



**Downtown Investment Authority**  
**Hybrid Meeting**  
*Wednesday, September 15, 2021 – 2:00 p.m.*

**Community Redevelopment Agency**  
**MEETING MINUTES**

**DIA Board Members:** Braxton Gillam, Esq., Chair; Carol Worsham, Vice Chair; Jim Citrano, Secretary; Oliver Barakat; Craig Gibbs, Esq.; Bill Adams, Esq. (*via Zoom, non-voting*); and Todd Froats

**DIA Board Members Excused:** Ron Moody; David Ward, Esq.

**Mayor’s Staff:** None

**Council Members:** None

**DIA Staff:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Operations Manager; Lori Radcliffe-Meyers, Redevelopment Coordinator; Ina Mezini, Communication and Marketing Specialist; and Xzavier Chisholm, Administrative Assistant.

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

**I. CALL TO ORDER**

Chairman Gillam called the CRA Board Meeting to order at 2:00 p.m.

**II. PUBLIC COMMENTS**

Chairman Gillam opened the floor to 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:

Cliff Miller	Parking; Riverside Ave/I95 Infrastructure; Programming
John Rooney	Catherine St Kayak Launch
Stanley Scott	Equity in Economic Development Downtown; Entertainment

**III. COMMUNITY REDEVELOPMENT AGENCY MEETING**

Chairman Gillam rearranged the agenda.

**A. RESOLUTION 2021-09-05: RIVERS EDGE PERFORMANCE EXTENSION**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY  
("DIA") REVISING THE PERFORMANCE SCHEDULE CONTAINED IN**

**EXHIBIT J OF THE REDEVELOPMENT AGREEMENT (“RDA”) BETWEEN THE CITY OF JACKSONVILLE (“CITY”), DIA, ELEMENTS DEVELOPMENT OF JACKSONVILLE, LLC (“ELEMENTS”), AND THE DISTRICT COMMUNITY DEVELOPMENT DISTRICT (“CDD”) DATED JULY 12, 2018 AND RELATED DOCUMENTS, INCLUDING BUT NOT LIMITED TO THE CRA INFRASTRUCTURE IMPROVEMENTS COSTS DISBURSEMENT AGREEMENT (“DISBURSEMENT AGREEMENT”) BETWEEN THE DIA, CDD AND ELEMENTS DATED DECEMBER 22, 2020 AND THE INTERLOCAL AGREEMENT (“INTERLOCAL AGREEMENT”) AMONG THE CITY, DIA AND THE CDD DATED DECEMBER 22, 2020, TO ESTABLISH REVISED DATES FOR EXECUTION OF THE GENERAL CONTRACTS CONTEMPLATED FOR CONSTRUCTION OF THE UPLAND CRA INFRASTRUCTURE IMPROVEMENTS, FOR COMMENCEMENT OF THE UPLAND CRA INFRASTRUCTURE IMPROVEMENTS; AUTHORIZING THE CHIEF EXECUTIVE OFFICER OF THE DIA (“CEO”) TO EXECUTE ALL NECESSARY DOCUMENTS TO EVIDENCE SUCH EXTENSION OF THE PERFORMANCE SCHEDULES WITHIN THE RDA, DISBURSEMENT AGREEMENT AND INTERLOCAL AGREEMENT; AND PROVIDING FOR AN EFFECTIVE DATE.**

Chairman Gillam gave the floor to CEO Boyer to present the resolution.

CEO Boyer proved an overview of the resolution, stating that it is an extension of up to 40 days for the developer to negotiate with potential contractors and enter into a contract. The previous contractor was the sole bidder and was nonresponsive. The resolution would also push back the commencement of construction date equal to the number of days needed but no more than 40.

Chairman Gillam called for a motion.

**Motion:** Board Member Froats moved to approve Resolution 2021-09-05 as presented  
**Second:** Board Member Gibbs seconded the motion

Chairman Gillam opened the floor for discussion.

Seeing none, Chairman Gillam called for a vote.

