

Downtown Investment Authority

AGENDA

City Hall at St. James, 117 W. Duval Street.

Lynwood Roberts Room, 1st Floor

Wednesday, July 30, 2014 – 4:00 PM

MEMBERS:

Oliver Barakat, Chairman

Jack Meeks, Vice Chairman

Craig Gibbs, Secretary

Antonia “Tony” Allegretti, Board Member

James Bailey, Board Member

Melody S. Bishop, Board Member

Robert Clements, Board Member

Doris Goldstein, Board Member

Kay Harper-Williams, Board Member

I.	CALL TO ORDER – Chairman Barakat
	Pledge of Allegiance
II.	ACTION ITEMS - Chairman Barakat (✓ Requires DIA Action and/or Approval)
	II.A Approval of June 16, 2014 Nominating Committee and Regular Meeting Minutes
	II.B Resolution 2014-07-01: Parking Incentive Package w/Jessie Ball Dupont Fund
	II.C Resolution 2014-07-02: Parking Proposal to Provide a Rate Reduction for City Employees
	II.D Resolution 2014-07-03: Approval of the Business Investment and Development Plan
	II.D.i Approval of the Community Redevelopment Plan
	II.D.ii Approval of the Business Investment and Development Plan
III.	DOWNTOWN BRIEFING – Jim Klement
	DDRB July 3, 2014 Meeting Update
IV.	OLD BUSINESS – Chairman Barakat
V.	NEW BUSINESS – Chairman Barakat
VI.	PUBLIC COMMENTS – Chairman Barakat
VII.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: Wednesday, August 20, 2014 at 4:00 pm – Lynwood Roberts Room

Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer

Guy Parola, DIA Redevelopment Manager

Tom Daly, DIA Redevelopment Analyst

Susan Grandin, Office of General Counsel

Lawsikia Hodges, Office of General Counsel

Paul Crawford, OED, Deputy Director

Jim Klement, OED, DDRB

Alex Rudzinski, OED

DIA Council Liaison, Lori N. Boyer, Council Member District 5

Jack Shad, Public Parking Officer

Karen Underwood, DIA Executive Assistant

David DeCamp, Public Information Office



Downtown Investment Authority
Regular Meeting

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

Wednesday, June 30, 2014 4:00 p.m.

DIA Meeting
MEETING MINUTES - DRAFT

Board Members Present: Oliver Barakat, Chairman; Jack Meeks, Vice Chairman; Craig Gibbs, Secretary; Melody Bishop; Tony Allegretti and Doris Goldstein

Board Members Absent: Jim Bailey Robert Clements and Kay Harper-Williams

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; Alex Rudzinski, OED, Director of Development; Jim Klement, DDRB/OED; and Karen Underwood, DIA Executive Assistant

I. CALL TO ORDER

Chairman Barakat called the regular meeting to order at approximately 4:00 p.m.

He welcomed Doris Goldstein, new DIA Board Member, acknowledged the reappointment of Board Member Melody Bishop and thanked her for all of her efforts

Chairman Barakat also thanked the DIA Staff, OGC, community input, Council Member Lori Boyer, Consultants, Lara Diettrich and Tony Robbins.

II. ACTION ITEMS

A. APPROVAL OF JUNE 16, 2014 NOMINATING COMMITTEE MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER BISHOP APPROVING THE JUNE 16, 2014 DIA NOMINATING COMMITTEE MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 6-0

APPROVAL OF JUNE 16, 2014 REGULAR MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER ALLEGRETTI APPROVING THE JUNE 16, 2014 DIA REGULAR MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 6-0

B. RESOLUTION 2014-07-02: SUPPORTING THE OFFICE OF PUBLIC PARKING'S PROPOSAL TO INITIATE LEGISLATION TO AUTHORIZE A FIFTY PERCENT (50%) DISCOUNT TO CITY EMPLOYEES WHO PARK IN CITY-MANAGED DOWNTOWN PARKING FACILITIES.

