



Downtown Investment Authority

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

Wednesday, October 16, 2013 – 5:00 p.m.

MEETING MINUTES

Board Members Present: Chairman O. Barakat, J. Bailey, M. Bishop, T. Allegretti, and K. Harper Williams

Board Members Not Present: P. Perez, R. Clements, and M. Saylor

Office of General Counsel: John Sawyer

Council Members Present: Council Member Lori Boyer, District 5; and Council Member Don Redman, District 4

Attendees: Aundra Wallace, DIA, Chief Executive Officer; Paul Crawford, OED Deputy Director; Karen Nasrallah, OED Staff; Alex Rudzinski, OED Staff; and Karen Underwood, Recording Secretary

I. CALL TO ORDER

Chairman Barakat called the meeting to order at approximately 5:10 p.m.

II. ACTION ITEMS/INFORMATION ITEMS

APPROVAL OF MINUTES:

Approval of the September 23, 2013 DIA regular meeting minutes were not approved due to lack of a quorum and will be approved at the next regular meeting in November.

PRESENTATION/DISCUSSION OF FINAL APPROVED OPERATING BUDGET

Aundra Wallace presented the Jacksonville Downtown Investment Authority Fiscal Year 2013/2014 proposed budget. He stated that City Council approved a \$1,427,504 budget and this will allow the DIA to operate as an independent agency. A handout was submitted to all board members.

Aundra Wallace noted that he met with Human Resources to develop job descriptions and he hopes to have them back by Friday for his review. Resumes will be received November 1st through November 22nd. The resumes will be screened and followed up with an interview panel during late November and the first week of December to fill the two positions by January 2014. One position is a Downtown Redevelopment Manager and a Downtown Real Estate Analyst.

HEMMING PLAZA UPDATE

Aundra Wallace provided an update for Hemming Plaza. A draft request for approval was submitted to the Board Members for edits/comments with regard to the proposal. Input was received from the Board Members, combined with his edits, and provided to Kelly Boree, Director of Parks and Recreation. Ms. Boree has taken the information received, provided it the Office of General Counsel, Procurement, and Risk Management. Risk Management has indicated that there will be some adjustments to the insurance requirement piece. He envisions that the RFP process would be completed in November.

Board Member Bishop inquired if it would be too late to submit input regarding the RFP. Mr. Wallace responded that if she could get it to him, he would submit it as soon as possible.

RIVERPLACE BOULEVARD PROJECT UPDATE

Aundra Wallace provided an update with Jim Robinson, Director of Public Works, in regards to the project. He stated that a meeting would be set up between Mr. Robinson, Mr. Balanky, Chase Properties, and himself. Once the calendars are coordinated, a meeting will be set up to discuss how to get this concept design done through Public Works to understand what the costs are going to be.

Councilmember Boyer commented that Denise Chaplick, the bicycle/pedestrian coordinator with the Planning Department, will begin working on Monday. She noted that the funding for Riverplace Boulevard is in the Public Works budget for bicycle lanes and the improvement was contemplated to provide pedestrian access.

USS ADAMS UPDATE

Aundra Wallace presented the update on the USS Adams Project. He stated the he met with Joe Snowberger, Vice President of the Jacksonville Historic Naval Ship Association, and Daniel Bean, executive partner of the Jacksonville office of Holland and Knight. They indicated that they would conduct all of the fund-raising for this project for approximately \$3.2 million. There are some environmental challenges with the project that board needs to understand. They are not asking for financial support from the board for the project. A recommendation will be addressed at the next regular board meeting.

RIVERWALK PROJECT PRESENTATION

Vanessa Harper, a strategist, and Diane Brunet-Garcia with the Jacksonville marketing firm Brunet-Garcia, presented The Riverwalk Project, a smartphone app to encourage activity on the downtown's Riverwalk. They are seeking \$300,000 in seed money from the City.

Chairman Barakat asked Vanessa Harper what the total budget would be to construct the app. Ms. Harper responded that to get the app constructed and the website up and running and to pay for signage along the Northbank portion it would be \$300,000.

Board Member Allegretti stated that Brunet-Garcia presented at the Experience Committee. Board Member Harper-Williams asked if there was an example of the app being successful with another Riverwalk in a different City. Vanessa Harper responded that is has, but not in the way that they are doing it.

Chairman Oliver Barakat asked for a breakdown of the \$300,000. Diane Brunet-Garcia responded that she will email it to him. Chairman Barakat told them to email it to Karen Underwood and she will distribute it to the board.

Board Member Bishop stated that on the Northbank the signage was developed years ago and the concept was to be treated as the main street but along the river, so that is something that the DIA should head. She suspected it would require an RFP. She also mentioned that many others have this idea and the board has to figure out what the method is to bring all of the groups together.

