



**Downtown Investment Authority**  
**Strategic Implementation Committee Hybrid Meeting**  
**Monday, March 14, 2022 – 1:00 p.m.**

**Strategic Implementation Committee Hybrid Meeting**  
***Draft – MEETING MINUTES***

**Strategic Implementation Committee Members (CM) in Attendance:**

Craig Gibbs, Esq., Acting Chair  
Jim Citrano, Committee Member

Oliver Barakat, Committee Member

**Committee Members Excused:** Bill Adams, Esq.

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Xzavier Chisholm, Administrative Assistant; Antonio Posey, Project Manager; Lori Radcliffe-Meyers, Downtown Development Coordinator (via Zoom); and Ina Mezini, Communication and Marketing Specialist (via Zoom).

**Office of General Counsel:** John Sawyer, Esq.

**Council Members Present:** Michael Boylan and JuCoby Pittman

**I. CALL TO ORDER**

The Strategic Implementation Committee meeting of March 14, 2022 was called to order at 1:00 p.m. by Chairman Gibbs.

**II. PUBLIC COMMENTS**

Chairman Gibbs called for public comment.

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

Carnell Oliver                      Urged the Board and CEO Boyer to advocate for the repeal of the Faircloth Amendment to help increase affordable housing

**III. FEBRUARY 14, 2022 STRATEGIC IMPLEMENTATION COMMITTEE MEETING APPROVAL OF THE MINUTES**

Chairman Gibbs called for corrections or other edits by his fellow committee members.

**Motion:**                      CM Barakat moved to approve the minutes as presented

**Seconded:** CM Citrano seconded the motion

CM Citrano provided an amendment to the minutes, stating that he would like paragraph 4 on page 6 to clarify that it is his opinion that CEO Boyer should be given authority to authorize DIA contributions in the amount of \$2,500 without requiring Board approval, and that it was not a statement of fact.

**Vote: Aye: 3      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 3-0-0**

**IV. RESOLUTION 2022-03-03: DIA STAFFING**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) URGING THE MAYOR AND CITY COUNCIL TO SUPPORT AN INCREASE IN STAFFING OF THE DOWNTOWN INVESTMENT AUTHORITY WITH THE ADDITION OF AT LEAST \_\_\_ ADDITIONAL POSITIONS; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO PURSUE LEGISLATION AND/OR SUBMIT BUDGET REQUESTS NECESSARY TO EFFECTUATE THIS DIRECTION; RECOGNIZING THE URGENCY OF THE REAL ESTATE MARKET CYCLE AND THE CURRENT OPPORTUNITIES FOR REDEVELOPEMENT THAT CANNOT BE ADEQUATELY ADDRESSED BY CURRENT STAFF DESPITE THEIR COMMITMENT OF TIME WELL BEYOND JOB REQUIREMENTS; AUTHORIZING THE CEO TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

CEO Boyer introduced the resolution, which came about at the request of the Board, stating that it would provide the DIA with permission to move forward with legislation that would add additional staff to the DIA with the purpose of increasing organizational bandwidth to keep pace with market demands and to effectively implement programs and manage project workloads. She spoke to an organizational chart provided to Board Members that describes the various positions the DIA has prioritized. Due to the MPS legislation that City Council recently approved, the DIA will see an annual cost savings of at least \$2M and is therefore able to completely fund the additional positions and have additional funding leftover.

**Motion:** CM Citrano moved to approve Resolution 2022-03-03

**Seconded:** CM Barakat seconded the motion

Chairman Gibbs called for comments from the committee.

Referring to property dispositions and real estate, CM Barakat asked CEO Boyer if she believes the position(s) will be permanent or if they are designed to evolve into something else as properties are disposed. CEO Boyer responded that initially it was her belief that the position would not be

ongoing, and that as the DIA worked its way through the inventory of real estate assets, they would get to the end and be done; however, the reality has been that State law requires any property that becomes available to go through a disposition process, therefore the need for dispositions may be ongoing. She added that the position may be able to assume contract manager responsibilities or combine job functions with another position.

