

Downtown Investment Authority
AGENDA
City Hall at St. James, 117 W. Duval Street
Lynwood Roberts Room, 1st Floor
Wednesday, January 27, 2016 - 2:00 PM

MEMBERS:

James Bailey, Chairman
 Jack Meeks, Vice Chairman
 Oliver Barakat, Board Member
 Robert Clements, Board Member
 Brenna Durden, Board Member

Craig Gibbs, Board Member
 Ron Moody, Board Member
 Marc Padgett, Board Member
 Kay Harper-Williams, Board Member

I.	CALL TO ORDER – Chairman Bailey
	A. Pledge of Allegiance
II.	PRESENTATIONS
	A. Mayor’s Office – Chief Administrative Officer – Sam Mousa
III.	ACTION ITEMS – Chairman Bailey (<i>Requires DIA Action and/or Approval</i>)
	A. Approval of the December 16, 2015 DIA Board of Director’s Meeting Minutes
	B. Resolution 2016-01-01 A Resolution Amending the Urban Arts and Streetscape Façade Agreement Between DIA and the Cultural Council of Greater Jacksonville
	C. Resolution 2016-01-02 A Resolution Supporting legislation Authorizing the Mayor and Corporation Secretary to Execute an Economic Development Agreement between the COJ and Kraft Heinz Foods Company
	D. FY 2016/2017 5-Year Capital Improvement Program Priorities
IV.	CHIEF EXECUTIVE OFFICER REPORT – Aundra Wallace
	A. Urban Art Project Update – Cultural Council
	B. Downtown Public Parking Update – OED
	C. Hemming Park Update – Parks and Recreation/FOHP
	D. Liberty Street Improvements – Public Works
	E. WiFi Update
V.	DDRB BRIEFING – Jim Klement
VI.	OLD BUSINESS – Chairman Bailey
	A. Organization Goals and Objectives Review
VII.	NEW BUSINESS – Chairman Bailey
	Mandatory Ethics training on February 16, 2016 from noon to 1:00 P.M. at City Hall.
VIII.	PUBLIC COMMENTS – Chairman Bailey
IX.	ADJOURNMENT – Chairman Bailey
	<i>Next Scheduled Meeting: Wednesday, February 17, 2016</i>



Downtown Investment Authority
Regular Meeting

City Hall at St. James
117 West Duval St., Lynwood Roberts Room
Wednesday, January 27, 2016 - 2:00 p.m.

DIA Regular
MEETING MINUTES

Board Members Present: Jim Bailey, Chairman; Jack Meeks, Vice Chairman; Oliver Barakat, Brenna Durden; Craig Gibbs; Ron Moody; Marc Padgett, and Kay Harper Williams

Board Members Absent: Robert Clements

Council Member: Council Vice President Lori Boyer

Mayor's Staff: Sam Mousa, Mayor's Office, Chief Administrative Officer

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

Office of General Counsel: Lawsikia Hodges and Susan Grandin

I. CALL TO ORDER

Chairman Bailey convened the meeting at 2:00 p.m.

Chairman Bailey introduced the two (2) new DIA Board Members, Ron Moody and Brenna Durden.

II. PRESENTATIONS

A. Mayor's Office – Chief Administrative Officer – Sam Mousa

Mr. Mousa expressed thanks and appreciation to the DIA Board for their efforts and CEO Wallace for keeping the administration informed. He briefly updated the Board indicating downtown development projects and other projects are very important to the Mayor. He also pointed out that the current priority focus was the Pension Reform. Mr. Mousa provided the process steps before and after a referendum, which may take 18 months. Board Member Barakat thanked the administration for their candor.

The Chair and CEO will be appraised of all activities. Chairman Bailey stated that Downtown is important and the Board will do what they can with what they have and look forward to working with the administration in the future.

Chairman Bailey provided upcoming calendared events.

- OGC will hold a presentation Friday, January 29th at 10:00 a.m. and requested every DIA and DDRB Board Member to attend.
- Mandatory Ethics training is being held Tuesday, February 16, 2016 at noon – 1:00 p.m.

III. Action Items

A. Approval of the December 16, 2015 Board Meeting Minutes

Chairman Bailey requested for that the general public attendee list to be eliminated from future minutes.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER GIBBS. THE MOTION PASSED UNANIMOUSLY 8-0.

B. Resolution 2016-01-01: Urban Arts & Streets

CEO Wallace provided an overview of Resolution 2016-01-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY SUPPORTING AMENDING THE URBAN ART AND STREETSCAPE PROGRAM AGREEMENT (“AGREEMENT”) BETWEEN THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AND THE CULTURAL COUNCIL OF GREATER JACKSONVILLE, INC.; AUTHORIZING THE CHIEF EXECUTIVE OFFICER OF THE DIA TO EXECUTE AN AMENDMENT TO THE AGREEMENT; PROVIDING AN EFFECTIVE DATE.

