City of Jacksonville Downtown Investment Authority April 18, 2017 Uncertified Condensed Copy

3 1 BOARD MEMBERS: (No response.) 2 THE CHAIRMAN: Now, let's move on. CITY OF JACKSONVILLE 3 Item 2017-03-01 has been deferred until DOWNTOWN INVESTMENT AUTHORITY 4 BOARD MEETING the next meeting. So we're on Resolution 5 2017-04-03, allocation of development rights. 6 MR. PAROLA: Thank you, Mr. Chairman. Proceedings held on Tuesday, April 18, 2017, 7 Resolution 2017-04-03 -commencing at 3:45 p.m., Ed Ball Building, 214 North 8 THE CHAIRMAN: If you can pull that up Hogan Street, 8th Floor, Jacksonville, Florida, before 9 closer to you so --Diane M. Tropia, a Notary Public in and for the State of 10 MR. PAROLA: -- is 43,000 square feet of Florida at Large. 11 general office development rights. I realize 12 in the resolution that was provided in the BOARD MEMBERS PRESENT: 13 packet we left the number of square feet blank. JAMES BAILEY, Chairman. JAMES BAILEY, CHAIRMAN, JACK MEEKS, Vice Chair. OLIVER BARAKAT, Board Member. BRENNA DURDEN, Board Member. CRAIG GIBBS, Board Member. RON MOODY, Board Member. MARC PADGETT, Board Member. 14 I had to shore that up with JTA. These 15 development rights go to the Regional 16 Transportation Center in LaVilla as identified 17 on the map above. So this is -- they're pretty ALSO PRESENT: 18 far along in the project. This is kind of AUNDRA WALLACE, DIA, Chief Executive Officer. AUNDRA WALLACE, DIA, Chief Executive Officer LORI BOYDER, City Council President.
TOM DALY, DIA, Redevelopment Analyst.
GUY PAROLA, DIA, Redevelopment Manager.
JIM KLEMENT, DIA, Development Coordinator.
JOHN SAWYER, Office of General Counsel.
JOHNNY GAFFNEY, Office of the Mayor.
KAREN UNDERWOOD-EILAND, Executive Assistant. 19 shoring up their development rights. There's a 20 memo that I provided as a cover to this. 21 The result of the Phase I remaining 22 development rights -- after this is approved 23 there will remain 1,189,294 square feet of 24 general office development rights just in the 25 northeast DRI component area, so there's a good Diane M. Tropia, Inc., P.O. Box 2375. Jacksonville, FL 32203 (904) 821-0300 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 2 4 1 PROCEEDINGS 1 bit of development rights left. April 18, 2017 3:45 p.m. 2 And I'm here for any questions. 2 3 Thank you. 3 THE CHAIRMAN: Okay. We are going to 4 THE CHAIRMAN: Okay. With that, do we 4 convene our DIA meeting. This meeting is now 5 have any questions from members? 5 called to order. 6 Mr. Padgett, any questions? 6 I'd like to welcome Council President 7 BOARD MEMBER PADGETT: No questions. 7 Lori Boyer who's with us today. 8 THE CHAIRMAN: Ms. Durden. 8 Thank you. 9 BOARD MEMBER DURDEN: No questions. 9 Mr. Wallace stepped out, so in his place 10 THE CHAIRMAN: Mr. Gibbs. 10 Guy Parola will be responding with any BOARD MEMBER GIBBS: No questions. 11 11 questions or comments. 12 THE CHAIRMAN: Mr. Meeks. 12 Let me catch up here. 13 VICE CHAIR MEEKS: No questions. 13 Okay. Did everyone see the minutes from 14 THE CHAIRMAN: Mr. Barakat. 14 the March DIA meeting? Any motion for the 15 BOARD MEMBER BARAKAT: None. 15 minutes of the DIA meeting? 16 THE CHAIRMAN: And Mr. Moody. 16 BOARD MEMBER GIBBS: Move to approve. 17 BOARD MEMBER MOODY: No, sir. 17 THE CHAIRMAN: Second? 18 THE CHAIRMAN: Okay. Can I get a motion 18 BOARD MEMBER MOODY: Second. 19 on 2017-04-03? 19 THE CHAIRMAN: Any comments from any 20 BOARD MEMBER MOODY: So moved. 20 members? THE CHAIRMAN: Second? 21 21 BOARD MEMBERS: (No response.) 22 BOARD MEMBER GIBBS: Second. 22 THE CHAIRMAN: Okay. With that, all in 23 THE CHAIRMAN: Okay. Do we have any 23 favor, say aye. 24 24 comments from the public? Anyone here want to BOARD MEMBERS: Aye. 25 25 speak on this resolution? THE CHAIRMAN: Any opposed, like sign.

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1 BOARD MEMBERS: (No response.)

2 THE CHAIRMAN: Seeing none, with that, all 3 in favor of Resolution 2017-04-03, say aye.

4 BOARD MEMBERS: Aye.

5 THE CHAIRMAN: Opposed, like sign.

BOARD MEMBERS: (No response.)

7 THE CHAIRMAN: Guy, I think you should

8 have taken a little longer. You're going to

9 have to do some more discussion here.

Now, let's move on to -- we don't have to discuss our transcript. So one thing I would like to -- before we jump to our CEO report --

13 we don't have any presentations today, do we?

14 Nothing on the agenda?

15 MR. PAROLA: No.

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THE CHAIRMAN: Jim, how about giving us an update on DDRB? I know you've got a meeting tomorrow, Thursday afternoon at 2 o'clock.

