 rent from the City. So we did work with the  
22 City's own property reports related to the Ed  
23 Ball Building and recalculated that market  
24 value rent. And so you do see a credit of  
25 \$33,988.

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1 We do pay rent to the City, but it's just  
2 slightly below market value. So we credited  
3 that contribution as a City contribution, even  
4 though it's not cash coming over.  
5 And so, you know, that -- with that, the  
6 full -- with that, the City has paid about --  
7 would pay about .8 mills out of a 1.1 mill. So  
8 we're asking for an additional \$146,831 to  
9 reflect the property -- the same 1.1 mills that  
10 the private property owners pay.  
11 You know, as was said before, which  
12 hopefully is reiterated by myself, you know, we  
13 are totally positioned to support the DIA and  
14 all the redevelopment goals that you guys have.  
15 And we thank you for your service, very  
16 important, and we would like to just fill in  
17 the gaps in terms of downtown.  
18 I would say, that \$146,000 extra, I know  
19 City Council always wants us to exactly  
20 identify what that would go for, and that would  
21 be for four more ambassadors on our ambassador  
22 team. Right now, we have 11 ambassadors. We  
23 have spent almost a half million dollars on our  
24 ambassador team, and this would add four  
25 full-time ambassadors.

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1 As Pat and Terry both mentioned, we have a  
2 focus on the Riverwalk, the Northbank and  
3 Southbank. So our thought would be the  
4 deployment of that would be one ambassador  
5 every -- one ambassador all the time on the  
6 Northbank Riverwalk from 9 a.m. to 9 p.m. and  
7 one ambassador on the Southbank Riverwalk every  
8 day from 9 a.m. to 9 p.m. only in our  
9 district.

10 Although your area is a little bit bigger  
11 than ours, that would be probably from right  
12 around the Hyatt, all the way down to CSX, on  
13 the Northbank, and that would be from the Duval  
14 County Schools' building, all the way down to  
15 kind of the end by Aetna on the Southbank.

16 So, you know, we do think that the  
17 Riverwalk and the river itself is a great  
18 asset, and we want to leverage that and hope  
19 our Clean and Safe Ambassador Team can help  
20 that.

21 So, with that, you know, you have -- you  
22 have about five different attachments,  
23 including a cover letter, the City budget forms  
24 that hopefully you received in the packet.  
25 There's a comparison from last year's budget.

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1 And there's also a history of the City's  
2 contributions.

3 So I'm happy to take any questions.

4 THE CHAIRMAN: Okay. Thank you.

5 Let's start with -- Mr. Barakat, you can  
6 speak, by the way, you just can't vote, right?

7 BOARD MEMBER BARAKAT: That's correct,  
8 Mr. Chairman.

9 THE CHAIRMAN: Okay. Well, let's start  
10 with you, then.

11 Let's go ahead and get a motion for  
12 2017-03-03.

13 VICE CHAIR MEEKS: So moved.

14 THE CHAIRMAN: And a second?

15 BOARD MEMBER GIBBS: Second.

16 THE CHAIRMAN: Thank you.

17 And discussion, Mr. Barakat.

18 BOARD MEMBER BARAKAT: I'll just say,  
19 there's been a lot of discussion at the DVI  
20 board level about Clean and Safe challenges  
21 that downtown has and how important it is to  
22 elevate that as the DIA continues to make  
23 investments in downtown and that we don't want  
24 to take a step back with the momentum we have  
25 if perception deteriorates due to clean and

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1 safe issues. So I would submit that this is --  
2 one way of looking at this is that you are  
3 investing on top of your recent investments as  
4 a city.

5 Secondly, a question for Mr. Gordon,  
6 because I don't know the answer, but I think  
7 it's relevant, based on the 1.1 mill  
8 assessment, the City would pay -- is it --  
9 411,000 is the number, correct?

10 MR. GORDON: The City would pay, under the  
11 1.1 mills, 447,708 -- I'm sorry, 492,479.

12 BOARD MEMBER BARAKAT: Okay. So working  
13 backwards math, that's based on a total asset  
14 value of what?

15 MR. GORDON: That's what I was reading,  
16 actually. Four hundred and forty-seven million  
17 seven hundred eight one five nine. So ...

18 BOARD MEMBER BARAKAT: So the City -- the  
19 City -- that's based on the assessed value. So  
20 the City's assessed own properties has about,  
21 roughly, \$450 million?