CEO Wallace brought forward Resolution 2014-07-02 for the board's consideration.

Jack Shad, Director of the Office of Public Parking, came forward and provided a presentation that discussed the basics of how public parking was structured to the full board.

- The administration felt that this was an important to gesture to City employees who have not received a raise in approximately seven (7) years.
- According to the payroll system, 435 City employees are enrolled in a payroll deduction plans.
- 3,400 spaces are managed by Public Parking and 2,600 spaces are rented. There are about 1,100 available spaces.

The Board members made relative comments regarding Resolution 2014-07-02.

- Reward the employees in some other manner that walk or bike to work
- Estimate of reduction in revenue may be approximately \$180,000 for FY' 15
- Total financial impact, approximately \$80,000
- Use of on-street parking is discouraged to city employees during the workday
- Could the discount be used 24 hours a day? Twenty-four-hour access to most of the garages except when there is an event
- Recommend a sunset provision to be inserted to the resolution

A MOTION WAS MADE BY VICE CHAIRMAN MEEKS AND SECONDED BY BOARD MEMBER BISHOP APPROVING RESOLUTION, 2014-07-02 SUBJECT TO A THREE-YEAR SUNSET TIME PERIOD. THE MOTION PASSED 5-1-0. (BOARD MEMBER GOLDSTEIN VOTED IN OPPOSITION OF THE MOTION)

Chairman Barakat opened the floor for public comments.

John Nooney commented regarding ORD 2014-438. He stated the point that there was a public hearing on this legislation at the July 22, 2014 City Council meeting.

Carnell Oliver stated that it would be beneficial for the City employees to be compensated for a discount due to the lack of a pay raise in the last seven years.

CEO Wallace brought forward Resolution 2014-07-02 for the board's consideration.

C. RESOLUTION 2014-07-01: SUPPORTING LEGISLATION AUTHORIZING THE MAYOR AND CORPORATION SECRETARY TO EXECUTE A CONTRACT BETWEEN THE CITY OF JACKSONVILLE AND THE JESSIE BALL DUPONT FUND

REGARDING THE USE OF CITY-OWNED PARKING WITHIN THE YATES BUILDING GARAGE.

Jack Shad, Director of the Office of Public Parking, pointed out that the parking rates at the Yates garage have decreased and the current rate is \$50.00 a month, 150 of the spaces are standard monthly parking spaces and 50 of the spaces have validation options. He also noted that the Yates garage has over 620 spaces and is 45 percent occupied.

Board Member Allegretti advised that he would recuse himself from voting because the Cultural Council could become a potential tenant.

The Board members made relative comments regarding Resolution 2014-07-01, parking incentive package with Jessie Ball DuPont Fund:

- Enable the developer to charge for the parking and use the revenue at their discretion
- Promote walkability, bike-ability and public transit allowing parking to be a free market good

A MOTION WAS MADE BY VICE CHAIRMAN MEEKS AND SECONDED BY BOARD MEMBER GIBBS APPROVING RESOLUTION 2014-07-01. THE MOTION PASSED 5-0-1 (Board Member Allegretti abstained from voting because of his association with Cultural Council of Greater Jacksonville)

Chairman Barakat opened and then closed the floor for public comments.

CEO Wallace brought forward Resolution 2014-07-03 for the board's consideration

D. RESOLUTION 2014-07-03: REQUESTING THE JACKSONVILLE CITY COUNCIL TO (1) AUTHORIZE AND APPROVE THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN DEVELOPED BY THE DIA PURSUANT TO CHAPTER 55, PART 3 (THE "PLAN"); AND (2) AUTHORIZING THE DOWNTOWN INVESTMENT AUTHORITY STAFF AND THE CONSULTANTS TO CORRECT ANY SCRIVENER'S ERRORS IN THE PLAN PRIOR TO THE FILING OF THE LEGISLATION.