MR. KLEMENT: Yes, sir.

Members of the board, meeting April 20th, 20 21 2 p.m., and we have the following items that

we'll be looking at -- we, the DDRB, Downtown 22

23 Development Review Board. Wine Decadence is

24 coming in with a waiver of liquor distance.

They have -- want to go to on-site sales at

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their facility right now, and this is a

procedural requirement to get them what they

3 need to have so that they can do on-site sales.

THE CHAIRMAN: By the glass or by the 4

5 bottle or --

6 MR. KLEMENT: By the glass. Open

7 container, so to speak, yes, sir.

8 THE CHAIRMAN: It wouldn't be a full bar,

9 just --

10 MR. KLEMENT: They talk about -- so that 11 they can serve their parties and sell a glass

12 at a per-unit basis, so --

THE CHAIRMAN: For anyone who doesn't 13 14 know, Wine Decadence is the street-level space in the Carling, on the ground level, where they 15

16 sell --

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MR. KLEMENT: Wine.

THE CHAIRMAN: -- wine. Steve Wallace.

19 Wally Lee and some others started that a while

back. And I think they -- were they not the 20

Retail Enhancement group? Went through Retain 21

22 Enhancement?

VICE CHAIR MEEKS: They did.

24 THE CHAIRMAN: Very good.

25 MR. KLEMENT: The next item -- one of the Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

other items is Doro -- we refer to it as Doro,

which is the reuse and redevelopment of the

Doro buildings in the entertainment district

down by the stadium. They're coming in with a 4

mixed-use product. So they'll be coming in,

presenting that to the Board with the 6

architectural and schematic designs of how

they're going to refurbish those buildings in 8 9

that area down there.

10 We have LaVilla Lofts, which is in the 11 LaVilla area. Lee Street, Monroe Street, and I

12 believe Adams Street area. They're coming in

13 with a final development of around 120 units,

14 similar to their project just south of there

that's in front of the Prime Osborn center area 15

there. They'll be coming in with their --16 17 again, all of their architectural, their

18 development and compliance commitments to the

19 Board.

20 We have a new project that's coming up for 21 conceptual review in the Brooklyn area. It's

22 called the Burlock & Barrel, which is going to

be a distillery and a future one -- one point 23

24 of sale operation. It's west or south side of 25

Forest Street. Forest runs north-south there

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off of -- right in front of 220, residential

area, and that big park, recreational facility.

It has frontage, I believe, on Magnolia and May

Street. They're kind of dead-end streets where

5 they do not come through onto Forest Street,

but they're looking at taking a -- about a 6

9,000-square-foot building and refurbishing

that now vacant building and putting a more

9 entertainment-type facility into that

10 operation.

11 And then the last facility is a complement 12 to the Chophouse. It's actually coming in with

some unique and special signage to kind of show 13

14 off their restaurant facility on the corner of

Ocean and Bay Street right there. It's the 15

16 steak house that's now under construction, the

17 historic -- they had to come through and get

some special sign exceptions so that they could 18 comply with both the City's requirements and 19

the Certificate of Appropriateness with regard 20

to the historic needs. So they've got those. 21

22 They are putting up an exciting -- I think it's

23 kind of exciting to see some of the blade signs and some of the new designs. It's very well 24

25 done and very tastefully done.

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1 THE CHAIRMAN: And Burlock & Barrel is 2 also Mr. Klempf's, right?

3 MR. KLEMENT: Sir?

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THE CHAIRMAN: Burlock & Barrel is another 4 5 Klempf project, isn't it?

6 MR. KLEMENT: That's my understanding, 7 yes. They're looking at coming in, yes.

8 THE CHAIRMAN: Okay. Very good. That's 9

great to see. Can you answer -- you might know this. At the corner of -- we were just discussing it -at the corner of Forsyth and Jefferson -- was it Forsyth and Jefferson where they put the fence up around a piece of property -- a chain-link fence recently? And it looks like a

15 16 construction trailer is going on there. What 17 is that?

18 MR. PAROLA: That's the -- through the 19 Chair, that's the staging area for Beneficial Communities, the 72 units, I believe. 20

21 THE CHAIRMAN: Okay. Very good. That 22 makes sense.

23 Okay. Any questions of Mr. Klement?

VICE CHAIR MEEKS: Yes, sir, I do.

25 THE CHAIRMAN: Mr. Meeks.

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1 houses do have a historic significance, they 2 should not be torn down.

3 MR. PAROLA: If I could respond to that, I think the property owner is on the same mind 4

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5 set. I don't think he's opposed to that at

6 all. I know he has approached Historic

Preservation. I think he's gotten instruction

from the Historic Preservation section that 8 9

they most likely would take this to committee.

10 So before it goes to Jim's shop, DDRB, I would imagine there's a resolution somewhere 11

12 before that as to what to do with those

13 properties. And when it moves through, we will 14

keep you informed. I know you have a special 15 interest in that.

VICE CHAIR MEEKS: Thank you.

17 THE CHAIRMAN: Mr. Klement, you had 18 another comment?

19 MR. KLEMENT: You all -- a reminder, we

have one other project that's actually in the 20 21 Southbank, which is a multifamily project,

22 which is Holmes Street and Louisa Street, which

is a conceptual multifamily project coming in. 23

So that will be coming in at the very early 24

25 stages this Thursday.