22 MR. GORDON: Correct.

23 BOARD MEMBER BARAKAT: Okay.

24 MR. GORDON: And that's coming from the  
25 Tax Assessor's Office of Duval County.

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1 BOARD MEMBER BARAKAT: Right.  
2 So that is on the City's balance sheet,  
3 which I -- I'm not a city finance expert, but  
4 that, in fact, impacts maybe the bonding  
5 capacity. And so this is an investment, to  
6 some extent, in helping preserve one of the  
7 biggest assets the City has, right, the  
8 properties it owns in downtown.  
9 MR. GORDON: I would completely agree with  
10 that, obviously. I mean, it's the same value  
11 proposition the other private property owners  
12 have.  
13 BOARD MEMBER BARAKAT: That's just another  
14 way to look at this investment that DVI is  
15 doing. It's helping preserve some of the  
16 biggest assets on the books of the City.  
17 So again, full disclosure, I'm on the  
18 Board of DVI, I'm biased, but just a  
19 perspective to share with my fellow board  
20 members here today.  
21 Thank you, Mr. Chairman.  
22 THE CHAIRMAN: Okay. Mr. Gibbs.  
23 BOARD MEMBER GIBBS: DVI does great work  
24 in this city, and I will support the  
25 resolution.  
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1 THE CHAIRMAN: Okay. Ms. Durden.  
2 BOARD MEMBER DURDEN: I'm very supportive  
3 of the full amount. I recognize this proposal  
4 for the additional four ambassadors to be  
5 similar to the one from last year. I was very  
6 supportive of that last year and encouraged our  
7 City Council members to approve it.  
8 Unfortunately, we weren't lucky enough to get  
9 that to happen, but I'm ready to help again and  
10 totally support the proposal.  
11 THE CHAIRMAN: Okay. Mr. Padgett.  
12 BOARD MEMBER PADGETT: I have no  
13 questions.  
14 THE CHAIRMAN: Okay. Mr. Grey.  
15 BOARD MEMBER GREY: I'm not in support of  
16 this. Just -- I'm joking. No, I actually  
17 support it. Living downtown and working  
18 downtown, I think it's great when you see them  
19 out there very visually, and they are always  
20 helpful. So I am absolutely in support of it.  
21 THE CHAIRMAN: Mr. Meeks.  
22 VICE CHAIR MEEKS: Mr. Bailey, I've had  
23 the opportunity, as have Mr. Gibbs, we voted on  
24 this budget going back to our JEDC days, and my  
25 approach has always been asking you to do more  
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1 and get more money to do it. So certainly I'm  
2 supportive of what you're asking for.  
3 There's several things I want to make --  
4 either question or make mention of, and most of  
5 these, if not all of them, you and I have  
6 discussed at one time or the other. And if it  
7 was -- I guess if our illustrious chairman  
8 thought this was appropriate, it might be good  
9 for you to actually come back and report to us  
10 on some of these -- on some of these things.  
11 One thing I was interested to hear, and I  
12 probably heard it before, that some but not all  
13 of the churches and other tax-exempt  
14 organizations are voluntarily making some  
15 payments.  
16 Have you approached, I'll say, all  
17 appropriate such organizations and given them  
18 that opportunity?  
19 MR. GORDON: Yes. So we -- that was  
20 through a process. We have reached out to all  
21 of the exempt property owners in downtown and  
22 given them the opportunity. Some have taken it  
23 upon themselves to contribute.  
24 We have basically focused on the most  
25 value, and so we're kind of moving down from  
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1 there. There are a lot of property owners, but  
2 I have, over the past couple of years, spoken  
3 to many, many property owners, all of which are  
4 supportive. But, obviously, if you're not  
5 forced to contribute, sometimes that doesn't  
6 happen.  
7 We are very fortunate. Again, First  
8 Baptist is the second biggest. You know, their  
9 contribution actually eclipses almost a huge  
10 amount of others in terms of monetary value.  
11 So there isn't as much uncaptured value as  
12 maybe you would think, but we are consistently  
13 proving value so we can get those  
14 contributions.  
15 VICE CHAIR MEEKS: I think that's a good  
16 thing. And I think that would be a good  
17 selling point to the Council, to maybe reduce  
18 that to dollars, that you've made these  
19 approaches, and of what you conceivably could  
20 collect, whatever the number is, you collected  
21 70 percent of that, just using as an example.  
22 MR. GORDON: Uh-huh.  
23 VICE CHAIR MEEKS: I think that -- I think  
24 that would be good information to further help  
25 sell your budget to the Council because that  
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1 shows, you know, initiative on your part that  
2 goes over and above just taking the money that  
3 naturally comes to you.  
4 MR. GORDON: Uh-huh.  
5 VICE CHAIR MEEKS: The second thing -- and  
6 I know you and I have talked about this because  
7 early in your tenure, you and I walked around  
8 downtown. There is a marked difference as you  
9 go north in downtown and where you guys stop  
10 doing your cleaning work. And I forgot if  
11 that's Church Street or where that is, but it  
12 is --  
13 MR. GORDON: Church Street.  
14 VICE CHAIR MEEKS: It is a big difference  
15 when I go across that. And particularly,  
16 the -- some of those convenience stores are big  
17 generators of trash.  
18 So what's entailed with actually  
19 increasing the scope or the geography of what  
20 you're doing? Is that a legislative action at  
21 the State level, at our level, or how would  
22 that --  
23 MR. GORDON: Yeah. So that's a great  
24 question. And we appreciate it. I feel, you  
25 know, flattered as an organization because we  
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1 would love to do more to help.  
2 Church Street is our northern boundary.  
3 We have other boundaries. We are -- City  
4 Council legislation is what creates this  
5 assessed district. That legislation would  
6 sunset in -- September 30th of 2019, because  
7 it's a -- seven years. So that's only, really,  
8 a couple of years from now. So really, that  
9 would be the appropriate point where -- to  
10 expand it.  
11 So after we approve this budget, which  
12 would be '17/'18, in that next whole year, I  
13 think we'll be looking at that in terms of  
14 that.  
15 Usually -- you know, I think there's a lot  
16 of factors there, but we would be looking,  
17 obviously, if we could increase our footprint  
18 but provide ambassador services or clean and  
19 safe services, we would want to do that. You  
20 would need the approval of the property owners  
21 or at least know that a lot of them would be  
22 supportive because -- how that process works.  
23 VICE CHAIR MEEKS: I know I can't give you  
24 directive to do that, but certainly I would  
25 encourage you to do that because I think it  
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1 would make a big difference.  
2 The last thing is, as I understand, the  
3 only property owners who pay this are the  
4 commercial. That is to say, a resident,  
5 someone who owns residential property, even  
6 though I'm -- I'm leasing it out, I would not  
7 pay this?  
8 MR. GORDON: Correct.  
9 So right now it's only the commercial  
10 property owners. In the original 2000  
11 legislation, there was thought that after the  
12 trial period, after five years, there would be  
13 the addition of residential properties.  
14 It wasn't totally delineated smaller  
15 residential properties, but the big buildings  
16 such as the Strand, the giant condo units, that  
17 was -- that five years ended in 2005.  
18 Although, given the fiscal climate at the time,  
19 that was tabled. So there's always been a  
20 thought to potentially add residential in  
21 there, but currently they are not. That,  
22 again, would be appropriate.  
23 When the legislation sunsets in 2019, you  
24 would potentially write that in. That would  
25 be -- you know, if we're trying to draw more  
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1 residents into downtown, as I believe DIA and  
2 the City is trying to, we think we provide a  
3 huge value to residents, potentially more than  
4 commercial property owners, but right now,  
5 commercial property owners bear the expense.  
6 VICE CHAIR MEEKS: Well, I make the same  
7 comment then. I can't give you that as a  
8 directive, obviously, but an encouragement to  
9 consider that. As one property owner, I would  
10 be glad to pay that for those additional  
11 services.  
12 MR. GORDON: Well, that matters a lot. I  
13 appreciate that. We will definitely reach out,  
14 and we will be talking to the other residential  
15 property owners to see how they feel. This is  
16 a self-assessed district, so we really need the  
17 support of the property owners to self assess  
18 it through the City Council.  
19 Thank you.  
20 VICE CHAIR MEEKS: Thank you.  
21 THE CHAIRMAN: Thank you, Mr. Meeks.  
22 Ms. Harper-Williams.  
23 BOARD MEMBER HARPER-WILLIAMS: Thank you.  
24 Through the Chair, I think that -- just as  
25 a comment, I think it's -- I'm supportive of  
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1 this, but I think it's interesting that, if you  
2 look at the history of the revenues, page --  
3 MR. GORDON: No page number. Sorry. It's  
4 the last page of the --  
5 BOARD MEMBER HARPER-WILLIAMS: Okay.  
6 Thanks.  
7 MR. GORDON: Okay. Yeah.  
8 BOARD MEMBER HARPER-WILLIAMS: Through  
9 2007-2008 fiscal year, it appears that the City  
10 was paying the 1.1 mills, and then it decreased  
11 thereafter. So, you know, I don't know if part  
12 of what we could ask for is a return to the --  
13 you know, to the 1.1 mills that was being paid  
14 during that time period, because I just don't  
15 know that DVI has any bad reports that would  
16 suggest that we shouldn't be contributing the  
17 full amount.  
18 So that was -- you know, I don't know if  
19 that's administration related or -- you know, I  
20 don't know, but at some point, there obviously  
21 was a decision to drop from the 1.1 mills. So  
22 I think maybe if we could add some, perhaps,  
23 language on that front that suggests that, you  
24 know, we're asking Council to return to its  
25 original funding that it was honoring through  
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1 2007, 2008. I don't have a line, but I -- you  
2 know.  
3 THE CHAIRMAN: Yes, Mr. Wallace.  
4 MR. WALLACE: The comment I will make is,  
5 that time frame is right at about recession.  
6 So you're looking to make a request to go back  
7 to pre-recession rates.  
8 BOARD MEMBER HARPER-WILLIAMS: (Inaudible.)  
9 THE CHAIRMAN: Mr. Moody.  
10 BOARD MEMBER MOODY: Mr. Chairman, I'm  
11 very impressed with the leadership of Jake  
12 Gordon and his organization, his staff and his  
13 board, and I think they're doing a great job.  
14 So I would support this.  
15 THE CHAIRMAN: Very good.  
16 Jake, you don't think you're going to get  
17 out of here without me punching some  
18 holes because I --  
19 MR. GORDON: I welcome you, Mr. Chairman.  
20 THE CHAIRMAN: I am always going to go  
21 back to wanting to -- and look, I was on the  
22 DVI board for many years. I was there when the  
23 City was paying your full amount. I understood  
24 when the City cut back. I understand we want  
25 to always go back to that amount. It makes a  
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1 huge difference and it helps.  
2 It's difficult for me -- and although I'm  
3 supportive of it, I will be supportive of it,  
4 it's difficult for me to sit here and see an  
5 increase in additional entry-level employer,  
6 anybody, when this organization itself hasn't  
7 given many raises and needs support and help.  
8 And I don't want to send the wrong message  
9 to the Council. We need some additional help  
10 in our organization also. And here, we're  
11 supporting the support in another organization.  
12 Doesn't mean it's not right, it means we need  
13 to get some support too, which works the other  
14 way, by the way.  
15 MR. GORDON: Uh-huh.  
16 THE CHAIRMAN: When we need the help --  
17 because I heard Number 3, I think Teresa  
18 mentioned Number 3 was marketing. Number 3 is  
19 huge for DIA, and we count on you for the  
20 marketing. Although DVI boundaries are far  
21 different than DIA boundaries, we do rely  
22 heavily on that. So it's difficult to think  
23 that we're increasing for certain items or  
24 approving certain items like the expense on  
25 some of the program support for some of the  
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1 events and so on and for increased staff.  
2 The 146- is -- it includes the revenue you  
3 received or the space you received from the  
4 City, correct?  
5 MR. GORDON: Yes.  
6 THE CHAIRMAN: 33, 34,000 would come from  
7 that?  
8 MR. GORDON: Correct.  
9 So if we didn't include that, the  
10 difference between the 1.1 mills and the  
11 311,660 would be 170-, something in there. So  
12 we took -- we credited that to the City as a  
13 contribution, kind of an in-kind credit  
14 contribution, rent.  
15 THE CHAIRMAN: But it's 146-, less the  
16 34,000, you've still got an expense of 142,000  
17 for four new ambassadors.  
18 MR. GORDON: Actually, yeah.  
19 The expense is at the very bottom of the  
20 comparison. It's actually 151,404 for the four  
21 new ambassadors, and that's including about  
22 \$10,000 from our budget for strategic  
23 implementation.  
24 THE CHAIRMAN: 151,404 is for program  
25 support.  
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1 MR. GORDON: I'm sorry. Yeah, you're  
2 right. I'm sorry. You're right. Program  
3 support, those numbers are similar. 157,057.  
4 And that -- at the very bottom, it's in  
5 italics, that's meant to match up exactly with  
6 the additional City of Jacksonville  
7 contribution of 146,831.  
8 You know, we do need to give -- spend a  
9 little more money. It's not, obviously, a lot  
10 of matching dollars, but about 10,000 matching  
11 dollars to make sure we can get the four  
12 full-time ambassadors.  
13 THE CHAIRMAN: Okay. And you had a huge  
14 increase in your health insurance?  
15 MR. GORDON: Yeah, about 15 percent.  
16 THE CHAIRMAN: Okay. Wow.  
17 Okay. Well, look, I've always been  
18 supportive of what DVI does. I always want it  
19 to be better and find more. Instead of 2,000  
20 from voluntary contributions, it ought to be  
21 more than that. JEA has a lot of employees  
22 down here, and the employees are the ones that  
23 benefit from what DVI does.  
24 MR. GORDON: Well, to be clear, we have  
25 about 55,000, but that's only 2,000 more that  
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1 I've -- or we have gotten in the last year.  
2 That's the --  
3 THE CHAIRMAN: Okay.  
4 MR. GORDON: I guess -- well, just to  
5 respond to your comment, I mean, we -- as you  
6 heard from our board members, which I thought  
7 it was important, our board chair and  
8 otherwise, you know, we are -- our strategic  
9 plan literally says that we are working with  
10 the Downtown Investment Authority.  
11 And, you know, so the hope is that this  
12 ask to the City of Jacksonville is not a binary  
13 one. It's not money coming out of your pocket  
14 potentially going to us. I mean, if that was  
15 true, we would probably say give it to the  
16 Downtown Investment Authority because you are  
17 doing very important things. And that's what  
18 you heard from our board members.  
19 So I don't think that's necessarily true.  
20 I don't think if the City gives us this  
21 additional ask, they won't potentially fund  
22 this agency. I think those are separate,  
23 separate City Council legislation and  
24 otherwise. But, you know, if that was true, I  
25 think we would definitely recommend that they  
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1 support the DIA and all of the things that you  
2 need to make downtown better.  
3 THE CHAIRMAN: I don't know that I would  
4 say that Jake, but --  
5 MR. GORDON: I mean, you heard that. I  
6 mean, that's what we were trying to say. So  
7 we, you know -- but I hope it's not --  
8 THE CHAIRMAN: I appreciate it, but it's  
9 only so many dollars and it's got to go  
10 somewhere.  
11 MR. GORDON: Yeah, that's true.  
12 THE CHAIRMAN: No. Look, I'm supportive.  
13 I think it's a tremendous asset for downtown.  
14 I think the more we do the better. I just  
15 don't want it to be missed that our staff is  
16 overworked, underpaid, and needs help. And I'm  
17 always going to say it aloud and I want  
18 everybody to know it. If there's any  
19 opportunity, we need help on our board because,  
20 as things increase, as more things come up, we  
21 sure don't want to get bogged down at the DIA.  
22 We want to be able to move and move quickly,  
23 and -- and we need all the help we can get,  
24 so ...  
25 VICE CHAIR MEEKS: (Inaudible.)  
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1 THE CHAIRMAN: Thank you, Mr. Meeks.  
2 Okay. With that, we have a motion and a  
3 second. Do we have any comments from the  
4 public?  
5 AUDIENCE MEMBERS: (No response.)  
6 THE CHAIRMAN: Seeing no comments, all in  
7 favor --  
8 MR. PAROLA: Mr. Chairman.  
9 THE CHAIRMAN: I'm sorry. Yes.  
10 MR. PAROLA: Sorry. If you went to  
11 Section 2 in this resolution, you're going to  
12 see an underlined blank space. The reason for  
13 that is because we didn't know where you were  
14 going to land on this.  
15 So if -- I don't know. I've got two  
16 attorneys next to me, I'm assuming they can  
17 direct you. I don't know if it's an amendment  
18 or if it's -- what have you, but something  
19 needs to fill that blank. And I'm assuming  
20 it's the dollar value of the 1.1 mills.  
21 THE CHAIRMAN: Right.  
22 MR. PAROLA: Okay.  
23 THE CHAIRMAN: We would support -- and I'm  
24 speaking for it, but we would support the  
25 Council approval of the contribution of the  
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1 intended -- I don't know how to state it, but  
2 it was the 1.1 mill.  
3 MR. PAROLA: Which, my understanding, in  
4 their budget has a dollar value.  
5 THE CHAIRMAN: Uh-huh. Well, that dollar  
6 value, I'm not sure how we can justify whatever  
7 number he used.  
8 MR. PAROLA: So 1.1 mills?  
9 THE CHAIRMAN: Right.  
10 MR. PAROLA: Yes, sir.  
11 VICE CHAIR MEEKS: I'm sure Mr. Parola can  
12 figure out the dollars. I have every  
13 confidence.  
14 THE CHAIRMAN: Okay. With that, all in  
15 favor of the 2017-03-03, say aye.  
16 BOARD MEMBERS: Aye.  
17 THE CHAIRMAN: Opposed, like sign.  
18 BOARD MEMBERS: (No response.)  
19 THE CHAIRMAN: Okay.  
20 MR. GORDON: Thank you.  
21 THE CHAIRMAN: Okay. Jake, thank you very  
22 much.  
23 Okay. That's the last of our items. We  
24 already voted on the -- we already voted on  
25 the -- we don't vote on the transcript.  
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1 Folks, we just approved every single  
2 resolution unanimously today.  
3 VICE CHAIRMAN MEEKS: (Inaudible.)  
4 THE CHAIRMAN: Yes, two. Okay. Very  
5 good. Great job, folks.  
6 With that, we have some presentations. I  
7 think we have a downtown -- and folks, DVI,  
8 thank you for being here. Thank you for your  
9 presentation. It's very helpful and  
10 encouraging to see.  
11 With that, we have a downtown welcome  
12 banner presentation.  
13 Mr. Wallace, who is --  
14 MR. WALLACE: Mr. Parola.  
15 MR. PAROLA: Through the Chair, banners  
16 have been part of the CRA plan for a good bit  
17 of time. And situations arise where it seems  
18 that the timing is right to have some welcome  
19 banners in some of our more used streets in  
20 downtown and more used by people visiting  
21 downtown, as we're seeing movement in LaVilla,  
22 as we're seeing movement and potential movement  
23 along Bay Street, and more people are crossing  
24 the Main Street Bridge to get on some of those  
25 state roads.  
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1 We've been encouraged to develop a welcome  
2 program. We have basically banners on the  
3 street side of the double arms on the historic  
4 lights welcoming people to downtown.  
5 And hopefully Jake didn't leave because  
6 his folks --  
7 MR. GORDON: (Inaudible.)  
8 MR. PAROLA: His folks came up with three  
9 options that we're looking for some board input  
10 on. And again, they would hang on the banner  
11 arms on the inside of the right-of-way, so the  
12 street side. The idea is that the sidewalk  
13 side would have banner arm space for other  
14 banners akin to like the elbow district.  
15 So that is the presentation. I think the  
16 guidance we need from you is, did we capture  
17 all the streets? And if so, great. And which  
18 one? If the answer is none, then you ask us to  
19 go back to the drawing board, we shall.  
20 THE CHAIRMAN: Okay. And, look, this is a  
21 presentation. This is not voting.  
22 Let me go back years ago because we were  
23 trying to capture this program because I think  
24 it's a asset to downtown. It also hurts when  
25 you don't have anything up there on these  
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1 poles.  
2 The City put up the historic poles. And,  
3 at the time, it had a top bar and a bottom bar,  
4 and the trucks driving by were knocking the  
5 bottom bars off. So many times you see them  
6 only connected by a zip-tie on the bottom  
7 corner.  
8 The City used to have holiday decorations  
9 and the Gator Bowl or the -- football games  
10 always had banners that were going up. I  
11 believe it required DDRB approval for some of  
12 these banners. The City actually has  
13 responsibility of the banners.  
14 But many, many years ago, I think when 11E  
15 was first opened, they were putting their own  
16 banners up, and we allowed it at DDRB because  
17 it was nice to see banners, and the City  
18 couldn't afford the banners.  
19 These are nice banners, but banners, you  
20 need to be able to see them and read them as  
21 you're driving by. "Welcome" is going to be  
22 too small to see. You can see "Downtown  
23 Jacksonville," but any detail on there is going  
24 to be difficult to see.  
25 I've always thought banners could be a  
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1 revenue source if you could have the property  
2 owner pay for them instead of us paying for  
3 them, the City paying for them. I think Bank  
4 of America would always want the street nice  
5 looking out in front of Bank of America if they  
6 paid for those number of street signs out  
7 there, but I think it would be helpful if,  
8 instead of having -- identify a couple of  
9 streets, it might be helpful to identify how  
10 many we have total.