Tony Allegretti, Cultural Council Executive Director gave a brief overview of the overall program and was present to answer any questions. A handout was provided. Lawsikia Hodges noted that in the event that language is added to allow non-substantial changes to be made by the CEO. Amendments to the contracts will not come back before the Board.

The Board members made relevant comments.

- Make sure the numbers match up on the exhibits.
- Paint maintenance. Tony Allegretti stated that there is maintenance set aside within the budget.
- Prior Resolution 2015-03-01 was approved on March 25, 2015. The Staff will insert dates on Resolution 2016-01-01

Comments from the Public

Chip Salworth commented that he will work with Mr. Allegretti and asked the Board for their continued support. He recommended the Board to place a higher percentage for local artist for future projects.

A MOTION WAS MADE BY BOARD MEMBER BARAKAT AND SECONDED BY BOARD MEMBER GIBBS APPROVING RESOLUTION 2016-01-01. THE MOTION PASSED UNANIMOUSLY 8-0

Chairman Bailey moved to item D: FY 2016/2015 5-Year Capital Improvement Program Priorities

CEO Wallace provided an overview of 2017-2021 Capital Improvement Program: DIA Projects memo and program priorities. A handout was provided. He is seeking the Boards support prior to the special committee on CIP which will be held on February 17, 2016 at 1:30 p.m.

The Special Committee on CIP is requesting information expeditiously to focus on an actual budget prepared in June 2016 to be addressed before City Council in July 2016.

The Board made relevant comments.

Board Member Barakat noted the Adams & Forsyth Street projects are important and not to jeopardize existing businesses from day-to-day. He noted that the Board has made significant investments into these businesses through the retail enhancement plan.

Board Member Meeks considered having a workshop and revisited at the next meeting.

CVP Boyer noted that there was a change in legislation that went through Council last year regarding CIP; which means not to only focus on year one. She explained when the workshop takes place; there are other things that are on the horizon that may be uncertain about years 2019 and 2020. The Board may want to suggest a couple of other projects to keep them in line 3-4 years out if funds were available, then there is an option.

Chairman Bailey created a committee for CIP to roll into the CRA objectives. He asked Board Member Meeks to Chair it along with Board Member Durden to determine the structure of a workshop and bring back to the February 17th Board meeting. CEO Wallace stated that the committee could look at the list and CRA planning book to review/edit other capital projects. He reiterated that this conversation shall take place between now and February 17th. Board Member Durden stated that this items needs to be workshopped as a Board.

CEO Wallace stated that he will go back to the administration to be the last entity to submit if provided enough time. Board Member Durden proposed having a workshop an hour early, with the full Board so that the Board can hear the committee report prior to next meeting on February 17th.

Chairman Bailey reported that all Board members are welcome to attend and staff will provide the information from the committee meeting. This item was tabled until the next Board meeting.

C. RESOLUTION 2016-01-02 A Resolution supporting legislating authorizing the Mayor and corporation secretary to execute an economic development agreement between the COJ and Kraft Heinz Foods Company

CEO Wallace provided an overview of Resolution 2016-0102.

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) SUPPORTING LEGISLATION AUTHORIZING THE MAYOR AND CORPORATION SECRETARY TO EXECUTE AN ECONOMIC DEVELOPMENT AGREEMENT BETWEEN THE CITY OF JACKSONVILLE AND KRAFT HEINZ FOODS COMPANY (THE “COMPANY”), TO SUPPORT THE EXPANSION OF THE COMPANY’S OPERATIONS IN JACKSONVILLE, FLORIDA; RECOMMENDING THE COMPANY BE APPROVED BY THE STATE OF FLORIDA’S DEPARTMENT OF ECONOMIC OPPORTUNITY AS A QUALIFIED TARGET INDUSTRY BUSINESS PURSUANT TO SECTION 288.106-109, FLORIDA STATUTES; AUTHORIZING A RECAPTURED ENHANCED VALUE GRANT; AUTHORIZING THE TERMINATION OF THE \$425,000 REV GRANT PREVIOUSLY AUTHORIZED BY DIA RESOLUTION 2014-06-02; AUTHORIZING THE CEO OF THE DIA TO EXECUTE ALL DOCUMENTS TO EFFECTUATE THE REV GRANT; PROVIDING AN EFFECTIVE DATE

Kirk Wendland OED Director was present to answer any questions.

The Board made relevant comments

- Board Member Barakat stated that after the last REV grant was approved he asked the client to be more involved commuting downtown. He addressed concerns regarding tax breaks that could not be provided to every business that expands downtown. He also expressed concerns because a representative was not present from the applicant.
- Board Member Meeks requested a deferral until a representative was able to attend the next regularly scheduled meeting
- Catalytic limits
- Retail community involvement
- Are there other examples of an applicant attempting to engage the community through sponsorships, events, functions, etc. that generates revenue for the City
- Interested in a return on investment.