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VICE CHAIR MEEKS: Mr. Klement, I think it was our last meeting, a gentlemen came before

3 our group and was asking for an allocation of

development for -- I think it was 40 units over 4

5 in what's styled the Cathedral District. And

there were six or seven old 1900s or early 6

1900s homes that were on the -- that were on 7

8 that -- that are on that property. And I asked

9 a question or two about historic significance.

10 The gentlemen who was here sort of -- at least in my view, in sort of a glib sort of way 11 dismissed their historic significance. I went

and looked and I think those homes do have 13

14 historic significance. And they are not large.

15 Two are actually bungalows. And so assuming 16

that that project will eventually make its way

17 to your DDRB, one of the things that I would certainly like to have considered as part of

18 19 that development is that there be an

20 opportunity to have those homes moved.

As an example, I know we have a variety of -- or a number of vacant lots in historic

Springfield where those homes, I think, 23

24 could -- or those houses could find a new home.

25 So those -- at any rate, in my view, those

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THE CHAIRMAN: So it won't be conceptual? 1 2 It will just be --

3 MR. KLEMENT: It will be conceptual.

THE CHAIRMAN: Oh, it will be? 4

5 MR. KLEMENT: Yes.

VICE CHAIR MEEKS: One more. 6

7 THE CHAIRMAN: Yes, Mr. Meeks.

8 VICE CHAIR MEEKS: I appreciate your 9 indulgence.

THE CHAIRMAN: Carry on.

11 (Mr. Wallace reenters the proceedings.)

12 VICE CHAIR MEEKS: I'm not sure this is

13 the right place, Mr. Klement, to ask you or

14 perhaps Mr. Parola or even our illustrious CEO,

who has rejoined us. I just heard the other 15

16 day that -- and maybe you gentlemen know this,

17 that we now have a different owner for what I

would style the -- sometimes it's called the 18

19 old JEA building. I guess before that it was

20 the -- if I understand it correctly, the

Independent Life building, before what was the 21

22 Independent Life building that was built here

23 at the foot of Bay Street about 1975 or so. At

24 any rate, that building stands in front of the

25 old Vassar Hotel, but I've heard that there's

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now a new owner of that property. The other 2 property owner was foreclosed on and the 3 property has been sold. I just wondered if

that had bubbled up to your DDRB or up to our 4

5 DIA staff. Has that -- it could be a

6 significant project for downtown.

7 THE CHAIRMAN: That was purchased by 8 Chris Hionides and it went into foreclosure.

9 VICE CHAIR MEEKS: That's correct.

10 MR. KLEMENT: DDRB has not heard anything

11 on that location, any information on it.

VICE CHAIR MEEKS: Are you aware of that? 12

13 Is that -- that might be.

14 MR. WALLACE: I apologize, I was looking 15 at Senate Bill 1770 and recognized that it died 16 today, so I was a little happy. So, I'm sorry,

17 can you tell me what that question was?

18 VICE CHAIR MEEKS: Well, I think Mr. Moody 19 has an answer.

20 THE CHAIRMAN: The old JEA building.

21 MR. WALLACE: The old JEA building. That

22 was -- so it was owned by IberiaBank at one

23 particular point in time and that group out of

Atlanta purchased it. And I most recently 24 talked to a developer out of Minneapolis,

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1 do you know whether their proposal has parking

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2 on site? And are they proposing adequate

3 parking?

4 MR. KLEMENT: Through the Chair, it does 5 have parking on site and I believe it actually

meets their requirement. Their initial 6

requirements are more along the manufacturing 7

line, which aren't the full entertainment, but 8

9 at this point in time they do show parking

10 availability.

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BOARD MEMBER DURDEN: Thank you.

12 THE CHAIRMAN: Thank you.

13 Any other comments?

14 Mr. Barakat.

15 BOARD MEMBER BARAKAT: Just a process

16 clarification on these historic buildings.

17 So we are in a national historic district,

18 not a local historic district. If a building

19 is not locally landmarked, does the Historic

20 Preservation Commission have purview over those

21 buildings in the event a private owner wants to

22 demolish the building? (Inaudible) whatsoever

23 if the buildings are not locally landmarked?

24 MR. PAROLA: Through the Chair, this is my 25 understanding of it. We went through this with

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Minnesota that was looking to try to acquire

that property, Dominion Development. So I

3 provided them with the contact information of

4 the group in Atlanta. So I'm not certain where

5 it has gone since I gave them that information

6 probably last month.

VICE CHAIR MEEKS: Very impressive.

THE CHAIRMAN: Mr. Moody, did you have

9 anything to add?

BOARD MEMBER MOODY: Mr. Wallace's answer

was way better than what I was going to tell 11

12 you.

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THE CHAIRMAN: Okay. With that -- thank 13

14 you, Jim, for the DDRB briefing.

Ms. Durden, I'm sorry.

16 BOARD MEMBER DURDEN: Thank you.

17 I have a question through the Chair to

Mr. Klement. 18

19 THE CHAIRMAN: Okay.

20 BOARD MEMBER DURDEN: In regard to the

21 project -- the Burlock & Barrel project --

MR. KLEMENT: Yes. 22

BOARD MEMBER DURDEN: -- since it's in

24 that area where we've had trouble with parking,

25 and we've talked a lot about that in the past,

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a couple of buildings. We'll get you a more 1 definitive answer.