A MOTION WAS MADE BY BOARD MEMBER BISHOP AND SECONDED BY BOARD MEMBER GIBBS TO APPROVE RESOLUTION 2014-07-03. THE MOTION PASSED UNANIMOUSLY 6-0

The Board members made relative comments and wordsmithed amendments and will vote to move all changes.

- Goal 3, Simplify the approval process for downtown development and improve departmental and agency coordination.
- Goals 1, 2, 3 and 7 have some tweaks from what came out of committee on 7/29.

- Goal 6, was not changed. Goals 7, 3, 2 and 1 did not reflect what Board Member Goldstein proposed.
- Add in the benchmark number and lengths of floating docks that access throughout, increasing the number of bike racks and access points
- Goal 4, increase and observe the number of pedestrians and bicycles
- Goals 4, 5, benchmarks, remove increase in desirable street activity outside of business hours.
- Redevelopment Goal 1, Reinforce downtown as the city's unique epicenter for business, history, culture, education and entertainment
- Redevelopment Goal 2, -Increase rental and owner-occupied housing downtown, targeting key demographic groups seeking a more urban lifestyle.
- Redevelopment Goal 6, Unchanged
- Redevelopment Goal 7, Use planning and economic development policies to promote a design for healthy living.
- The edits are made in Sections 5 as well Appendix B in the Redevelopment Plan and shall be coordinated in the corresponding reference in the BID Plan.
- Acknowledgements, Former Board Members who Contributed to the Plan, adding Don Harris, *Past Chair*
- Section 4.1, DIA Structure and Management, The following organization structure is a graphic illustration of how the DIA proposed to implement this Redevelopment Plan. (increase font)
- The final version will be submitted to the DIA for legislation preparation.
- Business Investment Strategy, Near Term 2nd Year (2015/2016), the first year there was a strategy, the subsequent years become an initiative. Make change to cultural fusion
- Pages 56 of the BID, last sentence, remove Active Catalytic Sites to Active Projects.
- A Logo needs to be included on the document.

Chairman Barakat opened the floor for public comments

John Nooney commented to support 2014-305, an amendment that would allow commercial opportunity on our waterfront on existing and new piers, docks, kayak launches, in the new 4.8-mile waterfront zone from the Fuller Warren Bridge to the Mathews Bridge.

Chairman Barakat closed the floor for public comments.

A MOTION WAS MADE BY A SHOW OF HANDS APPROVING RESOLUTION 2014-07-03 REQUESTING THE JACKSONVILLE CITY COUNCIL TO (1) AUTHORIZE AND APPROVE THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN DEVELOPED BY THE DIA, PURSUANT TO CHAPTER 55, PART 3 (THE "PLAN"); AND (2) AUTHORIZING THE DOWNTOWN INVESTMENT AUTHORITY STAFF AND THE CONSULTANTS TO CORRECT ANY SCRIVENER'S ERRORS IN THE PLAN PRIOR TO THE FILING OF THE LEGISLATION AS AMENDED. THE MOTION PASSED 5-0-1 (*Board Member Allegretti advised that he would recuse himself from voting because of his association with the Cultural Council of Greater Jacksonville*)

Chairman Barakat noted that board member contributions were needed for answering questions from members of the public and City Council members. CEO Wallace stated that he will be working with the Chris Hand, Chief of Staff, to schedule a special MBRC meeting on Wednesday, August 6, at 8:15 a.m., to get the legislation filed prior to the budget hearing on August 20, 2014.

III. DOWNTOWN BRIEFING – JIM KLEMENT

Jim Klement provided the DDRB update to the board and stated that the next meeting date will be held on Thursday, August 7, 2014, at 2:00 p.m.

IV. OLD BUSINESS

CEO Wallace reported that next week the USS Adams, Hemming Plaza and Retail Enhancement, will come before City Council committees and requested support from the Board members.

City Council may defer the Retail Enhancement program until plans are introduced and submitted. When the program is approved, the board will establish a three-member standing governance committee. Board Member Allegretti requested Karen to create a calendar invite to the board to attend the Council meetings.