Councilwoman Lori Boyer concurred with Board Member Bishop's comment. Funding a kiosk or the signage, it may be done as a separate item to retain review rights so that the project would go through DDRB. Councilwoman Boyer encouraged them to bring in the City ITD and talk to them about what they did to develop several applications. Chairman Oliver Barakat agreed to discuss it with Aundra Wallace to see if it falls into the board redevelopment plan for Downtown.

Board Member Kay Harper-Williams provided an example and commented that some of the NBA basketball players from the New Orleans Pelicans were disappointed that they were staying downtown and could not figure out what to do and where to go other than to sit in their hotel room.

LETTER OF APPRECIATION

Chairman Oliver Barakat and the DIA Board recognized Paul Crawford for his efforts, his dedication to the Downtown Investment Authority (DIA), his commitment as liaison, and executive leadership in the past year.

PRESENTATION ON HOMELESSNESS AND VAGRANCY SOLUTIONS

Dane Baird gave a presented on homelessness and vagrancy issues and addressed the purpose to provide strategic direction on how to resolve the longstanding homeless/vagrancy issues.

Cindy Funkhouser, Sulzbacher Center CEO, informed the Board that there is a group called the Emergency Services and Homeless Coalition, (ESHC). There are 40 members of the coalition and they deal with homeless issues. Dawn Gilman, Executive Director, has been with the Emergency Services and Homeless Coalition of Northeast Florida since 2007. Ms. Funkhouser pointed out the newly developed policy at the Sulzbacher center. In order for someone to reside in their shelter,

they have to prove that they lived in Jacksonville for six months or longer. Over the last two years, JSO noted that more people have been dropped off at the Greyhound bus station. If homeless people are living in their car or on the street with children, they will be taken to the top of the list. There are 160 families on the Sulzbacker's waiting list. Sulzbacher follows their people for 18 months with case management to track recidivism.

Board Member Bishop requested a plan of action, strategic plan, and asked how the DIA Board can help solve homeless issues. Chairman Barakat stated that if the DIA determines there is an absence of leadership, they would step forward to take ownership. This has to be discussed as part of the planning process.

Councilman Don Redman addressed dealing with the homeless situation. He mentioned that until the board can control the homeless situation in Hemming Park and the library, the downtown area will never be revitalized. He pointed out that people will not go to the park and will stay away from the library because of the behavior of the people that are hanging out there. He noted that someone must take leadership and control to affect the behavior in the park downtown.

III. DOWNTOWN BRIEFING

Mr. Wallace provided an update from the October 3, 2013 DDRB meeting.

REDEVELOPMENT PLAN UPDATE

Board Member Melody Bishop stated that at the last redevelopment meeting there was great input from the public and encouraged more members to attend. Aundra Wallace stated that the next Redevelopment Plan workshop would be held on Wednesday, October 23, 2013.

- The Northbank Community Forum will be held on Monday, November 4, 2013, at the Hyatt at 6 p.m.
- The Southbank Community Forum will be held on Tuesday, November 5, 2013, at 6 p.m. at the Wyndam.
- The next Redevelopment Plan Workshop will be held on Wednesday, November 13, 2013, at 3 p.m., in the Lynwood Roberts Room.
- The last Redevelopment Plan Workshop of 2013 will be held on December 11, 2013 at 3 p.m., in the Lynwood Roberts Room.

The workshops are designed for board members to talk to one another. The community forums are to receive input from the community and stakeholders. More information will be provided regarding the redevelopment plan website at the next regular meeting.

Chairman Oliver Barakat noted that if any members could not make the meeting, this website will provide 24/7 access to provide thoughts and information regarding the DIA Community Redevelopment Plan.

VI. OLD BUSINESS

None

VII. NEW BUSINESS

None

IV. PUBLIC COMMENTS

The floor was open for public comments.

- Jennifer Hewett-Apperson, Downtown Vision Inc. (DVI), Director of District Services, stated that DVI would be happy to assist in getting the word out through their email list, social media and website about the CRA Plan Update. The Art Walk will be having their annual meeting on Wednesday, November 6, 2013, at MOCA on the same night as Art Walk. November marks the 10th anniversary of Art Walk.
- John Nooney commented that the Recreational Fishing Alliance (RFA) will be putting together a petition that would request a floating dock and kayak launch be built on the Northbank Riverwalk at the Berkman, next to the Shipyards, and will be a part of the new CRA that is being created.

Council Member Boyer commented to the board that in prior meetings Mr. Nooney has mentioned FIND Grants and encouraged this Board to become involved and asked for City Council participation. She received a phone call from Kelly Boree and they would like to meet next week to discuss next year's FIND Grants.

- Dick Jackson has the current Urban Planning literature available in the DIA Office.

VIII. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 7:40 p.m.

The next regularly scheduled DIA meeting is scheduled for Wednesday, November 20, 2013, at 5:00 p.m.

Please note that all attachments referenced above will be posted on the DIA Web site, www.jaxdowntowninvestment.org

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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) 255-7567 or by email at karenu@coj.net.