A conversation ensued from the Maxwell House summary dated January 20, 2016.

CEO Wallace stated that the item meets one of the umbrellas of the CRA under development purposes.

Kirk Wendland stated that the legislation will go through City Council Finance Committees next week. He also addressed the role of Maxwell House.

Chairman Bailey commented that maybe the Board can reach out to Representative Lake Ray to receive additional information.

Public Comments

Stephen Dare commented about having face-to-face meetings on skype with developers and suggested the Board to research Kraft and Maxwell House by using the Google search engine.

Carnell Oliver advised the Board to support Kraft, because they can assist with supporting a manufacturing facility.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER PADGETT APPROVING RESOLUTION 2016-01-02. THE MOTION PASSED 6-2 (Barakat and Williams).

IV. CHIEF EXECUTIVE OFFICER REPORT

A. Urban Art Project Update – Cultural Council

B. Downtown Public Parking Update – OED

Kirk Wendland updated the Board regarding the on-street electronic meters that are being installed and repaired. A letter was sent to the City employees regarding parking at meters.

C. Hemming Park Update – Parks and Recreation/FOHP

Daryl Joseph and Vince Cavin updated the Board regarding the Hemming Park. A brief presentation was provided. The FOHP contract duration was for 18 months, expiring June 2016, and has to go before City Council for an extension. Chairman Bailey noted that Board Member Gibbs is the representative from DIA. He asked Board Member Gibbs if he would bring back a progress report as to where they are with the recommendations. Board Member Gibbs agreed.

Board Member Gibbs inquired about Wi-Fi in the Park. Vince Cavin responded that Wi-Fi would create direct connectivity to downtown professionals for meeting space, One Spark and future events. Mr. Cavin also provided an update on social services.

D. Liberty Street Improvements – Public Works

John Pappas, Public Works department updated the Board about the Liberty Street Improvement project. He provided the three (3) names of the firms that will be competing for the project cost standpoint. The second part of the RFP will be finalized to be submitted early or mid-February. The goal of the guarantee price will allow public works to execute and move it forward June or July 2016. He also provided an update on Coastline Drive with a 22 month construction period.

Board Member Durden inquired about the parking behind the courthouse being demolished. Mr. Pappas stated yes. CVP Boyer asked Mr. Pappas to check with Dave Harrell about using the Shipyard site as a staging site. He stated that he will reaffirm with Mr. Harrell.

Mr. Pappas said that Tom Goldsbury has provided some information to the DIA. CEO Wallace stated that he would follow up with Mr. Goldsbury regarding a full timeline and bring it back before the Board.

E. Wi-Fi Update

Chairman Bailey asked Board Member Gibbs to include downtown Wi-Fi in the Hemming Park discussion to better understand the value, needs and purpose instead of creating another committee.

V. DDRB Update

Jim Klement provided the DDRB briefing. The DDRB meeting was held on Tuesday, January 19th at 2:00 p.m. The next meeting will be scheduled on Thursday, February 18th at 2:00 p.m. in the Ed Ball Building 1st Floor Training Room.

III. OLD BUSINESS

Board Member Meeks reported about the Pre-Restoration Open House of Eleana Flats on January 15th between 11am and 2 pm.

Chairman Bailey commented about the ULI TAP program for Southeast that will be held March 29th and March 30. DDRB Chairman Rafael Caldera will be a panelist.

Chairman Bailey stated that JTA has started their construction and asked Board Member Moody to assist him with the Water Taxi Committee. He asked him to be engaged with a few stakeholders. He named Jake Gordon, DVI and Dave Harrell, Sports and Entertainment, Tourist Development Council, Waterways Committee and anyone else interested in water taxi services. Darryl Joseph has the contract with Water Taxi's.

IV. NEW BUSINESS

Board Member Barakat commented that it would be effective to review Lazy Assets

CVP Boyer reported about the public metered parking in the Southbank.

V. PUBLIC COMMENTS

John Nooney commented about FIND Grant projects and for DIA to attend the Finance and RCDPHS committee seeing that a project is on the list.

Carnell Oliver commented regarding Ax handle Saturday and encouraged the Board to support Art structure in Hemming Park for recognition of those who stood up for justice. Chairman Bailey suggested he reach out to Rodney Hurst.

Steve Atkins, Southeast Development Group, congratulated the new DIA Members and thanked the Board for the project of the Laura Street Trio. He pointed out that Aundra Wallace has been working diligently with their team for the last 2 ½ years along with Board Member Barakat and Board Member Bailey. He has reached out the Mayor's office to be an advocate as a business

leader in Downtown. Chairman Bailey stated that Laura Street Trio could be the most catalytic development in the downtown area.

ADJOURNMENT

There being no further business, Chair Meeks adjourned the meeting at approximately 5:15 p.m.

