

Downtown Investment Authority
REVISED AGENDA
City Hall at St. James, 117 W. Duval Street
Lynwood Roberts Room, 1st Floor
 Wednesday, March 25, 2015 – 3:00 PM

MEMBERS:

Oliver Barakat, Chairman	Melody S. Bishop, Board Member
Jack Meeks, Vice Chairman	Robert Clements, Board Member
Craig Gibbs, Secretary	Doris Goldstein, Board Member
Antonio “Tony” Allegretti, Board Member	Kay Harper-Williams, Board Member
James Bailey, Board Member	

I.	CALL TO ORDER – Chairman Barakat
	A. Pledge of Allegiance
II.	ACTION ITEMS - Chairman Barakat <i>(Requires DIA Action and/or Approval)</i>
	A. Approval of February 24, 2015 DIA Board Meeting Minutes
	B. Approval of Retail Enhancement Program Committee Recommendations
	B.1. REP Application 2015-002
	C. Resolution 2015-03-01: Urban Art Façade and Streetscape Program
	D. Resolution 2015-03-02: Public Wi-Fi
	E. Resolution 2015-03-03: Commending Terry Lorince as Executive Director for Downtown Vision, Inc.
III.	CHIEF EXECUTIVE OFFICER REPORT
	A. Downtown Redevelopment Projects Update
IV.	DOWNTOWN BRIEFING – Jim Klement
	A. DDRB February 2015 Meeting Update
V.	OLD BUSINESS – Chairman Barakat
VI.	NEW BUSINESS – Chairman Barakat
VII.	PUBLIC COMMENTS – Chairman Barakat
VIII.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: TBD

Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer	Paul Crawford, OED, Deputy Director
Guy Parola, DIA Redevelopment Manager	Alex Rudzinski, OED
Tom Daly, DIA Redevelopment Analyst	DIA Council Liaison, Lori N. Boyer, Council Member District 5
Jim Klement, DIA, DDRB	Jack Shad, Public Parking Officer
Susan Grandin, Office of General Counsel	Karen Underwood, DIA Executive Assistant
Lawsikia Hodges, Office of General Counsel	Nelly Peoples, DIA Volunteer
	David DeCamp, Public Information Office



Downtown Investment Authority
Regular Meeting

City Hall at St. James
117 West Duval St., Lynwood Roberts Room

Wednesday, March 25, 2015 - 3:00 p.m.

DIA Regular
MEETING MINUTES

Board Members Present: Oliver Barakat, Chairman; Jack Meeks, Vice Chairman; Craig Gibbs; Secretary; Jim Bailey; Melody Bishop; Doris Goldstein and Kay Harper-Williams

Board Members Absent: Tony Allegretti and Robert Clements

Office of General Counsel: Lawsikia Hodges

Council Member: Lori Boyer

Attendees: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Jim Klement, DIA Development Coordinator; Jim Robinson, Department of Public Works Director; Terry Lorince DVI Executive Director; and Karen Underwood, DIA Executive Assistant

I. CALL TO ORDER

Chairman Barakat convened the meeting the board members introduced themselves for the record.

II. ACTION ITEMS

A. APPROVAL OF FEBRUARY 24, 2015 REGULAR MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GIBBS APPROVING THE JANUARY 28, 2015 DIA REGULAR MEETING MINUTES AS AMENDED.

THE MOTION PASSED UNANIMOUSLY 7-0.

B. APPROVAL OF RETAIL ENHANCEMENT PROGRAM COMMITTEE RECOMMENDATIONS:

- 1. REP APPLICATION 2015-002 – Zodiac Grill, Inc. D.B.A. Zodiac Bar & Grill, Applicant Jeriees Ewais, Owner**

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER MEEKS APPROVING APPLICATION 2015-002 GRANT FOR \$18,288 TO ZODIAC GRILL SUBJECT TO:

- 1) **Applicant to obtain appropriate permits within 6 months of final program document approval and executed agreements with DIA;**
- 2) **Applicant to have all work completed within a 6 month period from final program document approval and executed agreements with DIA;**
- 3) **Applicant may receive up to a 6 month period extension to comply with final program document approval and DIA executed agreements; and**
- 4) **The forgivable loan will be secured by a personal guarantee of the tenant in the event of a default under the program or funding agreement.**

THE MOTION PASSED UNANIMOUSLY 7-0.

