

Downtown Investment Authority

DRAFT AGENDA

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

Lynwood Roberts Room, 1st Floor

Thursday, June 18, 2015 4:00 PM

MEMBERS:

Oliver Barakat, Chairman
Jack Meeks, Vice Chairman
Craig Gibbs, Secretary
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
	B. Mayor Alvin Brown
II.	PRESENTATIONS
	A. One Spark Wi-Fi Beta Test Update - Michael Young, City Information Tech Analyst
	B. Hemming Park – Vince Cavin, Hemming Park Executive Director
	C. National Historic District – Lisa Sheppard, Planning and Development
	D. Coastline Drive and Liberty Street Infrastructure Discussion – Jim Robinson, Director Public Works
III.	ACTION ITEMS – Chairman Barakat (<i>Requires DIA Action and/or Approval</i>)
	A. Approval of April 30, 2015 DIA Board of Directors Regular Meeting Minutes
	B. Approval of May 27, 2015 DIA Board of Directors Regular Meeting Minutes
	C. Approval of June 8, 2015 Governance Committee Recommendations for Officers of the Governing Board
IV.	CHIEF EXECUTIVE OFFICER REPORT – Aundra Wallace
	A. Landing Update
	B. Budget workshop with the Transition Team Update
V.	DOWNTOWN BRIEFING – Jim Klement
	A. DDRB May 2015 Meeting Update
VI.	OLD BUSINESS – Chairman Barakat
VII.	NEW BUSINESS – Chairman Barakat
VIII.	NEW BUSINESS – Chairman Barakat
IX.	PUBLIC COMMENTS – Chairman Barakat
X.	ADJOURNMENT – Chairman Barakat
	Next Scheduled Meeting: 3:00 p.m. Wednesday, July 29, 2015 in the Lynwood Roberts Room

Staff Distribution:

DIA Agenda

05/28/2015

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
David DeCamp, Public Information Office



Downtown Investment Authority
Regular Meeting

City Hall at St. James
117 West Duval St., Lynwood Roberts Room
Thursday, June 18, 2015 - 4:00 p.m.

DIA Regular
MEETING MINUTES

Board Members Present: Oliver Barakat, Chairman; Jack Meeks, Vice Chairman; Craig Gibbs; Secretary; Jim Bailey; Melody Bishop Kay Harper – Williams and Doris Goldstein

Board Members Absent: Robert Clements

Council Member: Lori Boyer

DIA Staff: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Jim Klement, DIA Development Coordinator; and Karen Underwood, DIA Executive Assistant

Attendees: Michael Young City Information Tech Analyst; Vince Cavin, Hemming Park Executive Director and Dr. Wayne Wood; Joel McEachin, City Planner Supervisor; Daryl Joseph, Parks and Recreation and Jim Robinson, Director Public Works

Office of General Counsel: Lawsikia Hodges

I. CALL TO ORDER

Chairman Barakat convened the meeting at 4:04 p.m. with a quorum present. Mayor Alvin Brown was acknowledged for his efforts of developing the Downtown Investment Authority. Board Member Kay Harper-Williams term expires on June 30th and she was recognized for her insights, expertise and support to the organization. Board Member Tony Allegretti resigned last month and was commended for his dedication to the Board.

II. PRESENTATIONS

A. NATIONAL HISTORIC DISTRICT – Joel McEachin

Joel McEachin provided an update on the National Historic District.

B. HEMMING PARK – Vince Cavin, Friends of Hemming Park Executive Director

Vince Cavin, from Friends of Hemming Park (“FOHP”) gave a brief update of Hemming Park. A presentation and handout were distributed which included an event-programming schedule, including future plans and priorities for the next nine (9) months.

The Board made the following relative comments:

- Complimented FOHP of all of the measures being tracked as it is very important on the investments to track inputs and outcomes.
- It would be useful for DIA to assist Hemming Park with guidance for sharing the same information. Mr. Cavin commented that there are specific matrixes in terms of economic impact that they can start tracking.
- Board Member Bishop noted that she served on the grants panel a few years ago and there were certain organizations e.g., MOSH, Florida Theatre, whom figured out a suitable way of tracking and showing results. She stated that they could be shared at a later date.
- Board Member Bailey shared with Mr. Cavin that he thought was important that they could manage and be sustainable in the future.

Dr. Wayne Wood thanked the DIA for enabling them to do this very incredible urban experiment. He is very proud of what has been accomplished so far.

