

Downtown Investment Authority

DRAFT AGENDA

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

Don Davis Room, 1st Floor

Monday, April 6, 2015 – 3:30 PM

MEMBERS:

Oliver Barakat, Chairman

Jack Meeks, Vice Chairman

Craig Gibbs, Secretary

Antonio “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
	A. Pledge of Allegiance
II.	ACTION ITEMS - Chairman Barakat <i>(Requires DIA Action and/or Approval)</i>
	A. Resolution 2015-04-01
III.	OLD BUSINESS – Chairman Barakat
IV.	NEW BUSINESS – Chairman Barakat
V.	PUBLIC COMMENTS – Chairman Barakat
VI.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: TBD

Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer

Guy Parola, DIA Redevelopment Manager

Tom Daly, DIA Redevelopment Analyst

Jim Klement, DIA, DDRB

Susan Grandin, Office of General Counsel

Lawsikia Hodges, Office of General Counsel

Paul Crawford, OED, Deputy Director

Alex Rudzinski, OED

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

Jack Shad, Public Parking Officer

Karen Underwood, DIA Executive Assistant

Nelly Peoples, DIA Volunteer

David DeCamp, Public Information Office



Monday, April 6, 2015 3:30 p.m.

City Hall at St. James
117 West Duval St., 1st Floor, Don Davis Room

DIA Governance Committee
MEETING MINUTES

Board Members Present: Oliver Barakat, Chairman; Jack Meeks, Vice Chairman; Craig Gibbs, Antonia “Tony” Allegratti; James Bailey; Melody Bishop; and Kay Harper-Williams

Committee Board Members Absent: Doris Goldstein and Robert Clements

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 and Jim Klement, DIA Development Coordinator and

I. CALL TO ORDER

Chairman Barakat called the Special meeting to order at approximately 3:30 p.m.

II. ACTION ITEMS

A. Resolution 2015-04-01 Downtown Wi-Fi

CEO Wallace brought forth Resolution 2015-04-01 and a memo regarding the One Spark Wi-Fi Sponsorship of \$65,000.00. Proposing an actual \$65,000 sponsorship to help for the event, the sponsorship will also allow them to purchase hardware equipment that the One Spark Team has agreed to donate back to the Downtown Investment Authority in excess of \$30,000. The Board has approved a \$25,000 sponsorship to One Spark at the March 25th meeting, leaving \$10,000 in the event contribution line item. The DIA will take the \$55,000 from Public Relations and transfer to the \$10,000 remaining event contribution line item.

The DIA, subject to the approval of the Mayor’s Budget Review Committee, authorizes its Chief Executive Officer to negotiate and execute a sponsorship agreement or the functional equivalent with One Spark for the expenditure of \$65,000.000 to be spent on Downtown public Wi-Fi during the 2015 One Spark Event.

Board Member Meeks asked where the DIA would apply the \$30,000 that would be donated back to the DIA. CEO Wallace responded that the \$30,000 could be used for future maintenance of the permit downtown Wi-Fi program.

CEO Wallace noted that the DIA currently has an intern from UNF that is working with social media to develop the website to get information out the public.

Elton Rivas, One Spark Co-Founder and CEO provided background information and stated that they were focused on making sure that the few kiosks are provided with much better quality.

CEO Wallace explained to the board that One Spark has indicated to him that they did not have the funding source and has turned to the Downtown Investment Authority. Due to the time frame CEO Wallace did not have 30-days to review their budget to bring back to the board. One Spark is a 501(c)(3) Organization with no type of affiliation with the City of Jacksonville.

Board Member Bailey commented that the board would like the One Spark Event to be extremely successful and he sees this as a tremendous asset for the DIA's Wi-Fi plan in the future.

Board Member Gibbs asked when the port would be available. Mr. Rivas responded that the One Spark will compile the data and provided their experience from last year took about a month or so to receive the data and information back in. He pointed out that they could provide a beta test report within a month or so after the festival closes.

Council Member Boyer stated that the memo attached to the proposed resolution speaks primarily to a sponsorship and a temporary installation and it does indicate that there is some residual hardware value. She asked what would be anticipating actual residual value will be and also whether a residual component exists will they become usable. CEO Wallace replied they the DIA has worked with ITD and with One Spark since early this month about what they would be installing. The hardware would be compatible with ITD's assistance. The residual is being estimated at a cost of \$30- \$40 thousand dollars. The amount will not have to spend out of that \$80,000.

Board Member Harper-Williams asked if the hardware would benefit these larger events that would potentially be held downtown or is it useful for the entire Wi-Fi structure that is being placed downtown. CEO Wallace replied that the hardware would be useful for the entire Wi-Fi structure that is brought for Downtown. This hardware would be used for other events and daily usage for the downtown system as a whole.

Board Member Allegretti commented that he liked the idea that it's scalable for future events.

Usha Mohan, Chief of ITD stated that they have been working on installing the hardware with the Traffic Engineering and Public Works Department on the weekends trying to get everything put together. She pointed out that the hardware will transitioned once One Spark is over and it will be on the City's network at that point. The equipment that has been implemented or installed recently can be a part of the new design.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER GIBBS RECOMMENDING TO APPROVE RESOLUTION 2014-04-01 TO ENTER INTO A \$65,000 SPONSORSHIP AGREEMENT WITH ONE SPARK TO

SUPPORT DOWNTOWN PUBLIC WI-FI DURING THE 2015 ONE SPARK EVENT. THE MOTION PASSED UNANIMOUSLY 7-0

Board Member Gibbs recommended to amend the fifth whereas from fully to fully.

PUBLIC COMMENT

None

III. OLD BUSINESS

CEO Wallace updated the board regarding the River Place Boulevard. He stated that the DIA will be working with Jim Robinson and a kick-off meeting with whomever is chosen for the PSEC process that will be engaged with Board Member Bishop.

CEO Wallace introduced Natalia Hernandez the DIA's intern from the University of North Florida.

IV. NEW BUSINESS

Board Member Meeks asked if it was possible to discuss changes to the DDRB Guidelines at the next regular meeting. Chairman Barakat recommended that Board Member Bishop to arrange thoughts with CEO Wallace to assist with serving on that committee.

The board discussed the distribution of the VIP passes for the One Spark event.

There being no further business, Chairman Barakat adjourned the meeting at approximately 4:30 p.m.

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.