11 How many are there in downtown  
12 Jacksonville? Are there 822 street poles,  
13 which would be double that in the number of  
14 banners? How many are needed? What is the  
15 program right now for the Gator Bowl  
16 Association to be able to put them up on  
17 certain holidays? What events they're going to  
18 require. Is Daily's going to come take them up  
19 and put them down for an event that's going to  
20 be going on? Does Special Events have any  
21 influence in it at this point?

22 Because we can put them all up, and  
23 somebody is going to have to pay to take them  
24 down, put the new one up, and then pay to take  
25 that one down when the event's over and put a

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1 new one up.

2 MR. PAROLA: So, to the Chair, brilliant  
3 questions. And we asked those of Special  
4 Events as well.

5 Banners are kind of an interesting breed.  
6 You know, these type of banners, the permanent  
7 banners, they belong to whoever stepped up to  
8 the plate and said we're the organization they  
9 belong to. So that's how -- that's how kind of  
10 we got them.

11 During special events and during sporting  
12 events, whoever puts up the special event  
13 banner is responsible for them taking it down  
14 and putting these ones up. You really haven't  
15 seen that because we haven't had permanent  
16 banners for them to replace. So we would see  
17 them go down, and that second step of the  
18 permanent ones going up, there was no need.

19 So I hope I answered your question.

20 THE CHAIRMAN: So who -- who enforces  
21 that? If they come out and take them down, and  
22 then six months after a game, they are still  
23 up, or how is that managed at this point?