The next DIA meeting is scheduled for Wednesday, February 17, 2016 at 2:00 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.

RESOLUTION 2016-01-01

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AMENDING THE URBAN ART AND STREETScape PROGRAM AGREEMENT (“AGREEMENT”) BETWEEN THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AND THE CULTURAL COUNCIL OF GREATER JACKSONVILLE, INC.; AUTHORIZING THE CHIEF EXECUTIVE OFFICER OF THE DIA TO EXECUTE AN AMENDMENT TO THE AGREEMENT; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (the “DIA”) has been designated by the City of Jacksonville as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E and Ordinance 2014-0560 (collectively, the “Ordinance”); and

WHEREAS, an Urban Art Façade and Streetscape Program (the “Program”) is included in the Northbank Downtown CRA Plan approved via the Ordinance; and

WHEREAS, on March 25, 2015, the Board approved and authorized an agreement between the Cultural Council of Greater Jacksonville, Inc. (“Cultural Council”) and the DIA in the amount of \$406,000 to implement the Program pursuant to DIA Resolution 2015-03-01 (“Prior DIA Resolution”); and

WHEREAS, pursuant to the Prior DIA Resolution, the DIA and the Cultural Council entered into an agreement dated February 18, 2016 (the “Agreement”); and

WHEREAS, the DIA and the Cultural Council now desire to amend the Agreement as provided herein, now therefore

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA approves and authorizes the following amendments to the Agreement (collectively, the “Amendments”):

- Substitute and replace Exhibit B (Project Guideline and Implementation Plan) and Exhibit D (Project Budget and Work) with the revised Exhibit B (Project Guideline and Implementation Plan) and Exhibit D (Project Budget and Work) attached hereto; and
- Authorize the DIA Chief Executive Officer to make technical amendments to the Agreement and approve change orders (as change orders is defined in Section 2 of the Agreement) without further necessary action or approvals from the DIA Board. For purposes of this resolution, “technical amendments” shall mean non-

material amendments such as scrivener errors or other amendments that do not increase the monetary or administrative obligations of the DIA. Changes to the Project Budget within ten (10%) percent of the approved line items within a phase will be considered a technical amendment. Changes to Project Budget in excess of ten (10%) percent of the approved line items within a phase or changes in the funding amounts allocated to each phase shall require DIA Board approval.

Section 3. The DIA authorizes the Chief Executive Officer to execute an amendment to the Agreement incorporating the Amendments.

Section 4. This resolution shall become effective upon its approval by the DIA Board this 27th day of January, 2016.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

Jim Bailey, Chairman

VOTE: In Favor: 8 Opposed: 0 Abstained: 0

FORM APPROVED BY:

Office of General Counsel

REVISED Exhibit B (Project Guideline and Implementation Plan)

[Exhibit to immediately follow this page.]

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

Downtown Jacksonville Public Art Proposal: Urban Art Façade and Streetscape Program - Implementation Plan



Policies and Guidelines

Unless otherwise noted, this pilot program will adhere to policies and guidelines of Chapter 126 Part 9, Ordinance Code, and as set forth in the Jacksonville Art in Public Places Program Five Year Plan. The Program Overview and Proposed Project descriptions reiterate the Project Description BID Plan.

Program Overview

The Urban Art Façade and Streetscape Program (also known as DIA Urban Art Projects) is an arts-based civic engagement initiative to promote community development through urban design and attractive streetscape enhancements with semi-permanent and permanent public art installations. Individual artists or artist teams are encouraged to partner with property owners (public and private) to produce façade enhancements and streetscape designs that engage audiences of all ages at the street level. The Urban Art Façade and Streetscape Program is complementary to clean up and beautification initiatives with each community-based activity further enhancing and shaping the city's overall design and visual aesthetic while highlighting the individuality and identities of residents, schools, and businesses by neighborhood.

Pilot Areas

Urban Art and Streetscaping Areas are defined as areas that have been identified as appropriate for public art to be displayed on agreed upon public and private facilities. The Downtown Community Redevelopment Area is included in that definition.

Phases 1-3

Projects will be commissioned by a phased approach for an estimated four years (see Phases 1-3: Map and Timeline). Phased areas are designed by priority and complementary to current City of Jacksonville revitalization and enhancement strategies underway within the Downtown Community Redevelopment Area. It is the intent of the Urban Art Façade and Streetscaping Program to serve as a model for future city-wide projects.

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

Proposed Projects

Duval Walls

Duval Walls is a live outdoor exhibition of mural artists and artist teams installing site-specific, semi-permanent and permanent public art murals on to the facades of buildings. These large-scale signature murals are designed to encourage greater pedestrian connection and community engagement. Featured walls will beautify and enliven the streetscape and serve as pathways and corridors leading residents and visitors to experience the downtown urban core as a neighborhood of renewed visual vibrancy through the arts. This item is in concert with the DIA's CRA plan and has been approved for funding.



