

**Downtown Investment Authority**  
*Special Meeting*  
**AGENDA**

*117 W. Duval Street*  
*1<sup>st</sup> Floor Lynwood Roberts Room*  
Tuesday, March 25, 2014 – 3:00 P.M.

<b>MEMBERS:</b>	Melody S. Bishop, Board Member
Oliver Barakat, Chairman	Robert Clements, Board Member
James Bailey, Vice-Chairman	Craig Gibbs, Board Member
Kay Harper Williams, Secretary	Jack Meeks, Board Member
Antonio “Tony” Allegretti, Board Member	Michael Saylor, Board Member

<b>I.</b>	<b>CALL TO ORDER – Chairman Barakat</b>
<b>II.</b>	<b>TOPIC OF DISCUSSION</b>
	<b>DIA Administration and Governance</b>
<b>III.</b>	<b>OLD BUSINESS – Chairman Barakat</b>
<b>IV.</b>	<b>NEW BUSINESS – Chairman Barakat</b>
<b>V.</b>	<b>PUBLIC COMMENTS – Chairman Barakat</b>
<b>VI.</b>	<b>ADJOURNMENT – Chairman Barakat</b>
	<b>Next Scheduled Meeting: Wednesday, April 16, 2014 4:00 p.m. – Location – TBD</b>

**Staff Distribution:**

Aundra Wallace, DIA Chief Executive Officer  
Guy Parola, DIA Downtown Redevelopment  
Manager  
Jim Klement, OED/DIA Staff  
Alex Rudzinski, OED/DIA Staff  
Jason Gabriel, Office of General Counsel  
Lawsikia Hodges, Office of General Counsel

Susan Grandin, Office of General Counsel  
DIA Council Liaison, Lori N. Boyer, Council  
Member District 5  
Jack Shad, Public Parking Officer  
Karen Underwood, Recording Secretary  
David DeCamp, Public Information Office



**Downtown Investment Authority**  
**Special Meeting**

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

*Friday, March 25, 2014 – 3:00 p.m.*

**DIA Special Meeting**  
**MEETING MINUTES - DRAFT**

**Board Members Present:** Oliver Barakat, Chairman; Jim Bailey, Vice Chairman; Kay Harper Williams, Secretary; Tony Allegretti, Melody Bishop, Craig Gibbs, Jack Meeks, and Michael Saylor

Board Members Absent: Robert Clements

**Office of General Counsel:** Susan Grandin and Lawsikia Hodges

Council Member: Lori Boyer and Don Redman

**Attendees:** CEO Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Alex Rudzinski, OED, Director of Development; Lara Diettrich, Diettrich Planning; Tony Robbins, Senior Planner, Prosser Inc.; and Karen Underwood, Executive Assistant

**I. CALL TO ORDER**

Chairman Barakat called the special meeting to order at approximately 3:04 p.m.

He reported that this special meeting was called for to discuss DIA Administration and Governance.

The following items for discussion are specifically focused on the DIA's administrative structure, process, responsibilities, allowances, relationships and the abilities to govern.

**II. ITEMS**

**DIA Organizational Chart**

CEO Wallace presented the Proposed DIA Structure providing for two types of administrative relationships. The handout was provided to the Board Members and staff.

**Downtown Design Review Board (DDRB)**

Lawsikia Hodges provided Section 636.361.7. Downtown Development Review Board Ordinance.

The Board Members discussed governing appeals process.

Chairman Barakat believes that if the DDRB staff report directly to the DIA board, then the board could become more proactive.

Board Member Bishop stated that certain codes would have to be adjusted. Lara Diettrich reported the following three items in the recommendation of the CRA Plan.

1. DDRB to the DIA
2. The process be streamlined
3. Simplified in 3 design guidelines

Board Member Harper-Williams referenced Section 656.361.9 g Appeals. She reported that it did not contemplate any sort of form or specific requirements of the appeal. She would like to see some language in the code that explains to an adversely affected party. Lawsikia Hodges noted that this is the first time in history that an appeal was brought forth. The Planning Commission's practice were adopted for the appeal. She and the OGC staff recommended for the DIA Board to adopt their own appeal procedures.

Council Member Boyer pointed out a similar debate at City Council regarding the Children's Commission and whether the Children's commission should be moved from a decision making body to an advisory body. She reported that the volunteers who serve on that board would feel like their time is wasted and advised the DIA Members to think about if they wanted the DDRB to be the administrative function body, so you don't have to get wrapped up in it all of the time. Make the DDRB advisory and the DIA make the final decisions.

