



Downtown Investment Authority
Strategic Implementation Committee Meeting
Friday, April 11th, 2025
10:00 AM

Strategic Implementation Committee Meeting
MEETING MINUTES

Strategic Implementation Committee Members (CM) in Attendance:

Micah Heavener (Chair); John Hirabayashi; Cameron Hooper; Scott Wohlers; Jill Caffey

Board Members in Attendance: Carrie Bailey

DIA Staff Present: Lori Boyer, CEO; Guy Parola, Director of Operations; Allan DeVault, Project Manager; and Ava Hill, Administrative Assistant

Office of General Counsel: John Sawyer, Esq.

Mayor's Office: Bill Delaney, Council Liaison

Council Members Present: None

I. CALL TO ORDER

Micah Heavener, Committee Chair, called the Strategic Implementation Committee Meeting to order at 10:01 am and asked for introductions.

II. PUBLIC COMMENTS

There were no public comments.

III. FORM 8B: VOTING CONFLICT DISCLOSURES

There were no voting conflict disclosures.

IV. FEBRUARY 14TH, 2025, STRATEGIC IMPLEMENTATION COMMITTEE MEETING MINUTES APPROVAL

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

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

Seconded: Committee Member Caffey seconded the motion.

Seeing no discussion, Committee Chair Heavener called for a vote.

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

THE MOTION PASSED UNANIMOUSLY 5-0-0

V. RESOLUTION 2025-04-12 FL BLUE PARKING MODIFICATION

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) APPROVING CERTAIN AMENDMENTS TO THAT RESTRICTIVE COVENANTS AND PARKING RIGHTS AGREEMENT (“AGREEMENT”) ENTERED INTO BY THE CITY OF JACKSONVILLE AND BLUE CROSS AND BLUE SHIELD OF FLORIDA, INC., RECORDED IN THE DUVAL COUNTY OFFICIAL RECORDS (BOOK 19849, PAGE 1165) ATTACHED HERETO AS EXHIBIT ‘A’; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION, INCLUDING THE FILING OF LEGISLATION AND THE NEGOTIATION OF ADDITIONAL TERMS AND CONDITIONS AS MAY BE NECESSARY TO FURTHER THE PURPOSES OF THIS RESOLUTION; RECOMMENDING THAT CITY COUNCIL ADOPT LEGISLATION IN SUPPORT OF THE PURPOSES OF THIS RESOLUTION; AUTHORIZING ITS CEO TO EXECUTE DOCUMENTS, AGREEMENTS OR FUNCTIONAL EQUIVALENTS THEREOF AS MAY BE NECESSARY TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

Mrs. Lori Boyer (CEO) welcomed Carrie Bailey and gave context for the resolution for new board members. She mentioned in 2019–2020, FIS planned to move its headquarters to Jacksonville and wanted a riverfront site. The city swapped land with Florida Blue—giving them a parcel at Park and Forest in exchange for the riverfront lot. A parking garage was part of the deal, with 750 spaces open to the public on nights, weekends, and holidays. The city provided \$3.5M and the land and got a covenant guaranteeing that public access.

Mr. Guy Parola (Director of Operations) explained that Florida Blue’s building now houses JSO, which is also adding a Zone office in the parking garage, removing 26 public-use spaces. In return, Florida Blue will offer 50 new spaces available 24/7. The added value of these always-available spots exceeds the value of the 26 lost ones. This resolution approves the swap and authorizes the CEO to finalize it.

Committee Chair Heavener called for a motion on the resolution.

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

Committee Chair Heavener opened the floor for discussion.

Committee Member Hooper expressed that it was the right thing to do.

Committee member Caffey agreed with Committee Hooper

Seeing no further discussion, Committee Chair Heavener called for a vote on the resolution.

Vote: Aye: 5 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 5-0-0

CEO Boyer explained that future meetings may involve more activity, especially with upcoming program guideline changes and directional issues. She continued that incentive applications are slow due to an informal freeze on completion grants, with applicants holding off until the city budget is clearer. Staff is working on updates, but those likely won't reach the committee for another month or two.

Committee Chair Heavener asked concerning the completion grants, how much of the problem is the grant itself or the large number of grants coming through at the same time. He also asked if there is a way to stagger the grants out instead of just saying we shouldn't do any of them.

CEO Boyer explained that the money is not appropriated when the redevelopment agreement is approved by Council but is appropriated the year the money is due.

Committee Member Hooper asked if a letter of credit could be provided or something similar so that they can go and get their financing without DIA committing that money.

CEO Boyer explained that DIA had negotiated that extensively and that she could provide lots of alternatives that were tried. She added that the project was moving forward with design and permitting and should start in the fall after council approval. Also, Gateway agreed to payment upon completion, reducing risk and allowing flexible funding over multiple years.

VI. ADJOURNMENT

Seeing no other matters for discussion, Committee Chair Heavener adjourned the meeting at 10:19 am.

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.