

CITY OF JACKSONVILLE  
COMMUNITY REDEVELOPMENT AGENCY  
BOARD MEETING

Proceedings held on Wednesday, December 12, 2018,  
commencing at 2:00 p.m., City Hall, Lynwood Roberts  
Room, 1st Floor, 117 West Duval Street, Jacksonville,  
Florida, before Diane M. Tropia, FPR, a Notary Public in  
and for the State of Florida at Large.

BOARD MEMBERS PRESENT:

CRAIG GIBBS, Chairman.  
RON MOODY, Secretary.  
OLIVER BARAKAT, Board Member.  
DANE GREY, Board Member.  
TODD FROATS, Board Member.  
MARC PADGETT, Board Member.  
CAROL WORSHAM, Board Member.

ALSO PRESENT:

BRIAN HUGHES, Interim Chief Executive Officer.  
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-EILLAND, Executive Assistant.

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1 AUDIENCE MEMBERS: (No response.)  
2 THE CHAIRMAN: Hearing none, all in favor,  
3 signify by saying aye.  
4 BOARD MEMBERS: Aye.  
5 THE CHAIRMAN: Any opposition by like  
6 sign.  
7 BOARD MEMBERS: (No response.)  
8 THE CHAIRMAN: It passes.  
9 The next item on the agenda is Resolution  
10 2018-12-01.  
11 Staff, please.  
12 MR. HUGHES: The resolution stems from the  
13 decision -- the unanimous decision in the  
14 Strategic Implementation Committee. If the  
15 chairman would like to discuss -- or I can give  
16 a background.  
17 After discussion, looking at the mayor's  
18 letter to the DIA board regarding the  
19 convention center RFP, the committee moved  
20 three items and they're here before you today.  
21 MR. PAROLA: Just that the Strategic  
22 Implementation Committee was charged by  
23 Jim Bailey as the Chair to take a look at this,  
24 as Mr. Hughes said. In light of the memorandum  
25 from the mayor, the Strategic Implementation  
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1 PROCEEDINGS  
December 12, 2018 2:00 p.m.

