

# Downtown Investment Authority

## AGENDA

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

August 21, 2013 – 5:00 PM

### MEMBERS:

Oliver Barakat, Chairman

James Bailey, Vice-Chairman

Kay Harper Williams, Secretary

Antonio “Tony” Allegretti, Board Member

Melody S. Bishop, Board Member

Paul Perez, Board Member

Robert Clements, Board Member

Michael Saylor, Board Member

Donald Harris, Board Member

<b>I.</b>	<b>CALL TO ORDER – Chairman Barakat</b>
	Pledge of Allegiance
	Welcome Aundra Wallace, DIA CEO
<b>II.</b>	<b>ACTION/INFORMATION ITEMS - Chairman Barakat</b>
5:05 pm	Approval of the July 24, 2013 DIA Meeting Minutes ✓
5:10 pm	Project Appointments - USS Charles Adams, Laura Trio, Haydon Burns Library
5:15 pm	Public Investment Policy for Downtown
5:20 pm	DIA Benchmarks
5:25pm	Budget ✓
6:00 pm	TID Update
6:15 pm	Discussion – Proposed Resolution Regarding \$9 Million ✓
6:30 pm	CRA Plan Update (Board Member Bishop)
6:35 pm	City Council Liaison – Chair Barakat and Board Member Bishop
6:40 pm	Hemming Plaza Update
	(✓ Requires DIA Action and/or Approval)
<b>III.</b>	<b>DOWNTOWN BRIEFING– Eric Lindstrom</b>
6:45 pm	DDRB Update and Next Meeting Date (Thursday, September 5, 2013 at 2:00 pm)
<b>IV.</b>	<b>PUBLIC COMMENTS – Chairman Barakat</b>
<b>V.</b>	<b>ADJOURNMENT – Chairman Barakat</b>
6:50 pm	Next Scheduled Meeting: Wednesday, September 18, 2013 at 5:00 pm – City Hall, Don Davis Room

### Staff Distribution:

Aundra Wallace, DIA Chief Executive Officer

Ted Carter, Executive Director OED

Paul Crawford, Deputy Director OED

Eric Lindstrom, OED/DIA Staff

Jason Gabriel, Office of General Counsel

DIA Council Liaison, Lori N. Boyer, Council  
Member District 5

Jack Shad, Public Parking Officer

Michelle Stephens, Recording Secretary

David DeCamp, Public Information Officer



**Downtown Investment Authority**

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

*Wednesday, July 24, 2013 – 5:00 p.m.*

**MEETING MINUTES**

**Board Members Present:** Chairman Barakat, D. Harris, J. Bailey, M. Bishop, M. Saylor, K. Harper Williams, and P. Perez

**Board Members Not Present:** R. Clements

Board member Allegretti made every attempt to conference into the meeting, but due to unforeseen circumstances the call in number or telephone did not work, which in turn prevented him from being able to participate by phone.

**Office of General Counsel:** Jason Gabriel

**Council Members Present:** Council Member Lori Boyer, District 5

**Attendees:** Ted Carter, Executive Director; Paul Crawford, Deputy Director; Eric Lindstrom, OED Staff and Michelle Stephens, Recording Secretary

**I. CALL TO ORDER**

Chairman Barakat called the meeting to order at approximately 5:00 p.m.

**II. ACTION ITEMS/INFORMATION ITEMS**

**APPROVAL OF THE JUNE 19, 2013 DIA MEETING MINUTES**

A MOTION WAS MADE BY BOARD MEMBER HARRIS AND SECONDED BY BOARD MEMBER SAYLOR APPROVING THE JUNE 19, 2013 DIA MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 7-0-0.

**APPROVAL OF THE JUNE 26, 2013 DIA SPECIAL MEETING MINUTES**

Referencing page one, fourth paragraph under Action/Discussion Items Board Member Bishop asked if the evaluation instrument that Ms. Jarrett offered to forward to the DIA was forwarded. Mr. Crawford replied that he did not think it was distributed.

While on record via the audio recording of the meeting, Board Member Bishop requested that the comment made by Mary Jarrett, OGC relative to bonuses be added to the written minutes of the June 26, 2013 DIA Special Meeting Minutes. **“There is a state law that requires if you want to give any kind of bonus it has to be a performance bonus and it has to be based upon what you told them at the beginning of the period they had to accomplish in order to get the bonus.”**

It was noted that Board Member Perez was present at the June 26, 2013 DIA Special meeting and that the minutes will be revised to reflect that he was present and that the action items/motions from the meeting would reflect a vote of 6-0-0 versus 5-0-0.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER HARRIS APPROVING THE JUNE 26, 2013 DIA SPECIAL MEETING MINUTES, AS AMENDED. THE MOTION PASSED UNANIMOUSLY 7-0-0.