- **Public art budget (75%): \$78,750**
Budget includes the artist(s) fee, supplies, liability insurance, preparing, power washing and priming surface, equipment rental (if applicable), and travel-related expenses.
- **Administrative budget (20%): \$21,000**
Project Management, permitting fees, archiving/documentation, plaque/signage
- **Long-term maintenance budget (5%): \$5,250**

Skyway Walls

Skyway Walls will enhance the overall street-level engagement, promote walkability, and improve safety with highly visible concrete support columns and infrastructure of the skyway rail system targeted for semi-permanent and permanent public art murals. Artists/artist teams will be commissioned to transform these concrete canvases into designs and welcoming imagery to encourage visitors and residents of all ages to utilize transit-stations. This program is in concert with the DIA's CRA Plan and is approved for funding.



- **Public art budget (75%): \$48,000**
Budget includes the artist(s) fee, supplies, liability insurance, preparing, power washing and priming surface, equipment rental (if applicable), and travel-related expenses.
- **Administrative budget (20%): \$12,800**
Project management, permitting fees, archiving/documentation, plaque/signage
- **Long-term maintenance budget (5%): \$3,200**

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

Traffic Signal Cabinets

The Traffic Signal Cabinet program is geared towards the recognition and celebration of local artists. Through the Traffic Signal Cabinet program, artists are asked to develop designs to wrap each City of Jacksonville traffic signal cabinet. Once professionally wrapped, these traffic signal cabinets in downtown/neighborhood business districts will contribute to the vitality and attractiveness of the urban streetscape and deter graffiti. This program is in concert with the DIA's CRA Plan and is approved for funding.



- **Public art budget (75%): ~~\$6,750~~\$12,938**
Budget includes the artist(s) fee, fabrication, supplies, liability insurance, equipment rental (if applicable), and travel-related expenses.
- **Administrative budget (20%): ~~1,800~~\$3,450**
Project management, permitting fees, archiving/documentation, plaque/signage
- **Long-term maintenance budget (5%): ~~\$450~~\$862**

Bike Racks

Bicycle parking should be readily available along shared streets and at destinations. Bike rack designs should balance form with function, be able to accommodate between a minimum of 4-6 bikes, and comply with national bicycle parking standards. Artist-designed proposals will be commissioned and selected for fabrication and installation at approved sites, which may include multiples of the same design. This program is in concert with the DIA's CRA Plan and is approved for funding.

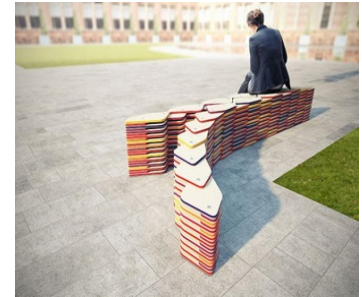


- **Public art budget (75%): ~~\$20,625~~\$28,969**
Budget includes the artist(s) fee, fabrication, supplies, liability insurance, equipment rental (if applicable), and travel-related expenses.
- **Administrative budget (20%): ~~\$5,500~~\$7,725**
Project management, permitting fees, archiving/documentation, plaque/signage
- **Long-term maintenance budget (5%): ~~\$1,375~~\$1,931**

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

Street Furnishings

Street furnishings take the form of benches, chairs, trash receptacles, planters, etc. designed with function and should be provided where social activity exists in public spaces. Different kinds of seating (benches, single chairs, etc.) and seating arrangements should be provided to allow for socializing and gathering along the main pedestrian connectors. Secondary seating such as planter, curbs, rails and other raised surfaces should be encouraged in future developments. This program is in concert with the DIA's CRA Plan and is approved for funding.



- **Public art budget (75%): ~~\$7,125~~19,031**
Budget includes the artist(s) fee, fabrication, supplies, liability insurance, equipment rental (if applicable), and travel-related expenses.
- **Administrative budget (20%): ~~\$1,900~~5,075**
Project management, permitting fees, archiving/documentation, plaque/signage
- **Long-term maintenance budget (5%): ~~\$475~~1,269**

Outdoor Sculpture Installation

In highly visible areas, outdoor sculptures of various media and styles are displayed for permanent exhibition in the public realm or the support of rotating private exhibit installation program (city parks, green spaces, sidewalks or right-of-way). Ranging in size, style, and format, the projects are designed to shape the city and aesthetic legacy that we wish to preserve, promote public interest in outdoor public art, develop community pride, and draw visitors to the retail or civic areas where they are displayed. This program is in concert with the DIA's CRA Plan and is approved for funding.