2 - - -  
3 THE CHAIRMAN: Let's call the meeting to  
4 order. Mr. Bailey, our chair, will be late.  
5 I want to welcome everyone here. And we  
6 want to start the meeting with the Pledge of  
7 Allegiance. So if everyone can please rise.  
8 (Recitation of the Pledge of Allegiance.)  
9 THE CHAIRMAN: I want to thank everyone  
10 for coming. We have a full agenda today, and  
11 let's begin with the Community Redevelopment  
12 Agency meeting. So let's start. The first  
13 item on the agenda is the Community  
14 Redevelopment Agency meeting minutes. Has  
15 everyone had an opportunity to review those  
16 minutes?  
17 BOARD MEMBER MOODY: I make a motion they  
18 be approved.  
19 THE CHAIRMAN: We have a motion.  
20 BOARD MEMBER GREY: Second.  
21 BOARD MEMBER PADGETT: Second.  
22 THE CHAIRMAN: We have seconds.  
23 Any discussion?  
24 BOARD MEMBERS: (No response.)  
25 THE CHAIRMAN: Any public comments?  
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1 Committee did vote on this simply -- it was  
2 four to zero, unanimous.  
3 In the packet is the standard letter, our  
4 standard memo from the chair of that committee,  
5 so Mr. Moody to the board. And if the thought  
6 process -- either Mr. Hughes or Mr. Moody wants  
7 to go over how we came to that, I think that  
8 would be appropriate.  
9 THE CHAIRMAN: Mr. Moody.  
10 BOARD MEMBER MOODY: Just a couple of  
11 quick comments. We had a meeting a week ago,  
12 and last -- at our last DIA meeting we received  
13 a letter from the mayor. He had some obvious  
14 concerns. And, quite frankly, I think a lot of  
15 them were logical concerns. So it caused us to  
16 go back, strategically look at our decisions  
17 that we've made.  
18 And in doing so, we revisited the  
19 financial analysis, the feasibility analysis  
20 that had been previously done. There were a  
21 lot of concerns in that report, that -- when  
22 you look at the whole body of evidence, it's --  
23 the recommendation was that, not now, maybe  
24 later. And, really, the point that was made is  
25 that for a convention center to be healthy, we  
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1 need walkability, we need retail, we need  
2 destination, we need the bars and restaurants,  
3 we need destinations for people to come to, and  
4 Jacksonville just doesn't have that yet. So  
5 the recommendation was not now but later.  
6 And there's -- let me read something I  
7 think was important. Really, the summary of  
8 the feasibility analysis was -- the conclusion  
9 is not now, but an important future element.  
10 As stated in the first section of the report,  
11 SAG recommends against building a new  
12 convention center at the present time; however,  
13 the land banking and the future planning of the  
14 convention center should be part of all future  
15 downtown visioning.  
16 So as we look at that and as -- also, as  
17 we looked at the price of what we were going to  
18 be dealing with with Jacobs, which was  
19 \$900 million, which I guess over the long haul  
20 could go to 1.3 billion, makes us realize that  
21 there's a lot of stuff that we need to do in  
22 downtown Jacksonville to get ready for a  
23 facility of this nature and to help it be  
24 successful.  
25 So for that reason, we feel like now is  
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1 not the right time to do it, but in the near  
2 future it will be.  
3 MR. HUGHES: With that, Mr. Chairman, the  
4 resolution before you sort of encapsulates the  
5 action of the committee and is here for your  
6 consideration.  
7 THE CHAIRMAN: Can we get a motion on the  
8 resolution, please?  
9 BOARD MEMBER GREY: So moved.  
10 BOARD MEMBER PADGETT: Second.  
11 THE CHAIRMAN: It's been properly moved  
12 and seconded.  
13 Any further discussion from DIA?  
14 BOARD MEMBERS: (No response.)  
15 THE CHAIRMAN: Hearing none, any comments  
16 or discussion from the public?  
17 AUDIENCE MEMBERS: (No response.)  
18 THE CHAIRMAN: Hearing none, all those in  
19 favor of the motion, please signify by saying  
20 aye.  
21 BOARD MEMBERS: Aye.  
22 THE CHAIRMAN: Any opposition by like  
23 sign.  
24 BOARD MEMBERS: (No response.)  
25 THE CHAIRMAN: Motion passes.  
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1 Thank you.  
2 The next item on the agenda is Resolution  
3 2018-12-02, Downtown Vision Services Agreement.  
4 MR. HUGHES: I'm going to pass this to  
5 Mr. Parola and he will give you a brief  
6 overview, and then I think we're going to hear  
7 from Jake Gordon of DVI.  
8 MR. PAROLA: Through the Chair to the  
9 board, DVI, as you know, runs the Clean and  
10 Safe programs, and they do a lot of good stuff  
11 in downtown. Every seven years they come back  
12 to the City to reconfirm their boundaries, to  
13 reconfirm their work plan, and to reconfirm  
14 their millage rate that kind of -- their  
15 members pay into, which is 1.1 mills as it  
16 stands.  
17 Inside of your packet there is a letter  
18 dated December 3rd to Brian Hughes from DVI,  
19 and there's a lot of good information. What I  
20 would like to call to you on is there was an  
21 Exhibit B attached to it. On Page 3 of that it  
22 talks about the four focus areas that DVI's  
23 work plan for the next seven years is going to  
24 entail. It goes through some detail on the  
25 latter pages, but I'll just comment -- go over  
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1 the four main points.  
2 Making downtown clean and safe. So they  
3 pick up a lot of trash, they pick up a lot of  
4 other stuff. Their ambassadors go around and  
5 keep everything clean and, you know, guide  
6 people.  
7 Marketing downtown and communicating.  
8 Being a strong resource for downtown. That's  
9 just another way of saying they do a fantastic  
10 job, I think, of being a data clearinghouse for  
