



Downtown Investment Authority
Special Meeting

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

Tuesday, April 8, 2014 – 3:00 p.m.

DIA Special Meeting
MEETING MINUTES - DRAFT

Board Members Present: Oliver Barakat, Chairman; Tony Allegretti; Melody Bishop; Craig Gibbs; Jack Meeks; and Michael Saylor

Board Members Absent: Robert Clements Jim Bailey, Vice Chairman; and Kay Harper Williams, Secretary.

Office of General Counsel: Susan Grandin and Lawsikia Hodges

Council Member: Lori Boyer

Attendees: Aundra Wallace, DIA Chief Executive Officer; Guy Parola, DIA Redevelopment Manager; Tom Daly, DIA Redevelopment Analyst; Alex Rudzinski, OED, Director of Development; Jim Klement, DDRB/OED; Jack Shad, Public Parking Officer; Lara Diettrich, Diettrich Planning; Tony Robbins, Senior Planner, Prosser Inc.; and Karen Underwood, Executive Assistant

I. CALL TO ORDER

Chairman Barakat called the special meeting to order at approximately 3:10 p.m. He reported that this special meeting was called for a continuation of the discussion from the April 1, 2014 meeting about Governance.

II. DISCUSSION TOPICS

Project List Approval – Aundra Wallace

CEO Aundra Wallace provided a handout of the DIA projects that started in July, 2013, April 1, 2014 Funding Amount and April 8, 2014 Funding Amounts.

He stated that depending of what the projects would need these projects may be proposed for the Historic Preservation Trust Fund.

Board Member Bishop inquired if the \$1.7M for Riverplace Boulevard possible for the TIF. Mr. Wallace replied yes. Board Member Bishop asked which of the projects have reoccurring expenses. Mr. Wallace responded that Art in Public Places.

Lara Diettrich pointed out the reoccurring expenses.

- Art In Public Places

- Retail Enhancement
- Cleaning

CEO Aundra Wallace stated that there is one project that is brought before the board think about taking action on and the other capital project is the Riverplace Boulevard that is out of the Southbank TIF.

The Board Members discussed services that were currently being provided to ensure that the DIA were not duplicating services provided by other agencies.

Mr. Wallace stated that the project list can be changed based upon the board's discussion.

Council Member Boyer commented that the \$4.1M was for capital projects, business incentives and not for operational programming type activities. The Retail Enhancement Program would qualify because it is a business incentive and it meets capital improvement. The signage would qualify because it is appropriated as capital dollars. To change it to operating funds may require legislative action. The Operational budget may need to be increased on an annual basis.

Lawsika Hodges stated that the last time she recalled reading the ordinance that allocated the funds to the development funds; she did not see the restriction. She noted that she would check into it.

Chairman Barakat reported that the board should table this item until it is known whether the Board is prohibited from appropriating money toward recurring expenses and regardless, there should be board policy on that..

Board Member Meeks commented that according his conversation with Terry Lorince, DVI they are doing cleaning over and above what the City has been doing. He has more confidence that the DVI would handle the cleaning than Public Works Department.

Chairman Barakat suggested more description on each line item. Secondly, there may be some reservations from Board members appropriating funding for the Downtown Economic Development Trust Fund towards programs that would require operational needs. The type of programs should be capital or one time in nature. There seems to be concerns regarding some of the items relating to duplication services for the services not being allocated in the right direction or the proper entity.

Chairman Barakat suggested for this to be taken up at the next meeting.

CEO Wallace referenced the list of projects and reported that there were a number of projects that are within the actual plan itself. He stated that there were a lot of projects in the plan that may not get funded at some time. The board could go through them when going through the BID and the CRA Plan, look at a list of projects, to bring them forward.

Lara Diettrich stated that in the BID there is a column where all of the page numbers will be placed for every line item for cross referencing.

CEO Wallace would like to have an agreement of the projects by April 30th.

Resolution for the Hemming Plaza Contract – Action Items (Public Comments prior to Vote)

CEO Wallace provided Resolution 2014-04-01 A resolution of the Downtown Investment Authority requesting the Jacksonville City Council to (1) Appropriate \$800,000 from the Downtown Economic Development Fund to provide funding for the contract for the operation and management of Hemming plaza between the City of Jacksonville and 13-Jax, Inc., D/B/A Friends of Hemming Park; and (2) authorize the Downtown Investment Authority Chief Executive Officer on behalf of the Downtown Investment Authority to execute said operation and management contract.

He reported that the Hemming Park concept may started with DIA prior to his arrival. An RFP was released and no responses came in. He also provided a Memorandum to the board and an attached budget for the FOHP becoming effective May 2014 or upon approval and execution of a contract.

The Board Members discussed the Resolution for the Hemming Plaza Contract.

Chairman Barakat opened the floor for public comments.

Mr. Oliver commented that the people in Hemming Plaza are minding their own business. He suggested to the board try to create a way to make them become productive

Mike Langton is opposed to DIA funding Hemming Plaza. He suggested for the board to carefully think this through. He commented about 20 percent of the DIA's assets, funding operations with the goal is not to fund operations.