- **Public art budget (75%): ~~\$53,100~~116,813**
Budget includes the artist(s) fee, supplies, liability insurance, equipment rental (if applicable), and travel-related expenses.
- **Administrative budget (20%): ~~\$14,150~~31,150**
Project management, permitting fees, archiving/documentation, plaque/signage
- **Long-term maintenance budget (5%): ~~\$3,500~~7,787**

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

Project Implementation

Process

- Eligible public and private facilities or sites will be identified and approved by the appropriate entity (e.g. City of Jacksonville’s Public Works Department, Public Parking Division, Jacksonville Transit Authority, etc.)
- Experienced local, regional and national artists will be considered for selection. Local artists are encouraged to apply
- Selection criteria will be used by the Art Selection Panel for evaluating qualifications and proposed concepts
- Submissions will be considered by the Request For Qualifications process only
- Artists will be notified if and when they are selected
- Artists will collaborate to produce complimentary project types and program goals

Honoraria

Finalists may receive a stipend from the Art in Public Places Program to develop concept proposals. The selected Artist receives an artist budget and is responsible for the cost of all materials required to complete and protect their artwork. The compensation should cover all expenses including:

- All materials required including anti-graffiti coating
- Any presentation costs
- Design development
- Final design
- Labor and artist fees
- Meeting time
- Rental equipment
- Site preparation
- Artwork fabrication
- Installation
- Travel
- Insurance

Design Guidelines

- Artwork must be original.
- Designs may be representational or abstract but must respond to the urban context and be appropriate given the location and audience

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

- Designs cannot contain advertisement or promotion for any business product or viewpoint
- The text: The Art in Public Places Committee reserves the right to restrict or remove any artwork it deems inappropriate. Artwork that contains the following content is not permitted:
 - Hate speech
 - Extreme or gratuitous violence
 - Pornography
 - Illicit drug references
 - Gang references and profanity
 - Or any other content, which would be prohibited from public display due to its graphic or obscene nature
- Facade/site size may vary; selected artists must be willing to adjust designs to their particular location

Other Items to Consider

Skyway Walls and Duval Walls

- The property owner, whether private or public, are responsible for cleaning and preparing the facades of approved sites.
- The artist is responsible for priming the façade with approved UV paints, and applying a clear coat /UV protective coating to seal the completed art design.
- Artists must supply their own water
- Drop cloths should be used at all times while painting
- Passage on the sidewalk for pedestrians must be maintained at all times and cannot block traffic or lanes of the street

Traffic Signal Cabinets

- Each available City of Jacksonville owned Traffic Signal Cabinet has been designated for vinyl application only and must be professionally installed
- Only durable vinyl wraps which are guaranteed to last 5-7 years may be used in the creation of the artwork. Enamel and spray paints are not approved.
- Artwork designs should cover all sides and top of the box meeting the exact size specifications of each Cabinet
- Artists must avoid designs with dark palettes
- Access to the boxes and to the contents of the boxes must be possible at any time
- The hinges on each box that open the cabinet are NOT to be wrapped

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

Bike Racks, Street Furnishings, Outdoor Sculpture

- Sidewalk or right-of-way locations will be determined by Art in Public Places and the City of Jacksonville
- Bike Racks, Street Furnishings, and Outdoor Sculpture must be:
 - Constructed of permanent materials, be vandal resistant and virtually maintenance free
 - Designed to be structurally secured to a concrete foundation
 - Capable of withstanding adverse weather conditions including high winds, high temperatures, humidity, heavy rain, storms, etc.
 - Be able to withstand a high traffic, public environment
 - Take into consideration the safety of the users
- Any engineering design or calculations required for the Bike Racks, Street Furnishings, and Outdoor Sculpture by the City of Jacksonville will be the responsibility of the artist

Maintenance and Sustainability

- A 5% maintenance set aside is required at the onset of all DIA projects
- Anticipated life span: 5- 10 years
- 6-12 month survey for maintenance and sustainability
- If material failure – initiate repair within 48 hours, repaint or reinstall the design, or return to its original condition
- If vandalism – initiate a 48-hour removal process in conjunction with the property owner
- Ambassadors at nearby sites will be encouraged to oversee each project on a regular basis between inspections

