



Downtown Investment Authority
Special Meeting

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

Wednesday, March 19, 2014 – 4:00 p.m.

DIA Special Meeting
MEETING MINUTES - DRAFT

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

Board Members Absent: Kay Harper-Williams, Secretary; and Robert Clements

Office of General Counsel: Susan Grandin and Lawsikia Hodges

Council Member: Lori Boyer

Attendees: Tony Robbins, Consultant; Lara Dietrich, Consultant; Aundra Wallace, DIA CEO; and DIA Staff: Karen Underwood, Executive Assistant, and Guy Parola, Development Manager

I. CALL TO ORDER

Chairman Barakat called the Special Meeting to order at approximately 4:17 p.m.

II. DISCUSSION ITEMS

Discussion of the Timeline and intensity of the next 60-90 days

Chairman Barakat reported that the DIA has developed a timeline with OGC and the Consultants. A copy of the draft DIA Business Improvement and Development “BID” Plan and Form Legislation Critical Dates Timeline was distributed. The goal is to have this legislation approved prior June 2014.

Discussion of the CRA Redevelopment Plan Comments

Consultant Tony Robbins discussed the comments to the CRA Redevelopment Plan. He provided a handout of the guiding principles, plan update recommended projects, and primary and secondary topics for discussion.

CEO Wallace referenced the Plan Update recommended projects and pointed out to the consultants to move the X from year’s table (2017-2022) to the 2nd year for (2015) the JEA Southbank Development and Programming.

CEO Wallace pointed out to place the Landing Repositioning to 1st Year (2014). He commented that this is all based upon the market feasibility study that would be wrapped into the BID.

Board Member Bishop referenced the two new items that focused bicycles specific issues, with that in mind that the Northbank East-West Circulator is in the document only focuses on transit as a vehicle not transit as bicycle or pedestrian way. Tony Robbins responded that the East-West Circulator has been taken into account as well not as transit vehicles but bicycles.

The Board Members discussed the handouts provided by the Consultants.

Chairman Barakat commented about the East-West Circulator it occurred to him that developing a dedicated bike lane along that same path makes a lot of sense. There are a lot of people that ride bikes along Riverside-Avondale.

Vice-Chairman Bailey commented about Baldwin Trail and how it connects into downtown asked not to duplicating this effort. Tony Robbins responded this document is not set in stone, so that in years 3, 4, 5 and 6 the board may come back and amend it.

Consultant to the DIA Lara Dietrich stated that the year's tables are somewhat of a clip board item. There are things that are going to be monitored by the DIA Board and staff.

Board Member Meeks commented on the notion of the board having art exhibits timed to the seasonal to the traffic on I-95.

Board Member Allegretti commented that he could see dedicating space in Hemming Plaza for outdoor dining, alfresco style, that was adjacent. He inquired if automobile traffic was needed on Monroe Street. He considered an idea to close Monroe and have it for pedestrian and bike only connected better with Snyder.

Vice Chairman Bailey noted that Hemming Plaza was not tied into Snyder for the RFP.

Council Member Boyer commented if the board would like to envision a structure that generates tax dollars, income for the DIA, or looking at enlivening the space and creating an amenity without considering the economic side to it. Board Member Allegretti commented, a commercial use would create revenue if the board leverages its, sells it, or generates tax revenue. Vice Chairman Bailey commented that the use has slight primacy over the tax dollars. Board Member Saylor commented that if someone would like to run the Snyder as a hall, then that wouldn't be limited.

Board Member Gibbs commented that perhaps there could be a tied-in with the Library.

Tony Robbins discussed the comments from the board members went through the consensus points as follow:

1. Focusing on river;
2. East-West dedicated bicycle facility in Riverside;
3. A wired City with free Wi-Fi for a portion of downtown;
4. Downtown Lighting Improvements;
5. Pedestrian and bicycle use only on Monroe Street;
6. Project Capital Funding Sources;

7. Simplify the Zoning approach in particular assure continued current uses, such as food trucks;
8. The Downtown as a historic district, and adding an item to have DIA to support an effort to investigate this further;
9. The creation of a parking strategy to consolidate and better utilize the existing parking facilities.

A MOTION WAS MADE BY CHAIRMAN BARAKAT AND SECONDED BY BOARD MEMBER MEEKS TO ADOPT THE NINE (9) CONSENSUS AMENDMENTS AS STATED BY THE CONSULTANTS AS RELATED TO THE DRAFT CRA PLAN DATED FEBRUARY 22, 2014. THE MOTION PASSED UNANIMOUSLY 7-0.