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0.**

Chairman Gillam announced each DIA Board Member and DIA staff present.

**B. RESOLUTION 2021-09-02: LIVE DT JAX**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO EXECUTE AN AGREEMENT OR FUNCTIONAL EQUIVALENT WITH DOWNTOWN VISION, INC. FOR THE UPDATE, MAINTENANCE AND HOSTING OF THE LIVE DOWNTOWN JAX WEBSITE (WWW.LIVEDTJAX.COM); AUTHORIZING FUNDING IN THE AMOUNT OF TEN THOUSAND AND ZERO DOLLARS (\$10,000.00) TO BE PAID TO DOWNTOWN VISION, INC. FOR THESE WEBSITE SERVICES; PROVIDING AN EFFECTIVE DATE.**

Chairman Gillam gave the floor to CEO Boyer to introduce the resolution.

CEO Boyer provided a brief overview of the resolution, stating that both Resolution 2021-09-02 and Resolution 2021-09-03 requests that the board authorize the DIA to provide sponsorship for contract with the Downtown Vision, Inc. which would use funds from next fiscal year's budget. Resolution 2021-09-02 provides funds to DVI for website services.

Chairman Gillam called for a motion.

**Motion:** Board Member Worsham moved to approve Resolution 2021-09-02 as presented

**Second:** Board Member Citrano seconded the motion

Chairman Gillam called for discussion.

Board Member Barakat stated that he will be filing a Form 8B due to his seat on the Board of Directors for DVI.

Seeing no discussion, Chairman Gillam called for a vote.

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0.**

**C. RESOLUTION 2021-09-03: INVEST DT JAX**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO EXECUTE AN AGREEMENT OR FUNCTIONAL EQUIVALENT WITH DOWNTOWN VISION, INC. FOR THE UPDATE, MAINTENANCE AND HOSTING OF THE INVEST IN DOWNTOWN JACKSONVILLE WEBSITE (WWW.INVESTDTJAX.COM); AUTHORIZING FUNDING IN THE**

**AMOUNT OF FIFTEEN THOUSAND AND ZERO DOLLARS (\$15,000.00)  
TO BE PAID TO DOWNTOWN VISION, INC. FOR THESE WEBSITE  
SERVICES; PROVIDING AN EFFECTIVE DATE.**

Chairman Gillam called for a motion.

**Motion:** Board Member Worsham moved to approve Resolution 2021-09-03 as presented

**Second:** Board Member Citrano seconded the motion

Chairman Gillam stated that Resolution 2021-09-03 provides funds to DVI for website services.

Chairman Gillam called for discussion.

Seeing none, Chairman Gillam called for a vote.

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0.**

**D. AUGUST 18, 2021 COMMUNITY REDEVELOPMENT AGENCY MEETING MINUTES**

Having called for corrections or other edits by his fellow board members and after receiving none, Chairman Gillam asked for a motion and second on the item.

**Motion:** Board Member Gibbs moved to approve the minutes as presented

**Seconded:** Board Member Worsham seconded the motion

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0.**

**ADJOURNMENT:** The Community Redevelopment Agency proceedings are adjourned at 2:16 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.*



**Downtown Investment Authority**  
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*Wednesday, September 15, 2021 – 2:16 p.m.*

**Downtown Investment Authority**  
**MEETING MINUTES**

**DIA Board Members:** Braxton Gillam, Esq., Chairman; Carol Worsham, Vice Chair; Jim Citrano, Secretary; Oliver Barakat; Craig Gibbs, Esq.; Todd Froats; and Bill Adams, Esq. (*via Zoom, non-voting*)

**DIA Board Members Excused:** Ron Moody; David Ward, Esq.

**Mayor’s Staff:** None

**Council Members:** None

**DIA Staff:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Operations Manager; Lori Radcliffe-Meyers, Redevelopment Coordinator; Ina Mezini, Communication and Marketing Specialist; and Xzavier Chisholm, Administrative Assistant.

