



Downtown Investment Authority
Special Meeting

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

Thursday, April 30, 2014 – 9:00 a.m.

DIA Special Meeting
MEETING MINUTES - DRAFT

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

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

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; Kenneth Creveling, Urbanomics, Inc.; Anthony Mondae, Planvest, Inc; Michael Tabb, Red Rock Global, Inc.; Lara Diettrich, Diettrich Planning; Tony Robbins, Senior Planner, Prosser Inc.; and Karen Underwood, DIA Executive Assistant

I. CALL TO ORDER

Chairman Barakat called the special meeting to order at approximately 9:07 a.m.

II. ACTION ITEMS

APPROVAL OF MARCH 25, 2014 DIA SPECIAL MEETING MINUTES

A MOTION WAS MADE BY BOARD MEMBER SAYLOR AND SECONDED BY BOARD MEMBER MEEKS APPROVING THE MARCH 25, 2014 DIA SPECIAL MEETING MINUTES AS AMENDED. THE MOTION PASSED UNANIMOUSLY 7-0

APPROVAL OF THE APRIL 1, 2014 DIA REGULAR MEETING MINUTES

A correction was noted on page 2 of 4, fourth paragraph regarding the recommendations for the Parks department and the Parking division, also on page 3 of 4 first paragraphs regarding the votes. Chairman Barakat suggested deferring the approval of the April 1, 2014 Special meeting minutes at the next scheduled meeting in May, 2014.

APPOINTMENT OF THE CRA PLAN UPDATE/BID COMMITTEE MEMBERS

Chairman Barakat referenced the handout that was passed out to the board from the Business Investment Plan subcommittee. He stated that over a year ago the board worked with the consultants to develop the business investment strategy and the redevelopment plans. Staff informed

Chairman Barakat reported that there would be 8 to 10 more meetings to get the plans done. The board decided in the last meeting to bring this process back to a special committee. He also stated that staff proposed for there to be 2 subcommittees, one to review the Business Investment Strategy and one to review the Redevelopment plan.

Board Member Bishop asked Board Member Gibbs to serve as the BID Vice Chair, Board Member Saylor serve as Chairman of the CRA committee and Jack Meeks to serve as Chair of the BID.

Chairman Barakat noted that an email will be sent to the board regarding the subcommittees and asked the board if they had any concerns to express it with Mr. Wallace.

CEO Wallace stated that he would reach out to the board members to see what their schedules are like to have these meetings set up for May and June to get this task completed for adoption.

Lawsika Hodges stated that the board would have the one special committee and will need to figure out who the members are of the special committee and then the special committee can decide to have subcommittees of the committees. Correspondence will be sent out the board to be aware of who the members are that are participating the special committees that are being chaired by Board Member Bishop.

Chairman Barakat reported that he will discuss the special meetings with Mr. Wallace and have the consultants to be present to the meetings.

Chairman Barakat noted the \$13.4 Million that will go to the City resulting from a lawsuit regarding the shipyards development. Feedback is required from the board members to ask for all of it, or ask for the money that was removed from the downtown economic development trust fund last summer. This would provide staff the direction to draft a resolution in the next meeting.

The board discussed supported feedback regarding restoring the \$5M to \$13M for downtown success.

CEO Wallace stated that this conversation regarding the shipyards will be predicated upon the opinion of Office of General about how the \$13.4 M can be utilized. He reported that there has to be an acceptance of the \$13.4 M by the City Council.

Chairman Barakat commented that is another reason why the board should not go forward with a resolution today.

Board Member Saylor inquired if the funds would be swiped next week and commented that board to act faster than later. He stated for future discussions, he is in favor of the Riverwalk.

A MOTION WAS MADE BY BOARD MEMBER MEEKS AND SECONDED BY BOARD MEMBER BISHOP SUBJECT TO APPROVAL OF THE OFFICE OF GENERAL COUNSEL THEN REQUEST THAT THAT THE \$5M OF THE \$13.4M BE RESTORED TO THE DIA'S BUDGET TO BE SPENT IN ACCORDANCE WITH THE DIA'S SOON TO BE ADOPTED BID PLAN AND FURTHERMORE THAT THE BOARD WOULD REQUEST THAT THE REMAINING \$8.4M BE SPENT ON THE SHIPYARDS PROPERTY, IF ANY REMAINING FUNDS ARE LEFT OVER TO NOT BE SPENT ON THE SHIPYARDS PROPERTY THAT WILL ALSO COME UNDER THE DIA'S BUDGET SUBJECT TO THE FOLLOWING USAGE BEING ALLOWED ADVOCATE FOR THE FOLLOWING. THE MOTION PASSED UNANIMOUSLY 7-0.