CEO Wallace stated that the governance piece would be a lengthy discussion which will require due diligence to determine a particular strategy.

V. NEW BUSINESS

Board Member Craig Gibbs commented about the conversation that came up in the Nominating Committee regarding board member attendance policies, memberships with other boards, and the by-laws.

Lawsikia Hodges pointed out that Section 6.5 of the bylaws states that Board members shall make every reasonable effort to attend all regular and special meeting of the Board. If any member fails, within a one year period, to attend three (3) consecutive meetings without cause and prior approval of the chairman, or for any other reason of just cause, the chairman may notify the mayor and request that the member be relieved of his or her duties. If a member is unable to attend a DIA meeting, they need to notify the recording secretary as soon as possible.

Chairman Barakat proposed Vice Chairman Meeks, Board Member Gibbs and Board Member Goldstein to serve on the three-member governance committee.

CEO Wallace brought forward list of six Downtown Investment Authority logo proposals to the board for consideration.

A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD ALLEGRETTI TO ACCEPT THE LOGO ON THE BOTTOM RIGHT-HAND CORNER OF THE SLIDE. THE MOTION PASSED 5-1-0 (BOARD MEMBER BISHOP VOTED IN OPPOSITION OF THE MOTION)

VI. PUBLIC COMMENTS

John Nooney commented about Resolution 2014-07-1, City-owned parking garages.

VII. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 7:48 p.m.

The next scheduled DIA Regular Board meeting is scheduled for Wednesday, August 20, 2014, at 4:00 p.m., in the Lynwood Roberts Room. CEO Wallace suggested moving the meeting up to 4:00 p.m., if possible.

Please note that all attachments referenced will be posted on the DIA website <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.

RESOLUTION 2014-07-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY SUPPORTING LEGISLATION AUTHORIZING THE MAYOR AND CORPORATION SECRETARY TO EXECUTE A CONTRACT BETWEEN THE CITY OF JACKSONVILLE AND THE JESSE BALL DUPONT FUND REGARDING THE USE OF CITY OWNED PARKING WITHIN THE YATES BUILDING GARAGE.

WHEREAS, the Jesse Ball DuPont Foundation has made a significant investment with the purchase and renovation of the former Haydon Burns Library building; and

WHEREAS, the project will bring a significant number of jobs Downtown; and

WHEREAS, in order to attract tenants and facilitate the bringing of jobs Downtown, the Jesse Ball DuPont Foundation is seeking parking incentives from the City; and

WHEREAS, the project falls within the Downtown Investment Authority (DIA) jurisdictional boundaries as codified in Part 3 of Chapter 55, Jacksonville, Florida, Code of Ordinances; and

WHEREAS, the Office of Public Parking, in conjunction with the executive officer of the DIA, negotiated a parking incentive package with the Jesse Ball DuPont Foundation; and

WHEREAS, the DIA is supportive of providing parking incentives for the terms more fully identified in Section 2 of this Resolution in order to facilitate the bringing of jobs 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 supports and encourages the Mayor to offer legislation to provide parking incentives to the Jesse Ball DuPont Foundation in accord with the following terms:

the City will provide the Jesse Ball DuPont Foundation dedicated parking spaces within the Yates Building Garage for up to two hundred (200) vehicles at no cost for a period of five (5) years as follows:

- a) One hundred and fifty (150) access cards will be provided to the Jesse Ball DuPont Foundation; and
- b) The Office of Public Parking will supply the Jesse Ball DuPont Foundation with an additional fifty (50) parking vouchers.

Section 3. This Resolution 2014-07-01 shall become effective upon its approval by the DIA this _____th day of July, 2014.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Oliver Barakat, Chairman

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

FORM APPROVAL:

Office of General Counsel

RESOLUTION 2014-07-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY SUPPORTING THE OFFICE OF PUBLIC PARKING'S PROPOSAL TO INITIATE LEGISLATION TO AUTHORIZE A FIFTY PERCENT (50%) DISCOUNT TO CITY EMPLOYEES WHO PARK IN CITY MANAGED DOWNTOWN PARKING FACILITIES.

