



Downtown Investment Authority
Strategic Implementation Committee Meeting
Tuesday, October 15th, 2024
2:00 PM

Strategic Implementation Committee Meeting
MEETING MINUTES

Strategic Implementation Committee Members (CM) in Attendance:

Patrick Krechowski, Esq. (Ex Officio) Scott Wohlers
Melinda Powers, Esq. John Hirabayashi

Board Members (BM) in Attendance:

Sondra Fetner, Esq.

DIA Staff Present: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Director of Operations; Allan DeVault, Project Manager; and Ava Hill, Administrative Assistant

Office of General Counsel: Joelle Dillard, Esq.

Council Members Present: Council Member Joe Carlucci

I. CALL TO ORDER

The Strategic Implementation Committee Meeting was called to order at 2:00 p.m. by Patrick Krechowski, Board Chair, who was sitting in for Committee Chair Micah Heavener. This was followed by introductions.

II. PUBLIC COMMENTS

The following people made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:

Rick Pariani	1534 Avondale Avenue	Hogan and Laura Activation Program
Deborah Early	4790 Ortega Boulevard	Hogan and Laura Activation Program

III. FORM 8B: VOTING CONFLICT DISCLOSURES

There were no voting conflict disclosures.

IV. AUGUST 16TH, 2024, STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL

Board Chair Krechowski called for a motion on the meeting minutes.

Motion: Committee Member Wohlers moved to approve the meeting minutes.

Second: Committee Member Powers seconded the motion.

Board Chair Krechowski called for a vote.

Vote: **Aye: 5** **Nay: 0** **Abstain: 0**

THE MOTION PASSED UNANIMOUSLY 5-0-0

V. RESOLUTION 2024-10-06 PROJECT BLUE SKY

A RESOLUTION APPROVING, AND AUTHORIZING THE CHIEF EXECUTIVE OFFICER (“CEO”) OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) TO ENTER INTO AN ECONOMIC DEVELOPMENT AGREEMENT AMONG THE CITY OF JACKSONVILLE, DIA, AND PROJECT BLUE SKY (THE “COMPANY”), TO SUPPORT THE RELOCATION OF THE BUSINESS HEADQUARTERS TO A DOWNTOWN JACKSONVILLE LOCATION IN THE SOUTHSIDE CRA, PROVIDING A PRIVATE CAPITAL INVESTMENT OF NOT LESS THAN \$20,000,000 AND COMMITMENT TO THE CREATION OF 150 NEW JOBS IN DOING SO, (COLLECTIVELY, THE “PROJECT”); AUTHORIZING A RECAPTURE ENHANCED VALUE (“REV”) GRANT NOT TO EXCEED \$2,300,000 IN CONNECTION WITH THE PROJECT; RECOMMENDING JACKSONVILLE CITY COUNCIL APPROVAL OF A TARGET INDUSTRY EMPLOYMENT GRANT OF \$750,000 AND A CITY TRAINING GRANT IN THE AMOUNT OF \$1,300,000; AUTHORIZING THE CEO OF THE DIA TO NEGOTIATE THE TERMS OF THE ECONOMIC DEVELOPMENT AGREEMENT AS NECESSARY FOR THE PROJECT; AUTHORIZING THE CEO TO INITIATE FILING LEGISLATION WITH THE CITY COUNCIL REGARDING THE SAME; AUTHORIZING THE CEO OF THE DIA TO EXECUTE SUCH AGREEMENTS; PROVIDING AN EFFECTIVE DATE.

Mr. Steven Kelley introduced the resolution stating that the resolution that's presented under confidentiality under Florida statutes and is only referred to as Project Blue Sky. He continued that it is a relocation of a company to the Southbank. Mr. Kelley continued that it's a REV Grant based on 75% of incremental ad valorem proportionate to the space occupied by Blue Sky over a period of 15 years. He then reviewed the details of the resolution.

Committee member Hirabayashi asked if there would be any impact on the budget from businesses relocating from an area and if that would affect the revenue and the whole CRA. Mr. Kelley responded that the addition of twenty million dollars and building the new space on the Southbank is all accretive and nothing else would not have been affected. Other than you know what the business would have been doing anyway.

Board Chair Krechowski asked if this was part of a pitch the city's making and that this company is not committed to coming yet. CEO Boyer responded that the package is an inducement to lease or location selection on the Southbank. The company is being recruited by several locations, both in and outside of Jacksonville.

Board Chair Krechowski called for a motion on the resolution as presented.

Motion: Committee Member Citrano moved to approve the resolution.
Seconded: Committee Member Wohlers seconded the motion.

