

Downtown Investment Authority

AGENDA

City Hall at St. James, 117 West Duval St.
1st Floor, Don Davis Room

June 19, 2013 – 5:00 PM

MEMBERS:

Donald Harris, Chairman

Oliver Barakat, Vice-Chairman

James Bailey, Jr., Secretary

Antonio “Tony” Allegretti, Board Member

Melody S. Bishop, Board Member

Paul Perez, Board Member

Robert Clements, Board Member

Michael Saylor, Board Member

Kamaria “Kay” Harper, Board Member

I.	CALL TO ORDER – Chairman Harris
	Pledge of Allegiance
II.	ACTION/INFORMATION ITEMS - Chairman Harris
	Approval of the May 15, 2013 DIA Meeting Minutes ✓
	Hemming Plaza RFP Update – Kelley Boree
	DIA CEO Aundra Wallace Update – Oliver Barakat
	C2C Solutions, Inc. Resolution for Legislation ✓
	CRA Plan Consultant Update – Eric Lindstrom
	(✓ Requires DIA Action and/or Approval)
III.	LEGISLATIVE UPDATE – Paul Crawford
	<ul style="list-style-type: none">• ORD 2012-730, New Supervisor of Elections Bldg. - Deferred• ORD 2012-657, Bostwick Building - Deferred• ORD 2012-731, Hemming Plaza Removal of Tables and Chairs – Deferred• ORD 2013-0226, ORD-MC Repealing Part 2 (Entertainment Dist.) – Deferred
IV.	DOWNTOWN BRIEFING– Eric Lindstrom
	DDRB Update and Next Meeting Date (Thursday, July 11 th at 2:00 pm)
V.	COMMITTEE UPDATES
	Downtown Experience Committee – Tony Allegretti
VI.	PUBLIC COMMENTS – Chairman Harris
VII.	ADJOURNMENT – Chairman Harris
	Proposed Special Meeting Date: Wednesday, June 26, 2013 between 9:00 am and Noon Next Scheduled Meeting: Wednesday, July 17, 2013 at 5:00 pm – City Hall, Don Davis Room

Staff Distribution:

Jason Gabriel, Office of General Counsel

Ted Carter, Executive Director Office of Economic Development

Paul Crawford, Deputy Director Office of Economic Development

Eric Lindstrom, OED/DIA Staff

Jack Shad, Public Parking Officer

Michelle Stephens, Recording Secretary

David DeCamp, Public Information Office



MEETING MINUTES

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

Board Members Not Present: R. Clement

Office of General Counsel: Jason Gabriel

Council Members Present: Council Member Lori Boyer, District 5

Attendees: Paul Crawford, Deputy Director; Michelle Stephens, Recording Secretary

I. CALL TO ORDER

Chairman Harris called the meeting to order at approximately 2:03 p.m.

II. ACTION ITEMS/INFORMATION ITEMS

APPROVAL OF THE APRIL 17, 2013 MEETING MINUTES

A clarification was noted at the top of page three, first paragraph to read, “this is downtown and we have to be very careful about closing roads. She advised that **in keeping with the Master Plan and best practices for urban planning the closing of roads is something that we should not be doing.**” She is very opposed to closing roads and thinks it is a big mistake adding should anyone ever consider a road closure to the river for **a** the project she will make no consideration under any circumstances. She added that she is concerned about approving it today because **of setting precedence and that** the plan presented today is not the **final version of** the plan **being reviewed by the DDRB.**

A MOTION WAS MADE BY BOARD MEMBER ALLEGRETTI AND SECONDED BY BOARD MEMBER SAYLOR APPROVING THE APRIL 17, 2013 DIA MEETING MINUTES, AS AMENDED. THE MOTION PASSED UNANIMOUSLY 8-0.

BENCHMARKING THE HEALTH OF DOWNTOWN

Mrs. Terry Lorince, Executive Director of Downtown Vision, Inc. commented that over the past few months they have been starting to think about the key benchmarks needed to measure the health of downtown. She provided a presentation outlining seven benchmarks that they will be looking at that are important for the success of downtown.

DVI BUDGET

Chair Harris and Vice Chair Barakat both stated a conflict of interest regarding the DVI FY 2013/2014 budget that was before the DIA for approval and both recused themselves from taking action on the item. Chair Harris asked Secretary of the Board, Jim Bailey to preside over the DVI budget item on the agenda. Both Chair Harris and Vice Chair Barakat completed the required Form 8B.