3 The minute you hit the 50-year-old mark on

your demolition permit, it gets routed to

Historic Preservation. And I think at that

point in time, the staff can recommend taking 6

7 it to the Commission. And if the Commission

wants to designate it with an unwilling R

9 landowner, then the number of criteria it needs

to meet is raised from two, if you had a 10

11 willing owner, to some other number.

12 VICE CHAIR MEEKS: Four.

MR. PAROLA: Four is that number.

14 Do I have that almost right, Mr. Meeks?

15 VICE CHAIR MEEKS: I remember it being

16 four with a previous excursion in that realm.

17 MR. PAROLA: Thank you.

BOARD MEMBER BARAKAT: So is that -- the

19 50-year-old hurdle, is that citywide or is that

20 in downtown or in the historic districts?

MR. PAROLA: I, quite frankly, don't know

22 the answer. It might be anywhere.

BOARD MEMBER BARAKAT: Does anybody know

24 the answer?

25 Ms. Boyer --

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1 THE CHAIRMAN: Ms. Durden is saying 2 anywhere, but I --

3 BOARD MEMBER DURDEN: Through the Chair, I think it is anywhere. I remember an excursion, 4 5 as you called it, with an old schoolhouse, and 6 it was anywhere. Any building over -- older

7 than 50 years. 8 BOARD MEMBER BARAKAT: Okay. It has to go

9 through the Historic --10 BOARD MEMBER DURDEN: It has to go through 11 the assessment.

12 BOARD MEMBER BARAKAT: That would be news 13 to me.

14 Ms. Boyer has a comment.

COUNCIL PRESIDENT BOYER: So this is all governed by the ordinance code sections that address historic preservation, the local historic preservation ordinance, and they apply countywide and they apply regardless of whether you are a national district or not a national district.

So they have their definitions of what is eligible. And if you are an eligible building and you apply, then it often gets forwarded to -- and I think it's always perhaps, to your

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is higher if you are doing so over the

objection of the property owner. So that's

kind of the normal scenario.

4 And, yes, it would apply anywhere. It 5 probably would be more likely if you were --6 you know, if you're reading the tea leaves, if

7 you're evaluating the likelihood that staff

would consider something to be worthy of

9 designation and forward it to the Commission --

10 if it's a contributing structure in the

11 national historic district, I think they're

12 probably going to take more notice of it than

13 just a 50-year-old building somewhere else

14 that's not part of the historic fabric of the 15 community.

16 BOARD MEMBER BARAKAT: Thank you for that 17 explanation.

I think in the context of providing development rights -- I didn't see anything regarding the historic relevance or whether they were historically relevant or not because

22 I'm not sure if that was part of the

23 conversation as to whether we allocate

24 development rights or not, whether that's

25 appropriate criteria. And if it is appropriate

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criteria, I think we ought to know that. But I think we were relying upon this developer, who,

I agree with Mr. Meeks, was very flippant about

these hundred-year-old buildings. And what I

5 would like to avoid is demolition and

subsequently nothing happening and we end up 6

7 with another empty lot.

8 So what the developer is proposing could 9 occur in a myriad other lots in the city, in

10 downtown, and why -- you know, of all the lots, 11 you take four houses that are 100 years old

12 each and choose to demolish those -- I don't

13 know why that lot was chosen, but that's --

14 that's their own business. But I think from

15 our standpoint, we want to avoid another empty

16 lot.

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Anyway, it was a comment and also a question whether -- when we provide development rights, is the demolition of historic property part of the criteria we should consider?

MR. PAROLA: Through the Chair, I think this kind of goes back to whether or not you

23 want to see a development plan before you 24 allocate development rights conversation that I

25 think we had settled a few months back.

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point, flagged and supposed to be forwarded to staff, but that does not mean that the Historic 3 Preservation Commission takes action to suggest

The demolition permit would only be evaluated and turned down if the Historic Preservation Commission voted to landmark the

that they be landmarked.

8 site. If they don't vote to landmark the site

9 or staff doesn't suggest that the site be

10 landmarked and they don't take any action, then

11 the demolition permit would just proceed. It 12 doesn't automatically get landmarked.

13 So first staff has to say, There's some

14 significant things here, take it to the

15 Historic Preservation Commission. The Historic

16 Preservation Commission has to say, We want you

17 to do the research; we believe it should be

18 landmarked. If they take that action, then 19 there's a time frame that it's held in abeyance

20 and that you don't issue the demolition permit

21 while that action is being reviewed. Then the

22 Historic Preservation Commission can vote to

23 landmark something. 24

All of this can be done, and the criteria 25 for landmarking is -- obviously, the standard

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I think what I've heard is that -- at least from whether or not you want to see a development plan before you give an allocation of development rights is that the allocation of development rights kind of gives them the first level of comfort to start spending money.

So I think there are enough safeguards and other boards that are specifically designed to protect the land that another layer effectuated through retaining development rights or not assigning them is -- I don't know how that helps.

13 BOARD MEMBER BARAKAT: Okay. I think I 14 agree with you. I just wanted to make sure.

What I don't want is that the granting of those rights is implied by someone at the Historic Preservation Commission that we approved -- that we simply approved the demolition of the building. That could be a

19 20 message that someone inadvertently -- that 21 someone infers on that commission, and maybe we

22 can approve those rights subject to a message.

23 I'm not sure how to skin that cat, but I just

24 wanted to air that out with the board members

since our historic inventory has been slowly

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demolished over the past 30 years. And, you know, to the extent we can keep what we still 3 have, that would be helpful in the economic 4 development of downtown.

VICE CHAIR MEEKS: I certainly echo those comments.

