



*Friday, April 05, 2013 – 2:00 p.m.*

**DOWNTOWN INVESTMENT AUTHORITY**

**DOWNTOWN EXPERIENCE COMMITTEE**

**MEMBERS:**

Tony Allegretti, Chair  
Don Harris, Committee Member  
Mike Saylor, Committee Member

**I. CALL TO ORDER**

**II. DISCUSSION**

Committee Format and Members of the Committee  
When and Where to have Committee Meetings  
Update on Upcoming Experiences  
Presentations

**III. PUBLIC COMMENTS**

**IV. ADJOURNMENT**

# DOWNTOWN INVESTMENT AUTHORITY

City Hall at St. James  
117 West Duval St., 1<sup>st</sup> Floor  
Lynwood Roberts Room

*Friday, April 4, 2013 – 2:00 p.m.*

## MEETING MINUTES

### **DIA Members:**

Oliver Barakat, Chairman  
James Bailey, Vice-Chairman  
Kay Harper Williams, Secretary  
Antonio “Tony” Allegretti, Board Member

Melody S. Bishop, Board Member  
Paul Perez, Board Member  
Robert Clements, Board Member  
Michael Saylor, Board Member  
Donald Harris, Board Member

### **DIA Downtown Experience Committee:**

Tony Allegretti, Chair  
Don Harris, Committee Member  
Mike Saylor, Committee Member

**Board Members Present:** T. Allegretti, D. Harris, M. Saylor and J. Bailey

**Office of General Counsel:** Jason Gabriel

**Attendees:** Paul Crawford, OED Deputy Director, Eric Lindstrom, DIA Staff Liaison, and Michelle Stephens, Recording Secretary

## **I. CALL TO ORDER**

Board member Allegretti, Chair of the DIA Downtown Experience Committee called the meeting to order at approximately 2:04 p.m.

## **II. DISCUSSION ITEMS**

- Suggested that the Experience Committee meet on the first Friday of the month
- Encourage and engage public involvement with the Experience Committee
- Board member Allegretti asked if there was a policy regarding creating a Facebook event page for the purpose of advertising the Experience Committee Meetings. Mr. Gabriel responded that he would need to look into it and commented that while there is no prohibition we would want to review what the media policies are to be sure. He added that whatever is set up we need to make sure that it is in conjunction with a means of retention to meet public records laws. He added that it is fine to post things, but cautioned avoiding any discussion between DIA members that may be on there.

Board Member Allegretti provided an update on recent and upcoming events.

- Art Walk: Wed., April 3<sup>rd</sup> – Was well attended and included a press conference with the Mayor regarding the upcoming One Spark festival.

- Community First Saturdays: Sat., April 6<sup>th</sup> – A JAX Chamber initiative held on the first Saturday of the month on the Northbank Riverwalk.
- Grand Tasting Event for Jacksonville Beer Week: Sat., April 6th
- One Spark: April 17-21, 2013
- Art Walk: Wed., May 1<sup>st</sup> (first Wed. of every month)
- Incorporating activities related to the upcoming Players Championship, May 9-12 to bring the experience downtown.
- TPC Tee Off Downtown event: May 3<sup>rd</sup> at the Shipyards property
- World of Nations
- Jazz Fest After Dark
- JAXHapps, a mobile application and web site offered by the COJ Office of Special Events a resource designed to help people explore and learn more about events and activities offered through the City of Jacksonville.
- DTJAX.org, a mobile friendly site offered by Downtown Vision, Inc.
- Downtown marketing collaborative has a site “digdowntownjax” also has a Facebook change. Recently selected a creative services firm to assist with marketing collaboration.
- Hemming Plaza: Fit Fridays reoccurring event every Friday
- Working with the Revitalize Downtown Committee of the Chamber on a happy hour event every Thursday after work from 5:00 to 6:00 pm. Point is to get people to linger and stay longer downtown, escape from the traffic, and encourage folks to visit other venues downtown, have dinner, etc.
- Second Annual “Go Skate Day” at Hemming Plaza: June 2013, a worldwide skateboarding celebration day.

### **III. PUBLIC COMMENTS**

Katherine Hardwick, Downtown Vision, Inc. Director of Marketing: Provided an overview of the sixth-annual Movies in the Park.

Bruce Foraker: Mentioned that the Charles Adams-class Destroyer as a floating museum could be an ongoing experience downtown. Docking space is needed and six acres of land, suggested the COJ could donate 6 acres of the Shipyards property to the Adams Museum Foundation with the stipulation that if the museum is not successful the land would go back to the city, and suggested that about \$400,000 of the money that became available to the DIA could be used for work needed on the bulk head area.

John Nooney: The dock at the Times Union Center is busted up and not a positive experience for downtown, referenced what he refers to as the “Jim Love Kevin Kuzel Berkman floating dock”, Shipyards floating dock, mentioned the Waterways Commission meeting next Wed. and FIND, downtown experience from the waterways, the St. Johns River as an American heritage. When you talk about the downtown experience he hopes that the waterways would be opened up.

Lara Diettrich: Funding TDC grants partnering with organizations.

Ida Metzger: Owner of Diversions Relaxation gift store in downtown and spokesperson for the Downtown Merchants Association also known as Jax Pack, a newly formed group of business owners promoting downtown as a retail and entertainment destination.

#### **IV. ADJOURNMENT**

There being no further business, Board member Allegretti adjourned the meeting at approximately 3:17 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, an audio CD is available upon request. Please contact Michelle Stephens, Office of Economic Development at (904) 630-1979 or by email at [msteph@coj.net](mailto:msteph@coj.net).