- Chairman Barakat thanked him for their efforts and partnership.
- Board Member Gibbs serves as liaison for the FOHP and commended them on their progress.
- Board Member Bailey requested information regarding their assistance program. Mr. Cavin stated that a social service map was created to show the social service sites that are available from the different agencies.
- Could FOHP track the before and after pictures of the park.

CEO Wallace suggested that it would be appropriate for a recreation committee be established, which will consist of three (3) members to have a conversation about how to provide this information to City Council.

C. ONE SPARK WI-FI BETA TEST UPDATE – Michael Young, ITD Information Tech Analyst

Michael Young provided an overview of the handout “One Spark 2015 Wi-Fi Report” prepared for the DIA.

The Board made the following relative comments:

- The DIA would like to have Wi-Fi at all times and One Spark can benefit from it.
- The City will charge One Spark for the use of the Wi-Fi next year.
- Who owns the equipment and has the rights to use it. This is controlled by the DIA.
- Network Name that appears when users log in should be changed to communicate who sponsors the network and pays the bill.

CEO Wallace responded that a determination is needed on where, throughout Downtown, it would be best to place the Wi-Fi network equipment; so that ITD can work with Parks, FOHP and Special

Events. A structure is needed for utilization of the Wi-Fi network by other events. If other organizations would like to piggy back onto the DIA Wi-Fi network when having temporary events, it would be possible with the structural bones of the System that will be provided on a day-to-day basis. This item will be brought back to the Board for input to see where the locations will be sited.

**D. COASTLINE DRIVE AND LIBERTY STREET INFRASTRUCTURE DISCUSSION
– Jim Robinson, Public Works, Director**

Jim Robinson provided an update to the Board. He reported that there was a bid opening for the partial demolition of the 2nd collapse of the Liberty Street Bridge. A qualification of bidders was added that they be DOT certified as intermediate bridge contractors. There was one (1) bid received from a qualified contractor that was 5x the maximum budget. Inquires were received during the bidding period from a capable demolition contractor that has previously provided business with the City. A bid will go back on the streets for a more accelerated rebidding schedule for a contractor. The demolition is set to remove the debris from the February 1st collapse and to complete that part of the underwater survey.

A 2nd area relates to the park on Coastline Drive located in front of the Hyatt between Newnan and Market Street.

The Board made the following relative comments:

- Is there a cost to extend the Bulkhead? – What are the costs of the immediate repair to the section of Coastline to Market in front of the Hyatt?
- Does anything jeopardize the integrity of the bulkhead which would restrict boat access? Jim Robinson responded no.
- When will things return to normal and how to prevent this from happening again? Jim Robinson responded that would depend upon the funding and the condition of the structures, which are over 50 years old.
- When budget hearings are complete it would be good to support Public Works concerning maintenance dollars. CM Boyer stated that there are six pending legislations that would acknowledge an amount of funding that is needed to be dedicated every year to establish minimums and targets for capital maintenance.

III. ACTION ITEMS

A. Approval of April 30, 2015 Regular Board Meeting Minutes

B. A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GIBBS APPROVING THE APRIL 30, 2015 REGULAR BOARD MEETING MINUTES AS AMENDED. THE MOTION PASSED UNANIMOUSLY 7-0.

Board Member Bailey requested that his question be included on page 2 of the minutes. He asked Mr. Harden what was the required infrastructure between Bay Street. Board Member Bailey also requested his comments be included in the Parking discussion on page 5. He had concerns about the Public Parking selection of who should receive the parking discount and who does not. Board

Member Bishop handed her revisions regarding the Shipyards to Karen Underwood for editing. Board Member Goldstein provided her comments prior to the meeting and they were distributed separately beside the meeting packet.

CEO Wallace requested the Board Member comments be accurate regarding the Shipyards.

C. Approval of May 27, 2015 Regular Board Minutes

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER BISHOP APPROVING THE MAY 27, 2015 REGULAR BOARD MEETING MINUTES AS AMENDED. THE MOTION PASSED UNANIMOUSLY 7-0. Board Member Bishop handed her revisions to Karen Underwood for editing.

D. Approval of June 8, 2015 Governance Committee Recommendations for Officers of the Governing Board.

Per Section 4.1 of the DIA Bylaws, the Nominating Committee met on June 8, 2015, to discuss a slate for Chair, Vice Chair and Secretary to be presented to the Board as a whole at the June 18, 2015 DIA meeting.