**HEMMING PLAZA RFP UPDATE (Paul Crawford)**

Mr. Crawford provided an update on the status of the Hemming Plaza RFP to include the status, process, timeline, etc. A "Tasks, Deadline and Responsible Party" document dated July 17, 2013 was provided (included as part of the official record).

Board member Bailey asked when the RFP responses were due. Mr. Crawford responded August 16<sup>th</sup>. Board Member Bailey commented that the Web site references August 7<sup>th</sup> and that as of today, Attachment C is a blank page suggesting that it is necessary for a respondent to know what is already on the books prior to committing. Mr. Crawford responded that the issue was brought to their attention adding that as issues arise once an RFP is issued there is a process through Procurement to respond to questions and, if necessary an addendum can and/or is made.

Board member Bailey asked that when an item that the DIA or a member of the DIA is working on they be notified and not wait to be informed at the next monthly DIA meeting.

On behalf of the DIA, Chairman Barakat commended, recognized and presented Board Member Harris a Resolution for his tenure as first Chair of the DIA from October 2012 to June 2013.

**APPROVAL OF THE MEETING MINUTES CHAIR BARAKAT HAD WITH BOARD MEMBERS WEEK OF JULY 15, 2013**

A MOTION WAS MADE BY BOARD MEMBER HARRIS AND SECONDED BY BOARD MEMBER HARPER WILLIAMS APPROVING THE MEETING MINUTES AS A SUMMARY OF THE MEETINGS CHAIR BARAKAT HAD WITH BOARD MEMBERS THE WEEK OF JULY 15, 2013. THE MOTION PASSED UNANIMOUSLY 7-0-0.

Reference was made that the minutes were not sent out in advance of the meeting. The first paragraph of the minutes were referenced that state, "The purpose the meetings were for Chair Barakat to review four goals that he would like the DIA to focus on over the next year, and to receive input and feedback from board members." It was noted that the minutes do not include input and feedback from Board members. Chair Barakat asked Ms. Stephens to include relevant feedback from Board members in the minutes and submit to each Board member for their review and return any revisions they may have back to Ms. Stephens.

**REQUEST FOR RESOLUTION FOR 33 WEST DUVAL STREET GARAGE – Jack Shad**

Mr. Shad reviewed the resolution before the DIA asking that the City advertise the availability of retail space at the library garage (Resolution attached).

Referencing the selection criteria in the last “Whereas” on the first page of the resolution, Board member Bishop asked if there was a need or interest to include criteria for a specific type of renter/use for the space such as something to liven downtown or retail in terms of clothing versus pawn shop, etc.

Mr. Shad responded that the city can and has included additional criteria on these types of RFPs. Mr. Crawford added that they will review and evaluate the responses and will then come up with recommendations that will ultimately come to the DIA.

Board member Bailey asked that the DIA be provided action items (resolutions, etc.) in advance of the meeting to avoid being asked to make decisions without enough time to review what they are being asked to approve or agree with.

Chairman Barakat responded that he has had conversations with staff and OGC. He referenced that the Downtown Development Review Board agenda is sent out the Friday prior to their Thursday meeting which allows the weekend to study the package and be better prepared to address any issues. He suggested that the DIA adopt and follow the same policy.

A MOTION WAS MADE BY BOARD MEMBER KAY HARPER WILLIAMS AND SECONDED BY BOARD MEMBER SAYLOR APPROVING A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING THAT THE ADMINISTRATION SEEK EVALUATION OF THE LEASING POTENTIAL FOR THE CITY OF JACKSONVILLE OWNED GARAGE’S UNIMPROVED GROUND FLOOR RETAIL SPACE, LOCATED AT 33 WEST DUVAL STREET, THROUGH AN INVITATION TO LEASE. THE MOTION PASSED UNANIMOUSLY 7-0-0.

**PARKING RATE ADJUSTMENT – Jack Shad**

Mr. Shad reviewed the resolution before the DIA authorizing staff to issue a credit for parking fees charged to a tenant (Resolution attached).

Chair Barakat recused himself from voting because he was involved in the lease that triggered the parking arrangements.