THE CHAIRMAN: And not defending him, but if you know Mr. Caldera, that was not flippant. The communication is difficult and he didn't intend that to be flippant at all, I'm sure.

11 But he was past chair of the DDRB, wasn't

12 he?

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13 MR. PAROLA: (Nods head.)

14 MR. WALLACE: Yes.

THE CHAIRMAN: But we passed that resolution unanimously, I believe, last month, so -- but yes, if it does anything, it gives everyone a heads-up.

19 Good. Thank you.

20 We're moving on to old business.

21 Jim, anything else?

22 MR. KLEMENT: No.

23 THE CHAIRMAN: Any other questions to

Mr. Klement, DDRB related? 24

> MR. KLEMENT: You all -- again, just a Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

1 reminder, y'all should be receiving those 2 packets, so --

THE CHAIRMAN: Everyone does get the DDRB minutes and packets and information and the agenda.

23

Okay. We're on to old business. I've got a couple of things I want to bring up, and I -actually, they're not old, but they're not new.

9 We have spent a lot of time in the last couple of weeks with the comp plan and, fortunately, we've had Mr. Gibbs and

12 Mr. Barakat attending these meetings. We've

13 probably spent six hours so far. The meeting 14 on Thursday has been changed. And it's been

15 eye-opening to us, what we've learned and what

16 we've gleaned from this and the relationship

17 with other entities and departments and so on,

18 that I think -- I'd like to go back to when I

19 became chair, I wanted to have ten minutes

20 every meeting for education. And it could be

Jeff Sheffield from TPO to someone that can 21

22 help at least educate us so when we're going

23 through the comp plan, we're not spending so

24 much time educating -- if someone walked in

25 right now, we'd start over with another six

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hours and be back where we are now. 1

> 2 It's been enlightening, it's been very

3 helpful, but I'd like to include someone each

meeting for just information only, education, 4 for ten minutes. And they need to know it's

going to be ten minutes. We can ask questions 6

if we want, but I think we've got these 7

8 meetings down to where we're getting through in

9 a reasonable time now.

10 But I think Jeff would be a great one to 11 start with. He might not be able to do it in 12 ten minutes, but it opens the door so we can have a future conversation. So he would be a 13 14 good one to start with, and I think everyone

15 would be pleased with what they learn.

16 Two, I need everyone to mark their 17 calendar for May 11th. Please put it on there for the Jacksonville Historic Preservation 18

19 Commission's awards at the library. The DIA is

20 getting an award. I think it's the result of

21 many things, but it's the hard work of our

22 former chairman, Mr. Barakat. And I've asked

23 him to be there to accept the award with

24 Mr. Wallace. And I would like as many members

25 there as possible. It's 6 p.m. at the library

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April 18, 2017 City of Jacksonville **Downtown Investment Authority Uncertified Condensed Copy** 25 27 1 on the 11th. 1 Thank you, young man. 2 VICE CHAIR MEEKS: I think it starts at 2 THE CHAIRMAN: Very good. 3 5:00 at MOCA. 3 BOARD MEMBER BARAKAT: Mr. Chairman. THE CHAIRMAN: Yes. 4 THE CHAIRMAN: Six o'clock. 4 5 5 VICE CHAIR MEEKS: There's something else BOARD MEMBER BARAKAT: A quick update on 6 the Laura Trio. Would you -that starts at 5:00. 6 MR. WALLACE: We are trying to get to MBRC 7 7 THE CHAIRMAN: Well, I hope you can make 8 on April the 25th, which is Tuesday of next this. 8 9 VICE CHAIR MEEKS: I'm trying to do both. 9 week. I'm pushing John hard on the documents, 10 BOARD MEMBER BARAKAT: There's a 10 and we need some quick turnaround on the other pre-reception at 5 o'clock. side. If we can get this introduced -- if we 11 11 12 THE CHAIRMAN: Oh, okay. 12 can get through MBRC and get this introduced, we're looking at a time frame getting out of 13 And, with that, is there any other old 13 14 business to discuss? 14 council hopefully mid June. I certainly want VICE CHAIR MEEKS: I've got a comment. to get it out before our illustrious council 15 15 16 Mr. Daly, since I keep bugging you about 16 president leaves. this at every meeting, have we gotten a 17 COUNCIL PRESIDENT BOYER: What's this on? 17 response about those related party transactions 18 THE CHAIRMAN: Trio. 18 and the financial statements of the -- what I 19 MR. WALLACE: Trio and Barnett. 19 style the parking garages? 20 That's what we're trying to do. We had 20 21 MR. DALY: We have not. 21 to -- the first draft that we got from them, we had to go back to the drawing board and say, 22 VICE CHAIR MEEKS: Have you sent a second 22 23 letter? 23 Mr. Sawyer, I need you to draft it this way and 24 MR. DALY: We have sent a second letter. 24 do a number of cross-collateral positions on 25 We've also contacted the associated entities the project. Since I can read the tea leaves Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 26 28 under the same umbrella company to try to move pretty good, I kind of think I know where it 1 this along faster. needs to be out of this meeting before it got 2 3 to her level. So we're trying to make sure we THE CHAIRMAN: And what's their response? MR. DALY: That they will take that up the dot all our Is and cross all the Ts. 4 4 5 5 chain. THE CHAIRMAN: Very good. VICE CHAIR MEEKS: Can we let them know in Any other questions or comments? 6 6 7 a nice sort of way, if this is appropriate, 7 BOARD MEMBERS: (No response.) 8 that -- they will be coming to us at some point 8 THE CHAIRMAN: Okay. Under old business. in time in the next few months to get funding 9 9 How about new business? 10 for July 1 through December 31st; is that 10 Mr. Wallace, do you want to go back to the 11 correct? 11 chief executive officer's report? And do you 12 MR. DALY: That is correct. 12 have anything new to discuss? Let's be careful on what we want to push, MR. WALLACE: No. 13 13 14 though. Let's not exercise rights that we may 14 THE CHAIRMAN: Okay. How about new or may not have under the contract. 15 15 business? I think we have a proposal to 16 VICE CHAIR MEEKS: I was getting to that 16 present or --17 17 MR. WALLACE: We do? point. MR. WALLACE: Mr. Chairman. THE CHAIRMAN: Were you going to present 18 18 19 THE CHAIRMAN: Mr. Wallace. 19 the partnership proposal that --20 MR. WALLACE: I will put that on my plate, 20 MR. WALLACE: Oh, yes. to reach out to the top principal of the Mr. Bailey and I met with the Times-Union 21 21 company to get us what we need. I'll take care 22 last week. And the Times-Union is going to be 22 23 of that so you can stop asking me that 23 doing a quarterly magazine fixated upon nothing