11 visitors to downtown.  
12 And improving the overall experience of  
13 downtown, which you can see as evidenced by the  
14 trees on Laura Street and their decorations and  
15 the festive look of it.  
16 But I think there are a couple of points  
17 that I would call out before Mr. Gordon comes  
18 up and talks, and that's their business  
19 improvement district really hasn't changed  
20 since their inception in 2000. So the  
21 boundaries are being maintained. The millage  
22 is being untouched from the last time this was  
23 updated in 2012, and I believe it goes back to  
24 2005 in that regard. And they've gone through  
25 the required public hearing.  
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1 What this does not do, it does not  
2 establish for an annual budget. As this board  
3 knows, a few months back, maybe in August, as  
4 part of the overall budget process, their  
5 budget goes through DIA and their budget for  
6 the year is approved by City Council.  
7 So I don't think I missed anything, but I  
8 think Mr. Gordon would like to address you or  
9 answer any questions.  
10 THE CHAIRMAN: Please come forward,  
11 Mr. Gordon.  
12 (Mr. Gordon approaches the podium.)  
13 THE CHAIRMAN: Identify yourself.  
14 MR. GORDON: Hi. Jake Gordon, CEO,  
15 Downtown Vision.  
16 I was told to sit here. Hopefully, that's  
17 okay.  
18 THE CHAIRMAN: That's fine.  
19 MR. GORDON: Well, I appreciate the board  
20 looking at this. I mean, hopefully -- I know  
21 many of you personally in terms of -- we have,  
22 you know, forged a strong public/private  
23 partnership with the Downtown Investment  
24 Authority in everything we do.  
25 As many of you know, as Mr. Parola said,  
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1 we have that 1.1 mills assessment on the  
2 private property owners here in downtown, which  
3 is how we maintain a majority of our budget.  
4 So in the budget process, we reach out to every  
5 single one of those contributing members every  
6 year to make sure they are pleased with what  
7 we're doing. And everyone is very pleased as  
8 from the last budget cycle.  
9 Again, to reiterate what Mr. Parola said,  
10 this is really just requesting an extension in  
11 time. Every seven years the legislation is set  
12 to sunset. This would be the third renewal.  
13 The first was in the -- created in 1999 and  
14 2000, 2005 and 2012.  
15 (Board Member Barakat enters the  
16 proceedings.)  
17 MR. GORDON: And just to kind of mirror --  
18 no changes. Basically, exactly the same thing  
19 that we've always been doing with the same  
20 exact boundaries, but just hoping it can  
21 continue.  
22 So I'm happy to -- there is a lot of  
23 information. I tried to mirror what's been  
24 done the last couple of renewals, probably more  
25 information than you need, but I'm happy to  
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1 answer any questions.  
2 THE CHAIRMAN: Questions for Mr. Gordon?  
3 Mr. Moody.  
4 BOARD MEMBER MOODY: I don't have any  
5 questions, but I do have some comments.  
6 I am thrilled with what I see you doing,  
7 Jake, downtown. I mean, it's exciting. Your  
8 leadership is great. And just keep up the good  
9 work. I mean, it's -- I think it's making a  
10 big difference.  
11 MR. GORDON: Thank you.  
12 THE CHAIRMAN: Thank you.  
13 Mr. Padgett.  
14 BOARD MEMBER PADGETT: I have no comments.  
15 THE CHAIRMAN: Mr. Barakat.  
16 BOARD MEMBER BARAKAT: Sorry for my  
17 tardiness.  
18 I'm a board member of DVI, so I'm going to  
19 have to recuse myself, but I can tell you the  
20 board is generally very happy with what Jake  
21 has been doing since he's been here, and the  
22 financial situation is much better, and the  
23 constituency, the stakeholders are generally  
24 pleased from everything that I hear, so thanks  
25 for all that you're doing, Jake.  
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1 THE CHAIRMAN: Thank you.  
2 Mr. Grey.  
3 BOARD MEMBER GREY: I have no comments.  
4 THE CHAIRMAN: Ms. Worsham.  
5 BOARD MEMBER WORSHAM: I just echo what  
6 Oliver said. I've attended some of the recent  
7 stakeholder meetings. And, overall, you're  
8 doing a great job. Continue to do great work,  
9 and we look forward to our partnership.  
10 MR. GORDON: Thank you.  
11 THE CHAIRMAN: Mr. Froats.  
12 BOARD MEMBER FROATS: No comments.  
13 THE CHAIRMAN: Could we get a motion,  
14 then, on Resolution 2018-12-02?  
15 BOARD MEMBER MOODY: So moved.  
16 THE CHAIRMAN: Second?  
17 BOARD MEMBER GREY: Second.  
18 THE CHAIRMAN: Properly moved and  
19 seconded.  
20 Any further discussion?  
21 BOARD MEMBERS: (No response.)  
22 THE CHAIRMAN: Any public discussion?  
23 AUDIENCE MEMBERS: (No response.)  
24 THE CHAIRMAN: Seeing none, all those in  
25 favor of this resolution signify by saying aye.  
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1 BOARD MEMBERS: Aye.  
2 (Board Member Barakat abstains from  
3 voting.)  
4 THE CHAIRMAN: Any opposition by like  
5 sign.  
6 BOARD MEMBERS: (No response.)  
7 THE CHAIRMAN: It passes.  
8 Thank you.  
9 MR. GORDON: Thank you.  
10 THE CHAIRMAN: Thanks, Jake. You do good  
11 work.  
12 That closes the Community Redevelopment  
13 Agency meeting.  
14 (The above proceedings were adjourned at  
15 2:15 p.m.)

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1 CERTIFICATE OF REPORTER  
2  
3 STATE OF FLORIDA)  
4 )  
5 COUNTY OF DUVAL )  
6  
7 I, Diane M. Tropa, Florida Professional  
8 Reporter, certify that I was authorized to and did  
9 stenographically report the foregoing proceedings and  
10 that the transcript is a true and complete record of my  
11 stenographic notes.

12  
13  
14  
15 DATED this 23rd day of December 2018.

16  
17 \_\_\_\_\_  
18 Diane M. Tropa  
19 Florida Professional Reporter  
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