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER KAY HARPER WILLIAMS APPROVING A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY PER MUNICIPAL CODE SECTION 122.202 AUTHORIZING A CREDIT FOR PARKING FEES CHARGED TO A GARAGE TENANT TO REFUND A DISCREPANCY IN RATES QUOTED. THE MOTION PASSED 6-0-1 (CHAIR BARAKAT REQUESTED HIMSELF FROM VOTING).

Board member Bailey requested an update on the Water Street garage as it relates to the \$3.5 million the City committed to in bringing Water Street garage up to standards that are acceptable to a tenant the size of EverBank.

Mr. Shad responded that to date they have spent about 1.25 million maybe a little more in improvements. The lighting has been completely replaced, the drainage system has been repaired, the metal stair systems have been rebuilt, the stair towers have been repainted inside and out, the elevator cabs have been refreshed and new lighting, and there have been numerous landscape improvements. The replacement of card readers is underway, and the installation of automated payment machines, and for FY13 were allocated \$1 million from the CIP and have just received conceptual plans from the architect on some major improvements to the exterior of the building to improve the position of the marketability of the garage.

Board member Harris asked for an update on signage (need for more and/or improvement of) at the next meeting.

#### **LAVILLA/SAX SEAFOOD RFP (Ted Carter)**

Mr. Carter provided an update on the LaVilla RFP.

- Two responses were received and have been evaluated - The Gorman Company and Sleiman Enterprise.
- By the end of August a selection should be made.
- Will go through CSPEC for the formal approval and then will come back and lay out the development plans, criteria for selection and the basis for the selection.
- Will return with a more comprehensive report once the selection process is complete.

#### **USS CHARLES ADAMS**

Chair Barakat introduced Joe Snowberger, Vice President Jacksonville Historic Naval Ship Association (JHNSA) who introduced Daniel Bean, President JHNSA who was present to make a presentation on an idea (USS Charles Adams) that has been floating in the community for several years adding that there is also an ordinance before City Council regarding the project.

Mr. Snowberger and Mr. Bean provided an overview of the project, which is to bring the USS Charles F. Adams (DDG-2) to downtown Jacksonville as a floating museum, at the former Jacksonville Shipyard site on Jacksonville's Northbank.

#### **LAURA STREET FACADE GRANT PROGRAM – Terry Lorince**

Chairman Barakat introduced Ms. Terry Lorince, Executive Director of Downtown Vision, Inc. He commented that as the DIA starts to talk about the incentive policy he thought it would be interesting to know the results of DVI's façade grant program and what some of the challenges and wins were.

Ms. Lorince provided an overview of the Laura Street Façade Grant Program (Power Point presentation attached).

### **CRA PLAN UPDATE**

Board Member Bishop, Chair of the Redevelopment Plan Committee advised that the committee met prior to today's meeting. She noted that the consultants were ready to proceed, but the contract (Exhibit A) that spells out the requirements of the project have not been approved by PSEC. She briefly reviewed the exhibit and asked the DIA to consider taking a vote supporting the consultant moving forward. She noted that the contract requires the Mayor's signature adding that the Administration should know that it has the support of the DIA.

Board member Bishop noted that the project is written in two phases. Last year \$120,000 was allocated for the project noting that for the consultant to do the entire scope it is going to take \$220,000. She emphasized the importance of the market analysis noting that it needs to be done simultaneously with the Redevelopment Plan. She commented that dialogue is needed on where the money should come from. Reference the fee schedule in Exhibit A (attached).

A MOTION WAS MADE BY BOARD MEMBER KAY HARPER WILLIAMS AND SECONDED BY BOARD MEMBER HARRIS APPROVING THE SCOPE OF SERVICES (EXHIBIT A) AS APPROVED BY PSEC FOR UPDATING THE NORTHBANK AND SOUTHBANK COMMUNITY REDEVELOPMENT AREA PLANS AND THE CREATION OF ASSOCIATED BUSINESS INVESTMENT PLAN. THE MOTION PASSED UNANIMOUSLY 7-0-0

### **DIA GOALS FOR 2013/2014**

Chair Barakat commented that the Redevelopment Plan process will touch on a lot of the goals discussed by the DIA; however, due to the comprehensive scope involved with the Redevelopment Plan suggested that it would be beneficial for the Board to be proactive agree on some goals prior to the Redevelopment Plan being finalized. He reviewed the four goals below that were also discussed with each Board member individually (with the exception of Board member Clements).

1. Develop benchmarks for the DIA
2. Comprehensive thorough review of the current Public Investment Policy (PIP)
3. Develop a plan for the City's lazy assets
4. Improve connectivity between downtown and nearby surrounding neighborhoods

### **DIA BUDGET**

Mr. Crawford reviewed and distributed a summary of the proposed DIA Budget for FY 2013/2014.