24 MR. PAROLA: That would be managed through  
25 Special Events.

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1 THE CHAIRMAN: Okay. And Special Events  
2 will monitor and make sure that after a game,  
3 the old banners go back up?

4 MR. PAROLA: We have a pretty strong  
5 liaison relationship with them. Our CEO and  
6 Dave Herrell meet on a more than regular basis.

7 THE CHAIRMAN: Oh, sure. Yeah.

8 MR. PAROLA: So ...

9 THE CHAIRMAN: It's not about -- it's just  
10 a matter of, as long as somebody is monitoring  
11 and there is a program, instead of every time  
12 something happens we have to start over again.

13 MR. WALLACE: So, Mr. Chairman, if you  
14 noticed, last year, Jazz Festival time, you  
15 know, elbow signs came down, Jazz Festival  
16 signs went up, and then Jazz Festival leaves  
17 and our elbow signs come back up. So it's all  
18 part of that coordination process with Special  
19 Events.

20 THE CHAIRMAN: And does anything have to  
21 be approved? If somebody says, I'm going to go  
22 put something out in front of my building, does  
23 that require an approval process?

24 MR. PAROLA: Let me answer it this way:

25 So assuming it's not a sign, assuming a  
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1 building owner isn't coming down and  
2 advertising their business, which they couldn't  
3 do, I guess they would have to come to DIA.  
4 Like I said, it's some sort of gray area, but  
5 it was very strong to the Board that we had a  
6 banner program, so strong, in fact, I believe  
7 if you look in our BID plan, it's a reoccurring  
8 item every year. So we kind of took primacy in  
9 that regard.

10 Again, this is a way we really want to  
11 capture these audiences that are now coming  
12 into downtown with the success of our events,  
13 especially with the success or impending  
14 success of Daily's Place. It's a great  
15 opportunity for people who haven't been  
16 downtown to see these signs and see -- get that  
17 visual sense that someone's looking after it.

18 THE CHAIRMAN: Well, I think it sends a  
19 message. And we did it several years ago for  
20 the holiday season, you know, with seasons  
21 greetings or something, just to -- or happy  
22 holidays, just to let people know that it was  
23 being managed.