Chairman Barakat opened the floor for public comments. He closed the floor for public comments.

GOALS AND OBJECTIVES

CEO Wallace provided a power point handout regarding the Community Redevelopment Draft for DIA Board approval.

Guy Parola reported to the board the six redevelopment goals that were originally five guiding principles.

III. INFORMATION DISCUSSION ITEMS

MARKET FEASIBILITY STUDY

CEO Wallace reported that the market feasibility study team will present the study to the board then board could clearly hear them and switch back to revisit the goals and objectives.

Mr. Wallace highly commended Diettrich Planning and Prosser Inc. and stated that the entire consultant team is doing a great job.

He introduced the following consultants below:

Urbanomics Inc. - Since 1984, the firm has offered public- and private-sector clients with an array of economic development planning studies, market studies, tax policy analyses, program evaluations, independent research, and economic and demographic forecasts. has processed of the housing analysis and participated in the Downtown Master Plan equally as well.

Red Rock Global - Since 2001, Red Rock Global, LLC ("RRG") has provided corporations, government agencies, institutions and other real estate owners a broad range of real estate services throughout the United States. The Company fills the void in the current real estate industry for a full-service commercial real estate company that is focused on urban communities with diverse constituencies, and broad, often difficult, real estate needs.

Planvest, Inc. provides economics, planning, market/financial analyses and development consulting services. The firm is a collaborative group of interdisciplinary professional land planners, architects,

environmental professionals, real estate economists and development professionals with considerable experience in serving both public and private clients including the federal government, cities, counties and some of the nation's largest developers, financial institutions and REITS.

Vice Chairman Bailey asked Kenneth Creveling what is different in Jacksonville than the other cities compared. Kenneth Creveling responded the committed leadership on the same page for public and private sector is essential. He found in looking at the other 8 cities and the characteristics of most successful cities that the DIA was headed in the right direction with this organization. Private sector steering the group is what has made these other cities successful.

Board Member Meeks inquired about in comparison to other cities, and asked do any of the other cities have a concentration of homeless or transits service facilities in their downtown as Jacksonville does.

Kenneth Creveling stated to a greater or lesser degree they have been able to overcome that situation.

Michael Tabb commented that in Atlanta and Miami the homelessness is still a problem and that neither of those places transported people to other parts of the city. In the case of Atlanta, they have tried to build new facilities and spread them out to avoid concentration in one space. As long as there are non-for-profits and religious organizations whose mission is to assist the low income and homeless will have to be managed.

Mr. Wallace referenced when he visited Charlotte, North Carolina they recognized homelessness and they built it into the fabric of their design of their city and came with supported services. The homelessness is not stopping the DIA from getting to where we need to be today downtown. He proposed to the board to produce writing incentives to induce other particular development. Feasibility determines based upon the willingness to incentivize a project aspect.

Chairman Barakat commented as the board get into the Landing to ensure that given the fact that we would be subsidizing active retail and that there would be an active public space for the activities at night to ensure that is not a major deterrence for the residential community.

Chairman Barakat opened the floor for public comments.

Jeanne Miller, Executive Director of the Jacksonville Civic Council provided a statement from the Jacksonville Civic Council regarding DIA CRA, BID and Market Feasibility Plan.

Good morning, my name is Jeanne Miller, Executive Director for the Jacksonville Civic Council. The Jacksonville Civic Council was formed in 2010 by a group of CEO's of North East Florida's largest employers and most prominent civic leaders in an effort to advocate meaningful public policy change to promote a fiscally responsible, economically vibrant, thriving community with opportunity for all citizens.

I have had an opportunity to work with many of you professionally over the last 20 years in various capacities.

Since 2010, the Jacksonville Civic Council has made downtown development one of its top priorities for Jacksonville in the belief that every great city in the world has a great downtown. Jacksonville and North East Florida must not be an exception. In 2011, under leadership of Preston Haskell, the Jacksonville Civic Council published a report with specific recommendations for redevelopment of our downtown. Chief among the recommendations was the formation of an independent, central, one-stop shop for all aspects of downtown development. In 2011-2012, the Downtown Investment Authority was established by ordinance and a Board was appointed. In 2013, CEO Aundra Wallace was hired.