Prior to providing a presentation and reviewing the proposed DVI budget for FY 2013/2014 for the board's approval, Mrs. Lorince provided an overview of DVI, who they are and what they do.

The following were relative comments from the Board:

- It was noted that due to budget cuts, DVI had to cut back three hospitality Ambassadors.
- It was noted that the budget provided to the DIA at the April 17, 2012 meeting and provided in their packages today was different than the budget being presented. Mrs. Lorince explained that the budget provided to the board members is the budget that City Council requires and the budget in her presentation is simplified.
- Next step is for the DVI budget to be submitted prior to June 3rd to the Administration, and July 15th budgets are submitted to City Council. In August, there will be a public hearing required per the Enhanced Services Agreement, and the overall would be adopted in October.
- It was noted that the DIA has the option of accepting the budget as presented subject to recommended amendments and they have the option to make a recommendation to the City for an increase to DVI's budget.

Board member Baily found it difficult to endorse DVI's budget as presented today.

- Not enough time to ask the questions that need to be answered so we can try to help move where we need to move to prior to the June 3rd deadline.
- Would like to better understand the budget, adding that if they need more money then we need to find more, and make sure we are not all doing the same thing trying to go to the same place.
- Has a hard time cutting the expense when they have been doing it for nothing for so long and we are recommending decreasing the budget for the Ambassador program and not enhancing this in some way.
- Would like to better understand the role of the seven DVI employees, what they do, etc.
- Look at how DVI may be overlapping with other opportunities out there of other people or organizations that are doing the same thing.

The board discussed the option of approving the budget or calling a special meeting of the DIA to further review DVI's budget.

A MOTION WAS MADE BY BOARD MEMBER SAYLOR AND SECONDED BY BOARD MEMBER ALLEGRETTI RECOMMENDING APPROVAL OF DVI'S BUDGET AS PRESENTED TODAY RECOGNIZING THAT THE DVI BOARD HAS ALREADY SCRUTINIZED THE DVI BUDGET WITH A STRONG RECOMMENDATION THAT THE ADMINISTRATION DO WHATEVER IS NECESSARY DURING THE BUDGET PROCESS TO FILL THE GAP AND REINSTATE THE AMBASSADOR PROGRAM TO THE LEVEL OF SERVICE THAT IS CURRENTLY BEING PROVIDED. THE MOTION PASSED UNANIMOUSLY 8-0.

DIA CEO SELECTION COMMITTEE

Board member Barakat, Chair of the DIA CEO Search Selection Committee provided an update on the selection of the CEO for the DIA.

- Jorgenson Consulting culled the list of candidates down from 61 candidates to eight candidates.
- It was going to be a difficult logistical process to have the eight candidates meet one on one with all seven members of the DIA CEO Selection Committee.
- At the advice of Jorgenson, it was decided that each committee member was provided a matrix and had individual conversations with Jorgenson to review the bios of each candidate. The matrices were completed by each search committee member and provided to Jorgenson. Jorgenson tallied the resulting in a short list of four candidates.
- The four candidates came to Jacksonville and were each interviewed individually with search committee members. Subsequent to those meetings, each committee member again submitted a matrix which resulted in a short list of three candidates.
- The goal was to short list on two candidates and coincidentally, two of the three candidates scored exactly the same. A decision was made to invite the three short lists of candidates to the public meeting tentatively scheduled for June 6th.
- Each board member will have the opportunity to meet with the candidates prior to June 6th.

A MOTION WAS MADE BY BOARD MEMBER BARAKAT AND SECONDED BY BOARD MEMBER ALLEGRETTI THAT RATIFIES AND APPROVES ALL OF THE PREVIOUSLY SCORED SELECTIONS MADE TO DATE AND THAT APPROVES THE SLATE OF THE THREE REMAINING CANDIDATES FOR FURTHER CONSIDERATION AND FURTHER INTERVIEWS BY THE DIA IN A PUBLIC MEETING IN THE NEXT FEW WEEKS, PROBABLY ON JUNE 6TH. THE MOTION PASSED UNANIMOUSLY 8-0.

DIA MISSION STATEMENT

The Board was provided a copy of the proposed DIA mission statement drafted by Board member Bailey as requested by Chair Harris at a previous meeting of the DIA. It was noted that the mission statement, if approved could be amended at any time and most likely would be amended in the near future.

Downtown Investment Authority Mission Statement

The Downtown Investment Authority serves as a **clearinghouse** to establish an identity for the region that capitalizes on partnerships to **guide** the revitalization of the core of the City of Jacksonville. To attract investment, facilitate job creation and residential density, while assuring a unified effort is strategically focused to implement action through capital investments, planning, advocacy, marketing and the establishment of policy for the general community and downtown stakeholders.

