



Thursday, December 20, 2012 - 2:00 p.m.

Downtown Investment Authority

CRA PLAN COMMITTEE AGENDA

MEMBERS:

Melody Bishop, Chair

Paul Perez, Committee Member

I. CALL TO ORDER

II. ACTION ITEMS

Appointment of Committee Members

Approval of the November 20, 2012 CRA Plan Committee Meeting Minutes

II. DISCUSSION

Enabling Legislation Charge

Confirm Community Redevelopment Plan Committee

If required, Identify Proposed Subcommittee(s) and Make-up

Identify Stakeholders to bring into the Process, and Methodology

Consider Opportunity to Dovetail with JAX2025

State CRA Requirements and Prelim Discussion of Existing Plan(s)

Identify Tasks and Workshop Outline with Anticipated Outcome and Schedule

Discuss the Potential Need to Hire Consultant for CRA Plans(s)

III. PUBLIC COMMENTS

IV. ADJOURNMENT

Next Scheduled Meeting: TBD



Tuesday, December 20, 2012 – 2:00 p.m.

CRA PLAN COMMITTEE MEETING MINUTES

Board Members Present: DIA Chair D. Harris; CRA Plan Committee Chair M. Bishop; T. Allegretti; and O. Barakat

Attendees: Paul Crawford, OED Acting Executive Director; Eric Lindstrom, OED; Michelle Stephens, Recording Secretary

Office of General Counsel: Jason Gabriel

Council Members Present: Lori Boyer, Council District 5

CALL TO ORDER

CRA Plan Committee Chair M. Bishop called the meeting to order at approximately 2:07 p.m. opening with the Pledge of Allegiance and introduction of those in attendance.

CRA PLAN PRESENTATION

Chair M. Bishop prepared and reviewed a thorough Community Redevelopment Plan PowerPoint presentation (attached) that included the following:

- Enabling Legislation Charge
- Confirm Community Redevelopment Plan Committee
- If required, Identify Proposed Subcommittee(s) and Make-up
- Identify Stakeholders to bring into the Process, and Methodology
- Consider opportunity to dovetail with JAX2025
- State CRA requirements and Prelim discussion of existing Plan(s)
- Identify Tasks and Workshop Outline with anticipated Outcome and Schedule
- Discuss the potential need to hire Consultant for CRA Plan(s)

Chair M. Bishop commented that we need to identify what other committees may need to be formed in addition to stakeholder involvement. The floor was open for suggestions. Below is additional transcription provided by Chair M. Bishop from the four sheets she used during the meeting to capture committee and public input.

Additional Stakeholders (beyond those identified in presentation) (PowerPoint attached PDF):

- Transform Jax
- Tourism groups such as Visit Jax, TDC, etc.
- Professional planning groups such as ULI, APA, FPZA, etc.

- JTA
- NAIOP
- RFA [?]
- FRA [Florida Redevelopment Association]
- BPAC
- River keeper
- Urban Core CPAC
- DVI mentions BID stakeholders
- RPC [Northeast Florida Regional Planning Council]
- More inclusive with a number of ethnic communities such as SBA
- Professional Business Organizations such as Downtown Rotary [and Southside Business Men's Club]
- Arts and Cultural Organizations such as Jacksonville Symphony, Cummer Museum, etc.

Potential on engaging a Redevelopment Plan Consultant and Schedule, Process and Procedure:

- Paul Crawford mentioned EDAW and Downtown Master Plan and described Action Plan process where four different consultants were responsible for 4 different Task Force Groups ["Retail Task Force", "Pedestrian-Open Space-River Task Force", "Residential Task Force", and "Infrastructure Task Force"] each bringing in professionals in the community and seeking public input, each creating a report.
- Should be able to have a Consultant selected and under contract by May if RFP initiated very soon
- Go back to previous consultant plans, and have them score it
- Grants are available for some projects that DVI did not carry forward this time [year?]
- This is case of "Analysis Paralysis"
- Efficiency and effectiveness may be reduced if [Workshop with large public draw] initiated prior to consultant [if not run properly]; referred to animals running wild.
- [Establish] Realistic set of targets prior to proceeding, purpose set and clearly identified.
- Workforce Housing- referring to ULI [study] regarding Marketing Workforce Housing but timing is now and DIA can market the units (again referred to "Analysis Paralysis").
- Focus on the Inventory Plan and Market Analysis

BIG IDEAS/STRATEGIES:

- FIND/Artificial Reefs-Can the DIA sponsor an artificial reef project? (See related John Nooney Public Comment Card). Deadline is in April
- Status of the Brooklyn Plan? Came out a number of years ago [Paul pointed out that it was a UDA planning document 2007 with a focus on Workforce Housing and Land Use]

- Bike Paths and Express Bus
- Target the Creative Class with worldwide draw
- Get into the Entrepreneurial Mindset. Rather than rewriting or Reviewing 10 plans, Get Going... Get consultant to Score existing Plan, but get a project on the street.
- Pair Developers with Big Ideas and available City land or buildings: If I had a building I would develop project of/with International flair.
- Shipyards-consider entertainment
- Transportation Downtown critical

After discussion about the RFP process, it was noted that the committee was not in a position to take action today on a recommendation.

Chair Bishop suggested a workshop prior to the next regularly scheduled DIA meeting (January 9, 2013) for the purpose of possibly having a recommendation for the DIA to consider.

Comments:

- Thought Chair Bishop articulated well the CRA being the “what” and the BID being the “how.”
- Professional guidance needed more for the “how” because the community has been talking about “what” since before 1981.
- What we have is well written and relevant. Suggested prioritizing what we have, noting there may be some new and/or updated ideas.
- Strongly suggested avoiding a year-long process of coming up with a very similar document that already exists.

PUBLIC COMMENTS

The floor was open for public comments and it was noted that time to speak was limited to three minutes. Address for all public comment speakers are on record.

- Jennifer Hewitt-Apperson
- Dick Jackson
- Stephen Tocknell
- Lara Dietrich
- John Nooney
- Ginny Myrick
- Michael Nelson
- Kenneth R. Hamilton

Next task is understanding what workshops we might have as well as separate plans for the north bank and south bank and then discuss the potential need to hire a consultant for CRA Plans, and if elected discuss the scope, process and prepare the RFP.

ADJOURNMENT

There being no further business, Chair M. Bishop adjourned the meeting at approximately 3:56 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.