CM Barakat expressed that the DIA is behind in its maintenance and upkeep of downtown infrastructure (e.g., hardscape, tree maintenance, etc.) and stressed the importance of ensuring that capital projects and maintenance are receiving due diligence, regardless of whether it is Public Works or the DIA.

CM Barakat suggested clarifying the language in Section 5 to indicate that the \$500,000 is “per year” or “annualized budgetary capacity.”

CM Citrano expressed that timing is crucial and reminded the committee that it will take up to a year to fill all of the recommended positions. Also noting that, the DIA has the budgetary capacity to move forward with this.

CM Citrano asked if the \$500,000 is based on seven positions. CEO Boyer responded that it is, and stated that she arrived at the estimate through her research of HR position grades that would be assigned to the various positions. She added that the amount would be less than \$500,000 if the number of positions were reduced. CM Citrano noted that he is in support, and wants to ensure the \$500,000 is sufficient.

CM Citrano asked if the positions are permanent. CEO Boyer responded that they are full-time permanent positions, however, all DIA staff are appointed positions, as opposed to civil service. She then confirmed that the \$500,000 is for year one, and that the amount can change year-to-year as part of the annual budget approval process depending on the economic environment.

CEO Boyer stated that due to Public Works recently hiring a staff member with a focus on Downtown infrastructure maintenance and improvement, she recommends not more than six positions at this time.

**CM Citrano stated that based on CEO Boyer’s recommendation, his motion stands to approve up to 6 additional staff. CM Barakat seconded.**

**Vote: Aye: 3      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 3-0-0**

**V. RESOLUTION 2022-03-04: MAYO CLINIC PARKING AGREEMENT**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING CITY COUNCIL APPROVAL OF A PARKING AGREEMENT BETWEEN THE DIA AND MAYO CLINIC JACKSONVILLE**

**(MAYO) FOR MONTHLY AND HOURLY PARKING AT THE ED BALL GARAGE; PROVIDING AN EFFECTIVE DATE.**

CEO Boyer introduced the resolution, stating that it seeks approval of a parking agreement between the DIA and Mayo Clinic of Jacksonville for monthly and hourly parking at the Ed Ball garage at the established published rates.

**Motion:** CM Citrano moved to approve Resolution 2022-03-04

**Seconded:** CM Barakat seconded the motion

CEO Boyer confirmed that the City will be approve the lease itself through the real estate division. The DIA would be approving the parking spots.

Responding to a question from CM Barakat, CEO Boyer stated that the use of the space will be a clinic.

**Vote: Aye: 3      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 3-0-0**

**VI. RESOLUTION 2022-03-05: FURCHGOTT'S BUILDING DPRP**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING THAT CITY COUNCIL APPROVE A DOWNTOWN PRESERVATION AND REVITALIZATION PROGRAM FORGIVABLE LOAN PACKAGE FOR REHABILITATION OF THE BUILDING LOCATED AT 128 W ADAMS ST (THE “PROPERTY”) PURSUANT TO A REDEVELOPMENT AGREEMENT WITH LOTUS COMMERCIAL USA, LLC OR ASSIGNS (“OWNER” OR “DEVELOPER”); FINDING THAT THE PLAN OF DEVELOPMENT IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN (“BID PLAN”) AND THE DOWNTOWN NORTHBANK COMMUNITY REDEVELOPMENT AREA PLAN (“CRA PLAN”); AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE THE CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.**

Mr. Kelley introduced the resolution, stating that the developer seeks a Downtown Preservation and Revitalization Program (DPRP) Forgivable Loan package to redevelop the property located at 128 W Adams Street into 34,600 sq ft of leasable space for mixed-use purposes including multi-family units, ground level retail, and amenities for residents.

**Motion:** CM Barakat moved to approve Resolution 2022-03-05

**Seconded:** CM Citrano seconded the motion

CM Barakat asked staff to double check the retail square footage, noting that if it is more, it will give them more credit, and that more retail space along this corridor is a positive.

