



Downtown Investment Authority
Special Meeting

City Hall at St. James
117 West Duval St., Lynwood Roberts Room

Wednesday, February 26, 2014 – 10:00 a.m.

DIA Special Meeting
MEETING MINUTES - DRAFT

Board Members Present: Oliver Barakat, Chairman; Jim Bailey, Vice Chairman; Kay Harper Williams, Secretary; Tony Allegretti, Melody Bishop, Jack Meeks, and Michael Saylor

Board Members Absent: Robert Clements and Craig Gibbs

Office of General Counsel: Lawsikia Hodges

Council Member: Lori Boyer

Attendees: Jim Catlett, IGS Solutions; Tony Robbins, Consultant; Lara Dietrich, Consultant; Aundra Wallace, DIA CEO; and Karen Underwood, Executive Assistant

I. CALL TO ORDER

Chairman Barakat called the special meeting to order at approximately 10:11 a.m. and opened with the Pledge of Allegiance.

II. ACTION ITEMS

APPROVAL OF THE DECEMBER 18, 2013 DIA MEETING MINUTES

APPROVAL OF THE JANUARY 15, 2014 DIA MEETING MINUTES

Vice Chairman Bailey reported that at the December meeting there was discussion about moving the regular meetings to a different time. Mr. Wallace responded that he will reach out to the new members about what seems to be the best for them and will make a recommendation by the next regular meeting on March 19, 2014.

The December 18, 2013 DIA REGULAR MEETING TRANSCRIPTS WERE APPROVED UNANIMOUSLY 7-0

The JANUARY 15, 2014 DIA REGULAR MEETING TRANSCRIPTS WERE APPROVED UNANIMOUSLY 7-0

RESOLUTION 2014-02-02 – A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING THE APPROVAL OF A GRANT UP TO \$79,777 FROM THE HISTORIC PRESERVATION TRUST FUND FOR THE FAÇADE AND EXTERIOR REHABILITATION, RESTORATION AND CODE IMPROVEMENT AT 120 E. FORSYTH STREET.

Mr. Wallace commended Alex Rudzinski on assisting him with this project

Lisa Sheppard, Historic Preservation Planner, Planning and Department, provided a presentation on the revised Historic Preservation Trust Fund, Part 1, approval with conditions, 120 East Forsyth Street, New York Steam Laundry Building.

Board Member Jack Meeks inquired if there had been any financial investigation regarding the façade improvement program. Mr. Wallace responded that this project meets the Historic Preservation Trust Fund qualifications.

Board Member Kay Harper-Williams addressed issues regarding the grant matrix. Council Member Boyer advised the board to look into legislation and make recommendations to Council if they think there are changes in the program that needed to be implemented in the future.

A MOTION WAS MADE BY BOARD MEMBER HARPER-WILLIAMS AND SECONDED BY BOARD MEMBER ALLEGRETTI APPROVING RESOLUTION 2014-02-02, 120 E. FORSYTH STREET MODIFICATION OF THE RETAIL ENHANCEMENT PROGRAM. THE MOTION PASSED UNANIMOUSLY 7/0.

RESOLUTION 2014-02-03, A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ALLOCATING \$25,000 IN EVENT CONTRIBUTION FUNDS TO SUPPORT ONE SPARK

Mr. Wallace stated that One Spark is a five-day event for creators. From April 9-13, 2014, artist, entrepreneurs and innovators will display projects in a 20-square-block, multi-venue gallery in Downtown Jacksonville, Florida. Staff recommends the DIA's participation in this partnership.

Vice Chairman Bailey commented that the Resolution does not reference the City of Jacksonville's contribution. Aundra Wallace responded the DIA would receive credit for its contribution. Chairman Barakat deferred this action item and tabled it until March 19, 2014. Mr. Wallace will provide the DIA's budget at that time.

PUBLIC COMMENTS ON ACTION ITEMS

Chairman Barakat opened the floor for public comments regarding One Spark. There were no comments from the public and the floor was closed for public comments.

RESOLUTION 2014-02-04, A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING THE ADOPTION OF THE DOWNTOWN JACKSONVILLE RETAIL ENHANCEMENT GRANT PROGRAM GUIDELINES

Aundra Wallace provided a handout of a Summary of Proposed Amendment to the Downtown Jacksonville Retail Enhancement Grant Program Guidelines, the Grant Application, and the Grant Agreement.

Lawsikia Hodges informed the board that what they have before them is the first draft of the grant. Board Member Bishop inquired of the grant agreement and the construction document Ms. Hodges responded that this form template is used in other contracts from the City and can be tailored.

Chairman Barakat suggested amending some of the language in the Grant Agreement under 1.2 (a).

The board discussed the changes to the Retail Enhancement Grant agreement.

Council Member Boyer addressed the board regarding the Retail Enhancement Program, that it would be submitted as an Ordinance to City Council.

Chairman Barakat stated that there is a distinction between the matrix and the program purchase. The matrix seems to analyze eligibility of the applicant and the project.

Mr. Wallace stated that this was drafted for the Retail Enhancement Program. The JEDC had a score matrix that has now been adopted by OED in terms of how they read particular projects.

Chairman Barakat stated that there is a lot of feedback on the summary and suggested before the board meets again that changes be made and provided to Mr. Wallace. Mr. Wallace stated that the next regular board meeting is scheduled for March 19th and it will be determined whether or not the time is going to remain at 5:00 p.m. A proposed meeting was suggested for March 21. Mr. Wallace proposed a special meeting for the CRA purposes on March 21st.