The following were relative comments from the Board:

- Suggested replacing the words “clearinghouse” and “guiding” with stronger, bolder, action oriented words.
- Would like to have input from the new DIA CEO.
- Not sure of the urgency for approving the mission statement at today’s meeting, noting that more changes may be needed in addition to changing clearinghouse to leadership.

It was the consensus of the DIA to table the approval of the proposed DIA mission statement as presented today in order to provide the new DIA CEO an opportunity for input and board members more time to review the proposed mission statement. The mission statement will be presented at a future meeting.

HEMMING PLAZA RFP

A MOTION WAS MADE BY BOARD MEMBER BAILEY AND SECONDED BY BOARD MEMBER BISHOP APPROVING A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING THAT THE CITY SEEK REQUESTS FOR PROPOSALS (RFP) TO ENGAGE A CONTRACTOR THAT WILL OPERATE, MANAGE AND PROGRAM EVENTS AT HEMMING PLAZA; PROVIDING AN EFFECTIVE DATE. THE MOTION PASSED UNANIMOUSLY 8-0.

DIA OFFICER SLATE

Board member Saylor, Chair of the DIA Officer Nominating Committee advised that the committee met at 1:09 p.m. prior to today’s (May 15, 2013) regular meeting of the DIA.

Present at the DIA Officer Nominating Committee was Chair of the committee, M. Saylor; Board member K. Harper Williams; DIA Chair D. Harris, and Board member P. Perez. Staff present included Paul Crawford, Jason Gabriel and Michelle Stephens. Council Member Lori Boyer was also in attendance.

At the unanimous vote of the Officer Nominating Committee, Chair of the committee M. Saylor presented the following slate of Officers to the full Board for consideration.

Chair of the DIA: Oliver Barakat – Accepted the nomination to serve as Chair
Vice Chair of the DIA: Jim Bailey – Accepted the nomination to serve as Vice Chair
Secretary of the DIA: Kay Harper Williams – Accepted the nomination to serve as Secretary

The floor was open for additional nomination of officers.

A MOTION WAS MADE BY BOARD MEMBER SAYLOR AND SECONDED BY BOARD MEMBER BISHOP APPROVING BOARD MEMBER BARAKAT AS CHAIR OF THE DIA, BOARD MEMBER BAILEY AS VICE CHAIR OF THE DIA, AND BOARD MEMBER HARPER WILLIAMS AS SECRETARY OF THE DIA EFFECTIVE JULY 1, 2013. THE MOTION PASSED UNANIMOUSLY 8-0.

III. LEGISLATIVE UPDATE

Mr. Crawford provided an update on the following legislation:

- ORD 2012-730, New Supervisor of Elections Bldg. - Deferred
- ORD 2012-657, Bostwick Building - Deferred
- ORD 2012-731, Hemming Plaza Removal of Tables and Chairs – Deferred
- ORD 2013-286, SunGard AvantGard, LLC – Council Adopted May 14, 2013
- ORD 2013-226, ORD-MC Repealing Part 2 (Entertainment Dist.) – In Committee
- ORD 2013-244, ORD Waiving Chap 368, Ord Code & EPB Rule 4 for Ticketed Events during Designated Hours on Permitted Days in Metro Park – Council Enacted April 9, 2013.

Board member Bishop departed the meeting at approximately 3:49 p.m.

IV. DOWNTOWN BRIEFING

Mr. Crawford provided an update from the May 2, 2013 DDRB meeting:

- DDRB 2013-003, Ambassador Place
- DDRB 2013-008, Riverside Ave. Commercial Development
- DDRB 2013-008, Request for Exception Approval of a Drive-thru Facility for the Riverside Ave. Commercial Development Project (Planning Report E-13-11)
- The next meeting of the DDRB is scheduled for Thursday, June 10, 2013 at 2:00 p.m.

V. COMMITTEE UPDATES

Mr. Crawford advised that Prosser Hallock was the CRA firm selected through the Professional Services Evaluation Committee (PSEC) as the consultant for the CRA Plan. The contract should be awarded and begin negotiating in the next three weeks with a notice to proceed shortly thereafter.

Board Member Allegretti advised that with all the exciting activity happening downtown the Downtown Experience Committee plans to meet on the first Friday of every month at 4:00 p.m. He commented that due to the prohibitive cost of insurance and for a general understanding of requirements related to the process of permitting for a special event downtown there will be a meeting on June 7.