Terms of Agreement

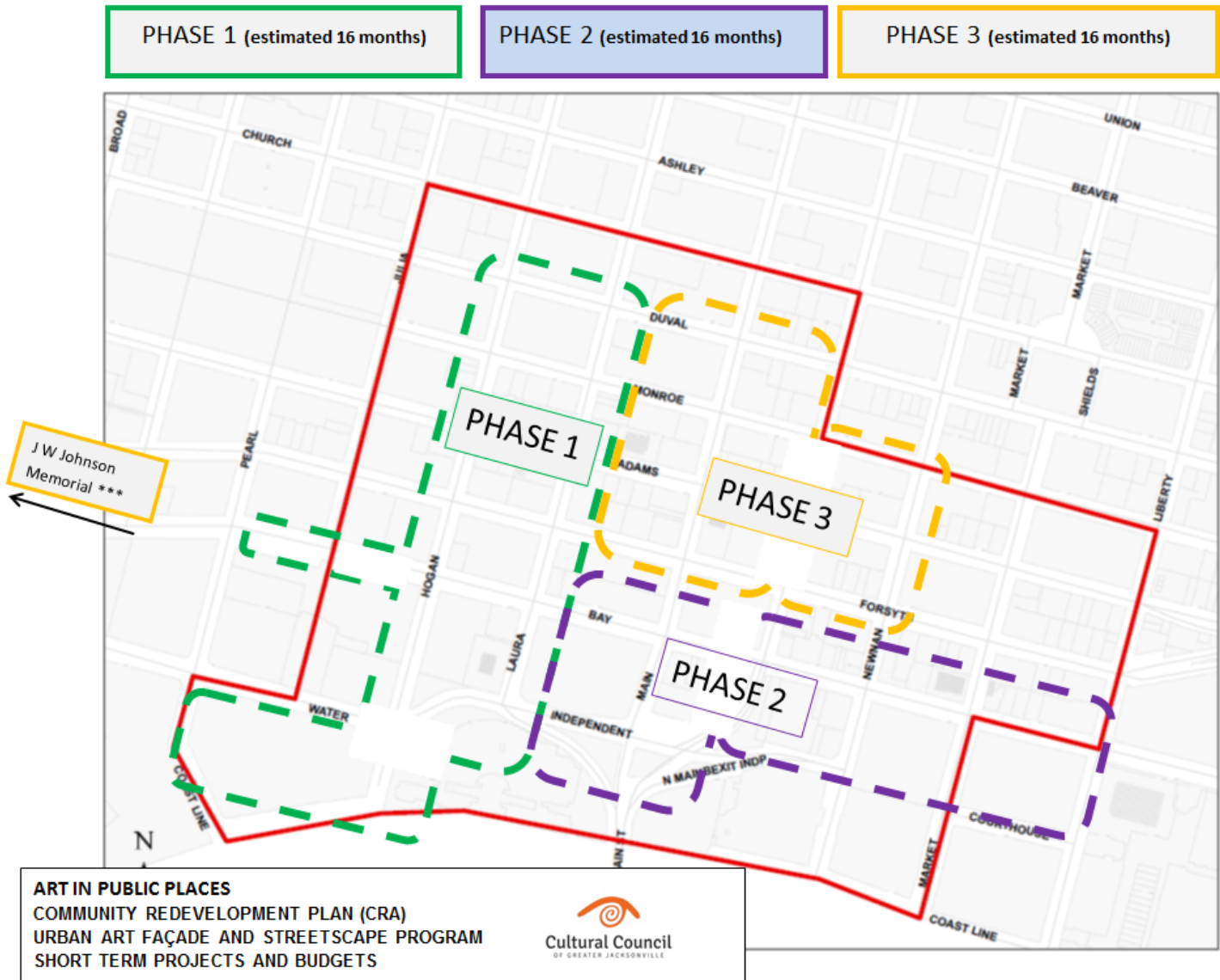
All artists selected must agree to the following:

- The work submitted by the artist is original, solely owned by the artist and reproduction will not violate the rights of any third party. Since the artistic designs leading up to and including the final design and dimension of the artwork are unique, the artist shall not make any additional, exact duplicate reproductions of the final design and dimension, nor shall the artist grant to a third party the right to replicate the artistic designs and dimensions of the artwork, without the written permission of the Art in Public Places Committee
- The accepted artwork developed under this contract shall be the exclusive property of the City of Jacksonville or entity who owns the facility/site
- The artist grants to the owner of the facility/site, an irrevocable license to make reproductions of the artwork and the final designs to be used in brochures, media, publicity and catalogs or other similar publications

EXHIBIT B
PROJECT GUIDELINE AND IMPLEMENTATION PLAN

- The artwork may be removed and/or destroyed at any time by the property owner without notification to the artist to accommodate replacement

Phases 1-3: Map and Timeline



REVISED Exhibit D (Project Budget and Work)

[Exhibit to immediately follow this page.]

EXHIBIT D
PROJECT BUDGET AND WORK
 Revised 1-25-2016

ART IN PUBLIC PLACES
COMMUNITY REDEVELOPMENT PLAN (CRA)