24 And that's kind of fallen to the wayside,  
25 and I think it would be a great opportunity for

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1 us to own it and be able to either have a  
2 program, have a game plan, have a way that we  
3 can -- we can increase the number of banners  
4 used. And it's great when an event happens,  
5 and they're up. It just sends the wrong  
6 message when the event's over and they're still  
7 up.  
8 MR. WALLACE: True.  
9 And, Mr. Chairman, this banner program  
10 is -- you know, we -- we kind of went with the  
11 implementation with the elbow piece and getting  
12 into it, and the administration came back just  
13 less than 30 days ago and said, hey, we need to  
14 get some more banners up with regards to  
15 downtown.  
16 So we're responding to that. And I'm also  
17 sure that it's with regards to Daily's Place  
18 coming online, but also we've got a heck of an  
19 investment also right there at Ocean and Bay,  
20 as you come south and come into town, you know.  
21 So I think getting behind this program is  
22 very good. And that's why you've got these A  
23 through C options up here, if you want to  
24 weight in on that, but we're going to implement  
25 one of these particular three sooner rather  
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1 than later.  
2 THE CHAIRMAN: I think it's a great  
3 opportunity. And I think it's as important as  
4 wayfaring signage, that there's some kind of  
5 game plan and consistency.  
6 But hang one of those up, Jake, and drive  
7 by and you'll never see "Welcome to." You lose  
8 this when it's -- even when it's proportional  
9 to a banner.  
10 So make sure the use of it is what you  
11 intend before you produce a hundred of them and  
12 drive by and see it might be hard to read.  
13 MR. WALLACE: Mr. Chairman, I think what  
14 we'll probably do, just for expediency on this,  
15 is we're probably going to print one of each of  
16 these, and then we can see it full fledge and  
17 how it will actually be up on the pole. And  
18 we're going to make some real good decisions on  
19 that.  
20 THE CHAIRMAN: Okay. Because I would  
21 assume --  
22 MR. WALLACE: Right.  
23 THE CHAIRMAN: -- anybody that's driving  
24 down there knows it's Jacksonville. The most  
25 important thing is you're downtown. So maybe  
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1 we could leave off the word "Jacksonville" if  
2 we need something else emphasized.  
3 Okay. Very good.  
4 We have not gone around for comments.  
5 Mr. Moody, any comments?  
6 BOARD MEMBER MOODY: Do we get to pick  
7 today or --  
8 THE CHAIRMAN: No.  
9 BOARD MEMBER MOODY: No.  
10 THE CHAIRMAN: We're going to produce one  
11 and stick them up, and everybody look at them,  
12 and we'll decide.  
13 You mean pick one of these?  
14 BOARD MEMBER MOODY: Yeah.  
15 THE CHAIRMAN: I don't think we --  
16 probably -- at this point, probably this was  
17 for information and looking at the program and  
18 understanding it, but we would like maybe  
19 some -- we're not going to hold anything up,  
20 but -- but I think it would be nice to see  
21 what's selected, but I don't -- I don't think  
22 we're here to make a decision on the design  
23 today.  
24 BOARD MEMBER MOODY: I agree with the  
25 program wholeheartedly. I mean any time you go  
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1 to a neat city, whether it's Asheville or  
2 Greenville, or whatever, you see the signage,  
3 and it makes a big difference.  
4 THE CHAIRMAN: Yep. It shows people are  
5 busy. So --  
6 Okay. Ms. Harper-Williams.  
7 BOARD MEMBER HARPER-WILLIAMS: I agree  
8 with the Chair's comments related to maybe, you  
9 know, making "welcome" significantly more  
10 prominent and perhaps removing "Jacksonville"  
11 too since we're -- you know, we want to focus  
12 on this being downtown and we're championing --  
13 championing -- we're promoting downtown, then I  
14 agree with enlarging those two words up and  
15 down there.  
16 THE CHAIRMAN: Jake, it used to be -- DVI  
17 used to have some banners that said three  
18 different -- was it live, work and play, or  
19 something, that were on every other pole, or  
20 something like that?  
21 I mean, this is no -- it's no theme. It's  
22 welcome to downtown Jacksonville as opposed to  
23 where the weekend begins or, you know,  
24 something that -- a theme or anything, but -- I  
25 mean, they're good, everything is good, and  
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1 it's nice to have something. So thank you for  
2 the information.  
3 Go ahead.  
4 VICE CHAIR MEEKS: Thank you.  
5 You've said enough, Mr. Bailey.  
6 THE CHAIRMAN: Mr. Gibbs.  
7 BOARD MEMBER GIBBS: I kind of like the --  
8 I kind of like this one (indicating). It kind  
9 of comports with our logo.  
10 THE CHAIRMAN: Mr. Barakat.  
11 BOARD MEMBER BARAKAT: Real quick, if I  
12 had to choose, I'd take the far left. I like  
13 the red. It's kind of got some pizzaz to it.  
14 The Main Street Bridge is iconic. I think any  
15 imagery of downtown should have the Main Street  
16 Bridge.  
17 I would ice the helicopter, though. I'm  
18 not sure why we have helicopter imagery. It's  
19 kind of random. Other than that, I like the  
20 far left.  
21 THE CHAIRMAN: Good. Okay.  
22 Ms. Durden.  
23 BOARD MEMBER DURDEN: Well, I wasn't going  
24 to get into the design, but I did have a couple  
25 of questions about the -- about how much we  
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1 have in the budget for this.  
2 And then secondly, and really, actually,  
3 much more important to me is the map that was  
4 included in our packet. So is this where the  
5 poles are currently? Are these the only places  
6 that we have the poles?  
7 THE CHAIRMAN: No.  
8 BOARD MEMBER DURDEN: So let me ask some  
9 other questions, then, since there's more  
10 poles. Is there a reason that we focused on  
11 this and not expanded it perhaps to some other  
12 streets?  
13 And I'm going to ask specifically, as an  
14 example, Forest Street, where we're coming off  
15 the interstate, that's probably one of the  
16 nicest exits off the interstate at this point.  
17 Is it because that's not -- somebody doesn't  
18 really consider that downtown or -- and that's  
19 the reason that it's not included here, or are  
20 there not banner signs over there? Or poles, I  
21 mean, banner poles.  
22 If there are other banner poles, where are  
23 they? And is there a specific reason that they  
24 weren't included on this drawing?  
25 MR. PAROLA: Through the Chair, we didn't  
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1 include anything in the Brooklyn area, not out  
2 of any slight to Brooklyn. It was, really, we  
3 felt with all the investment that we're doing  
4 and all the things that are happening in the  
5 core, this was a good way to capture the  
6 primary I-95 exit going into downtown. So  
7 Forsyth Street.  
8 The other exits off of 95 into LaVilla,  
9 that grid pattern, by and large, has been  
10 interrupted, or they bleed on to a State  
11 street, right?  
12 We capture two bridges. So I believe we  
13 capture the Acosta Bridge as they dump on to  
14 Bay or Water, whatever street that is, and then  
15 we also capture the Main Street Bridge. We  
16 capture the two State roads that run north and  
17 south through downtown taking us to other parts  
18 of the city. I'm thinking of the Southbank,  
19 right? So Ocean and Main. And we capture the  
20 crowd going to and from the stadium along Bay  
21 Street.  
22 It was where we have a high density, the  
23 arms, where we've seen a lot of the arms have  
24 been replaced. And that's really -- it was  
25 kind of using -- you know, we don't hang  
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1 banners for a living. This was our best stab  
2 at it.  
3 MR. WALLACE: And to add on to that, we  
4 have \$44,000 to address banners.  
5 THE CHAIRMAN: So is this based on a  
6 per-item cost? I mean, do you know what it  
7 cost to do these?  
8 MR. PAROLA: I think that's probably going  
9 to be around \$20,000.  
10 THE CHAIRMAN: Per piece?  
11 MR. PAROLA: For the entire thing.  
12 THE CHAIRMAN: I know, but how many is  
13 that, though? I mean --  
14 MR. PAROLA: There's plus or minus 400  
15 arms there.  
16 THE CHAIRMAN: So what's that?  
17 MR. PAROLA: One arm per side. And then  
18 we have to go and make sure each arm has the  
19 two rocker arms on it. So this --  
20 THE CHAIRMAN: Yeah. And the ball and  
21 the -- it was designed poorly where you -- the  
22 guys had to take the ball off, slide the things  
23 on, put the balls back on. Then they starting  
24 making the pockets, where they could slide it  
25 over the ball, but then they would come loose  
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1 and flap in the wind.  
2 So the design that was selected many years  
3 ago, they weren't designed for banners and they  
4 were incredibly difficult to hang banners up.  
5 I don't know what it is today, but when we did  
6 the banners for the holidays a couple of years  
7 ago, ten years ago, I don't remember when it  
8 was, we -- it cost -- our cost was about \$22 a  
9 piece. What you're quoting is less.  
10 MR. WALLACE: Fifty.  
11 THE CHAIRMAN: Fifty. That's not bad,  
12 because that was our cost to do them.  
13 So that's probably not a bad cost, but  
14 Ms. Durden, I think the bottom line is, this is  
15 all -- they identified what we could afford to  
16 do. And I guess it's like the Wi-Fi program,  
17 we went as far as we could and did what we  
18 could. And when we run out, we figure out the  
19 next plan and do some more. And I trust staff  
20 in picking out what we're doing, where we're  
21 going.  
22 I guess each one of these dots is a pole.  
23 And you've looked at it a lot more than we  
24 have, so I would trust that this is a good  
25 start for some reason. And if we can do more,  
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1 and if people like it, maybe we'll get funding  
2 to do more.  
3 BOARD MEMBER DURDEN: So -- through the  
4 Chair to Mr. Parola, so for clarification, this  
5 is the -- this will be the full 44,000; is that  
6 right?  
7 MR. WALLACE: No.  
8 MR. PAROLA: It'd be about half of it.  
9 BOARD MEMBER DURDEN: Well, then, I  
10 don't -- then, Mr. Chairman --  
11 MR. WALLACE: No.  
12 BOARD MEMBER DURDEN: -- I'm not sure.  
13 MR. WALLACE: So, if I could, this will be  
14 Installation 1. Okay? Or you can consider it  
15 Installation 2 because we've already done the  
16 elbow. So this would be Installation 2. Those  
17 green dots --  
18 BOARD MEMBER DURDEN: Right.  
19 MR. WALLACE: -- are where you're going to  
20 see the banners. And when you're in that area,  
21 you're going to see a lot of signs with regards  
22 to welcome to downtown.  
23 BOARD MEMBER DURDEN: So can -- just for  
24 clarification, I've got two different answers  
25 now on the amount of money. We've got \$44,000.  
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1 My question is, is this, that's shown on this  
2 drawing, the full 44,000?  
3 MR. WALLACE: No.  
4 BOARD MEMBER DURDEN: Or is it not? So  
5 what are we going to do with the remaining  
6 dollars?  
7 MR. PAROLA: Assuming this is a success,  