The following were relative comments from the Board:

- Suggested in order for Mr. Wallace to be able to wrap his hands around what things are actually costing the budget needs to reflect the time OED staff is spending on the DIA, and other related expenses (paper, water, etc.)
- Prepare to lobby City Council for extra money as an example for the \$220,000 needed for the Redevelopment Plan.
- Asked if the Mayor's budget includes some anticipated sweeping of the Southbank TIF funds. Mr. Crawford responded that he has been told by Glenn Hansen and Ronnie Belton that those TIF funds are intact. Mr. Gabriel added that when going through the CRA process there is specific language in Chapter 111 as to the sweeping issue noting that they worked closely with Council Member Boyer on it.
- Clarification was requested in general on the spending of the Southbank TIF (how, when, under what conditions, etc.) Mr. Crawford responded that he will ask Ronnie Belton the question, "Can we spend the encumbered money in the fund prior to September 30, 2013" and advise the DIA.
- Questioned how effective the new DIA CEO can be based on the proposed budget.

Chair Barakat responded that he plans to talk to City Council about providing more than the \$267,000. Based on last night's decisions regarding the mileage rate there may be opportunity to have enhanced revenue for the city therefore maybe an opportunity to have enhanced revenue for the DIA. Obviously that is not an easy discussion to have in the current environment but the message should be that we have a new CEO, a new Board and the community has spoken loud and clear that downtown is a priority and present the budget we need and the DIA CEO endorses to be as effective as possible. He commented that he is not sure what the exact dollar amount should be adding that he will be looking for guidance from OED, Mr. Wallace, and Board members to convey the message to City Council. He noted that Mr. Wallace has been informed by Mr. Crawford so there are no surprises on his behalf adding that he also would like more than what has been presented (\$267,619). If the \$267,619 is what is adopted, the DIA will be in the status quo, which is leveraging OED staff asking them to split time between the rest of the county and downtown which is not what was envisioned when the ordinance that formed the DIA was developed. Chair Barakat asked the Board to advise staff if they have specific line items that they think should be in the proposed budget, which may be worth sacrificing for the year, etc.

- Asked what next. Mr. Carter responded that staff will get clarification on the process and respond back to the Board.
- It was noted that Mr. Wallace will be on board Mon., August 19<sup>th</sup> and engaged.

## **DOWNTOWN PROJECTS**

Mr. Crawford reviewed and distributed a project narrative (attached) for Authorization for the OED to Negotiate and Engage on Various Downtown projects.

The following were relative comments from the Board:

- Asked if the criteria outlined in the documents for evaluation of proposed projects was ranked in the order listed. Concerned for the Board to vote on something that is going to tie the new DIA CEO to the document. Commented that the document is really the OED moving forward on behalf of the DIA noting that in less than a month the DIA CEO will be on board. Concerned about taking an official vote by something that did not happen anytime over the past year and we are now saying this is what our procedure is.

Mr. Crawford responded that the criteria were not listed in any order of priority. The recommended actions references that OED staff will work collaboratively with the DIA CEO upon his arrival adding that over the last several days he has reviewed the document with Mr. Wallace who has a copy and is in support of the document anticipating that we need a plan to move forward with the expenditure of the \$9 million allocated to the und or it is in jeopardy of being swept as outlined by several new paper articles where Council Members have said they are looking at that to help fill the budget hole.

- Several Board members agreed that the proposed document was a good faith start and effort to present and try and keep the \$9 million allocated to the Downtown Economic Development Trust Fund.
- Asked what we tell the folks that have other projects in the works right now referring to the action of the DIA by resolution in support of the Bostwick building project.

Mr. Carter responded that staff made a judgment based on the initial evaluation of the project, discussions with some of the developers, and staff resources which were prudent to advance. The projects can change tomorrow, but at this point in time these were the projects (the Trio and LaVilla) that require the most detailed engagement the others still need to be advanced and evaluated.

- There was discussion revolving around the question of the independent authority of the DIA, lack of DIA staff/OED staff supporting the DIA, questioned Council approving the proposal due to the perception that it looks like the OED is asking for the \$9 million and not the DIA.
- Questioned why action was needed prior to the arrival of the new DIA CEO.

Chair Barakat commented that the document will send a message to the community and to City Council that the DIA is not just sitting around and that there are projects in the works that are contingent on the \$9 million. It sends a very disturbing message to the community to say now you have it and now you don't and the next time. If we are to lobby successfully for future monies the development community is going to question if the City and/or City Council are sincere about keeping this fund.

