



Downtown Investment Authority
Strategic Implementation Committee Meeting
Friday, November 15th, 2024
2:00 PM

Strategic Implementation Committee Meeting
MEETING MINUTES

Strategic Implementation Committee Members (CM) in Attendance:

Micah Heavener (Chair)
Melinda Powers, Esq.

John Hirabayashi

DIA Board Member present via Zoom:

Sondra Fetner, Esq.; Carol Worsham

DIA Staff Present: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Steve Berry, Property Disposition Manager; and Ava Hill, Administrative Assistant

Office of General Counsel: Joelle Dillard, Esq.

Council Members Present: None

I. CALL TO ORDER

The Strategic Implementation Committee Meeting was called to order at 2:00 p.m. by Micah Heavener, Committee Chair. This was followed by introductions.

Committee Chair Heavener welcomed Steve Berry to DIA and asked him to share a little about himself. Mr. Steve Berry shared that he was from Nashville, Tennessee and served as Director of Public Property for the City of Nashville. He also shared that he was the Portfolio Director for the State of Tennessee before that.

II. PUBLIC COMMENTS

There were no public comments.

III. FORM 8B: VOTING CONFLICT DISCLOSURES

There were no voting conflict disclosures.

IV. OCTOBER 15TH, 2024, STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL

Committee Chair Heavener called for a motion on the meeting minutes.

- Motion:** Committee Member Powers moved to approve the meeting minutes.
Seconded: Committee Member Hirabayashi seconded the motion.

Committee Chair Heavener called for a vote.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

V. RESOLUTION 2024-10-03 CORE RESIDENTIAL PROGRAM

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 NORTHBANK AS DEFINED IN THE PROGRAM GUIDELINES; INSTRUCTING ITS CEO TO TAKE ALL NECESSARY ACTIONS TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

CEO Boyer reminded everyone that the resolution is a program that was developed at the urging of Councilman Joe Carlucci. She continued that he wanted an incentive program that was only available to a limited geographic area in the core of downtown on the Northbank that only paid for residential units. CEO Boyer mentioned that she wanted to be sure that DIA was not creating something that would undermine the ultimate plan and goals of achieving vibrancy and revitalization downtown.

Mr. Steve Kelley mentioned conversations and feedback received from the developer community, Councilman Joe Carlucci, and board members and advised that DIA staff had worked hard to incorporate their concerns in the program. He added that he had put together talking points to address their comments and then proceeded to share them.

Cindy Trimmer thanked DIA staff for their hard work and expressed that she believed tying the retail and activation requirements to the existing DDRB Code was the right way to go and that it eliminates the majority of their concerns. She mentioned the bullet point referencing that DIA would comply with the DDRB guidelines without limitation and asked that the language be changed to allow for DDRB and DIA to look at a project on a case-by-case basis and allow for deviations where they are warranted.

Mr. Kelley pointed out the second bullet point on page five that mentioned type 1 or type 2 construction, steel or concrete construction and separate programs for them. He then explained DIA's 30-year methodology and how it applies to buildings 10 stories or higher.

CEO Boyer addressed Mrs. Trimmer's comment and what she called "the backside streets" and expressed that she was fine with deleting the without deviation verbiage.

Cameron Cooper expressed that the updates were a great move. He mentioned that there's a point when a deal does not make sense and then shared examples. He added that he did not see the need for 3-bedroom units and added how multifamily projects were difficult. He concluded that the resolution was a big step forward but still needed refinement.

Committee Chair Heavener called for a motion on the resolution as presented.

Motion: Committee Member Powers moved to approve the resolution.

Seconded: Committee Member Hirabayashi seconded the motion.

CEO Boyer reviewed the following amendments to the Program Guidelines: to delete without deviation language and scrivener's error on page 4, the bullet on page 5 should read "the 176 to 400 tier contemplates type 1 or type 2 construction between 8 and 9 floors in height or higher but may not take advantage of the High-Rise Program" and strike through the rest of that bullet.

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

Seconded: Committee Member Hirabayashi seconded the motion.

Committee Chair Heavener called for a vote on the amendments to the resolution.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

Committee Chair Heavener opened the floor for discussion.

Committee Member Hirabayashi mentioned that the guidelines were about 95% of where they needed to be and was in favor of moving forward.

Committee Member Powers thanked everyone for their hard work and number crunching.

Board Member Worsham expressed that reverting back to the zoning overlay and language was a smart move and should help to achieve the goal.

Committee Chair Heavener asked if DIA would be able to track the program. CEO Boyer responded yes and mentioned the work that Mr. Devault had done so far. She mentioned that she was a little hesitant because DIA does not have the staff to do that work but she advised that there may be an opportunity to work with Jake Gordan of DVI to potentially work with his data analyst and then share part of the salary.

Committee Chair Heavener mentioned potential consequences and asked if changes are needed how it would be handled. CEO Boyer mentioned that the program would be asking for significant general funding and then advised that City Council is saying there is no

general funding available for the program. She concluded that she didn't know if the program would get adopted and then if it is adopted, she doesn't know if it would be funded.

Committee Chair Heavener asked if they needed to amend on the retail being in a vanilla shell. Steve Kelley responded that that should be part of the amendment as well. He added that it was in the talking points but was not in the program guidelines.

Motion: Committee Member Powers moved to approve the second amendment as stated.

Seconded: Committee Member Hirabayashi seconded the motion.

Committee Chair Heavener called for a vote on the second amendment to the resolution.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

Committee Chair Heavener called for a vote on the amended resolution.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

VI. RESOLUTION 2024-11-06 JULIETTE BALCONY

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) RECOMMENDING THAT CITY COUNCIL APPROVE A DOWNTOWN PRESERVATION AND REVITALIZATION PROGRAM FORGIVABLE LOAN PACKAGE FOR REHABILITATION OF THE BUILDING LOCATED AT 225 N LAURA STREET (THE “PROPERTY” A/K/A JULIETTE BALCONY) PURSUANT TO A REDEVELOPMENT AGREEMENT WITH JWB CAPITAL, LLC OR ASSIGNS (“OWNER” OR “DEVELOPER”); FINDING THAT THE PLAN OF DEVELOPMENT IS CONSISTENT WITH THE DIA’S BUSINESS INVESTMENT AND DEVELOPMENT PLAN (“BID PLAN”) AND THE DOWNTOWN NORTHBANK COMMUNITY REDEVELOPMENT AREA PLAN (“CRA PLAN”); AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE THE CONTRACTS AND DOCUMENTS AND OTHERWISE TAKE ALL NECESSARY ACTION IN CONNECTION THEREWITH TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

The resolution was deferred at the request of the applicant.

VII. RESOLUTION 2024-11-06 BLUE SKY

A MODIFICATION AND RESTATEMENT OF RESOLUTION 2024-10-06 OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING CITY COUNCIL APPROVAL OF 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 \$1,200,000 (AS REDUCED FROM \$1,300,000); IN THE SOUTHSIDE COMMUNITY REDEVELOPMENT AREA, 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. Steve Kelley explained that the purpose of the resolution was to modify the terms of the economic development agreement of the Blue Sky incentive package that was approved the previous month. The modifications included a decrease in the number of employees, a reduction in the training grant, and a change in the lease term.

Committee Chair Heavener called for a motion and second to on the resolution.

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

Seconded: Committee Member Powers seconded the motion.

Committee Chair Heavener called for a vote on the resolution.

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0

CEO Boyer advised that there would be a lot of items on the Finance and Budget Committee Meeting agenda and that she would be sending them a short explanation of each item.

VIII. ADJOURNMENT

Committee Chair Heavener adjourned the meeting at 2:54 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.