CEO Wallace recommended for Jim Klement to come to the DIA because he has the institutional knowledge of the DDRB. Jim Klement stated that most of his time is with the DIA. Board Member Meeks asked what does it mean to attract a good Board Member if authority is taken away. Jim Klement responded referencing what was occurring with the Planning Department. The DDRB was intended to be a mirror of Planning Development Department for that Downtown Urban Area.

Lara Diettrich stated that the DDRB reported to the JEDC, when it became the OED. The DDRB moved with it. DIA has that jurisdiction the DDRB should to report to the DIA instead. The DIA as a governing board to decide if they want a staff person could be discussed with OED Deputy Director Paul Crawford. Mr. Klement reported that 99 % of all of his assignment work in the geographic area of Downtown. Board Member Harper-Williams commented that she was not sure of the DIA Board Members taking on design issues is an efficient use their time.

Chairman Barakat noted that he was not interested in protesting a decision made by the DDRB. If the DIA is responsible for their guidelines and the employee that reports to them would report to CEO Wallace. If there are any changes that the DIA should approve or create the guidelines.

Board Member Melody Bishop stated that the DDRB's job is to review the guidelines in terms of making sure that they are followed. The DIA's job is to revise the guidelines, if the Board feels that parts of it that aren't working. Board Member Michael Saylor stated that Jim Klement should work for CEO Wallace by supporting the DDRB Board whom should remain as a decision making body.

Lawsikia Hodges suggested strengthening the language in the Section 656.361.8 Powers and Duties (b) for the DIA to issue those guidelines and have the DDRB body implement them. She suggested

that the Office of General Counsel recommend language as it relates to this section and bring back to the board at the next meeting.

Lara Diettrich stated that the recommendation that the language in section 656.361.8. Per OGC further discussion to be amended in order to accommodate the comments with regards to appeals and powers and duties.

**Jurisdiction and influence of downtown parks (Parks and Recreation Department) and public realm**

CEO Wallace asked the Board Members to think about whether or not the DIA would manage Parks or have a strong advisory relationship with regards to the parks that are within downtown or the new parks that potentially could be developed into downtown.

Board Member Saylor inquired about what parks qualify in the DIA geographic boundaries that are parks.

Board Member Meeks suggested for the DIA not to take responsibility for the parks.

Chairman Barakat would like to get a better understanding of what the mechanics are between connecting that requirement. The DIA can assist the Parks Department to make these parks special places.

Paul Crawford addressed the regulations as it relates to parks. The design guidelines are very loose and there are no real direct guidelines for how to develop parks within the design guidelines. He suggested to the Board Members to start to look into DDRB as the direct entity review the details as it relates to making the parks what they would want it to be. It will come down to how you fund it.

Chairman Barakat stated that it is more important for parks as it is for the DIA. Lawsikia Hodges reported that there is currently a relationship established under Chapter 122 of the City Code.

Susan Grandin reported that if anyone were going to sell a City park, it would have to be cleared as surplus and City Council would have replaced it with a new like-kind park.

Jim Klement noted that many departments have recognized that the jurisdiction of DIA and the downtown overlay districts. He referenced that when permits inquiries come up on the website under the property identification clearly states to contact the DIA or the OED jurisdiction agency.

Susan Grandin had a question for clarification. She referenced place making and asked Chairman Barakat if he also anticipate not only the design of the parks and also the programming of the activities that would go on in it. Chairman Barakat responded yes, and stated that that would probably fall into another department that is listed. Susan Grandin discussed a collaboration of cooperation between Special Events because that is who deals with the programming as well as the design.

Tony Allegretti stated that codifying this would be a good idea.

Lawsika Hodges wanted the board to be clear of the distinction between a liaison relationship and an approval relationship. The liaison relationship is more about people coming to the table to hear ideas and does not mean that the ideas will be implemented.

Board Member Craig Gibbs reported that codifying it and getting that approval is what the DIA Board needs.

Board Member Bishop reported that the DIA was established by the Mayor and City Council was so that the DIA could operate as an independent authority. The board needs to understand what the relationship is. Lawsika Hodges noted that Parks is a separate executive department that is under the control of the Mayor's office and City Council. Any relationship between Parks and DIA should be established by Ordinance.

Vice Chairman Bailey wanted to make sure the board does not discount the value of what already exist.

Chairman Barakat noted that if a department makes a change within a project within downtown are they bound by the redevelopment plan guiding principles. CEO Wallace stated that it would have to abide by the adopted CRA Plan and Business Investment Development Strategy.

Ms. Hodges reported that the OGC needed more time to research whether City departments would be subject to the CRA Plan.

Board Member Gibbs commented that that was why he stated that the DIA needs to codify very strong language to give the DIA ultimate authority. Board Member Bishop wanted an understanding of what is that relationship between the Master Plan, and the Overlay District, having to do with the CRA Plan.