Consultants Tony Robbins and Lara Dietrich discussed the Non-consensus points.

Discussion of the BID Plan

The Board Members briefly discussed the non-consensus points.

Board Member Bishop commented that certain properties and projects will have different ways because of certain things and it will help the board to understand how to develop that matrix.

Chairman Barakat stated that the board should try to set the stage for a Request for Proposal (“RFP”), assuming that the reason that the board is having a discussion is to be ready to write an RFP. The board will have some direction as to the type of projects and facilities listed in an RFP which the board wants to attract.

The Board commented one-by-one regarding their opinion of whether the Snyder Memorial Building should be highest and best use over financial interest.

The use of the Snyder Memorial Building will be evaluated by the DIA based on highest and best use to generate revenue to the DIA. Chairman Barakat stated that the use has catalytic effects which are more important than the regular return for the City. He pointed out that the reason that the board is having this discussion is because when it is ready to draft an RFP, the BBoard would have some direction as to the type of projects and facilities listed in an RFP which the Board desires to attract.

Board Member Saylor commented for the board to identify this now as a catalytic site and to place an RFI on the street to identify what a catalyst site means and articulate this in a Request for Interest (“RFI”). Chairman Barakat agreed and noted that the board ought to assist in directing how the RFI is written and not to figure it out when the responses are received.

Board Member Bishop stated that the people that won the 1st bid or RFP received more money but the 2nd one received the less money. They did not get it because of that, they got it because they were going to put in high-rise residential structure.

Tony Robbins stated that this conversation could be revisited at the next meeting on March 25th.

Lara Diettrich advised for the members to develop some notes prior to the next special meeting.

A MOTION WAS MADE BY BOARD MEMBER BISHOP AND SECONDED BY BOARD MEMBER GIBBS DIRECTING THE CONSULTANTS TO INCORPORATE THE APPROVED NINE (9) CONSENSUS AMENDMENTS INTO THE DRAFT CRA PLAN DATED FEBRUARY 22, 2014. THE MOTION PASSED UNANIMOUSLY 7-0.

PUBLIC COMMENTS

Carnell Oliver commented on placing funding back into the affordable housing fund. He asked the board to reach out to the small business owners' community regarding the downtown retail enhancement plan. Chairman Barakat stated that once the Retail Enhancement Plan has been approved by City Council the board will be working with other entities including DVI to reach out to those businesses downtown.

Dick Jackson stated that the One Spark Banner needs to have their name branded on it. Board Member Allegretti responded that that has been done through the sponsorship.

John Nooney asked for the DIA Board Members to please introduce new legislation by Council that will allow anyone to use the existing docks and new docks for public and commercial use in the new 3 miles of DIA riverfront zone from the Fuller Warren Bridge to Matthews Bridge.

Bruce Fouraker commented about the lighting in addition to the lighting on the public streets. Some type of requirement should be made for lighting levels and private lights. Privately own lots should meet certain lighting requirements. Closure of Monroe Street from Pearl to Main Street to traffic and making a pedestrian way is an excellent idea. He will be forwarding more comments to the DIA regarding the BID.

FOLLOW UP DISCUSSION ON NEXT STEPS

Tony Robbins addressed the DIA becoming the Master Developer of Downtown and DRI entitlements and the mobility Plan.

Chairman Barakat stated that the board should look further into this at a later date.

CEO Wallace commented that Board Member Saylor assisted him with this process. Board Member Saylor stated that the first steps are for the consultants to explore all of the options. He mentioned that there is a working group that has been meeting frequently and trying to resolve this issue. Mr. Killingsworth, Director of Community Development at Florida Department of Economic Opportunity would have to bless any changes that are proposed with the mobility plan.

Lara Diettrich stated that the next draft will have redlined comments and recommendations. She also pointed out there will be itemized projects that may be in one year or carry over to the following years in phases.

III. OLD BUSINESS

Board Member Bishop noted that the Board would like to review the budget documents at the next regular meeting. CEO Wallace stated that he will provide the information.

IV. NEW BUSINESS

None

V. PUBLIC COMMENTS

None

VI. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 7:18 p.m.

The next scheduled DIA Regular Board meeting is scheduled for Friday, March 21, 2014, at 9:00 a.m., in the Lynwood Roberts Room.

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.