VI. NEW BUSINESS

Board member Barakat advised that staff has been working on the DIA budget and that there will be a DIA Budget Committee meeting in the near future.

VII. PUBLIC COMMENTS

The floor was open for public comments and advised that their time to speak was limited to three minutes.

- Bruce Fouracker: Thanked Board member Bailey for his work on Hemming Plaza. Was asked through a phone conversation with a friend that volunteers at MOCA to inquire about the homeless situation in Hemming Plaza and the homeless daycare center. He suggested that the DIA consider assisting with the funding of the homeless center. The City's fair share for DVI excluding anything with the rent would be about \$380,111, if the City gave them an in kind service for the rent that would be \$344,111 in cash and \$36,000 in in kind services that the DVI would want to increase the budget by.
- John Nooney: Reviewed the May 15th Jacksonville Waterways Agenda. Referenced the naming of reefs and \$25,000. Still seeking someone for a pocket pier floating dock. Referenced what he calls the Jim Love, Kevin Kuzel Berkman floating dock compromise misrepresented by OGC during the 2013 Florida Inland Navigation District proposed application process. Submitted for the record a copy of an email dated March 12, 2013 (Waterways Commission – Catherine Street Public Access).
- Lara Dietrich: As the NE FL Regional Representative for the Florida Redevelopment Association advised that the conference is in Tampa this year from October 30, 2013 to November 1, 2013. Jacksonville is vying to host the conference next year. She noted that in 2014, the American Planning Association conference will be hosted in Jacksonville, and in 2015 the Florida Redevelopment Association conference will be hosted in Jacksonville. People want to have their events in Jacksonville because they are burned out on Orlando, Tampa, Miami, Naples and West Palm Beach.

VIII. ADJOURNMENT

Chair Harris commented that meetings in the middle of the day are difficult for him and asked staff to poll the DIA for a more comparable time that works for everyone referencing City Council meetings that start at 5:00 p.m. It was noted that the third Wednesday of the month meeting date would remain the same.

There being no further business, Chair Harris adjourned the meeting at approximately 4:22 p.m.

The next DIA meeting is scheduled for Wednesday, June 19, 2013, at 2:00 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for 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.

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY RECOMMENDING THAT THE CITY COUNCIL ENACT LEGISLATION APPROVING THE EXPENDITURE OF \$48,000 FROM THE CITY'S DOWNTOWN ECONOMIC DEVELOPMENT FUND FOR THE PURPOSES SET FORTH HEREIN AND AUTHORIZING THE EXECUTION OF A FOUR-YEAR PARKING LEASE AGREEMENT BETWEEN THE CITY, JTA AND C2C SOLUTIONS, INC.; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority ("DIA") has been designated by the City of Jacksonville as the Community Redevelopment Agency ("CRA") for community redevelopment areas within the boundaries of Downtown pursuant to Ordinance 2012-364-E; and

WHEREAS, it is the desire of the City of Jacksonville to create a vibrant and dynamic downtown and in doing so has, pursuant to the Act, charged the DIA to envision and formulate a community redevelopment area plan for downtown which among other things shall conform to the City's comprehensive plan and be sufficiently complete so as to indicate any proposed land acquisition, demolition, affordable housing, redevelopment, improvements, and rehabilitation that is appropriate for the revitalization of downtown; and

WHEREAS, pursuant to 55.308(b)(1), part of the DIA's duties include the review of business investment and development priorities within downtown, including the responsibility to recommend to the Council approval of downtown development and redevelopment agreements, and ground lease agreements; and

WHEREAS, C2C Solutions, Inc. (C2C) is a Florida corporation headquartered in Jacksonville, that provides health care sector support and administrative services in the processing of appeals and payment resolution disputes between health care recipients or providers and insurance companies; and

WHEREAS, C2C is looking to consolidate its current 200 employees, located in offices on Riverside Avenue, in Brooklyn, and the Freedom Commerce Center, on the Southside, into one space; and

WHEREAS, C2C has been considering a series of different options, which included: the leasing of space in Jacksonville's Downtown area and the relocation of the existing Jacksonville operation to an out-of-town or out-of-state location; and

WHEREAS, C2C's preference is to be in Jacksonville's Downtown area, however the costs of parking related to such a relocation may hinder their ability to attract qualified employees; and

WHEREAS, the City's Office of Economic Development (OED) proposed to help offer assistance to C2C Solutions, Inc. in the form of a two-year parking Agreement, if the company leased a minimum of 30,000 sq. ft. of office space in the Downtown Core area for a minimum of four years, by June 2013; and