C. RESOLUTION 2015-03-01 URBAN ART FAÇADE AND STREETSCAPE PROGRAM

CEO Wallace brought fourth Resolution 2015-03-01 and Exhibit A - Urban Art Façade and Streetscape Program Phased Budget.

The Board Members raised questions regarding subsequent reviews at the end the three (3) phases.

Christie Holechek, Director, Art in Public Places Program, Cultural Council was present to answer questions from the board members. She stated that each phase will have an Art selection panel.

Any new structures will require DDRB Review.

CEO Wallace stated that the Urban Art Façade was listed as one of the 1st year projects in the BID Plan.

A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER BAILEY APPROVING RESOLUTION 2015-03-01 ALLOCATING \$406,000 IN GRANT PROCEEDS TO SUPPORT AN URBAN ART FAÇADE AND STREETSCAPE PROGRAM; AND INSTRUCTING THE CHIEF EXECUTIVE OFFICER OF THE DIA TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH THE CULTURAL COUNCIL OF GREATER PURSUANT TO THE URBAN ART FAÇADE AND STREETSCAPE PROGRAM IDENTIFIED IN THE NORTHBANK AND SOUTHSIDE COMMUNITY REDEVELOPMENT AREA (“CRA”) PLANS FOR DOWNTOWN JACKSONVILLE, FLORIDA

PUBLIC COMMENTS

- **Bruce Fouraker**

A MOTION WAS AMENDED BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER HARPER-WILLIAMS APPROVING RESOLUTION 2015-03-01 ALLOCATING \$406,000 IN GRANT PROCEEDS TO SUPPORT AN URBAN ART FAÇADE AND STREETScape PROGRAM INCLUDING (1) ONE DIA BOARD MEMBER ON THE ART SELECTION PANEL.

THE MOTION PASSED UNANIMOUSLY 7-0

Ms. Holecheck stated that the Cultural Council is working with JTA as a partner on the Skywall project and will follow-up with the recommendation from the DIA Board to the JTA.

A MOTION WAS AMENDED BY BOARD MEMBER GOLDSTEIN AND SECONDED BY BOARD MEMBER MEEKS RECOMMENDING THAT THE CULTURAL COUNCIL SHALL BE ADVISED TO SEEK THE AVAILABILITY OF TRANSIT FUNDS AND OTHER SOURCES OF AVAILABLE FUNDS FOR THE SKYWAY WALL PROJECT AND THAT ANY SAVINGS THAT IS REALIZED MAY BE APPLIED TO THE JAMES WELDON MEMORIAL PROJECT OR OTHER PROJECTS.

THE MOTION PASSED UNANIMOUSLY 7-0

THE MOTION WAS ADOPTED AFTER FURTHER DISCUSSION.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GOLDSTEIN APPROVING 2015-03-01 AS AMENDED.

THE MOTION PASSED UNANIMOUSLY 7-0

D. RESOLUTION 2015-03-02: PUBLIC WI-FI DOWNTOWN

CEO Wallace brought forth a Memo and Resolution 2015-03-02 to expand the Downtown free wireless internet access in several areas of Downtown.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER HARPER-WILLIAMS APPROVING RESOLUTION 2015-03-02 ALLOCATING EIGHTY THOUSAND DOLLARS (\$80,000.00) FROM THE DOWNTOWN ECONOMIC DEVELOPMENT FUND FOR A PUBLIC WI-FI DOWNTOWN PROGRAM IDENTIFIED IN THE NORTHBANK AND SOUTHSIDE COMMUNITY REDEVELOPMENT AREA (“CRA”) PLANS FOR DOWNTOWN JACKSONVILLE, FLORIDA; AND AUTHORIZING THE CEO TO PROCURE, NEGOTIATE, AND EXECUTE CONTRACTS TO COMPLETE THE DOWNTOWN WIFI PROGRAM.