Council Member Boyer pointed out that almost any ordinance can be trumped by another ordinance. If approved in next years' CIP a park project that does xyz in Metropolitan Park that will override the prior ordinance.

Board Member Saylor left at 4:48 p.m.

The Board discussed the Organizational Chart

Lara Diettrich reported that when it comes to parks it is contested with the board that a liaison relationship should be established between the DIA the Parks Department and that further scrutiny or a threshold of whether staff and/or board approval would come is tabled.

Board Member Bishop stated that Southbank Riverwalk was reviewed by the DDRB. She pointed out that there are going to be events and designs that will be part of the guidelines. Lara Diettrich asked the Board Members have a consensus that there should be some purview of staff and/or board level based on different jurisdictions, different departments and where that threshold should lay with further research.

The board recessed for a 5 minute break at 5:14 pm.

The board reconvened the meeting at 5:20 p.m.

**Jurisdiction and influence of downtown parking (Parking Department)**

Jack Shad, Public Parking Officer, OED provided a presentation regarding the Parking Department.

Chairman Barakat is not interested in managing parking. The important aspects are garages and lots, who they are leasing them to and what are they charging. He also inquired about the meters and asked what are they charging and where are they placing the new meters and what is user friendly for downtown businesses. Chairman Barakat noted that these would impact lease office space and attract users and consumers for the retail space. The board would like to have a direct amount of influence on those two items.

Jack Shad stated that the Office of Economic Development set the meter rates and disseminate those to council and will become effective 30-days

- Meter rates have not been changed
- The parking department has the authority to offer discounts to the meters and they looking into it.
- Prepaid card are looking into being paid by mobile phones. The new meters are budgeted as funds are available. Forty new meters will be placed on the South end of Hogan Street by the old Wachovia tower.
- Chairman Barakat noted the DIA will have goals and guidelines and what the parking department is doing may not be in compliance with what the DIA is doing. DIA would like to see how to better codify the relationship when it comes to negotiating incentives to bring offices downtown.

Jack Shad reported that the rates are set at off-street facilities which would go through a process where they are submitted to DIA for an opinion and forwarded to City Council.

Ms. Hodges quoted the Section 122.202 (b) regarding the Office of Public Parking and a handout was distributed. This would be the section of the code that will be revised.

Chairman Barakat reported that when it comes to negotiating incentives, there may be a disconnect regarding who a tenant or business talks to and it should be with one person. He suggested not determining the mechanics at this moment.

Lara Diettrich reported that there should be an established liaison with some recommendation for some language that ties that relationship together to create a functional partnership given that there are 2 different departments. Chairman Barakat stated that he will discuss further with Jack Shad.

Board Member Bishop asked Jack Shad if he could bring back some language stating when parking incentives are used to entice people downtown instead of being sent to OED would be sent to the DIA.

Jack Shad reported that parking meters made a net amount \$350,000.

- Gross Revenue \$700,000.00
- Personnel and Maintenance expenses of \$350,000.
- He also noted that they have been able to receive grant funding for most meters downtown.

Jim Klement noted that the Director to be able to negotiate with the assets as incentives. In the past those were done through a redevelopment agreement.

Chairman Barakat stated that Lawsikia Hodges could talk with Jack Shad more regarding proper thresholds for level of parking.

Paul Crawford pointed out that the OED has brought rates associated with big deals and using parking as an incentive such as a C2C to the DIA. He stated that any revenue touched does not touch just the City. There is a distribution of funding that is associated with the funding that OED accrue as part of the parking operations and funnels into multiple different pockets.

CEO Wallace suggested continuing the Special Meeting on April 1, 2014 at 3:00 p.m.

Chairman Barakat stated that the DIA will continue to take up the other items next week.

***Jurisdiction and influence of special events (Special Events Division)***

Discussion will be taken up at the next special meeting

***Downtown Vision, Inc.***

Discussion will be taken up at the next special meeting

***Authority Authority***

Discussion will be taken up at the next special meeting

***An Amendment to the DIA ordinance and corresponding City department and/or division ordinance defining what the roles, relationships, and responsibilities are going forward.***

Discussion will be taken up at the next special meeting

**A contract between DIA and the corresponding outside organization defining the roles, relationships, and responsibilities are going forward.**

Discussion will be taken up at the next special meeting.

### **III. ADJOURNMENT**

There being no further business, Chairwoman Barakat adjourned the meeting at approximately 5:58 p.m.

The next scheduled DIA Special Board meeting is scheduled for Tuesday, April 1, 2014, at 3:00 p.m. in the Lynwood Roberts Room.

Please note that all attachments referenced will be posted on the DIA Web site <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](mailto:karenu@coj.net).