It was suggested that the Board table a vote on the item until after public comments because there may be others in the audience who want to weigh in on the discussion. The item was tabled.

The floor was open for public comments.

- Terry Moore: Present representing Mr. Jacques Klempf who has the Bostwick Building under contract. Mr. Moore reviewed the status and history of the Bostwick Building/project. He introduced Mr. Jacques Klempf who will tell the Board what he wants to do for the Bostwick Building and why his name as well as many others should be included in the projects listed on the subject document.
- Jacques Klempf: Provided an overview of the status and timeline of his project. Would love to be part of the solution for downtown and thinks they can be. If there is money available to help with the project (some structural needs) that would be very helpful.
- Connie Benham: RFI on the riverfront - was not aware of and has asked for information related to the responses and has not received. Referencing the downtown projects document suggested that Mr. Crawford is giving the Board their priorities to decide, suggested that the Board is being forced into making decisions without information in front of them. Thinks that the DIA is not being guided but rather directed.
- John Rooney: Referenced a newspaper article "River Ruckus", FIND grant application process, Shipyards, DIA needs to weigh in on the Jim Love, Kevin Kuzel, 26' Berkman Floating Dock compromise misrepresented to Jacksonville Waterways Commission.
- Michael Langton: OED staff open and accessible. Endorses the idea of retail enhancement, suggested creating a fund to stimulate ground floor retail, encouraged the DIA to consider.

The Board discussed the following revisions to the DIA Downtown Projects Narrative:

- First page - remove the first three paragraphs.
- Page three, Proposed Projects, First Paragraph fifth sentence change wording from "five specific proposals" to "certain proposals."
- Page three, Proposed Projects, First Paragraph last sentence reword - The currently known projects include, but are not limited to."
- Add the Bostwick Building to the list of proposed projects.
- Page three related to the Downtown Beautification bullet – Add "Staff will proactively continue to discuss this in the context of Mr. Langton's presentation (retail enhancement), and to continue discussions with DVI on specifics related to downtown beautification, infrastructure and retail enhancement.

A MOTION WAS MADE BY BOARD MEMBER SAYLOR AND SECONDED BY BOARD MEMBER BISHOP SUPPORTING THE PROJECT NARATIVE AUTHORIZING THE OED TO NEGOTIATE AND ENGAGE ON VARIOUS DOWNTOWN PROJECTS, AS AMENDED. THE MOTION PASSED 6-1-0 (BOARD MEMBER BAILEY VOTED IN OPPOSITION OF THE MOTION).

### **III. LEGISLATIVE UPDATE**

Mr. Crawford provided an update on the following legislation:

- ORD 2013-408, USS Charles F. Adams

- ORD 2013-297, Temp Moratorium on Demolitions Permits within Brooklyn Neighborhood Area
- ORD 2012-657, Bostwick Building - Deferred
- ORD 2012-732, Hemming Plaza Removal of Tables and Chairs – Deferred
- ORD 2013-0226, ORD-MC Repealing Part 2 (Entertainment Dist.) – Deferred

#### **IV. DOWNTOWN BRIEFING**

Mr. Lindstrom provided an update from the July 11, 2013 DDRB meeting

#### **V. COMMITTEE UPDATES**

Board Member Allegretti provided a brief overview of the Downtown Experience Committee meeting held on June 7, 2013.

#### **VI. PUBLIC COMMENTS**

Public comments were taken earlier on the agenda.

#### **VII. NEW BUSINESS**

Board Member Bailey referencing a recent shooting in an area near downtown and to avoid negative publicity as it relates to downtown suggested that staff notify the media and provide them with a letter and/or depiction of the downtown boundaries to avoid media referencing incidents as being located downtown that in fact are not within the boundaries of the DIA and/or downtown.

#### **VIII. ADJOURNMENT**

There being no further business, Chair Barakat adjourned the meeting at approximately 8:47 p.m.

The next regularly scheduled DIA meeting is scheduled for Wednesday, August 21, 2013, at 2:00 p.m.

Please note that all attachments referenced will be posted on the DIA Web site [www.coj.net/departments/office-of-economic-development/downtown-investment-authority-\(dia\)](http://www.coj.net/departments/office-of-economic-development/downtown-investment-authority-(dia))

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 Michelle Stephens, Office of Economic Development, at (904) 630-1979 or by email at [msteph@coj.net](mailto:msteph@coj.net).