The first steps to **true** independence for the Downtown Investment Authority are the plans before you today. Since 2012, under the leadership of former DDA Chairman Bob Rhodes, the Jacksonville Civic Council has continued its work in support of the Downtown Investment Authority by providing expertise and feedback to Downtown Investment Authority staff and consultants.

We commend the efforts of the Downtown Investment Authority Board, Mr. Wallace, Prosser Hallock, Dietrich Planning, Urbanomics, Red Rock Global, Infinity Global Solutions and others.

Over the last nine months, under Chairman Bob Rhodes leadership, the Jacksonville Civic Council Downtown Task Force has spent no less than 100 combined professional hours working with Downtown Investment Authority staff and consultants to provide meaningful feedback on the plans that will attract private capital investments.

The Jacksonville Civic Council Downtown Task Force is made up of real estate developers with local, national and international development and redevelopment experience in the commercial, retail and residential sectors. The Civic Council Downtown Task Force also includes bankers, investors, constructors, builders, architects and prominent real estate and land use attorneys. In short we have an “A” team of real estate and urban development experts who have spent countless hours working to support a fully independent Downtown Investment Authority. Many of our recommendations today echo our earlier recommendations from 2011.

The following recommendations are offered as friendly suggestions to all of the hard work that has already taken place.

As an overall statement, the Civic Council believes it is the responsibility of this Board – The DIA- to take the leadership role needed in downtown...

- **DIA Mission/Authority with Independent financing**
 - The DIA must be the first and only stop for developers looking to invest and develop in downtown Jacksonville. This means all the functions related to downtown development must fall within the authority of this Board and its CEO. These functions include DRI rights (“entitlements”), parking, DDRB and marketing for downtown. In addition, the DIA must have an independent funding source.

- **Overall Plans**
 - Simplify and punch up all plans. Keep meat in plans, the gristle in the appendices
 - One executive summary to offer to developers and investors
 - CRA plan, move the minutes to appendices
- **BID and Market Feasibility Plans**
 - Go long and strong on housing incentives, especially market rate. Strong support for incentives that encourage and underwrite home/condo ownership
 - Clarify funding needs and sources and integrate clearly with program. Independent and dedicated sources of funding
 - Clarify DIA is responsible for all marketing. DVI is a team player but must be under the direction of this body and its efforts must directly support these plans
 - Confirm priority for the Jacksonville Landing, but will be a unique deal. A project that will encourage and complement development in the urban core
- **Process**
 - Ongoing work to reconcile and streamline plans and regulations. They are not currently consistent- causes confusion
 - A standardized redevelopment agreement with flexibility for developers on key items

In closing, the Jacksonville Civic Council Downtown Task Force encourages the Downtown Investment Authority to act now and set out a bold plan. There has never been more momentum and enthusiasm for downtown. This is not just Jacksonville's downtown; it is the **region's downtown**.

We cannot over emphasize the importance of these plans and the need for immediate implementation.

LEADERSHIP The key is **STARTING:**

- **STICK TO THE PLAN**
- **GOAL IS TO ATTRACT PRIVATE CAPITAL**
- **GO BOLD**
- **START NOW**

Chairman Barakat stated that was very helpful to clarify some of the things the board has been wrestling with. He noted that the DIA appreciates the JCC in helping the numerous efforts.

Chairman Barakat suggested tabling the other agenda items until the next regular meeting in May to wrap up the meeting.

IV. OLD BUSINESS
None

V. NEW BUSINESS
None

VI. PUBLIC COMMENTS

Dick Jackson commented that he attended a book signing last week. He recommended to the board to read the latest book called *Dead End* by Benjamin Ross. ***Dead End : Suburban Sprawl and the Rebirth of American Urbanism***. He stated the demand to get people to live downtown would be public transit.

John Nooney commented about the public trust fund continuing to be destroyed when it comes to economic opportunity on the river downtown in the new CRA/CRA Zone. He urged the DIA to go big and market downtown.

There being no further business, Chairman Barakat adjourned the meeting at approximately 11:55 a.m.

The next scheduled DIA Regular Board meeting is scheduled for Wednesday, May 21, 2014, at 5:00 p.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.