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

**CALL TO ORDER:** Chairman Gillam called to order the Downtown Investment Authority Board Meeting at 2:16 p.m.

**IV. DOWNTOWN INVESTMENT AUTHORITY MEETING**

**A. RESOLUTION 2021-09-07: OFF-STREET PARKING RATES**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) AND THE CITY’S PUBLIC PARKING OFFICER TO ADD THE MARKET STREET AND FORSYTH STREET LOT TO THE INVENTORY SCHEDULE OF OFF-STREET PARKING FACILITIES AND ESTABLISH OFF-STREET PARKING RATES FOR THE SAME; PROVIDING FOR AN EFFECTIVE DATE.**

Chairman Gillam gave the floor to CEO Boyer to introduce the resolution.

CEO Boyer presented the resolution, stating that it seeks to adopt an interim parking rate for the lot at East Forsyth St and North Market St which allows Churchwell continued use of the lot, and to authorize DIA staff to work with Churchwell Lofts Condominiums on terms of a new lease agreement.

Chairman Gillam called for a motion.

**Motion:** Board Member Worsham moved to approve the resolution as presented

**Seconded:** Board Member Barakat seconded the motion

Chairman Gillam called for discussion.

CEO Boyer responding to a question from Board Member Barakat, stated that the agreement is on a month-to-month basis unless a contract is entered into with different terms.

Chairman Gillam asked for a brief description of what the process would look like. CEO Boyer responded that Churchwell would immediately reserve a specified number of spaces. Failure to do so would allow those spaces to be available to the general public. For Churchwell to get those spaces again would depend on availability.

Ms. Cyndy Trimmer, representing Churchwell Condo Association, stated that her client has been working with DIA since January to find an agreement and asks that the board carry their existing rate forward on a month-to-month basis until a new agreement can be reached.

CEO Boyer responding to a question from Chairman Gillam, stated the settlement agreement approved by City Council provides that at termination of the lease, the rate goes to market rate. Adding that, the DIA cannot extend a discount without first getting City Council approval and Public Works has recently sent out a letter notifying the Churchwell Condo Association to vacate at the end of the month when their lease expires. CEO Boyer stated that it would take at least 3 months to get another agreement passed through City Council and suggested that offering an incentive is an option.

Board Member Citrano stated that the current resolution for a month-to-month market rate agreement is the only way they are able to keep using their parking spaces until a new agreement can be reached, but would like DIA staff to continue to work with Churchwell to negotiate an agreeable solution.

Board Member Worsham agreed with Board Member Citrano and suggested offering Churchwell a credit. There was unanimous agreement among the Board. Chairman Gillam stated the situation is evidence of a continued need for more staff resources and he is sensitive to the concerns expressed by Churchwell.

Chairman Gillam gave the floor to representatives from Churchwell.

Ms. Cyndy Trimmer provided a brief statement to the board explaining that she has not seen the aforementioned settlement agreement but trust CEO Boyer's interpretation of the document.

Cameron Nord, of Churchwell Condo Association, stated his frustration with the circumstances considering their continued attempts to negotiate in good faith.

There was unanimous agreement among the board that they are sympathetic to Churchwell's frustration but that they do not have the authority to offer an immediate remedy, and urging

understanding that staff often lack the necessary bandwidth to solve every issue, but also encouraging staff to work diligently with Churchwell to find an agreeable solution.  
Chairman Gillam called for a vote.

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0**

**B. RESOLUTION 2021-09-04: SPONSORSHIP DELEGATION AUTHORITY**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) DELEGATING TO THE CHIEF EXECUTIVE OFFICER (“CEO”) DECISION MAKING AUTHORITY ON THE BEHALF OF THE DIA TO CONTRIBUTE TO OR SPONSOR EVENTS AND PROGRAMMING THAT ARE CONSISTENT WITH THE MISSION AND THE REDEVELOPMENT GOALS OF THE BUSINESS INVESTMENT AND DEVELOPMENT PLAN (“BID PLAN”) AND DO NOT EXCEED \$ \_\_\_\_\_ PER EVENT OR PROGRAM; REQUIRING THE CEO TO PROVIDE MONTHLY REPORTS OF AMOUNT AND TYPE OF CONTRIBUTIONS; INSTRUCTING ITS CEO TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSE OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.**

Chairman Gillam gave the floor to CEO Boyer to introduce the resolution.