THE MOTION PASSED UNANIMOUSLY 7-0

E. RESOLUTION 2015-03-03: COMMENDING TERRY LORINCE AS EXECUTIVE DIRECTOR FOR DOWNTOWN VISION

CEO Wallace read into the record Resolution 2015-03-03

PUBLIC COMMENTS

- **Joe Snowberger**
- **John Nooney**

A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER BISHOP COMMENDING AND RECOGNIZING THE CONTRIBUTIONS OF TERRY LORINCE FOR HER YEARS OF DEDICATED SERVICE AS THE FIRST EXECUTIVE DIRECTOR OF DOWNTOWN VISION, INC. (“DVI”) FROM 2001-TO 2015.

THE MOTION PASSED UNANIMOUSLY 7-0.

Terry Lorince thanked the board and stated that this was the perfect time for her to retire because of the DIA’s accomplishments.

Council Member Boyer stated that the incentive package for the Hotel on Riverside Avenue and the Hallmark request will be before City Council. She noted that she will depart from the DIA’s requested approval.

III. CHIEF EXECUTIVE OFFICER REPORT

Downtown Redevelopment Projects Update

CEO Wallace provided an update to the board on the following downtown projects.

- **Jacksonville Landing RFP’s**
- **Shipyards**
- **Old City Hall Annex, Old Courthouse and the Parking lot**
- **Laura Street Trio/Barnett**
- **Riverplace Road Diet – Guy Parola**

Governance Committee Update

Board Member Gibbs updated the board on the status of the March 12th Governance committee meeting. Diane Moser, Division Chief of Talent Management in Employee Services Department provided handouts and went over the standard routine process to establish a grading process for CEO Wallace.

The committee recommended that Chairman Barakat draft an accommodation letter to be filed into CEO Wallace’s personnel file and later develop a set of standards for a future performance review

in approximately six (6) months from today. Lastly, the committee will move toward formulating contract for the CEO.

Chairman Barakat stated that he will work on the accommodation letter and requested feedback for the DIA staff performance at the next board meeting.

Board Member Bishop inquired about the status of one (1) DIA Board Member appointed position.

Lawsikia Hodges referenced 6.5 of the DIA Bylaws. The Chairman may notify the Mayor and request that member be relieved from his/her duties.

IV. DOWNTOWN BRIEFING

Jim Klement provided the DDRB update and there was no meeting scheduled in March 2015.

V. OLD BUSINESS

- Board Member Bishop stated that a request has been made from 2 different sources that anything pertaining to One Spark that it refers to existing retailers, including restaurants within downtown. She requested that the board cause the One Spark website refer to the DVI sites. If a map is given out that One Spark also handout maps at the same time.
- Chairman Barakat reported that their needs to be a discussion about any modifications of the Retail Enhancement plan. CEO Wallace responded that the committee will discuss the modifications at the next retail enhancement meeting. Board Member Bailey commented that there have been a lot of positive activities and the committee will review what could be done to keep fine tuning the program. He is not sure that the committee will be ready in April for a modification of the Ordinance.
- Chairman Barakat left the meeting at 5:06 p.m.
- Board Member Goldstein suggested a two-staged approach if the board did not want to deal with the modifying the current legislation. She suggested that on trial basis the committee could develop a set of standards that would apply to those who meet the 25 point minimum, so when scoring, the standard will be applied in a statute that requires the applicant to receive at least 25 points and then articulate some particular things upon reviewing the application once they reach the later stage of review. Vice Chairman Meeks invited Board Member Goldstein to attend the committee meetings. She suggested rather than voting it up or down at the committee's discretion, to create some additional standards or articulate what exactly the board is using the program to try to promote in downtown development. Lawsikia Hodges quoted the steps and stated it was possible for the committee to accomplish what Board Member Goldstein is recommending or make decisions of the scoring system on a case-by-case basis.

VI. NEW BUSINESS

- Board Member Bishop stated that the DDRB guidelines needed to be adjusted sooner than later. She recommended having a committee established to review the guidelines. Vice Chairman Meeks recommended for this item to be placed on the agenda at the next regular scheduled meeting under new business to deal with the revisions to the design guidelines. He also asked if she could email her suggestions to Chairman Barakat and CEO Wallace.