8 and we think it will be -- we know there's  
9 strong interest from other groups, and  
10 including this body has expressed it before --  
11 that we go from the welcome to downtown stage,  
12 right, to the sidewalk side of the poles,  
13 identifying the individual districts, whether  
14 it's the Cathedral District, whether it's  
15 LaVilla, whether it's Brooklyn, and start, you  
16 know, having that specific neighborhood  
17 identification aspect to it.  
18 BOARD MEMBER DURDEN: And is that sometime  
19 during this fiscal year that you're  
20 contemplating that?  
21 MR. WALLACE: It could be this fiscal  
22 year, it could be next fiscal year. It's all  
23 going to get down to time. That's what it's  
24 going to boil down to.  
25 BOARD MEMBER DURDEN: Thank you.  
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1 THE CHAIRMAN: Good.  
2 Mr. Padgett.  
3 BOARD MEMBER PADGETT: I certainly support  
4 the banners. I think they're a great thing,  
5 and we need things like that downtown.  
6 I'm no marketing expert, but, personally,  
7 I don't like any of them. They don't have any  
8 pop, they don't have any pizzaz, they don't  
9 really say a lot to me about downtown. They  
10 have a building. And the Main Street Bridge  
11 is a -- I mean, I don't want to be too  
12 critical, but --  
13 And I understand you're working with a  
14 limited amount of money for a whole lot of  
15 signs, so you can only get -- fit so much in  
16 the box, but -- I will support it, but I sure  
17 would like to see something with a little more  
18 pop or pizzaz to it.  
19 I think everybody's leaning toward the red  
20 one because that's the only one that really has  
21 much to it. They're kind of -- they're kind of  
22 basic and blah looking in my opinion. So  
23 that's just my opinion.  
24 VICE CHAIR MEEKS: In light of that  
25 comment, I'm happy for you to make a picture of  
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1 my building and put it on there. I wouldn't  
2 charge anything for that opportunity.  
3 THE CHAIRMAN: That just cost you for  
4 saying it.  
5 Okay. Mr. Grey.  
6 BOARD MEMBER GREY: I share the same  
7 sentiments with Marc, or Mr. Padgett, but I  
8 fully support it.  
9 THE CHAIRMAN: Yeah. Thank you.  
10 I fully support it too. I was trying to  
11 say it in the same -- in a little different  
12 way. It doesn't -- "welcome to" and  
13 "Jacksonville" doesn't do anything to me, but  
14 thank you for the comments.  
15 Guy.  
16 MR. WALLACE: Mr. Chairman, we'll try to  
17 work on them.  
18 THE CHAIRMAN: Yeah.  
19 MR. WALLACE: Within the confines of  
20 public sector, we'll try to work on graphics as  
21 much as we possibly can.  
22 We know, Marc. We -- your wife's a pro at  
23 it, you know, but we just don't have that  
24 budget.  
25 BOARD MEMBER PADGETT: I have one more  
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1 suggestion, though. We do a lot of banners and  
2 even job trailers. And they have a reflective  
3 material we put on our job trailers, so when a  
4 car headlight hits it, it looks like it lights  
5 up.  
6 I don't know how much more that is, but  
7 even something like that at nighttime, it  
8 would, without being lit, give you more  
9 purpose. You know, it would serve you a little  
10 better, but again, it's probably more money.  
11 So I don't know if it can be paid for.  
12 MR. WALLACE: Okay.  
13 THE CHAIRMAN: Great suggestions.  
14 Okay. I think it will make a huge  
15 difference in downtown to utilize these things.  
16 It's been a long time since we've seen that  
17 kind of activity on our poles, and that's what  
18 they were designed for. And they look naked.  
19 So I look forward to seeing that change.  
20 Okay. We have another presentation. At  
21 this time, I'd like to ask former councilwoman,  
22 Ms. Myrick, please come forward, and state your  
23 name and the reason that you sat through this  
24 wonderful meeting all day.  
25 (Ms. Myrick approaches the podium.)  
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1 BOARD MEMBER BARAKAT: Is this on the  
2 agenda?  
3 THE CHAIRMAN: It's not on the agenda. It  
4 was an item added for -- actually, these are  
5 public comments, but we need you to, as public  
6 comments, if you could limit it to -- do you  
7 have a presentation itself?  
8 MS. MYRICK: We're just going to chitchat  
9 for a few minutes.  
10 THE CHAIRMAN: Very good.  
11 MS. MYRICK: Maybe five minutes.  
12 I'm Ginny Myrick. I'm representing the  
13 Cathedral District-Jax, Inc., which is a new  
14 501(c)(3) that was formed in the summer of this  
15 year.  
16 (Off-the record discussion occurred.)  
17 BY MS. MYRICK: I'm Ginny Myrick, and I'm  
18 representing the Cathedral District-Jax, Inc.  
19 It's a new nonprofit, a 501(c)(3) that was  
20 formed in the summer, I think it was June or  
21 July of this year, based on recommendations  
22 that we received from the study.  
23 And in January of last year, the Cathedral  
24 commissioned ULI, the Urban Land Institute, to  
25 do a study about the neighborhood to tell us --  
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1 help us identify what we could do to improve  
2 our neighborhood. So it was an expensive study  
3 and they came up with great recommendations.  
4 And the -- they're in sections of do first, do  
5 middle and do last. And if you would like a  
6 link to this report, I will be happy to send it  
7 to Aundra and he can circulate it to you.  
8 One of the things that it recommended to  
9 us was to commission a master development plan  
10 for the neighborhood. So in the end of last  
11 year, around December, we received a grant that  
12 we applied for through the Plummer Foundation.  
13 And we went out with a -- for a bid, and we  
14 awarded a contract in January.  
15 We received three responses to our RFP,  
16 and two were from nationally renowned urban  
17 planners: DPZ, out of Miami; Torti Gallas, out  
18 of Washington; and Genesis, right here in  
19 Jacksonville, who formed their own team with an  
20 urban planner from Orlando.  
21 We chose Torti Gallas. They start the  
22 last week of March. They will be in town for  
23 two or three days. They're going to be  
24 interviewing community leadership. And all we  
25 want to do is make sure that you know this is  
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1 going on. And that the end result, in about  
2 three to six months, we will have something we  
3 will want to bring back to you and show you.  
4 It's going to focus on the recommendations  
5 that were in the ULI study. The focus is -- we  
6 asked -- I've asked Joe Lasorta [sic] to come  
7 up here -- Joe Loretta -- Joe Loretta to come  
8 up here with me to talk just a little bit about  
9 the District, perhaps, real briefly about what  
10 the assets are in the District. Joe is  
11 partnered with Torti Gallas to do the master  
12 development plan, Joe's firm.  
13 (Mr. Loretta approaches the podium.)  
14 MR. LORETTA: Thank you.  
15 Joe Loretta, Genesis Group, here teaming  
16 with Torti Gallas on this, you know, work for  
17 the Cathedral District.  
18 There's five different large Christian  
19 institutions located within the Cathedral  
20 District that are really strong assets to it,  
21 along with a multiple number of residential  
22 units within 600 different residential units.  
23 And some of the high-rises, affordable housing  
24 high-rises are also located within it and  
25 connected to the Episcopal cathedral, and then  
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1 a multitude of other institutions and uses.  
2 It's bounded kind of there in that orange  
3 boundary, Main Street to the west, I think  
4 State to the north. I forget the road to the  
5 south. And Hogan's Creek to the east.  
6 MS. MYRICK: Adams.  
7 MR. LORETTA: Adams to the south and  
8 Hogan's Creek to the east.  
9 But the overall goal and focus for this  
10 work effort is to identify catalytic parcels  
11 that can then be ripe for development  
12 opportunities for the, you know, future growth  
13 of the Cathedral District, considering  
14 residential development, all sorts of stuff.  
15 Really what the Episcopal cathedral is  
16 doing is utilizing private funding to, quite  
17 frankly, do additional CRA work for the City of  
18 Jacksonville. We're going to be following the  
19 guidelines within your initial BID plan. And  
20 the overall goal is to develop, you know,  
21 marketing-based information that can then  
22 assist potential developers to come and try to  
23 figure out how to, you know, make development  
24 opportunities for this district.  
25 THE CHAIRMAN: Good. Thank you, Joe and  
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1 Ginny.  
2 Any comments or questions from board  
3 members?  
4 BOARD MEMBERS: (No response.)  
5 THE CHAIRMAN: We appreciate you coming  
6 here, keeping us informed, keeping us posted.  
7 It's important that we know what's going on.  
8 And, by the way, Joe, you're still on  
9 DDRB. You're chair?  
10 MR. LORETTA: I'm currently vice chair --  
11 THE CHAIRMAN: Vice chair.  
12 MR. LORETTA: -- although tomorrow I will  
13 be the Chair as our Chair is out.  
14 THE CHAIRMAN: Great. Good. Well,  
15 congratulations, I think.  
16 We appreciate you being here and thank you  
17 for waiting --  
18 MS. MYRICK: Thank you for having us.  
19 THE CHAIRMAN: -- through the meeting to  
20 make your presentation.  
21 At this time, Mr. Wallace --  
22 MR. WALLACE: Yes, sir.  
23 THE CHAIRMAN: -- the chief executive  
24 officer's report.  
25 MR. WALLACE: Yes. A couple of things to  
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1 run through.  
2 Thank you for the February 1st approval of  
3 the Barnett Bank Building and Laura Street  
4 Trio. We're working on that legislation with  
5 the Office of General Counsel and the general  
6 counsel of the development team.  
7 It's a lengthy redevelopment agreement  
8 that has to get done and it's got a lot of  
9 moving parts. So we certainly hope to get that  
10 filed in April. The goal was to try to get it  
11 done this month. It's taking a little bit  
12 longer than we had anticipated, but we're going  
13 to get that legislation filed.  
14 Mr. Chairman, I'd like for you all to set  
15 aside two dates, April 10th and April 11th.  
16 And those of you all that can participate, I  
17 hope so.  
18 April 10th, I'd like to have that as the  
19 day that we deal with DIA's administrative and  
20 temp budgets, Northbank West, as well as  
21 Northbank East, and the Southbank TIFs  
22 discussion. We are in budget preparation right  
23 now, so everybody needs to realize that.  
24 So I would like to have that day that we  
25 sit down and have a candid conversation about  
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1 budgets. That is on a Monday.  
2 BOARD MEMBER DURDEN: Do you have a time?  
3 MR. WALLACE: Tell me what's good, but I'd  
4 like to try to start those budget meetings  
5 early. So if we could start that at 9 o'clock,  
6 that would be good.  
7 (Simultaneous speaking.)  
8 VICE CHAIR MEEKS: (Inaudible) the Finance  
9 Committee?  
10 MR. WALLACE: It would be the Finance  
11 Committee. That is comprised of yourself,  
12 Mr. Meeks; Mr. Bailey; and Mr. Barakat, but  