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but just downtown. And I'm sure they will be

interviewing possibly the council president and

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question.

VICE CHAIR MEEKS: Wonderful.

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others. And it is their objective to do

- 2 similar to what they did in terms of supporting
- 3 the pension, which is raising the stakes of the
- conversation about, the only thing holding 4
- 5 Jacksonville back is making sure that we have a
- 6 vibrant downtown. And I think that being part
- 7 of this is going to be very good for us.
- 8 They're offering us a sponsorship opportunity
- 9 that we're certainly going to look at.

With also that sponsorship opportunity comes the ability to be part of the think tank, for the most part, with regards to the content and things that they need to talk about within the actual magazine. And that is offered to sponsors at the highest level. The highest

- 16 level of sponsorship is roughly about \$20,000 17 annually. The second one is about 12- and then
- 18 the third level is about \$8,000. That platinum
- 19 sponsorship gives us access to making sure we
- 20 have access to the publisher, Mr. Nusbaum, to 21 the editorial board itself.
  - So I think that it's -- I think it's a very good thing that the T-U came to us because
- 24 they acknowledged that a lot of the work that we've done over the last four years as a board

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and as a management team is now really laying

- the groundwork for a lot of conversation,
- 3 positively, about, hey, look, let's get
- 4 downtown going. You have an entity that is
- 5 doing a lot of work. We need to really make
- 6 sure that the entity has the capital, both
- 7 financially and human capital, to do what they
- 8 need to do to carry out this 381-page document
- 9
- sitting right here.

So I thought it was a very pleasant conversation, and we're going to look within our budget right now to make sure that we're able to purchase that particular sponsorship within that magazine and definitely want to be something that is targeted in the first edition that comes out.

I've seen some drafts of it. It looks really, really good. And the content and the things that they're talking about is letting all of Jacksonville, all of Northeast Florida know about what's going on in downtown and why it's important. I think, more importantly, why it's important.

24 And if you talk to people, there's a 25 different feel. And I wasn't here beforehand,

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but there is this feel that's out there that

- 2 things are happening and people are trying to
- figure out, well, why is it happening and who's
- behind making it happen. And I don't really 4
- want to be known for who's behind it, but I
- 6 just want to make sure that we're all a part of
- what's going on and everyone recognizes that 8 downtown is definitely important.

Mr. Chairman, did I miss anything from the conversation?

THE CHAIRMAN: You probably saw it a little differently than I did.

I imagine when it was over Mr. Nusbaum wished he hadn't invited me because we had a lot of fun going back and forth about what he could, should be doing and how he could do it and what he should be writing and how he should be writing it.

MR. WALLACE: I'm not a publisher, so --THE CHAIRMAN: And I think he got the message loud and clear.

Look, I think it's a wonderful thing. I think it's great for the city. I think quarterly is not enough for everything that's

25 going on. It is different, what's happening at

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this point, and I think people are -- you get 1 an awful lot of opinions about what's going on.

3 So if they use the right resources and 4 talk to the right people and can be creative, I

5 think they have a nice publication toward

downtown. It is to downtown, about downtown, 6

and will be distributed to their subscribers 7

and downtown people. And there's a lot of

9 miscellaneous things that can go along with it 10 to fill in the gaps between the quarterly that

11 aren't promised, you can't promise, and nobody

12 ever should promise, but it opens the door to

13 giving us an opportunity to -- for a platform 14 in between those quarterly publications.

15 It doesn't take anything away from the 16 media and what they do and how they do it. He 17 still has to do that every day, just as the

18 Business Journal and everybody else does, but I

19 think it could be good for our city. I think

20 it's -- it's going to be well-received. So I 21 think it will be helpful.