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (DIA) RECOMMENDING THAT THE CITY COUNCIL OF THE CITY OF JACKSONVILLE ENSURE THE DESIGNATION OF THE \$9 MILLION ALLOCATED TO THE DOWNTOWN ECONOMIC DEVELOPMENT TRUST FUND BY ORDINANCE 2013-89-E REMAIN IN THE DOWNTOWN ECONOMIC DEVELOPMENT TRUST FUND FOR DOWNTOWN DEVELOPMENT AND NOT BE REALLOCATED INTO A DESIGNATED SPECIAL COUNCIL CONTINGENCY ACCOUNT; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Downtown Investment Authority's enabling legislation was adopted by City Council on August 15, 2012 by Ordinance 2012-364-E; and

**WHEREAS**, the DIA Board membership was appointed by the Mayor and City Council and confirmed by the Council initially in October 2012 (10 months ago); and

**WHEREAS**, the DIA Board has had ten regularly scheduled meetings plus numerous special meetings to discuss and move a variety of issues; and

**WHEREAS**, the DIA has completed the search of the first CEO of the organization and selected Mr. Aundra Wallace, who began his employment on August 19, 2013; and

**WHEREAS**, \$9 million in bond savings was pledged to the Downtown Economic Development Trust Fund five months ago on March 12, 2013 through Ordinance 2013-89-E; and

**WHEREAS**, the announcement of the \$9 million allocated to the Downtown Economic Development Trust Fund signaled to the development and business community that the Administration and the City Council were fully supportive of providing financial resources for the redevelopment and revitalization of downtown; and

**WHEREAS**, the announcement of the \$9 million allocated to the Downtown Economic Development Trust Fund served as a stimulus for ideas and potential future development; and

**WHEREAS**, the DIA has identified six projects with positive momentum, which may require funds from the Downtown Economic Development Trust Fund to ensure their success; and

**WHEREAS**, the reallocation of the \$9 million allocated to the Downtown Economic Development Trust Fund to other uses jeopardizes the forward progression and success of all of the six identified projects as well as other potential projects not yet identified; now therefore,

BE IT RESOLVED, by the Downtown Investment Authority:

**Section 1.** The DIA respectfully submits and recommends to the City Council of the City of Jacksonville that it ensure the designation of the \$9 million (previously approved pursuant to Ordinance 2013-89-E) remains allocated for downtown development and revitalization, and that the same not be reallocated to the Special Council Contingency.

**Section 2.** This resolution shall become effective upon its approval by the DIA this 21<sup>st</sup> day of August, 2013.

WITNESS:

Downtown Investment Authority

\_\_\_\_\_

\_\_\_\_\_

Oliver Barakat, Chairman

VOTE:

In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_

Jacksonville Downtown Investment Authority FY 2013/2014 Proposed Budget  
8/21/2013

Budget Categories	Budget
Salaries & Benefits	\$531,874
Professional Services	\$440,000
Travel Expense	\$14,100
Internal Service Charges	\$375,201
Marketing & Promotions	\$100,350
Engineering Svcs - In House	\$27,500
Event Contributions/Sponsorship	\$35,000
Misc	\$3,400
Office/Operating Supplies	\$9,000
Conference/Dues/Subscriptions	\$16,617
Office Equipment/Improvements	\$5,002
<hr/> <hr/>	
Total Budget Submitted	\$1,558,044

**Line Item Eligible Expenses**  
**DIA 08/21/2013**

Salaries & Benefits:

- Staff of 5 individuals

Professional Services:

- Outside Engineering
- Downtown CRA Redevelopment Plan
- DRI Studies
- Downtown Permitting
- Surveys/Appraisals
- Groundwater Monitoring / Environmental
- Laura Street Kiosk Replacement
- Real Estate Listing Database

Travel Expense:

- Conference attendance and registration

Internal Service Charges:

- GIS Mapping
- ITD and Network systems
- OGC Legal
- Fleet Vehicle
- Banking Fund Interest
- Wireless Communications

Marketing & Promotions:

- Website Development
- Event Promotions
- Legal Notices
- Annual Report Creation

Engineering Services In-House:

- Services via Public Works

Event Contributions/Sponsorship:

- Eat Up Downtown – Sponsorship
- Hemming Plaza
- Permit Application Fees
- Movies in the Park - Sponsorship

Miscellaneous:

- Water Service
- Various Award Entry Fees

Office/Operating Supplies:

- Paper, Pens, etc.