Council Member Boyer advised the board that this was the perfect opportunity to have the discussion as a group without deferring any items.

Board Member Meeks stated that he was comfortable with the draft the way it is.

The members discussed the Summary of Proposed Amendments to the Downtown Jacksonville Retail Enhancement Grant Program Guidelines and added a Program Scoring Matrix.

Chairman Barakat opened the floor for public comments

Mike Langton advised the board to try not to make the Retail Enhancement Program more complex.

Margie Seaman, National Director, Commercial Real Estate Service, Seller Realty Group, stated that the big problem is the condition of the buildings.

Chairman Barakat stated that this is a real estate improvement plan. When discussing with Council, he will remind them that the board is subsidizing improvements that will outlast the lease of the particular business.

Lara Diettrich commented that small business creates less funding. The BID is where the scoring or the judgment is placed, not the CRA Plan.

Council Member Boyer pointed out that all information should be funneled to Lara Diettrich.

A MOTION WAS MADE BY VICE CHAIRMAN BAILEY AND SECONDED BY BOARD MEMBER TONY ALLEGRETTI TO DEFER RESOLUTION 2014-02-04, A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY AUTHORIZING THE SECOND AMENDMENT OF THE DT JAX RETAIL ENHANCEMENT PLAN UNTIL BOARD MEMBER MIKE SAYLOR RETURNS TO THE DIA REGULAR MEETING ON MARCH 19, 2014. THE MOTION PASSED UNANIMOUSLY 7/0.

Board Member Saylor suggested that the board submit all edits to Karen Underwood.

Board Member Bishop inquired about the special meeting. Chairman Barakat responded that they would look at City Council schedules to avoid coinciding with those meetings.

RESOLUTION 2014-02-03, A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ALLOCATING \$25,000 IN EVENT CONTRIBUTION FUNDS TO SUPPORT ONE SPARK

Mr. Wallace reported to the board that the DIA event contribution and sponsorships is in the amount of \$35,000.00

The following were relative comments from the board:

Board Member Kay Harper-Williams was not aware of any other event that was anywhere near the size or the benefit that One Spark provides.

Board Member Allegretti concurred with Board Member Harper Williams and stated that One Spark is in line with the DIA personal agenda initiative.

Lawsikia Hodges advised that the board needs to amend the motion it to include the DIA CEO because he will be executing a necessary agreement with One Spark associated with this contribution.

A MOTION WAS MADE BY BOARD MEMBER JACK MEEKS AND SECONDED BY BOARD MEMBER TONY ALLEGRETTI ADOPTING RESOLUTION 2014-02-03, RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY ALLOCATING \$25,000 IN EVENT CONTRIBUTION FUNDS TO SUPPORT ONE SPARK. THE MOTION PASSED UNANIMOUSLY 7/0.

The board recessed at 12:25 p.m.

The board reconvened at 12:30 p.m.

Jim Catlett, IGS, distributed and discussed 220 & 330 East Bay Street Project, Profile/Assessment, Hallmark Properties, 220 Riverside Avenue, EverBank Project, 11 E. and the Carling, total project costs and operating proforma.

III. INFORMATION/DISCUSSION ITEMS

Lara Diettrich and Tony Robbins distributed and discussed the DIA Business Investment and Development Strategy.

Board Member Meeks asked when the written remarks were due on these documents.

Lara Diettrich advised the board to send the document with their changes so that that they can incorporate them. Mr. Wallace stated that it is important for the board to weigh in from a board aspect to move forward before April 7, 2014.

Chairman Barakat pointed out that he has submitted his comments.

Lawsikia Hodges advised the board to submit communication statements through Aundra Wallace.

Board Member Jack Meeks commented that he would like to have a college located downtown and referenced SCAD in Savannah Georgia. He would also recommend to the board to consider getting rid of parking meters downtown and referenced the St. Johns TownCenter, safety, and cleanliness of downtown.

IV. OLD BUSINESS

None

V. NEW BUSINESS

Council Member Boyer encouraged the board to be aware that a bill passed out of City Council appropriating \$60,000. She suggested for the board to monitor legislation that would impact downtown.

There is a food truck bill that is being introduced by Council Member Brown. This bill would regulate and effectively eliminate food trucks.

Council Member Boyer is very respectful and appreciative of the board's time and encouraged the board to make more motions and decisions.

A MOTION WAS MADE BY VICE CHAIRMAN BAILEY AND SECONDED BY BOARD MEMBER BISHOP DECLARING THAT FOOD TRUCKS ARE AN ASSET TO OUR DOWNTOWN, WHEN IT DOES NOT CONFLICT WITH ESTABLISHED BUSINESSES, WHEN AND WHERE APPROPRIATE TO ENHANCE THE ENVIRONMENT OF OUR DOWNTOWN. THE MOTION PASSED UNANIMOUSLY 7/0.

Chairman Oliver Barakat requested Karen Underwood to create legislative tracking for the DIA.

VI. PUBLIC COMMENTS

John Nooney – 2007-451 – the DIA needs to amend the legislation to allow for City docks 24/7.

VII. ADJOURNMENT

There being no further business, Chairwoman Barakat adjourned the meeting at approximately 3:10 p.m.

The next scheduled DIA Regular Board meeting is scheduled for Wednesday, March 19, 2014, at 4:00 p.m., location to be determined.

Please note that all attachments referenced will be posted on the DIA Web site <http://www.coj.net/departments/downtown-investment-authority.aspx>

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492 or by email at karenu@coj.net.