13 other members are encouraged to attend equally  
14 as well.  
15 And then April 11th, I would like to do  
16 public parking that next day, at 9 o'clock as  
17 well.  
18 It looks like Mr. Gibbs says he can't make  
19 it, but I'd like to definitely do that.  
20 THE CHAIRMAN: Both days, Monday the 10th  
21 and Monday [sic] the 11th at 9 a.m. Monday is  
22 finance and Tuesday is public parking, correct?  
23 MR. WALLACE: Monday is DIA administration  
24 and the three tax increment financing districts  
25 and the next day would be public parking. I'd  
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1 like to break them up, if possible.  
2 BOARD MEMBER BARAKAT: That's the public  
3 parking budget?  
4 MR. WALLACE: Yes, sir.  
5 THE CHAIRMAN: Mr. Gibbs cannot be here.  
6 Anybody else that --  
7 MR. WALLACE: At the least, I need the  
8 three committee members. And anyone else that  
9 can make it, that would be good.  
10 BOARD MEMBER MOODY: How long do you see  
11 those meetings going? From 9:00 to what?  
12 MR. WALLACE: 9:00 until Mr. Meeks stops  
13 asking questions.  
14 VICE CHAIR MEEKS: That'll be a brief  
15 meeting, sir.  
16 MR. WALLACE: No, I think it's at least  
17 9:00 until at least 11 o'clock. We try to make  
18 sure we're efficient in those meetings.  
19 BOARD MEMBER PADGETT: I can't do Monday.  
20 MR. WALLACE: Okay.  
21 THE CHAIRMAN: But you are available  
22 Tuesday?  
23 BOARD MEMBER PADGETT: Yes.  
24 THE CHAIRMAN: Okay.  
25 MR. WALLACE: Public parking would be --  
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1 THE CHAIRMAN: You're available for  
2 Tuesday?  
3 BOARD MEMBER GREY: Yeah, I can do both  
4 days, but I have to leave early on Monday.  
5 THE CHAIRMAN: Okay.  
6 MR. WALLACE: All right.  
7 VICE CHAIRMAN MEEKS: We'll move along  
8 expeditiously.  
9 MR. WALLACE: Thank you for that.  
10 Also, Ms. Durden sits on the Florida  
11 Redevelopment Association Board of Directors,  
12 if I'm not mistaken.  
13 BOARD MEMBER DURDEN: Yes.  
14 MR. WALLACE: Correct.  
15 Could you brief the Board on two bills  
16 that are pending in the House and in the Senate  
17 that I think needs to share some light. For  
18 your knowledge, it is House Bill 13 and Senate  
19 Bill 1770. And I'll let Ms. Durden speak to  
20 that.  
21 BOARD MEMBER DURDEN: I actually didn't --  
22 I actually have some papers, but I didn't bring  
23 those with me.  
24 Essentially, the bills are what we  
25 affectionately call "nuclear options." They  
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1 would -- as for us, for our board, they really  
2 would -- if you don't have a project that's  
3 already basically planned out and basically  
4 accrued by October 1, 2017, you won't get any  
5 new projects. That's one of the provisions.  
6 No new CRAs can be created after  
7 October 2017. And any existing CRAs -- well,  
8 any existing CRAs, mandatory, would have  
9 sunsetted no later than 2037. And so it's,  
10 basically, those three things are just  
11 absolute, like I said, nuclear options.  
12 The FRA, I can tell you, has a very active  
13 legislative committee. I'm on that committee.  
14 We have strong -- part of the FRA's budget is  
15 to have legislative lobbyists. We have Bill  
16 Peebles and John Wayne Smith. I don't know if  
17 there may be people in the audience or on the  
18 Board that are familiar with them, who have  
19 done governmental-type lobbying work at the  
20 Florida Legislature for years.  
21 Also, the Florida League of Cities has  
22 mounted an opposition to this Bill. And  
23 David Cruse (phonetic), with League of Cities,  
24 extremely involved in this. So there is a very  
25 big, concerted effort.  
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1 What I can tell you is that at the only  
2 committee -- and I'm going to forget, but I  
3 think it was at the House so far -- was last  
4 week, and the vote was 6 to 9 to approve this.  
5 VICE CHAIR MEEKS: I'm sorry. Say that  
6 number again.  
7 THE CHAIRMAN: Six to nine to approve?  
8 BOARD MEMBER DURDEN: To approve, yes.  
9 MR. WALLACE: Nine-six.  
10 THE CHAIRMAN: Nine-six.  
11 MR. WALLACE: Nine-six.  
12 BOARD MEMBER DURDEN: I'm sorry. Oh,  
13 yeah. Well, okay. I'm more excited about the  
14 six people, but yeah, okay, 9 to 6 to approve.  
15 We had several people cross party lines to  
16 vote in opposition to the bill based upon the  
17 presentations by the local governments as well  
18 as the FRA folks and the League of Cities.  
19 There is a -- I think it's scheduled for  
20 Ways and Means -- wait a minute. What's today?  
21 It was scheduled for Ways and Means today.  
22 There was a chance that the chairman of that  
23 committee was going to defer it one more week.  
24 It is one of three or four bills that are  
25 going through the legislature that I can tell  
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1 you completely try to preempt local government  
2 and home rule in a number of different areas.  
3 Another one just -- so there's a --  
4 there's a sense of this being in the same vein  
5 as the corporate welfare issue that is being  
6 talked about a lot at the legislature and is  
7 the reason that you see -- or maybe hear a lot  
8 about the fight going on with Enterprise  
9 Florida and Visit Florida and the different  
10 factions that are resulting from that. And  
11 this is just one of those getting caught up  
12 into that kind of tornado, if you will.  
13 The strategy is that, if you know a  
14 legislator and -- is to contact them and say to  
15 them how this would be -- you know, how this  
16 would be hurtful to the city of Jacksonville.  
17 And I know that this is what other CRAs are  
18 doing around the state, is contacting their  
19 legislators that they know and have a  
20 relationship with.  
21 And, in fact, I know that there's even  
22 some examples, I believe, on the FRA website  
23 about, you know, issues.  
24 The main thing is to get your legislators  
25 to understand the value and the economic impact  
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1 that CRAs can have. And in our instance, what  
2 the DIA and our predecessors were able to do as  
3 a result of the existence of the CRA. More  
4 from a higher, you know, level, it's about home  
5 rule.  
6 And people forget that it's not like this  
7 is a new or additional taxing, you know,  
8 function. This is basically local government  
9 deciding how they want to function within their  
10 own locale. So from a very -- you know, from a  
11 very -- a 50,000-foot level, it's really about  
12 home rule.  
13 So if you have any questions, I'm glad to  
14 answer any that I can. I apologize, I didn't  
15 know that -- if I had known, I would have tried  
16 to bring some paperwork.  
17 MR. WALLACE: Mr. Chairman, if I may, what  
18 I will do is I will forward an e-mail to the  
19 Board from FRA, Florida Redevelopment  
20 Association, that basically lays out the seven  
21 points of House Bill 13 and provide you with  
22 roughly nine talking points.  
23 And today we learned that Senate Bill 1770  
24 has been assigned to four different committees.  
25 There are members from Northeast Florida on  
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1 these committees. And as you are carrying out  
2 your business and you run across people, it  
3 would be good to talk about the points that  
4 need to be addressed with the very good talking  
5 points. I think that's the best way for me to  
6 actually put it.  
7 You know, if -- of the bills, you've got  
8 to live with something, Senate bill, with a  
9 tweak here, is probably what -- you know,  
10 you're going to conference things between the  
11 Senate bill and the House bill, you can live  
12 with the Senate bill with a tweak or maybe two,  
13 but certainly House Bill 13 has some very  
14 Draconian measures in there without a doubt.  
15 THE CHAIRMAN: Do you know who the sponsor  
16 of the Bill is?  
17 MR. WALLACE: Yes, I do. Raburn sponsored  
18 House Bill 13. Lee sponsored Senate Bill 1770.  
19 And as I learned today, they probably reside in  
20 a similar region of the state, in the Tampa/St.  
21 Pete area.  
22 The state representative district and the  
23 Senate representative district for the Florida  
24 House probably overlap in some way, shape, form  
25 or capacity.  
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1 THE CHAIRMAN: Why does the League of  
2 Cities have any --  
3 MR. WALLACE: Why does the League of  
4 Cities what?  
5 THE CHAIRMAN: You know, why is the League  
6 of Cities involved?  
7 BOARD MEMBER DURDEN: Because many cities  
8 are opposed to the bill. Many cities in the  
9 state of Florida have CRAs and they want to  
10 maintain their opportunity to continue to have  
11 CRAs and for their CRAs to continue to be able  
12 to function and have projects and move forward  
13 with economic development within their CRA  
14 areas.  
15 MR. WALLACE: For your knowledge, there  
16 are 222 CRAs in the state of Florida. And  
17 they're not all alike, but the clear measures  
18 are, terminate all CRAs in the state by 2037;  
19 disallow any new CRAs after July 1st, 2017;  
20 disallow any new CRA projects or debt after  
21 October 2017; disallow bond refinancing after  
22 2037; limit all CRA expenditures after  
23 October 2017 to what is listed in statute, not  
24 in the CRA plan. Six, limit all CRA  
25 expenditures after July 2017 to those budgeted  
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1 and submitted to the County Commission, whether  
2 charter or not. Seven, all budget amendments  
3 after July 2017 must be submitted to the County  
4 Commission, charter or not.  
5 Those are the seven measures of House Bill  
6 13.  
7 THE CHAIRMAN: If you can forward --  
8 MR. WALLACE: I certainly will.  
9 THE CHAIRMAN: -- the committees it's been  
10 assigned to. I know it's Ways and Means and  
11 the Veterans Affairs Subcommittee and --  
12 MR. WALLACE: Correct.  
13 THE CHAIRMAN: -- Governmental  
14 Accountability.  
15 BOARD MEMBER DURDEN: Mr. Chairman --  
16 THE CHAIRMAN: The representatives are --  
17 Yes, ma'am.  
18 BOARD MEMBER DURDEN: If I might, we  
19 talked about -- we had a meeting, the  
20 Legislative Committee had a meeting on Monday  
21 morning, and we talked about whether or not it  
22 was appropriate or helpful to have resolutions.  
23 And all three of the professional governmental  
24 affairs folks on the phone said resolutions are  
25 not that helpful. If it's the only thing you  
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1 can get, go for it, but it's not that helpful.  
2 The thing that helps is, don't wait until  
3 you run into one of your legislators, actually  
4 make a concerted effort to reach out to them  
5 and let them know that this is going to be  
6 really bad for the city of Jacksonville,  
7 extremely bad.  
8 So I just -- I would encourage you to --  
9 when you get the e-mail from Aundra, I would  
10 encourage you to really take some time, make it  
11 a priority, because every time it gets past a  
12 committee, it's, you know, further down the  
13 pike. So it is -- like I said, it's a nuclear  
14 option.  
15 By the way, the FRA is coming up with ways  
16 to try to find ways to work with the Senate  