URBAN ART FACADE AND STREETScape PROGRAM

PROPOSED PROJECTS AND BUDGETS: PHASE 1-3

Item	Phase 1 Notes	Budget	Phase 2 Notes	Budget	Phase 3 Notes	Budget	Item Budget Totals
Skyway Columns	Two projects	\$64,000	X	\$0	X	\$0	\$64,000
Traffic Signal Cabinets	Seven	\$9,000 \$11,250	Four	\$3,000	Four	\$3,000	\$12,000 \$17,250
Bike Racks	Five multiple, Two single	\$27,500 \$26,875	Ten single	\$7,625	One multiple, two single	\$4,125	\$20,000 \$38,625
Street Furnishings	Two seating sculptures	\$9,500 \$9,375	Four seating sculptures	\$10,000	Two seating sculptures	\$6,000	\$32,000 \$25,375
Duval Walls	X	\$0	One project	\$52,500	One project	\$52,500	\$105,000
Outdoor Sculpture	One	\$70,750 \$69,250	One	\$66,500	One (J. Weldon Johnson)	\$20,000	\$173,000 \$155,750
Phase Budget Totals		\$180,750		\$139,625		\$85,625	\$406,000

RESOLUTION 2016-01-02

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) SUPPORTING LEGISLATION AUTHORIZING THE MAYOR AND CORPORATION SECRETARY TO EXECUTE AN ECONOMIC DEVELOPMENT AGREEMENT BETWEEN THE CITY OF JACKSONVILLE AND KRAFT HEINZ FOODS COMPANY (THE “COMPANY”), TO SUPPORT THE EXPANSION OF THE COMPANY’S OPERATIONS IN JACKSONVILLE, FLORIDA; RECOMMENDING THE COMPANY BE APPROVED BY THE STATE OF FLORIDA’S DEPARTMENT OF ECONOMIC OPPORTUNITY AS A QUALIFIED TARGET INDUSTRY BUSINESS PURSUANT TO SECTION 288.106-109, FLORIDA STATUTES; AUTHORIZING A RECAPTURED ENHANCED VALUE GRANT; AUTHORIZING THE TERMINATION OF THE \$425,000 REV GRANT PREVIOUSLY AUTHORIZED BY DIA RESOLUTION 2014-06-02; AUTHORIZING THE CEO OF THE DIA TO EXECUTE ALL DOCUMENTS TO EFFECTUATE THE REV GRANT; PROVIDING AN EFFECTIVE DATE

WHEREAS, the DIA previously authorized a REV Grant to the Company in the amount of \$425,000, as authorized by Resolution 2014-06-02 (the “Prior REV Grant”), and the Company and the City entered into that certain Economic Development Agreement (the “Prior EDA”) authorizing the Prior REV Grant; and

WHEREAS, the Company has completed the project contemplated by the Prior EDA, and is eligible to begin receiving payments thereunder; and

WHEREAS, Company again proposes to expand its existing operations in the Northbank Community Development area in Jacksonville, Florida, which will include a minimum private capital investment of at least \$14,000,000 for a total, minimum private capital investment in the two projects of \$30,000,000; and

WHEREAS, the expansion will result in the retention of 218 existing jobs in the City, and the Company has committed to the creation of an additional 40 new jobs at an average salary that is at least 115% of the average private sector wage in the State effective as of January 1, 2014, within the time frames as set forth in the EDA; and

WHEREAS, the Office of Economic Development has determined the Project is consistent the economic development goals of the City and the City’s Public investment Policy and will, among other things: support sustainable job growth by retaining 218 current permanent jobs; create 40 new jobs; help an existing targeted industry business to expand its operations; generate significant new ad valorem taxes, including significant new tax revenues for the public school system; and create induced and indirect job effects which will have a positive impact on local small businesses; and

WHEREAS, the City and Company have agreed to terminate the Prior EDA and to merge the Prior REV Grant into the REV Grant authorized by this Resolution; and

WHEREAS, the Downtown Investment Authority (“DIA”) is authorized per section 55.308 *Economic Development* of the City Ordinance Code, pending City Council and Mayoral approvals, to utilize the Tax Increment Finance District Trust Funds to foster the redevelopment of the Downtown Northbank Community Redevelopment Area; and

WHEREAS, the City is proposing a REV Grant for a period of seven years in a total amount not exceed \$1,000,000, calculated on 50% the incremental increase in the county portion of ad valorem taxes generated from the Company’s proposed private capital investment of up to \$30,000,000 (the “REV Grant”); and

WHEREAS, the REV Grant annual payments will be funded through the Northbank Tax Increment Finance District Trust Fund; and

WHEREAS, the proposed QTI Refunds and the REV Grant incentive is a material factor in assisting the Company to expand its operations in Jacksonville.

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA hereby authorizes the REV Grant and approves the EDA and supports and encourages the approval of the EDA by the City Council and execution of the EDA by the City and the Company.

Section 3. The DIA authorizes the termination of the Prior REV Grant to the Company authorized by DIA Resolution 2014-06-02, effective upon execution of the EDA.

Section 4. The DIA hereby authorizes the CEO to execute all documents needed to effectuate the REV Grant.

Section 5. The Effective Date of this Resolution is the date upon execution of the Resolution by the Chairman of the DIA.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

James Bailey, Jr., Chairman

VOTE: In Favor: 6 Opposed: 2 Abstained: 0

FORM APPROVED:

Office of General Counsel