22 But we talked about it two years ago, 23 about our small staff trying to do everything

24 we do and trying to get this message out as 25 much as possible. It's not easy to do. You

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April 18, 2017 City of Jacksonville 35 could hire a PR person or an on-staff press 1 the news they're going to report. 2 2 person that can actually get information out to I mean, I'd like to see them donate a 3 the public. It's going to cost a lot more than section of their magazine to us, to be honest 4 anything we could do in this kind of scale. So 4 with you, instead of us paying 30 grand to be 5 5 I think anything we can do can be a big help. in the magazine. I understand they're trying 6 to make money, but I would also like to see if There's always a question about how we 6 7 position ourself in that discussion with other we could negotiate something on behalf of -- a 8 civic leaders. So we have to be mindful of 8 little better than 30,000 bucks. 9 that, but I think it's a -- money well spent 9 THE CHAIRMAN: Their meeting -- twenty 10 for this organization and talking about the 10 thousand. And their meeting was about a future and things that are going on in our 11 11 partnership with us because they really do need 12 citv. 12 13 So I assume the position is, we will -- we 13 BOARD MEMBER PADGETT: Right. 14 will get more detail, find out more, and get 14 THE CHAIRMAN: And you're right, and this 15 back to the board --15 whole thing really was about that partnership 16 MR. WALLACE: Absolutely. 16 for information. 17 17 THE CHAIRMAN: -- and have that discussion If there's a -- anything in the 18 at another meeting. 18 publication that we control editorially, that's 19 Okay. Any other new business? 19 an advertorial, and I don't know that we would 20 Mr. Moody. 20 even pay for an advertorial. So I think this 21 BOARD MEMBER MOODY: None. 21 is kind of a hybrid to try to get -- to make 22 THE CHAIRMAN: Mr. Barakat. 22 sure that the message they're getting out there 23 BOARD MEMBER BARAKAT: None. 23 is correct, and they're using the resource of 24 24 this organization to do that. But the THE CHAIRMAN: Mr. Gibbs. 25 BOARD MEMBER GIBBS: None. 25 conversation really was about a partnership Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 34 36 1 THE CHAIRMAN: Ms. Durden. with us. 1 2 MR. WALLACE: Yes, absolutely. 2 BOARD MEMBER DURDEN: I just have a 3 question about the topic of the quarterly. 3 THE CHAIRMAN: So the other was, and here's how we make all this work. They are 4 Would that -- would those dollars be 4 5 coming out of -- which pot of money? Would you 5 looking for their partners. There's 20 in each 6 bring that back to us -one, each category that they're trying to get, 6 7 but I don't think -- I don't think the MR. WALLACE: I'll bring it back to you. 7 8 I'm going to take it out of somewhere within my 8 publication has the same value if we're not 9 administrative budget. 9 part of that, so --10 10 BOARD MEMBER DURDEN: Thank you. BOARD MEMBER PADGETT: I agree. 11 VICE CHAIR MEEKS: From Mr. Wallace's 11 THE CHAIRMAN: So I think they recognize

12 personal account you said?

13 MR. WALLACE: My personal account ain't in 14 the contract.

15 THE CHAIRMAN: Mr. Padgett.

16 BOARD MEMBER PADGETT: My only comment on 17 the magazine, I feel like the magazine needs to 18 have us on board with them as much as the other

19 way around. And maybe they should give us some 20

consideration on the price of that. Maybe we 21 could meet in the middle or some type of

negotiation there, but I think for us to -- for 22

23 the DIA to be on board with their magazine is a

24 good benefit for them, and we're a very, very 25

good resource for them for the information and Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300

12 that. If anything, we would make their job

13 easier, a lot easier.

14 BOARD MEMBER PADGETT: That's all I have.

THE CHAIRMAN: Thank you. And I like

16 this. It looks good.

17 BOARD MEMBER PADGETT: Thank you.

THE CHAIRMAN: Mr. Meeks, any comments?

19 VICE CHAIR MEEKS: No, sir.

THE CHAIRMAN: Okay.

21 MR. WALLACE: Mr. Chairman, do you have

22 any comments?

THE CHAIRMAN: No.

MR. WALLACE: Okay. Well, I have two 24

25 things. This upcoming Friday, Bold City

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1 Brewery will open. So that is right next to 2 the Cowford Chophouse.

3 THE CHAIRMAN: Oh, my gosh.

4 MR. WALLACE: Come on down. We can have a 5

beer on Friday afternoon.

6

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THE CHAIRMAN: I wasn't planning on being

7 here Friday, but, you know, that's -- it's

8 three doors down from my office.

MR. WALLACE: And the second thing is, if you haven't gone by to look at the space -- I

11 was about to call it something else --

12 Bellwether. I was about to call it Black Sheep

13 II. Bellwether. That space is nicely done.

14 That restaurant should probably be opening in

15 the month of May. Please take a look at it.

16 Both of these projects are your retail

17 enhancement money at work. So I'm very

18 interested in having lunch there and very

19 interested for this upcoming happy hour this

20 coming Friday at Bold City.

21 THE CHAIRMAN: And while we're at that 22 point, I want to recognize two guys sitting on 23 the front row out here. David, who is new with 24 the Daily Record; and Derek, who's been with

the Business Journal do a tremendous job with

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4 THE CHAIRMAN: And just to update 5 everyone, I attended their meeting of the 6 restaurant owners, the meeting prior to 7 creating the Restaurant Association. And it 8 wasn't -- it's more about -- they understand 9 the value of food trucks, just how and when and 10 what. And you can't take food trucks and put

them everywhere and the restaurants, the bricks

as the DIA, you view them as an activation

that conversation. That's --

element or whatever else, you should engage in

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12 and mortar, survive.

