

Downtown Investment Authority
Special Meeting
AGENDA

117 W. Duval Street
1st Floor Lynwood Roberts Room
 Tuesday, April 1, 2014 – 11:00 A.M.

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

I.	CALL TO ORDER – Chairman Barakat
II.	TOPIC OF DISCUSSION
	Continue with Downtown Vision Inc.
	Authority versus Authority
	Approval of Year 1 Projects
	Review revised drafts of CRA Plan Update and BID
III.	OLD BUSINESS – Chairman Barakat
IV.	NEW BUSINESS – Chairman Barakat
V.	PUBLIC COMMENTS – Chairman Barakat
VI.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: Wednesday, April 16, 2014 4:00 p.m. – Location – TBD

Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer
 Guy Parola, DIA Downtown Redevelopment
 Manager
 Jim Klement, OED/DIA Staff
 Alex Rudzinski, OED/DIA Staff
 Jason Gabriel, Office of General Counsel
 Lawsikia Hodges, Office of General Counsel

Susan Grandin, Office of General Counsel
 DIA Council Liaison, Lori N. Boyer, Council
 Member District 5
 Jack Shad, Public Parking Officer
 Karen Underwood, Recording Secretary
 David DeCamp, Public Information Office



Downtown Investment Authority
Special Meeting

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

Tuesday, April 1, 2014 – 11:00 a.m.

DIA Special Meeting
MEETING MINUTES

Board Members Present: Oliver Barakat, Chairman; Jim Bailey, Vice Chairman; Kay Harper Williams, Secretary; Tony Allegretti; Melody Bishop; Craig Gibbs; Jack Meeks; and Michael Saylor

Board Members Absent: Melody Bishop and Robert Clements

Office of General Counsel: Susan Grandin and Lawsikia Hodges

Council Members: Lori Boyer and Don Redman

Attendees: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Alex Rudzinski, OED, Director of Development; Lara Diettrich, Diettrich Planning; Tony Robbins, Senior Planner, Prosser Inc.; and Karen Underwood, Executive Assistant

I. CALL TO ORDER

Chairman Barakat called the special meeting to order at approximately 11:00 a.m.

He reported that this special meeting was called for a continuation of the discussion from the March 25, 2014 meeting about DIA Administration and Governance.

II. ITEMS

DIA Organizational Chart (Revised organizational chart per Board requests)

Jurisdiction and influence of Downtown parks and public realm (Parks and Recreation Department)

Deferred item for OGC confirmation of Parks and Recreation Department authority and DIA Liaison creation

Jurisdiction and influence of Downtown parking (Parking Facilities and Enforcement Department)

- **Deferred item for OGC confirmation of Parking Facilities and Enforcement Department Liaison creation**

Ms. Hodges provided proposed language regarding the liaison relationship, a handout of the Municipal Code, Sec. 28.103, Powers, functions and duties of Director; Sec. 656.361.1, Intent; Section 122.02, Parking Rates at municipal parking lots; and Section 55.201, Economic Development.

Ms. Hodges stated that there was clear language that the CRA Plan would supersede all existing plans. Council Member Boyer stated that it should indicate any ordinances that may conflict.

Board Member Saylor stated that he thought that the DIA Board needed to have an advocate at the DDRB Meeting.

Council Member Boyer reminded the board that the system of using a professional service and placing it in the budget works great as long as Jim Klement's position is transferred.

Lara Diettrich restated the three (3) recommendations made from the last meeting:

1. DIA having a say in the leasing fees for parking.
2. Liaison between DIA and The Parks Department a clear connection and codification.
3. Parking leasing and incentives should be vetted through Aundra Wallace and the DIA Board Members.

Council Member Boyer reported that parking revenue is a part of the general fund. Also, liabilities are associated with it and there is an implication if the Council gets involved on a broader perspective.

Jack Shad commented that the current ordinance stated that the Parking Division is the one that set the rates and discount programs. He is accountable the Mayor and the City Council in that regard.

Council Member Don Redman arrived at 11:45 a.m.

The Board Members discussed legislation language regarding Section 28.103 of the City Code. Tonisha Gaines, Special Events Manager, added clarity to the discussion regarding Metropolitan Park. She reported that Metropolitan Park traveled with Special Events. Special Events was the responsible party within the Parks Department for managing the facilities' rental of Metropolitan Park and the reservations for the use of Hemming Plaza.

The Board envisioned there being some feedback from Council once the DIA went forward with pulling powers from different agencies and interjecting itself into other things that are contemplated

Lara Diettrich stated that the DIA will put their list together of the discussion points that OGC, DIA, the Parks Department and OED's Parking Division will have to discuss the thresholds, a matrix, and Hemming Plaza as a top priority.

The Board was satisfied with the liaison role of the Parks Department with the exception of Hemming Plaza.

Motion to approve the DIA having a codified liaison role with the Parks Department regarding Downtown Parks, waterfront, etc. (see draft language) except for Hemming Plaza. THE MOTION PASSED 5-2 (Vice Chairman Bailey and Board Member Gibbs voted in opposition) (The board recommended the approval)

The board voted on moving forward with staff, OGC, Parks Department, and the Parking Division to investigate alternatives in how it should handle the approval, whether it is internal thresholds or external thresholds.

Motion to approve the DIA having codified approval role regarding Parking leases and incentives and Hemming Plaza. THE MOTION PASSED 5-2 (Vice Chairman Bailey and Board Member Gibbs voted in opposition) (The board recommended the approval)

Downtown Vision, Inc. incorporation into the DIA organizational chart

CEO Aundra Wallace inquired about how to codify the DIA's relationship with DVI. The DVI is proficient with marketing, cleaning and safety, events information resources, stakeholder support, business retention and attraction support.

Terri Lorince, DVI, Executive Director, provided a brief summary of Downtown Vision, Inc.'s role.

Chairman Barakat reported that he is a board member of DVI and noted that DIA doesn't have staff to market downtown. It would make sense to for DVI to retain that role.

Board Member Allegretti noted that DVI is instrumental in the downtown marketing collaborative.

Terri Lorince discussed the DVI's one-week relationship with 100 volunteers for heavy-duty planting, which brought in approximately \$70,000 in value, special events Jazz Festival merchants, and has a great relationship with The Elbow.

CEO Wallace suggested to the board that it to hold another meeting on April 8, 2014 at 3:00 p.m. He provided a handout to the board covering the projects based upon community forums and comments from the Board Members.

Council Member Boyer commented that there is additional funding available on the Southbank. If the only project that the DIA has on the Southbank is the Riverplace Boulevard project, it will not be completed within 12 months. She stated that she has been working with Lara Diettrich and the Council Auditors on finding the segregated Northbank TIF dollars.

Chairman Barakat stated that he would like a little more detail about the Art in Public Places. Lara Diettrich replied that she will send the list to him. The Cultural Council has fully vetted projects that have already gone through the application process.

Council Member Redman mentioned that if the Board Members would show some progress on Hemming Plaza that that would be the showcase to make the City and City Council back up the DIA.

Jurisdiction and influence of special events (Special Events Division)

Discussion will be taken up at the next special meeting

**DIA contractual authority between the City Council, if and when necessary
CRA Plan Update Draft revisions to date**

Tony Robbins reported that moving forward, the consultants would like for the board members to make their comments on the clean version of the CRA Update.

III. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 5:58 p.m.

The next scheduled DIA Special Board meeting is scheduled for Tuesday, April 8, 2014, at 3:00 p.m., in the Lynwood Roberts Room.

Please note that all attachments referenced will be posted on the DIA web site <http://www.coj.net/departments/downtown-investment-authority.aspx>

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.