

DOWNTOWN INVESTMENT AUTHORITY

**City Hall at St. James
117 West Duval St., 1st Floor
Lynwood Roberts Room**

Friday, October 4, 2013 – 4:00 p.m.

DOWNTOWN EXPERIENCE COMMITTEE

MEMBERS:

Tony Allegretti, Chair

Don Harris, Committee Member

Mike Saylor, Committee Member

Introductions

- Illuminate JAX. – Margie Seaman and David Laffitte
- Jen Jones – Unity Plaza
- David Wingard – Downtown Marketing Collaborative Campaign
Downtown is on Fire
- Katherine Hardwick, - DVI Update

Discussions

Announcements

Public Comments

Adjournment



DOWNTOWN EXPERIENCE COMMITTEE MEETING MINUTES

Board Members Present: Tony Allegretti

Board Members Absent: Donald Harris, Mike Saylor

Office of General Counsel: Jason Gabriel

Council Members Present: None

Attendees: (Staff): Karen Underwood

I. CALL TO ORDER

The Downtown Experience Committee meeting was called to order by Chair, Tony Allegretti at 4:04 p.m.

INTRODUCTIONS

- Illuminate JAX – Margie Seaman and David Laffitte
Margie Seaman National Director of Commercial Real Estate Services for Sellers Realty Group and David Laffitte the lighting consultant, who designed the lightscape of the Main Street and Acosta bridges, presented an illuminated Downtown Jacksonville Skyline.
- Unity Plaza – Jen Jones and Alex Cooley
Jen Jones, Executive Director of Unity Plaza and Alex Cooley, visionary of the Unity Plaza and Co-Founder and Principal of Hallmark Partners presented the Chamber Trip Presentation that was presented about 2 weeks ago in Charlotte. Mission Statement: “Unity Plaza” is an inclusive home for our community to connect, celebrate who we are and lift us to our highest selves. Through performing and visual art, wellness, education, and leadership experiences, we will nourish the community consciousness to ignite the divine spark alive in each of our souls.
- Wingard Creative – David Wingard

David Wingard presented Downtown Marketing Collaborative Campaign Downtown is on Fire. The group handling the marketing was birthed in the [Jax Chamber](#) but now stands on its own, funded by member contributions. The idea came out of chamber trips to cities such as Indianapolis that have revitalized their downtowns through the creation of downtown investment authorities and marketing groups.

Its partners include the Cultural Council of Greater Jacksonville, Downtown Vision Inc., Jacksonville Civic Council, JEA, Jacksonville Jaguars, Jacksonville Transportation Authority, Jax Chamber, NAIOP of Northeast Florida Inc., SMG Jacksonville, ULI North Florida, Visit Jacksonville, El Ad Florida, John Meeks & Associates CPA and Akerman Senterfitt.

Ms. Bishop pointed out that the incoming CEO suggested that the funding go to the owner, not the tenant, and it would be better implementation for our downtown businesses.

- Katherine Hardwick, DVI Update. She stated that many people attended Wednesday's ArtWalk. The DVI closed down two blocks of Laura Street and threw a beer guard walk party for Octoberfest. In November, the DVI will be celebrating 10 years of Art Walk. A champagne toast, an announcement of new partnerships in addition to Art Walk and a stage will take place in between MOCA and the Main Library to utilize those two blocks of Laura Street to enhance the Art Walk Experience for everyone. Welcome Kits were put together for the businesses that will open up downtown. The kits will address whom to call for what issues and resources to those are available to help promote events. She asked about the RFP status of Hemming Plaza and the stated that the DVI has been in discussions with the Landing on the lighted boat parade. Is there role for the DIA in terms of helping existing events versus new events? Chairman Allegretti stated the experience committee funnels experience issues as they become mature enough for a request of the item to be placed on the DIA Regular meeting agenda. Chairman Allegretti does not know what the palate is of the DIA for helping events.
- Aundra Wallace commented that he met with Earnie Franklin, Director of Public Private Partnerships and suggested to take the boat parade to him to identify the resources to help promote events. The draft RFP for Hemming Plaza was presented to him and he has submitted the DIA comments to Kelly Boree, Director of Parks, and Recreation. She will submit the final comments to the Office of General Counsel, Procurement and to Risk Management to go on the streets in November.

II. ANNOUNCEMENTS

Chairman Allegretti stated that the skyway is on from 9am to 5pm. A test will be done with JTA on Saturday, October 5, 2013 for Community First Saturdays. Bicycle riders can ride their bikes to the skyway and take your bike on the skyway. Held from 10 a.m. to 4 p.m. on the first Saturday of each month, October through June, Community First Saturdays features family-friendly activities while highlighting vibrant Downtown Jacksonville. Make sure you check out all of this great entertainment! Moreover, if you get fatigued after 2p.m., call the get down and stay down, to get a luxury room at a special rate. Risk Management has been working very hard on ordinances for events. The requirements when getting to the final permitting part of it are hard to meet. Risk Management has been working very hard on ways not only to get inexpensive insurance when permits are pulled. Eventually insurances could be bought from the City when pulling permits on a rate less than market. He congratulated COJ Risk Management and OED on a great job and Aundra Wallace has hit the ground running.

IV. PUBLIC COMMENTS

- John Nooney expressed his concern about the public and commercial access to numerous waterway downtown destinations. He provided a check made out to the City of Jacksonville for the 2009-442 Artificial Reef Trust fund for \$10.00.

VI. ADJOURNMENT

- There being no further business to discuss, Mr. Allegretti adjourned the meeting at 5:00 p.m.

The written minutes for this meeting are only an overview. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, Downtown Investment Authority at (904) 255-7567 or by email at karenu@coj.net.

Recorder: *Karen Underwood*
Completed Monday, December 2, 2013