13 A story was done about Mike Fields, who 14 has been working on these food trucks. And I 15 think the key -- the line in that whole story 16 was, hey, we're going to try it; if it doesn't 17 work, we're going to pack up and leave. That's 18 exactly the problem with food trucks. Bricks 19 and mortar can't pack up and leave because 20 things aren't good. So --21

And there's a lot of good points that the restaurants are bringing up. There's a time and a place for food trucks, but it doesn't mean competing on a daily basis. Food trucks

24 25 don't -- you shut bricks and mortar down, and

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the stories you've done. I just saw a story 1

2 about Bellwether last week. And you guys keep

3 up with things, and you do a great job, and we

4 appreciate you being here. Y'all get the word

5 out and you recognize that we want y'all to

6 understand what we're doing and how we're doing

7 it. But we really do thank you all for being

8 here. These guys have done a tremendous job in

9 the media business, so I appreciate it.

Council President.

COUNCIL PRESIDENT BOYER: One new business 11

12 item that I'll just bring to your attention.

13 You're probably all aware of it, but just in

14 case anyone is not, at our last council meeting

15 we had a substantial contingency of downtown

16 restauranteurs who were very concerned about

17 the -- what they're considering to be an

18 explosion of food trucks and the impact on

19 their business.

10

20 And I can tell you that there are council 21 members who are working with them, going to be 22 setting up a special committee meeting, but you

should expect that there's going to be an 23

additional regulatory framework coming out with

25 respect to food truck vendors downtown. So if,

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vou don't have to have -- and food trucks can 1

show up when the weather is great, when things

3 are good. But if it's raining or if it's cold,

they don't have to. So all they want is a 4

5 level playing field, and I think they're

6 correct.

7

MR. WALLACE: Mr. Chairman, I met last

Friday with Mr. Larry Hazouri and had a very

9 good conversation. I know that myself, as well

10 as Mr. Parola, we've had some conversations

11 with Councilman Scott Wilson, and I know that

12 we're going to be involved in the conversation

13 of food trucks with regards to downtown.

14 They are important, just as our brick and 15 mortar is equally as important because when you

16 begin to think about it -- I just gave you two

17 restaurants opening that we invest in. One's a

18 restaurant and one's a brewery, but the brewery

19 is important too, so -- as well as the actual

20 restaurant, so ...

THE CHAIRMAN: Very good.

22 Well, when that legislation was drafted

23 last year or two years ago for the food trucks,

24 they had a tremendous turnout, and the

25 Restaurant Association really didn't do

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43 1 anything. The restaurants, the bricks and 1 Any other comments, concerns, questions, 2 2 mortar didn't show up, didn't contest, didn't new business? 3 3 do anything, so -- you turn around and go, wow, BOARD MEMBERS: (No response.) 4 look what happened. And I think it's --4 THE CHAIRMAN: Any comments from the 5 5 they've done their research and they understand public? Jake? Anybody? 6 what they do in other cities and I think it's 6 AUDIENCE MEMBERS: (No response.) 7 time to address that and look at it. 7 THE CHAIRMAN: No comments from the 8 BOARD MEMBER BARAKAT: Real quick, 8 public. 9 Mr. Chairman. 9 With that, this meeting is adjourned. 10 To Ms. Boyer's point, I think whatever 10 Thank you for attending. legislation comes out of City Council, I think (The above proceedings were adjourned at 11 11 12 we want our fingerprints on it. 12 4:22 p.m.) 13 THE CHAIRMAN: Oh, yeah. Absolutely. 13 14 BOARD MEMBER BARAKAT: And it sounds like 14 15 staff is involved, but the question is, is this 15 16 board going to state a particular policy or 16 17 17 position on food trucks and their development downtown or are we just going to rely on staff 18 18 19 to have dialogue with both sides and help City 19 20 20 Council write their own legislation. 21 21 So you don't have to answer that right 22 now. I don't know the timing of this, but I do 22 23 think we need to be sensitive to the City 23 24 Councilperson writing the legislation who may 24 25 not be in the trenches downtown like we are, 25 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300 44 42 CERTIFICATE OF REPORTER 1 and the outcome could be something with 2 unintended consequences. 2 3 THE CHAIRMAN: Well, the council rep from 4 downtown attended their meeting -- the meeting STATE OF FLORIDA) 5 where they formed their association, and I 6 COUNTY OF DUVAL ) think he is aware of it, but there's still more 4 5 7 work to do. 6 8 MR. WALLACE: Through the Chair, yes, 7 I, Diane M. Tropia, Florida Professional 9 there's more work to do. Reporter, certify that I was authorized to and did 10 Councilman Gaffney has reached out on this stenographically report the foregoing proceedings and 11 to me. I'm not certain if it's going to be 10 that the transcript is a true and complete record of my 12 Councilman Gaffney and Councilman Wilson coming 11 stenographic notes. together to lead this, but there are a number 13 12 13 14 of different people that -- from the council --14 15 probably council as a whole, that's going to 15 DATED this 30th day of April 2017. 16 take it up. It's something that -- I'd 16 17 probably say it's going to be in -- it would 17 18 probably be the NCIS Committee, maybe another Diane M. Tropia 18 19 committee. So -- at least NCIS, but we're Florida Professional Reporter 20 going to work with Councilman Wilson and 19 20 21 Councilman Gaffney, and we will certainly keep 21 22 this board abreast of what the legislation 22 23 looks like. And if you need to weigh in, we'll 23 24 make sure of that. 24 25 THE CHAIRMAN: Very good. Thank you. 25 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 Diane M. Tropia, Inc., P.O. Box 2375, Jacksonville, FL 32203 (904) 821-0300 (904) 821-0300

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