WHEREAS, the Office of Public Parking manages multiple surface and structured parking facilities within Downtown Jacksonville; and

WHEREAS, the City Council is required to approve parking rates, which are then enforced through the Office of Public parking; and

WHEREAS, City Employees working within Downtown are required to acquire at-rate parking; and

WHEREAS, in order to incentivize job creators, the City has previously entered into agreements for City managed parking facilities at rates below what City Employees are charged for those same facilities; and

WHEREAS, the Downtown Investment Authority ("DIA") supports the Office of Public Parking's proposal to provide a rate reduction for City employees; and

WHEREAS, the proposed rate reduction is a real financial benefit to City employees, many of whom have not seen a cost of living pay increase in several years; and

WHEREAS, foregone revenue through the proposed rate reduction is anticipated to be offset by an increase in City Employees use of City managed parking facilities.

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 Downtown Investment Authority supports the initiation by the Office of Public Parking of legislation offering a fifty percent (50%) discount to City Employees who park at City-managed parking facilities Downtown, which will become effective on October 1, 2014. DIA supports this with a 3-year sunset clause.

Section 3. This Resolution 2014-07-02 shall become effective upon its approval by the DIA this 30th day of July, 2014.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Oliver Barakat, Chairman

VOTE: In Favor: 4 Opposed: 1 Abstained: 1

FORM APPROVAL:

Office of General Counsel

RESOLUTION 2014-07-03

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY REQUESTING THE JACKSONVILLE CITY COUNCIL TO (1) AUTHORIZE AND APPROVE THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN DEVELOPED BY THE DIA PURSUANT TO CHAPTER 55, PART 3 (THE “PLAN”); AND (2) AUTHORIZING THE DOWNTOWN INVESTMENT AUTHORITY STAFF AND THE CONSULTANTS TO CORRECT ANY SCRIVENER’S ERRORS IN THE PLAN PRIOR TO THE FILING OF LEGISLATION.

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

WHEREAS, it is the desire of the City of Jacksonville to create a vibrant and dynamic downtown and in doing so has, pursuant to the Act, charged the DIA to envision and formulate a community redevelopment area plan for downtown which among other things shall conform to the City’s comprehensive plan and be sufficiently complete so as to indicate any proposed land acquisition, demolition, affordable housing, redevelopment, improvements, and rehabilitation that is appropriate for the revitalization of downtown; and

WHEREAS, the DIA in its dual capacity as both a community redevelopment agency and as a business investment board for downtown seeks to encourage and stimulate growth within downtown and incentivize quality of life and quality of growth planned projects coupled with a well-planned and viable infrastructure system; and

WHEREAS, pursuant to 55.308(a)(5) the DIA Board is authorized to develop and adopt a Business Investment and Development Plan for approval by Council, which plan includes a business investment strategy (the “BID”) and updated community redevelopment plans (the “CRA Plans”) for the Southside Community Redevelopment Area and Downtown Northbak Community Redevelopment Area; and

WHEREAS, the DIA employed professional consultants to assist in the development of the CRA Plan and the BID. The City awarded the professional services contract for the development of the CRA Plan and the BID on July 22, 2013 pursuant to a Request For Proposal No. P-20-13; and

WHEREAS, the DIA has evaluated the CRA Plans and BID in numerous public meetings from August of 2013 through July of 2014. There has been ample public input from stakeholders, as well as members of the Board, and the Administration; and

WHEREAS, the DIA approves the Business Investment and Development Plan approved by the DIA Board as of the date below.

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 respectfully submits and requests the City Council to authorize and approve the Plan. The DIA authorizes the DIA staff and consultant to correct any scrivener's errors in the Plan prior to the filing of the Plan legislation.

Section 3. This resolution shall become effective upon its approval by the DIA this 30th day of July, 2014.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Oliver Barakat, Chairman

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

FORM APPROVAL:

Office of General Counsel