VII. PUBLIC COMMENTS

Public speaker cards on file with the Downtown Investment Authority.

VIII. ADJOURNMENT

Chairman Barakat adjourned the meeting at approximately 5:34 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at karenu@coj.net.

RESOLUTION 2015-03-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ALLOCATING FOUR HUNDRED AND SIX THOUSAND DOLLARS (\$406,000.00) IN GRANT PROCEEDS TO SUPPORT AN URBAN ART FAÇADE AND STREETScape PROGRAM; AND INSTRUCTING THE CHIEF EXECUTIVE OFFICER OF THE DIA TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH THE CULTURAL COUNCIL OF GREATER JACKSONVILLE PURSUANT TO THE URBAN ART FAÇADE AND STREETScape PROGRAM IDENTIFIED IN THE NORTHBANK AND SOUTHSIDE COMMUNITY REDEVELOPMENT AREA (“CRA”) PLANS FOR DOWNTOWN JACKSONVILLE, FLORIDA.

WHEREAS, the Downtown Investment Authority (“DIA”) has been designated by the City of Jacksonville as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E, and further granted authorities via Ordinance 2014-0560; and

WHEREAS, an Urban Art Façade and Streetscape Program is included as part of the North Bank Downtown and Southside CRA Plans for Downtown Jacksonville, Florida; and

WHEREAS, the North Bank Downtown and Southside CRA Plans are included as part of the Business Investment and Development Plan (“BID”); and

WHEREAS, Ordinance 2014-0560 appropriated \$2,595,723 from the Downtown Economic Development Fund to fund projects, programs, and activities identified within the BID; and

WHEREAS, it is the desire of the City of Jacksonville to create a vibrant and dynamic downtown; and

WHEREAS, the Cultural Council of Greater Jacksonville administers the City’s Art In Public Places program pursuant to s. 126.909, Jacksonville Code of Ordinances; and

WHEREAS, the DIA finds that the Cultural Council of Greater Jacksonville is the appropriate agency to administer the Urban Art Façade and Streetscape Program.

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA authorizes its Chief Executive Officer to enter negotiate and enter into an agreement with the Cultural Council of Greater Jacksonville for an amount not to exceed four hundred and six thousand dollars (\$406,000.00).

Section 3. The Urban Art Façade and Streetscape Program shall proceed in accordance with Exhibit ‘A’ *Urban Art Façade and Streetscape Program Phased Budget* and Exhibit ‘B’ *Urban Art Façade and Streetscape Program Phasing*.

Section 4. This resolution shall become effective upon its approval by the DIA this 25th day of March, 2015.

WITNESS:

Downtown Investment Authority

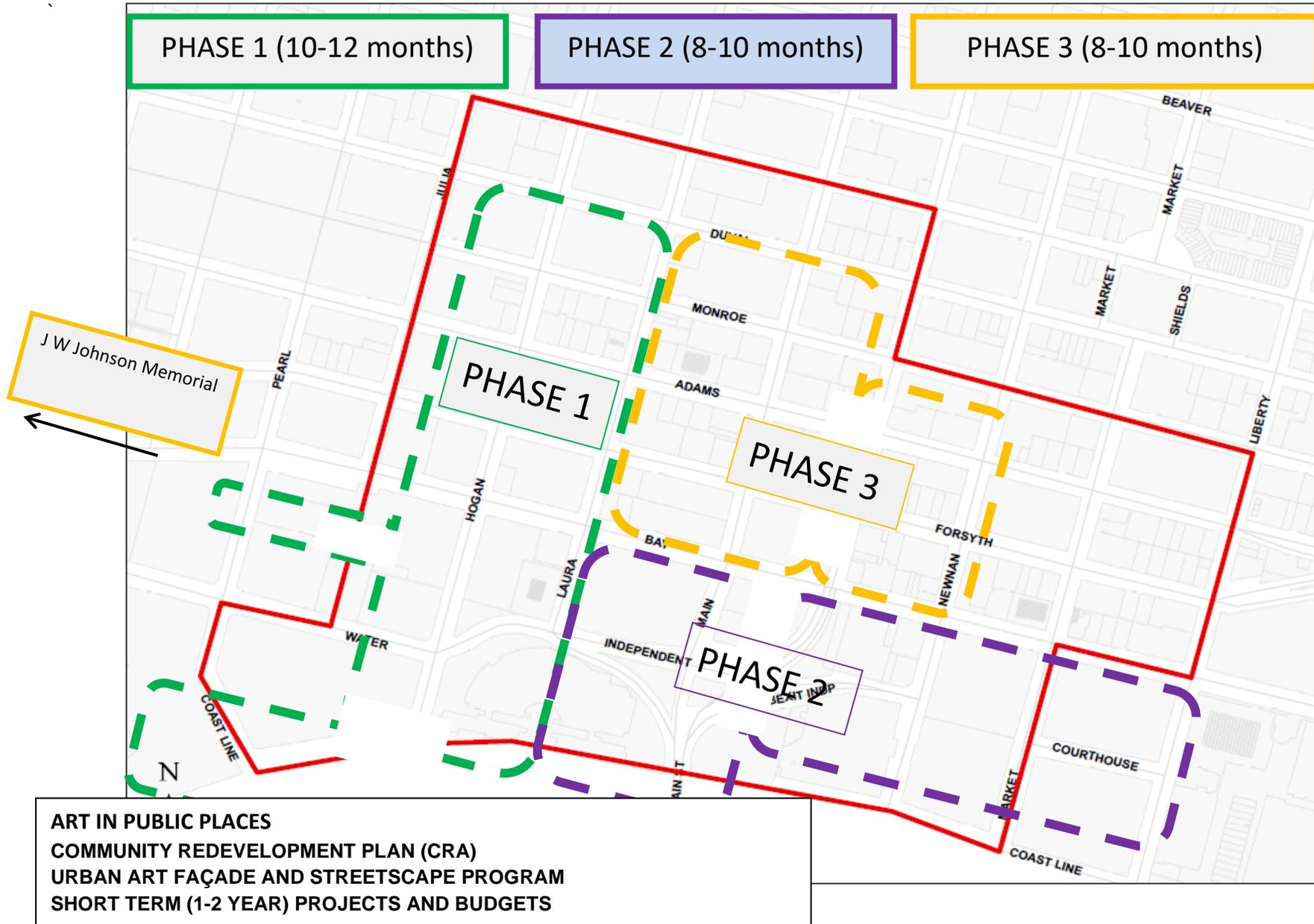
Oliver Barakat, Chairman

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

RESOLUTION 2015-03-01
EXHIBIT A
URBAN ART FAÇADE AND STREETScape PROGRAM PHASED BUDGET

Phase	Project Types	Phase Budget
Phase 1	<ul style="list-style-type: none"> • Skyway Walls • Utility Boxes • Bike Racks • Street Furnishings • Outdoor Sculpture 	\$180,750.
Phase 2	<ul style="list-style-type: none"> • Utility Boxes • Bike Racks • Street Furnishings • Duval Walls • Outdoor Sculpture 	\$139,625.
Phase 3	<ul style="list-style-type: none"> • Utility Boxes • Bike Racks • Street Furnishings • Duval Walls • James Weldon Johnson Memorial 	\$ 85,625.
TOTAL		\$406,000.

RESOLUTION 2015-03-01
EXHIBIT 'B'
URBAN ART FAÇADE AND STREETScape PROGRAM PHASING.



RESOLUTION 2015-03-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ALLOCATING EIGHTY THOUSAND DOLLARS (\$80,000.00) FROM THE DOWNTOWN ECONOMIC DEVELOPMENT FUND FOR A PUBLIC WI-FI DOWNTOWN PROGRAM IDENTIFIED IN THE NORTHBANK AND SOUTHSIDE COMMUNITY REDEVELOPMENT AREA (“CRA”) PLANS FOR DOWNTOWN JACKSONVILLE, FLORIDA; AND AUTHORIZING THE CEO TO PROCURE, NEGOTIATE, AND EXECUTE CONTRACTS TO COMPLETE THE DOWNTOWN WI-FI PROGRAM.