17 bill so that -- because there's a sense that we  
18 probably can't just kill both bills, but if we  
19 can find some things that would address some of  
20 the concerns of the legislator -- legislature  
21 without, you know, just throwing the baby out  
22 with the bath water, I know that the FRA and  
23 the League are working on those kinds of  
24 strategies too.  
25 THE CHAIRMAN: Okay. There's a lot of  
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1 ways to defend it, but I think it would be  
2 advantageous to be proactive with any  
3 legislators that we know on any of these  
4 committees and at least let them know where we  
5 are so we don't tell them afterwards.  
6 Okay. Mr. Wallace, anything else?  
7 MR. WALLACE: No, sir.  
8 Briefly, I'll ask Mr. Klement to give two  
9 highlights from the last DDRB meeting. I think  
10 some people may have an interest in the Doro  
11 Fixtures building and, in the essence of time,  
12 trying to move things along.  
13 THE CHAIRMAN: Mr. Klement.  
14 MR. KLEMENT: Yes, sir.  
15 We are going to be meeting -- tomorrow is  
16 our regular DDRB meeting, for our March  
17 meeting. And, quickly, bringing to the  
18 attention the Doro -- Doro came in with a --  
19 which is down by the Intuition Ale, down by the  
20 baseball stadium area, and came in with a  
21 conceptual approval. It had a very kind of  
22 fun, mixed-use commercial event, orientation  
23 type of product. And they're reusing the  
24 existing structure down there for the most  
25 part, and they actually have some plaza areas  
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1 to the rear, or behind the building. They're  
2 looking for potential outdoor seating and  
3 things of that nature. So they did receive a  
4 conceptual approval and they will be looking at  
5 coming back at their next meeting.  
6 THE CHAIRMAN: That's exciting.  
7 Anything else? That meeting is tomorrow  
8 at 2:00.  
9 MR. KLEMENT: Doro is not on tomorrow.  
10 They were at the previous meeting --  
11 THE CHAIRMAN: Yeah, but DDRB.  
12 MR. KLEMENT: Correct. Yes, sir.  
13 Tomorrow's meeting will have a multifamily  
14 product, which is the Lofts at Monroe, which is  
15 similar to the LaVilla Lofts up a block, around  
16 Davis Street, Adams and Lee and Monroe Streets.  
17 So there's a 100-unit project that's coming in  
18 for conceptual approval.  
19 So just to help you connect the dots, a  
20 lot of the projects that you are seeing where  
21 you're advancing development rights and seeing  
22 them here, they're working their way through  
23 the design and the construction aspect of their  
24 ten-set. And we're seeing a lot of the, quote,  
25 tire kickers move through and do the purchasing  
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1 and doing development. It's kind of exciting.  
2 THE CHAIRMAN: It's very exciting. And  
3 it's great to see.  
4 As a matter of fact, did Kazu come through  
5 DDRB? I guess they didn't have to, did they?  
6 The new sushi restaurant. David, the guy that  
7 runs Kazu out in Mandarin has --  
8 MR. KLEMENT: Right. We look at a lot of  
9 those at a staff level.  
10 THE CHAIRMAN: Yeah.  
11 MR. KLEMENT: If they rise to the level of  
12 substantial improvements where they might do  
13 the -- then oftentimes those do come before the  
14 Board, but most of those do stay at a -- or  
15 where they are what we refer to as "interior  
16 modifications," they stay at a staff level. It  
17 helps expedite the process. We help take them  
18 through the development orders.  
19 THE CHAIRMAN: And if anybody hasn't seen  
20 the new development of the old Crowdaddy's over  
21 there, it's moving fast. It's really going up  
22 fast. It's nice to see.  
23 Okay. Jim, anything else exciting with  
24 DDRB?  
25 MR. KLEMENT: No, sir, that's it.  
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1 THE CHAIRMAN: Okay. How about old  
2 business, any old business?  
3 BOARD MEMBER HARPER-WILLIAMS: I just  
4 wanted to remark that the murals on the poles  
5 look great. I don't know if you guys have seen  
6 some of the Skyway poles that we -- you haven't  
7 seen them, but anyway, if you don't make it  
8 down that way, try to make it down -- what's  
9 that, Hogan? Yeah, Hogan, between Forsyth and  
10 Bay.  
11 THE CHAIRMAN: Great.  
12 MR. WALLACE: That's your urban art money  
13 at work.  
14 THE CHAIRMAN: Yeah. And some of the  
15 power boxes, they're starting to look good.  
16 Any new business?  
17 BOARD MEMBER BARAKAT: Yes, Mr. Chairman.  
18 One item.  
19 Our CEO performance evaluation is overdue.  
20 You asked me to look into this a couple of  
21 months ago. I've -- with HR. The City of  
22 Jacksonville HR has a template evaluation sheet  
23 I'm going to modify.  
24 I'll ask Ms. Underwood to distribute that  
25 to each of you to review and comment on at our  
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1 next meeting and approve. The goal being to  
2 submit the evaluations from each of you in our  
3 May meeting, to evaluate the performance of our  
4 CEO. So I wanted to provide you an update on  
5 that.  
6 And while I'm speaking, I do want to say  
7 there was an infill forum by ULI yesterday.  
8 There were about eight panelists, and almost  
9 all of them gave positive commentary on DIA's  
10 work; you know, working with our staff, and  
11 just positive commentary on the organization  
12 generally.  
13 So it was nice to hear the experiences  
14 from people that are in the know and in the  
15 trenches. Those panelists were pretty well  
16 experienced in downtown and infill development.  
17 So I thought our Board members would want to  
18 know that.  
19 THE CHAIRMAN: Very good. Thank you.  
20 Any other new business?  
21 BOARD MEMBERS: (No response.)  
22 THE CHAIRMAN: With that, we have public  
23 comment.  
24 Lara, can you come forward? Give us your  
25 name. And you've got -- we're doing 30  
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1 seconds.  
2 (Ms. Diettrich approaches the podium.)  
3 MS. DIETRICH: I'm going to be very  
4 brief. I respect the fact that it's been  
5 2 hours and 45 minutes.  
6 Lara Diettrich, Diettrich Planning, 1332  
7 Avondale Avenue, Jacksonville, Florida 32205.  
8 Hello, y'all. It's been a while, after  
9 three years of living together.  
10 Just to piggyback really quickly on  
11 Mr. Wallace and Ms. Brenna Durden's comments  
12 with regards to the legislation, I was on the  
13 legislative call Monday morning.  
14 I've also spoken with Mr. Wallace. I've  
15 also shared the call and will continue to share  
16 some other information with Ms. Grandin, who is  
17 the CRA attorney, to make sure that she has --  
18 she wasn't able to be on that call, so she's  
19 asked me to share that with her.  
20 A few positives to take away from the long  
21 story that I don't want to go into -- if you  
22 want to know more about the call, I'm here for  
23 you individually.  
24 HB-13 was moved up. 17- is sponsored by  
25 Lee. 1770 is sponsored in a way that Senator  
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1 Lee actually has recoiled on the three nuclear  
2 items and thought that that was going too far.  
3 So the thought, the theory currently is that it  
4 might actually go through the House but get  
5 held up in the Senate. So that's a positive to  
6 take away, that you understand that the intent  
7 on both those bills are in different  
8 directions, at least currently. Of course,  
9 things can change every minute.  
10 The other thing is, one of the questions I  
11 asked was the fact that -- given that we are a  
12 charter county and given the fact that there's  
13 home rule, even though HB-17 addresses home  
14 rule -- and that's not finite on what those  
15 powers that they want to strip from cities and  
16 counties will be.  
17 However, because the statute only sets up  
18 a framework and a process by which CRA plans  
19 can be created and manage their steps, it's all  
20 local taxing authority power. So I asked if we  
21 can change the name -- instead of a chicken,  
22 it's a goose -- and still manage a program  
23 based on local taxing authority initiatives and  
24 powers as we always have been.  
25 Yes, that is completely legal. There are  
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1 only two differences. One, a charter county  
2 and noncharter county. So CRAs are not taxing  
3 authorities. Therefore, they can operate a TIF  
4 and they can bond and they can take on debt.  
5 However, if the CRA -- if 163, Part 3 goes  
6 away, that means the City would then be  
7 functioning in whatever animal or vehicle they  
8 want to call their new CRA -- L, M, N, O, P --  
9 but they are a taxing entity; therefore, they  
10 would not be able to bond and carry debt.  
11 So that was one of the only differences  
12 other than the City be on the move forward in  
13 this kind of process under a different  
14 mechanism to still operate and function CRA  
15 types of projects.  
16 So, with that, thank you.  
17 THE CHAIRMAN: The best news is  
18 Senator Lee.  
19 MS. DIETRICH: Come again?  
20 THE CHAIRMAN: The best news is  
21 Senator Lee realized --  
22 MS. DIETRICH: Yes, immediately.  
23 THE CHAIRMAN: Yeah.  
24 MS. DIETRICH: Yeah.  
25 THE CHAIRMAN: Okay. Is Bradley or  
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1 anybody on any of the committees that it's  
2 going to?  
3 MR. WALLACE: Yes, Bradley is on a  
4 committee. Gibson is on a committee. I know  
5 that for certain --  
6 THE CHAIRMAN: Okay.  
7 MR. WALLACE: -- on the Senate side.  
8 THE CHAIRMAN: And then (inaudible) --  
9 MR. WALLACE: That may very well --  
10 THE CHAIRMAN: -- from the House would be  
11 (inaudible) --  
12 BOARD MEMBER DURDEN: We can get the -- we  
13 can get the list.  
14 MR. WALLACE: Yeah, we can get you that,  
15 but I know for certain that Bradley -- and I  
16 think Bean's on the committee also.  
17 THE CHAIRMAN: Okay. Very good.  
18 BOARD MEMBER DURDEN: Again, I just want  
19 to urge you not just to try to focus on the  
20 committee members. I mean, if you know --  
21 MR. WALLACE: Across the State.  
22 BOARD MEMBER DURDEN: -- you know, any of  
23 our -- any of our delegation, they need to  
24 know -- hear from you that this is a bad --  
25 that this is extremely hurtful to the city of  
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1 Jacksonville.  
2 MR. WALLACE: One of the beautiful things  
3 that you all did for me is allow me to go  
4 through Leadership Florida. I've got a  
5 complete book of Leadership Florida colleagues  
6 that all begin to get -- get to know me a  
7 little bit better.

8 THE CHAIRMAN: Okay. Good.  
9 And yes, that is true, we do need to reach  
10 out and communicate with them.

11 I don't have any other cards, so I assume  
12 there's not anybody else in the public that  
13 wants to speak.

14 So, with that, this meeting is adjourned.  
15 (The above proceedings were adjourned at  
16 4:48 p.m.)

17 - - -  
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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 29th day of March 2017.

16  
17 \_\_\_\_\_  
18 Diane M. Tropa  
19 Florida Professional Reporter  
20  
21  
22  
23  
24  
25

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