Board Member Bishop addressed concerns and recommended changing the Bylaws for the nominations to take place in August rather than July, after new Board terms have started. Board Member Goldstein stated moving the nominations to August may result in a gap if current officer's term expires in July.

IV. CHIEF EXECUTIVE OFFICER REPORT

A. LANDING UPDATE

Board Member Goldstein reported that a public meeting was held on Tuesday, June 16th at 6:00 p.m. with well over 100 people in attendance. She noted that a two-step process with the consultants will be conducted. The first part of will be to discuss what should the landing be? what uses should be applied there? And then take the results of the investigation to the consultants to incorporate that information into the design.

The second step will be held during the week of July 20th where they will be answering questions of what the Landing should look like. .

B. BUDGET WORKSHOP WITH TRANSITION TEAM UPDATE

CEO Wallace stated that there will be follow up meeting scheduled on Wednesday, June 24 at 12:45 pm. and encouraged the Board members to attend. The TIF Accounts will be discussed.

Legislative Updates

CEO Wallace reported that Oliver Barakat and Jim Bailey's legislation for reappointment was introduced on Tuesday, June 9, 2015 to City Council. The DIA/DVI Joint Board Meeting will be held on Thursday, June 25, 2015 at 2:00 p.m. The three members are Bishop, Meeks and Goldstein.

Water Taxi

A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER BISHOP RESOLUTION OF SUPPORT THE APPROVAL OF ORDINANCE 2015-397.

THE MOTION PASSED UNANIMOUSLY 7-0

Board Member Bailey brought forth Ordinance 2015-397, St. Johns River Operating, and a summary of the Marketing Services Agreement Term Sheet. A handout was provided.

Daryl Joseph, Manager of Parks and Recreation stated the Water Taxi was a valuable resource for the City. Board Member Bailey commented that they were seeking a Resolution for City council on Tuesday night to approve the marketing agreement.

The Board made the following relative comments:

- Hours of operation are at least as important as frequent trips across the River.
- Prioritize the route to the Landing and Southbank.
- Originally it was required that there was no more than 20 minutes in between pickups.
- Wanted to give vendor enough discretion that it can be managed based where the population is.
- The people need knowledge of the Water Taxi schedule. There is a schedule that runs by a cycle. The only time the cycle changes are during a special event.
- Mr. Joseph stated that contract allows them the flexibility to make adjustments with City Council approval.
- Board Member Meeks asked if anyone reviewed the service provider's financial information. Mr. Joseph stated that they have monthly reporting requirement regarding their numbers and he would take a look at it.
- The contract requires the minimum of 120 seats. May need more than 120 seats rotating during special events.
- The Water Taxi needs more marketing.

Council Member Boyer addressed the Council concerns about an RFP that was not done and inquired if it should be marketed to see who would like to become a vendor. She asked if the agreement contemplates that there would be future years of \$120,000 subject to budget appropriation or does the agreement contemplate that this is a one year marketing fee and a five (5)

year license. Ms. Hodges stated that the agreement currently contemplates one (1) year marketing and operating services agreement and the latter years would be a license that the City did not fund.

Lawsikia Hodges noted that the Council Auditors have evaluated the Water Taxi financials.

A MOTION WAS MADE BY BOARD MEMBER MEEKS THAT THE FINANCIAL STATEMENTS, TAX RETURNS AND INCOMES ETC HAVE BEEN REVIEWED AND REVIEW OF THE FINANCIAL STATEMENTS SUPPORTS THE NEED FOR THE FINANCING TO BE DISCUSSED IN THE RESOLUTION. THE MOTION DIED FOR LACK OF A SECOND.

BOARD MEMBER GOLDSTEIN CRAFTED A MOTION SUPPORTING PARAGRAPH (F) ON PAGE 5 WHICH STATED THE DIRECTOR, IN CONSULTATION WITH THE DOWNTOWN INVESTMENT AUTHORITY, MAY OPERATE A RIVER TAXI SERVICE ON BEHALF OF THE CITY TO AND FROM CITY OWNED OR LEASED WATERFRONT AND DOCK FACILITIES UNDER THE DEPARTMENT'S CONTROL SUBJECT TO FUNDS LAWFULLY APPROPRIATED BY THE COUNCIL FOR OPERATING OR CAPITAL EXPENSES RELATED TO SUCH RIVER TAXI SERVICE.