CEO Boyer provided a brief overview of the resolution, stating that it gives staff the ability to approve sponsorships not to exceed \$2500. Sponsorships would include special events and programming downtown.

Chairman Gillam called for a motion.

**Motion:** Board Member Froats moved to approve the resolution as presented

**Seconded:** Board Member Gibbs seconded the motion

Board Member Barakat stated that he supports the resolution but would like to see the board establish guidelines for what kind of events they would sponsor.

Board Member Gibbs asked how many of the events does staff anticipate. CEO Boyer responded that she anticipates four or five.

Chairman Gillam called for a vote.

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0**

**C. JULY 29, 2021 DOWNTOWN INVESTMENT AUTHORITY BOARD MEETING APPROVAL OF THE MINUTES.**

Seeing no comments, Chairman Gillam called for a motion.

**Motion:** Board Member Froats moved to approve the minutes as presented

**Seconded:** Board Member Gibbs seconded the motion

Seeing no comments, Chairman Moody called for a vote.

**Vote: Aye: 6      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 6-0-0**

Board Member Barakat left the meeting.

**V. NEW BUSINESS**

None.

**VI. CEO INFORMATIONAL BRIEFING**

**A. Bi-monthly MOSH Negotiations Update**

CEO Boyer provided a status report:

- MOSH has been in dialogue with the Dupont Fund and DVDL (David Van Der Leer).
- Working with public works to start site testing, gathering geotechnical data and define site boundaries.

**VII. CHAIRMAN REPORT**

Chairman Gillam recognized Board Member Gibbs for his service as Chairman and presented him with a plaque.

Chairman Gillam called for a motion.

**Motion:** Board Member Worsham moved to approve the honorary resolution

**Seconded:** Board Member Froats seconded the motion

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**



Board Member Gibbs thanked the board and staff.

## **VIII. PRESENTATION**

### **A. 15-Minute Willdan Market & Feasibility Study**

Mr. Steve Kelley provided opening remarks regarding the Market & Feasibility Study and introduced Molly McKay of Willdan Financial Services.

Molly McKay, of Willdan, gave a presentation on the Market & Feasibility Study.

CEO Boyer provided a follow-up:

- All targets that were easily measurable were met or exceeded.
- Some districts may no longer need incentives or need the same incentives.
- They have looked at how to improve metrics to ensure goals are met.

### **B. 15-Minute Q&A Willdan**

Board Member Gibbs asked which district is the furthest along. Molly McKay and James Edison responded that the answer is hard to discern but noted that the southbank, central core and sports and entertainment districts come to mind.

Board Member Citrano noted that there needs to be discussion on how to bring people back to downtown in light of the pandemic and the newly adopted hybrid form that businesses are utilizing. CEO Boyer responded that the discussion occurs frequently, adding that one strategy has been to increase the number of residents to offset the loss of employees downtown.

Board Member Worsham asked if there are any recommendations on what the top priorities should be. Mr. Steve Kelley and Ms. Molly McKay responded that the goal was to compile and analyze the data, not to bring forth recommendations.

Chairman Gillam gave the floor to CEO Boyer to provide a presentation.

CEO Boyer described a gantt chart handout provided to board members that shows the current status and progress of DIA projects.

Board Member Froats asked what Build Up Downtown is. Mr. Allan DeVault responded that it is a group of downtown stakeholders who want to create an advocacy group to assist with research and project development.

Chairman Gillam thanked DIA staff and provided closing remarks.

## **IX. ADJOURN**

**ADJOURNMENT:** There being no further business, Chairman Gillam adjourned the meeting at 3:51 p.m.

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