Jennifer Hewett- Apperson commented that she was part of the group that put together this proposal and briefly responded to Mr. Langton's comments. Hemming Plaza has long been a black-eye on the City. When preparing the budget the assumption was that at some point this would be a self-sustaining park. There is intensive work that needs to be done at outset which why the operation budget for the first couple of years are expensive. She reported that it took 2 Downtown Ambassadors 2 to 3, 8 hour days to pressure wash the Hemming Plaza for the One Spark event.

A MOTION WAS MADE BY BOARD MEMBER GIBBS AND SECONDED BY BOARD MEMBER MEEKS TO APPROVE RESOLUTION 2014-04-01 A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY REQUESTING THE JACKSONVILLE CITY COUNCIL TO (1) APPROPRIATE \$800,000 FROM THE DOWNTOWN ECONOMIC DEVELOPMENT FUND TO PROVIDE FUNDING FOR THE CONTRACT FOR THE OPERATION AND MANAGEMENT OF HEMMING PLAZA BETWEEN THE CITY OF JACKSONVILLE AND 13-JAX, INC., D/B/A FRIENDS OF HEMMING PARK; AND (2) AUTHORIZE THE DOWNTOWN INVESTMENT AUTHORITY CHIEF EXECUTIVE OFFICER ON BEHALF OF THE DOWNTOWN INVESTMENT AUTHORITY TO EXECUTE SAID OPERATION AND MANAGEMENT CONTRACT. THE MOTION WAS APPROVED UNANIMOUSLY 6-0

DIA Governance

CEO Wallace reported that he is in the process of setting up a meeting with DVI and that that particular discussion will not be today.

Parks – A. Wallace

Mr. Wallace provided a handout of the Summary Outline of Ordinance changes affecting DIA Governance and Proposed changes to Chapter 28.103 Powers, functions and duties of Director.

The board discussed the proposed changes to Chapter 28.

Chairman Barakat noted the proposed changes to Chapter 28 be discussed with Kelly Boree to make an agreement of the language.

Parking – A. Wallace

CEO Wallace reported as of the last board meeting the board asked the DIA staff to come back and develop a threshold that are being developed and agreed to. He stated that he is currently in consultation with the Office of Economic Development, Public Parking Division regarding negotiating thresholds. He provided a handout of the DIA Parking Rates Approval language to the board referencing Sec. 122.202 (a) and (b). Parking rates at municipal parking lots.

Chairman Barakat stated that a few board members needed to leave early, so there will not be a quorum. He also received a text and will have to leave in 5 minutes. Chairman Barakat proposed a follow-up discussion at the next meeting.

The board briefly discussed the proposed changes to Section 122.202 Parking rates at municipal parking lots.

Chairman Barakat suggested the board to provide Mr. Wallace some direction on which language or recommendation language that the board prefers. Board Member Meeks noted that he did not think the board could have this approval language with Mr. Shad in a different department and not reporting DIA, nor at this point he is comfortable that the board is trying to move that department to the DIA. He reported a better approach to this is for the board to have a discussion review function that would work over a period of time.

Board Member Bishop stated that Jack Shad has provided information to the board since the DIA was created and she would support the DIA (Parking Rates Approval language).

Board Member Allegretti noted that he would like to hear from the OED regarding the Parking Department of their importance of keeping that department.

Paul Crawford reported that the administration at this time is not in favor of going down the former path of approval, however he believes if the board adds the language that says the comments of the DIA board shall be submitted along with the request for approval of parking rates to the City Council. The way it currently works now is the OED has to submit to the City Council the parking rates that are being approved through the OED department. The OED has to submit that to City

Council for 30 days, after those 30 days the rates are inactive. If the OED is required to accompany a memo from the DIA Board on their comments to those rates, that might get you a seat the table that is being requested.

Lara Diettrich stated that the Planning Commission render their recommendations and those travel to LUZ and City Council for a full recommendation consideration.

Ms. Hodges stated that currently the parking office is required by Ordinance to bring proposed rates to the DIA.

Jack Shad reported that he did know of their being an issue today regarding the DIA's recommendations.

Connie Benham commented regarding the operational and capital funding and suggested for the board to check with Council Member Boyer and the Council Auditors. She also commented about the streets and stated that most travelers problem still remain about turning our streets in to two way streets. She reported that legislation has come through City Council where the DIA was going to change the parking to diagonal. Chairman Barakat stated that he was unaware of that but it is a part of the redevelopment plan.

The DIA will meet on April 16th at 4:00 p.m. to discuss the remaining agenda items.

- *Special Events – A. Wallace*
- *Downtown Vision Inc. – A. Wallace*
Statutory authority versus DIA enabling ordinance – Office of General Counsel Review of CRA Plan and BID (Second Draft)

III. ADJOURNMENT

There being no further business, Chairman Barakat adjourned the meeting at approximately 4:48 p.m.

The next scheduled DIA Regular Board meeting is scheduled for Tuesday, April 16, 2014, at 4:00 p.m., in the Ed Ball Training 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.