Mr. Kelley confirmed that the Board will take up this resolution at their regular meeting on Wednesday, March 16.

Mr. Kelley clarified for CM Barakat that the third bullet point on page 6 should say “the first year of operations.”

CM Barakat noted that some of the apartment units are a little smaller than what is typically seen downtown.

CM Barakat commented that the multi-family project is much desired in the core and expressed his support for the project, adding that it is the type of project that the DIA should highly incentivize.

CM Citrano expressed his support for the project and asked when the project expects to commence. Mr. Kelley described the legislative process as it pertains to the performance schedule which will be two months at minimum and stated that the performance schedule allows 30 days following the Bill Effective Date for the Redevelopment Agreement to be executed. At that point the developer will have six months to commence construction.

CM Citrano asked what the plan for parking is. Mr. Kelley responded that there is no designated parking, and each resident will find their own parking. Soo Gilvarry, of Lotus Commercial USA, LLC, stated they anticipate reaching a parking agreement with a nearby garage such as the BB&T building garage or the Ed Ball building garage by the time the project is complete.

**Vote: Aye: 3      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 3-0-0**

**VII. OTHER MATTERS TO BE ADDED AT THE DISCRETION OF THE CHAIR**

**RESOLUTION 2022-03-08: NB TID BUDGET AMENDMENT**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY BOARD OF THE COMBINED NORTHSIDE EAST AND NORTHWEST CRA’S RECOMMENDING THE APPROPRIATION OF THE PROCEEDS RECEIVED FROM THE SALE OF THE FORSYTH AND MAIN LOT TO THE TWO WAY STREET CONVERSION OF FORSYTH AND ADAMS PROJECT AS CONTEMPLATED BY THE BOARD IN 2020; ADOPTING AN FY 21-22 AMENDED TAX INCREMENT DISTRICT (“TID”) BUDGET AS DETAILED IN EXHIBIT ‘A’ ATTACHED HERETO FOR THE COMBINED NORTHSIDE EAST AND NORTHWEST CRA’S PURSUANT TO SEC.**

**163.387, F.S. AND SEC. 106.341, ORDINANCE CODE; PROVIDING AN EFFECTIVE DATE.**

CEO Boyer introduced the walk-on resolution, stating that it seeks to authorize the transfer of the revenue of the sale of the Forsyth and Main parking lot to the two-way street conversion of Forsyth and Adams project. It was previously contemplated that the funds from the sale of the new JEA property as well as the parking lot sale would be used for the construction of the two-way street conversion. The design is expected to be complete by June with construction commencing this summer.

**Motion:** CM Barakat moved to approve Resolution 2022-03-08

**Seconded:** CM Citrano seconded the motion

**Vote: Aye: 3      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 3-0-0**

**CEO INFORMATIONAL BRIEFING**

CEO Boyer provided the following updates:

- Council Members Pittman and Gaffney held a LaVilla community public meeting that took place on March 10. It was well attended and featured a presentation by Steve on the LaVilla Neighborhood Strategy. Members of the public and local community organizations were able to provide public input. The following recommendations came from the meeting: 1) Consider relocating the historic Heritage Trail so that it is consistent with the Emerald Trail and picks up more of the historic fabric that the previous design does not; and 2) Consider a historic district for LaVilla and extending the façade grant program boundaries area to the area.
- Council Member Pittman, speaking as the CEO of the Clara White Mission, spoke to the LaVilla community's historical roots and working to attain historic designations as well as the desire to become a historic district which would help leverage state and federal dollars to preserve LaVilla's rich cultural history.
- Public Works and DIA are working together to acquire a capital improvement and maintenance software program for maintaining downtown infrastructure. DIA would help fund the purchase of the software.

**VIII. ADJOURNMENT**

Chairman Barakat adjourned the meeting at 2:07 p.m.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Xzavier Chisholm at [xchisholm@coj.net](mailto:xchisholm@coj.net) to acquire a recording of the meeting.*