WHEREAS, C2C has since entered into a lease agreement for 30,000 sq. ft. at EverBank Center in Downtown Jacksonville, for 96 months and they are proposing to invest approximately \$1.7 million into the renovation of the space over the next several months; and

WHEREAS, the OED is proposing to utilize approximately \$48,000 from the City's Downtown Economic Development Fund to cover the costs for parking, for the first two-year period and the parking assistance will be in the form of a four-year sublicense agreement between the City and the C2C

Solutions, Inc., for a total of 400 parking spaces at Jacksonville Transportation Authority's (JTA) Prime Osborn Convention Center surface parking lot; and

WHEREAS, the DIA has reviewed the project summary provided by the OED set forth (and incorporated herein) as **Exhibit A** and determined that the City and the downtown community in particular would benefit in a number of ways from this arrangement due to, among other things, the following:

- lower downtown vacancy rate
- increase the amount of patrons visiting downtown businesses (restaurants, dry cleaners, gas stations, etc.)
- fill up vacant parking spaces in peripheral parking lots, which will boost ridership on various forms of public transportation (i.e., Automated Skyway Express (ASE))
- increase in ad valorem taxes to the City

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA finds that the proposed Project as set forth above merits the City Council's consideration and approval.

Section 3. The DIA respectfully submits and recommends that the City: (1) approve the expenditure of \$48,000 from the DT Economic Development Fund for the purposes set forth herein, and (2) the execution of a four-year parking lease agreement between the City, JTA and C2C Solutions, Inc.

Section 4. This resolution shall become effective upon its approval by the DIA this 19th day of June, 2013.

WITNESS:

Downtown Investment Authority

Donald Harris, Chairman

VOTE:

In Favor: _____ Opposed: _____ Abstained: _____

EXHIBIT A

**C2C Solutions, Inc. Relocation
Office of Economic Development (OED)
Project Summary
June 19, 2013**

Company: C2C Solutions, Inc.
Jeff Peterson, President
525 Riverside Avenue
Jacksonville, FL 32202-4914

C2C Solutions, Inc. (C2C) is a Florida corporation headquartered in Jacksonville, that provides health care sector support and administrative services in the processing of appeals and payment resolution disputes between health care recipients or providers and insurance companies. C2C is looking to consolidate its current 200 employees, located in offices on Riverside Avenue, in Brooklyn, and the Freedom Commerce Center, on the Southside, into one space. They were considering a series of different options, which included: the leasing of space in Jacksonville's Downtown area and the relocation of the existing Jacksonville operation to an out-of-town or out-of-state location.

C2C stated that they would prefer to be in Jacksonville's Downtown area, but that the parking costs related to such a relocation may hinder their ability to attract qualified employees.

The City's Office of Economic Development (OED) proposed to help offer assistance to C2C Solutions, Inc. in the form of a two-year parking Agreement, if the company leased a minimum of 30,000 sq. ft. of office space in the Downtown Core area for a minimum of four years, by June 2013. C2C has since executed a lease agreement for 30,000 sq. ft. at EverBank Center in Downtown Jacksonville, for 96 months. They are proposing to invest approximately \$1.7 million into the renovation of the space over the next several months.

The OED is proposing to utilize approximately \$48,000 from the City's Downtown Economic Development Fund to cover the costs for parking, for the first two-year period. The parking assistance will be in the form of a four-year sublicense agreement between the City and the C2C Solutions, Inc., for a total of 400 parking spaces at Jacksonville Transportation Authority's (JTA) Prime Osborn Convention Center surface parking lot.

The OED will enter into a parking lease agreement with the Jacksonville Transportation Authority (JTA), and have a sublicense executed with C2C for 200 parking spaces. C2C will pay market rate for the subject 200 parking spaces in years three and four of the lease agreement.

C2C's future growth is dependent upon the successful award of contracts to provide contractor adjudication services to the Centers for Medicare & Medicaid Services in support of the coverage and eligibility determinations, reconsiderations and appeals as required by federal law. If C2C were to be successful in winning future contracts, their overall employee base could grow significantly.

The OED feels that the City and Downtown community would benefit in a number of ways through this investment. They include:

- Lower downtown vacancy rate
- Increase the amount of patrons visiting downtown businesses (restaurants, dry cleaners, gas stations, etc.)
- Fill up vacant parking spaces in peripheral parking lots, which will boost ridership on various forms of public transportation (i.e., Automated Skyway Express (ASE))
- Increase in ad valorem taxes to the City