Lawsikia Hodges referenced Section (7) Oversight Department of the Ordinance 2015-397. She stated that this section makes it clear as to the agreement that the "Parks Department" shall oversee the Agreement in consultation with the Downtown Investment Authority "DIA".

Board Member Goldstein is in support of the above referenced paragraph. She commented that she was not in support of the approval of section 5 on the bottom of page 3.

Chairman Barakat stated that the motion before the Board was to be in support of the entire Ordinance. Board Member Goldstein would be in favor of amending the motion to state that the Board support the Ordinance as it applies to the creation of liaison relationship between the "Parks Department" and the "DIA" as it relates to the Water Taxi.

A MOTION WAS MADE BY BOARD MEMBER GOLDSTEIN AND SECONDED BY BOARD MEMBER MEEKS APPROVING ORDINANCE 2015-397 AS IT APPLIES TO THE CREATION OF LIASION RELATIONSHIPS BETWEEN THE "PARKS DEPARTMENT" AND THE "DIA" AS IT RELATES TO THE WATER TAXI. THE MOTION WAS APPROVED 6-1-0 Board Member Gibbs voted against the amendment.

Board Member Bishop commented that the board needs to weigh in to the comments regarding the legislation before the City Council. Board Member Goldstein stated that she would not support the entire Ordinance without having more time to review. She suggested supporting the Ordinance as a great concept that the Board would like to be involved with.

Daryl Joseph commented that it would mean a lot to Council for the DIA to state that the Water Taxi is a good service. It would also be beneficial to hear that the DIA is supportive of the due

diligence that Parks and the Council Auditors have done on the Ordinance from a Council standpoint. Board Member Goldstein is in support of that.

Chairman Barakat suggested taking a separate vote. There was an amendment by Board Member Goldstein to only support the governance aspects of the DIA oversight regarding Ordinance 2015-397. Board Member Bailey addressed the situation that happened over the last year. He recommended the Board to support a resolution of the Water Taxi concept, oversee the report, and work with Parks and Recreation on the future of Water Taxi's existence and how they operate. Board Member Goldstein is in favor.

V. DOWNTOWN BRIEFING

Jim Klement provided the DDRB update.

VI. OLD BUSINESS

CEO Wallace reported that the Florida Trend magazine June edition shows a 50 page spread of Jacksonville and an ad regarding the DIA.

Chairman Barakat thanked Council Member Boyer's assistance in helping landmark the Elena Flats Building.

CEO Wallace commended Board Member Gibbs for filling in as the DIA liaison for the James Weldon Johnson initiation of the park.

VII. NEW BUSINESS

CEO Wallace requested the Governance committee to consider reviewing the bylaws and come to an agreement for an ex-officio membership position to the Board to include the DDRB Chairman Rafael Caldera.

Board Member Bishop updated the Board regarding the review of the design guidelines, City standard lighting and Road diet. Council Member Boyer recommended engaging in conversations with Public Works and JEA.

Council Member Boyer noted that the liaison relationships with Real Estate concerning transactions downtown within the CRA boundaries needed to get routed through the DIA.

Lawsikia Hodges will work with the DIA's staff to put correspondence together to submit it to the various agencies. Council Member Boyer stated that the memo and a copy of Ordinance 2014-560 needed to be submitted to the agencies along with a routing list to sign the official forms before granting of easements or disposal of downtown properties. Effective July 1st, Council Member Boyer announced that she will no longer be the Liaison for the DIA, but will be an alternate.

Chairman Barakat thanked Council Member Boyer for her service, and stated that she has been amazingly helpful.

Board Member Bailey thanked Board Member Harper for her continued attendance as soon as her replacement is in place. He also thanked Chairman Barakat for his organizational leadership over the last two (2) years.

VIII. PUBLIC COMMENTS

Public speaker cards on file with the Downtown Investment Authority.

CEO Wallace updated the Board about the JAX Chamber Trip to Detroit, Michigan that took place on May 13-May 15, 2015. Destination Downtown Detroit was chaired by Tony Allegretti whom provided attendees the opportunity to connect with fellow downtown advocates while exploring a city in the midst of rebuilding through art and the creation of a vibrant downtown.

IX. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 6:50 p.m.

The next DIA meeting is scheduled for Wednesday, July 29, 2015 at 9:00 a.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.