WHEREAS, the Downtown Investment Authority (“DIA”) has been designated by the City of Jacksonville as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E, and further granted authorities via Ordinance 2014-0560; and

WHEREAS, Ordinance 2014-0560 appropriated \$2,595,723 from the Downtown Economic Development Fund to fund projects, programs, and activities identified within the Business Investment and Development Plan BID; and

WHEREAS, the implementation of a permanent Downtown Wi-Fi system is included as part of the BID; and

WHEREAS, Jacksonville desires to create a digitally connected Downtown in order to be competitive in attracting and retaining residences and business within Downtown.

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA appropriates eighty thousand dollars (\$80,000.00) for public Wi-Fi.

Section 3. The DIA authorizes the CEO to procure the products and services needed to complete the project, in accordance with the City of Jacksonville Procurement Code, Chapter 126 Jacksonville Ordinance Code; and to execute and negotiate all contracts, agreements, and other documents needed to complete the Downtown Wi-Fi Program.

Section 4. This resolution shall become effective upon its approval by the DIA this 25th day of March, 2015.

(the remainder of this page left intentionally blank)

WITNESS:

Downtown Investment Authority

Oliver Barakat, Chairman

VOTE: In Favor: _____ Opposed: _____ Abstained: _____

RESOLUTION 2015-03-03

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY
("DIA") COMMENDING AND RECOGNIZING THE CONTRIBUTIONS
OF TERRY LORINCE FOR HER YEARS OF DEDICATED SERVICE AS
THE FIRST EXECUTIVE DIRECTOR OF DOWNTOWN VISION, INC.
("DVI") FROM 2001 TO 2015.**

WHEREAS, the Downtown Investment Authority honors and commends Mrs. Terry Lorince for her exceptional dedication to the City of Jacksonville, the Downtown and its ongoing renaissance; and

WHEREAS, during her 14-year tenure as executive director, Terry Lorince has led Downtown Vision, Inc. in numerous accomplishments including:

- Advocating for development and improvements in the core of Downtown, including the riverfront and historic preservation;
- Making Downtown Jacksonville cleaner, safer and friendlier through a seven-day-a-week Ambassador service;
- Marketing Downtown Jacksonville to developers, and individuals interested in living and working Downtown;
- Leasing space to artists through the Off the Grid initiative;
- Holding a co-working demonstration with the group that would go on to found CoWork Jax; and
- Implementing award-winning special events and promotions such as the First Wednesday Art Walk, Downtown's first Farmers Market, Eat Up Downtown, the Out to Lunch concert series, Movies in the Park, and the Historic Church Tour

WHEREAS, as the first Executive Director of DVI, in 2012 the Jacksonville Business Journal named Ms. Lorince a Woman of Influence; and

WHEREAS, during her tenure, Ms. Lorince served as a board member of the International Downtown Association from 2003-2009; and

WHEREAS, in 2010 the Florida Times Union name Mrs. Lorince one of the ten (10) Jacksonville business people to watch; and

WHEREAS, in 2012 Ms. Lorince was awarded the Jesse B. Smith Community Service Award by the Northeast Florida chapter of the National Association of Industrial and Office Properties in recognition of her commitment and service to the office and industrial real estate community in Northeast Florida; and

WHEREAS, during her tenure, Ms. Lorince was a founding board member of Friends of Hemming Park, board member of the Florida Theatre, and a member of the Executive Committee of the North Florida Chapter of the Urban Land Institute; and

WHEREAS, in 2005 the Florida Times Union named Mrs. Terry Lorince as “One of 5 Women Making the Super Bowl Successful.”

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA recognizes and commends Mrs. Terry Lorince for her years of dedicated service in the overall development of Downtown Jacksonville, and thanks her for the effort putting into place the framework and implementing a strategy that continues to promote Downtown Jacksonville as a vibrant and successful part of our City.

Section 3. This resolution shall become effective upon its approval by the DIA this 25th day of March, 2015.

WITNESS:

Downtown Investment Authority

Oliver Barakat, Chairman

VOTE: In Favor: _____ Opposed: _____ Abstained: _____