Committee Member Citrano asked if the Job GTI grant was tested. CEO Biyer responded yes and explained that it's monitored over a period, and they must be retained for 5 years.

Seeing no further discussion, Board Chair Krechowski called for a vote on the resolution.

Vote: Aye: 5 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 5-0-0

VI. RESOLUTION 2024-10-04 HOGAN – LAURA ACTIVATION PROGRAM

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY, ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA; ADOPTING THE TARGETED LAURA HOGAN FOCUS AREA INITIATIVE; DIRECTING THE STAFF OF DIA TO ASSIGN PRIORITY STATUS TO BOTH PUBLIC AND PRIVATE PROJECTS WITHIN THE HOGAN LAURA FOCUS AREA; INSTRUCTING ITS CEO TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

CEO Boyer explained that the idea was to take the prioritized geographic area and do a deep dive into what every property already was that existed in the area, and what opportunities there were in the area. She reviewed the details of the resolution siting the area boundaries, opportunities for historic buildings, street retail, and vacant buildings. She mentioned that the intent was to develop a list of capital projects in the area.

Committee Member Wohlers mentioned that he had conversations with CEO Boyer and that they did determine the Board would not have to request additional, but that the funds were available within the CRA budget.

Committee Member Hirabayashi asked where the demand for the prioritized items came from. CEO Boyer responded that there are people who have interest in the city-owned

storefront buildings and that there are private owners on Adams or Forsyth or Laura, who are actively pricing projects and have an interest.

Committee Member Wohlers asked why did DIA focus land on Hogan and Laura. CEO Boyer responded that the reason DIA landed on Hogan and Laura for that activation area is because it is already a designated food and beverage district.

Committee Member Wohlers mentioned doing a lot on Bay Street and why the Board wouldn't take advantage of that momentum instead. CEO Boyer responded because DIA has the Ford on Bay site, the annex site, and several sites that are vacant along that street with some activity, and that there is less opportunity and walkable appeal on that street.

Board Member Fetner asked CEO Boyer to share what the operational standpoint looks like. CEO Boyer used a current DIA staff situation to describe what the operational standpoint would look like.

Committee Member Citrano asked what the actual incentive or incremental incentive is being proposed. CEO Boyer responded that at that point DIA was not proposing any additional new incentive program.

Board Chair Krechowski called for a motion and second to on the resolution.

Motion: Committee Member Powers moved to approve the resolution as presented.

Seconded: Committee Member Citrano seconded the motion.

Board Chair Krechowski called for a vote on the resolution.

Vote: Aye: 5 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 5-0-0

VII. RESOLUTION 2024-10-03 CORE RESIDENTIAL PROGRAMS

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA ADOPTING A NEW CORE RESIDENTIAL INCENTIVE PROGRAM APPLICABLE TO A LIMITED GEOGRAPHIC AREA ON THE NOTHBANK AS DEFINED IN THE PROGRAM GUIDLEINES; INSTRUCTING ITS CEO TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

The following people made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:

Bryan Moll	100 N Laura Street	Core Residential Programs
Billy Zeits	1000 Riverside Boulevard	Core Residential Programs
Steve Diebenow	1 Independent Drive	Core Residential Programs
Cindy Trimmer	1 Independent Drive	Core Residential Programs
Council Member Joe Carlucci (Council District 5)		Core Residential Programs

Board Chair Krechowski asked CEO Boyer if she was looking for the Board to continue to develop the resolution because it didn't seem like it was ready to move forward.

CEO Boyer responded that after many comments from various sources it was determined that there were refinements needed to the resolution. She concluded that the appropriate action was to defer but wanted to have a discussion on the resolution to gain the Board thoughts. She also discussed the regulatory requirements of the incentive program, the necessary steps to unlock the incentives, and DIA's sensitivity to not providing an incentive program that would conflict with or disincentivized things that we were incentivizing in other ways.

Mr. Steve Kelley provided a high-level and detailed recollection of how the resolution and supporting documents were developed. He added that the version provided was the latest version that highlighted the changes that were made. Mr. Kelley mentioned the stacked tiered concept and behavior that pushed for more density per acre. He advised that he reviewed workbooks and models provided by the development community. He also touched on type 1 and 2 construction and retail requirements and goals.

Mr. Allan DeVault pointed out the map included in the packet as well as a map provided by Gateway, expressing that it is a good starting point but that adjustments are still needed.

[For a detailed account of this discussion, including questions and answers, please request the zoom recording to review the meeting in its entirety.]

IX. ADJOURNMENT

After deciding to move to defer the resolution during the Board Meeting, Board Chair Krechowski adjourned the meeting at 4:04 pm.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Ava Hill at avah@coj.net to acquire a recording of the meeting.