Conference/Dues/Subscriptions:

- ULI, NAIOP, APA, ISCS, IDA conferences
- Membership dues (i.e., JEDC Corporate Membership)
- Periodical subscriptions

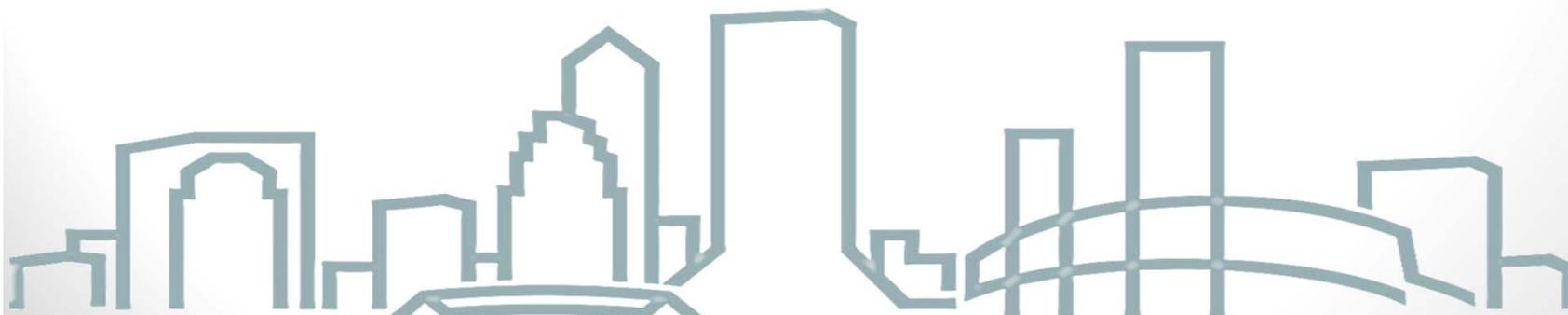
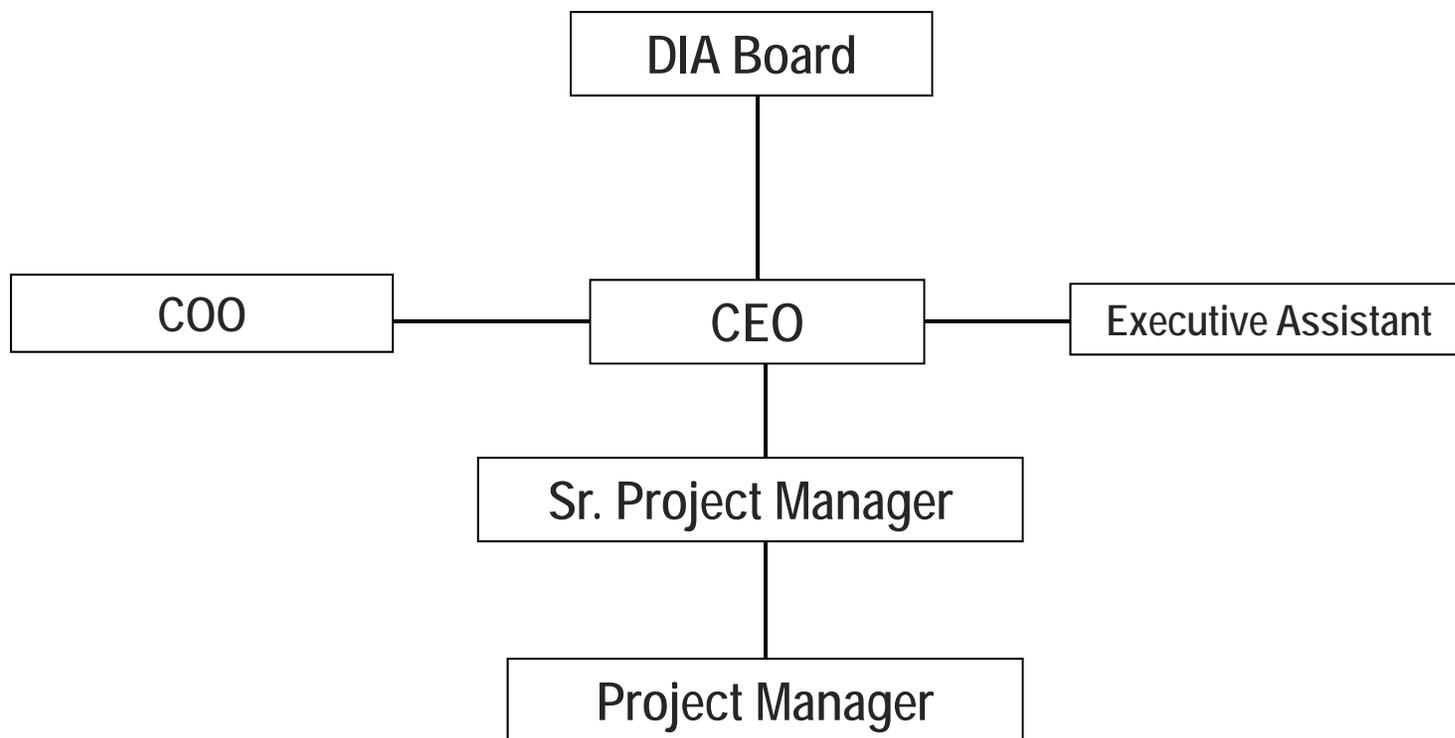
Office Equipment/Improvements:

- Furniture

(Please Note: The above provides a snapshot of the eligible expenses, which may be billed to the line items).



# Organizational Chart



*Downtown  
Vision,  
Incorporated*



William I. Gulliford, Jr., President  
Jacksonville City Council ☐  
117 West Duval St., Suite 425 ☐  
Jacksonville, FL 32202 ☐

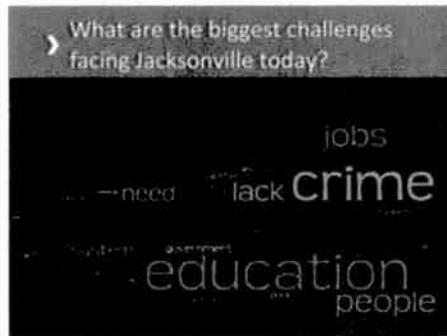
**Re: Funding for Downtown Investment**

**Dear Council President Gulliford:**

They say a picture is worth a thousand words.

In 2012, JCCI embarked on the JAX2025 visioning process to determine what kind of city we want to become. One of the expected outcomes of this visioning session was to provide the City and its leaders with a tool to identify the community's priorities were and guide appropriate budgetary decisions in support of these priorities.

The community has overwhelmingly stated that Downtown Jacksonville is 1) the biggest challenge that Jacksonville faces, and 2) that Downtown Jacksonville is the one area that they would want to see change or improved, over any other area or issue in the City!



*Slides from the JAX2025 Community Survey Results.*

We respectfully ask City Council to preserve the \$9 million in dedicated funds necessary for Downtown's future revitalization. Place any additional controls on the expenditure of these funds as necessary, but please leave these funds as seed money for development so that we can move forward, collectively, with our shared vision for Downtown.

Respectfully,

A handwritten signature in cursive script that reads "Terry Lorince".

Terry Lorince  
Executive Director  
Downtown Vision, Inc.

214 N. Hogan Street Suite 120  
Jacksonville, FL 32202  
904.634.0303 | Fax 904.8988

DOWNTOWN INVESTMENT AUTHORITY

City Hall at St. James  
117 West Duval St., 1<sup>st</sup> Floor  
Lynwood Roberts Room

Wednesday, August 28, 2013 - 5:00 p.m.

SIGN IN SHEET

D.I.A.

Name/Company	Phone Number	Email
Dick Jackson	655-9903	on file
LARA DEXFACH	904-551-6969	laradiettich@gmail.com
Cori Boyer	630-1382	
Brookly Merrick	404-406-7668	on file
Janice Benham	on file	
Taylor McDonald	904-962-1639	taylor.mcdonald@me.com
John Noonan	904-721-3321	VENNOS@YAHOO.COM
John Gekowal	903-917-2422	
EMILY DAVIS	904-219-7499	edavis@metrojacksonville.com
Par McDonald	670-2737	charpac@coj.net
Emily Dziuka	665-0064	<del>emily</del> emily@jaxhistory.com

**DOWNTOWN INVESTMENT AUTHORITY**

City Hall at St. James  
 117 West Duval St., 1<sup>st</sup> Floor  
 Lynwood Roberts Room

Wednesday, August 28, 2013 – 5:00 p.m.

SIGN IN SHEET

Name/Company	Phone Number	Email
Tony Robbins	904.739.3655	t Robbins@praiser-hellock.com
Simon Keymer Keymer, Inc	904 434 3196	SimonKeymer@keymercorp.com
Jed Davis	904-223-7509	jdavis@davisfamilyoffice.com
Shannon Nazworth	359-9650	Shannon Nazworth Cab. 1.4 hours 14.05
Waymond	384 5529	
Andre Williams	634-6083	andre.williams@ml.com
Liz Grebe	734 0303	liz@downtownjacksonville.org
Kat Hardwick	"	Katherine 4