

District # 3

Citizens Planning Advisory Committee

Chair: Jim Hill

Vice Chair: Debbie Johnson

MEETING SUMMARY

Location: St. Vincent's Southside
Main Hospital, Auditorium C
4201 Belfort Road
Jacksonville, FL 32216
Date: Monday, September 22, 2014

Attendance:

Organizations/Representatives

Members:

Akers, Jim – Royal Lakes Civic Association
Banks, George – Secret Cove Civic Association
Becton, Daniel – Deer creek HOA
Bollinger, George – City Council Appointment – District 4
Cardell, Richard – The Lakewood Community
Cornehl, Ernst – Deerwood Improvement Association
Dee, David – Lake Mandarin HOA
D'Onofrio, Carol – Deer creek Owners Association
Heesch-Gilman, Karen – Brierwood Neighborhood Association
Hill, James - Greater Hood Road Community Association
Hodges, Ralph – Englewood Full Service School
Johnson, Debbie – The Gables HOA
Laner, Eric- East Hampton HOA
Perera, Kathleen – Alumni Civic Association
Rogers, Henry – Rose Creek Condo Association
Rothstein, Marj – Villa San Jose Civic
Shoaei, Taghie – Greater Englewood Neighborhood Association
Stephens, Gloria – Saddlebrook Homeowner Association
Weise, Gary – Secret Cove Civic Association
Wieger, Glen – San Marco Preservation Society
Wolfe, Elizabeth – Pickwick Park Civic Association
Yost, Mel - Edgewater at Sunbeam

Excused:

Lyons, Gamal - Tall Cypress Cove Homeowner Association
Waddell, John – East Hampton Homeowners Association

Elected Officials:

Lori Boyer, Council District 5

Staff:

Glick, Aaron – Planning & Development Department
Joyce, Bill – Public Works
Meyerl, Keith – JaxParks
Santiago, Betzy – Mayor's Liaison
Wesolowski, Rosemary - Neighborhoods, Housing & Community Development Division

Guests:

Clapp, Ann – G.E.N.A.
Tiwari, Horesa – UNF
Thomas, Emily – UNF
Sims, Sharon – UNF
Ritenour, Megan – UNF
Alemu, Robel – Englewood High School

Skule, Richard
Cruz, Erika – UNF
Gill, Shazia – UNF
Mia, Rachel – UNF
Crawford, Yavesh – UNF
Ilagan, Denise – UNF

1. Call to Order/Verify Quorum

- Chair Hill called the meeting to order at 6:30 p.m.

2. Approval of the Previous Meeting Summary

- Chair Hill inquired if everyone had the opportunity to read the meeting summary and if there were any corrections, deletions or additions; there were none. George Banks made a motion to approve the meeting summary and Jim Akers seconded the motion. The August 2014 meeting minutes were approved unanimously.

3. Staff Reports

- **JSO (Jacksonville Sheriff's Office)** – not present
- **Mayor's Liaison** – Betzy Santiago – City of Jacksonville Celebrates Senior Center Month; The City of Jacksonville's 19 community and senior centers will celebrate National Senior Center Month, Monday, Sept. 22 through Friday, Sept. 26, with a variety of special programs and activities for center participation and the general public.

Mayor Alvin Brown renews focus on small businesses. The Business Building seminars entailed a day of panel discussions and presentations. The event will be held the Schultz Center for Teaching and Learning on October 3, 2014; pre-registration is required.

September 23, 2014 at the FSCJ Advanced Technology Center on 401 West State Street, 32202 the Multicultural Economic Development and Employment Conference (MEDEC) will be held. This is a business matchmaker and job fair that will bring together small businesses and job seekers in North Florida.

- **Duval County Public Schools** – Robel Alemu, student representative from Englewood High School introduced himself and the CPAC asked him to share a report with the CPAC in regard to activities at Englewood High School.
- **JEA** – Jay Worley – not present
- **FDOT (Florida Department of Transportation)** – Jim Green – not present
- **Planning and Development Department:**
 - **Housing and Community Development Division** – Rosemary Wesolowski
Ms. Wesolowski announced that the Housing and Community Division has relocated to the 3rd Floor. On September 23rd, the Housing and Community Division will offer free training for Condominium Association Board Members from 1:00 – 4:30 pm and Townhome and Homeowner Association Board Members 5:30 -9:00 pm; pre-registration is required. On October 7, 2014, National Night Out will be held in Jacksonville. The Nomination Subcommittee needs to be formed; the SE CPAC is required to hold the elections for the 2015 Chair and Vice Chair.
 - **Planning** – Aaron Glick no report, but available for questions.

- **Environmental Quality Division (Code Compliance)** – Robert Crawford informed the CPAC that year to date 13,797 illegal signs have been collected. The Environmental Quality Division has started robo-calling the businesses that have illegal signs out. Mr. Crawford also announced that his division has 6 new employees and they are hopeful that they will get 4 more.

- **Parks & Recreation** – Keith Meyerl

Mr. Meyerl informed the CPAC that the removal of court asphalt is underway at the Southside Tennis facility; subsurface and replacement surface is on schedule. There was a community meeting to discuss the County Dock in Mandarin. The feedback from the community provided mixed reviews and their suggestions/requests will be taken into consideration. The trails at Losco Park have been cut; workers are filling in the ruts from the machinery.

- **Public Works** – Bill Joyce – no report, but available for questions

4. **Presentations – Cheryl Reddick, JTA** shared the Route Optimization Initiative (ROI) or redesign with the CPAC. The POI is an initiative of the Blueprint 2020, the JTA's five year action plan of transformative initiatives that meet the demands of the 21st Century commuters and create a sustainable transportation network.

The ROI will also modernize the JTA with cutting edge technology, reflect best-in-class transportation solutions, enhance the customer experience and optimize taxpayers' return on investment. There will also be a number of improvements to the JTA Oracle system.

The ROI was developed to redesign the routes to better serve our current demands and to improve the rider experience. Riders will see the following improvements: improving on-time service, increasing bus service frequency, decreasing customers' travel time, implementing new signage program, adding shelter stop amenities, coordinating schedules for more convenient transfers, offering real time passenger information about bus arrival times and creating more direct routes. The schedules and route changes will be implemented by fall 2014.

JTA is also improving their fleet of buses; there are adding more buses that use natural gas to cut costs and do their part to improve the environment. The Para-transit system will also see improvements; this system will now be based on the Easter Seals Model and it should improve transit time.

Ms. Reddick took several questions from the CPAC; they were:

What is up with the bus shelters? There are a large number of passengers that wait for the bus at Phillips Highway and Baymeadows Road and they do not have a shelter to protect them from the elements. Currently, there are 4000 bus stops and many do not have bus shelters on them. With the route changes that have been proposed, the number of bus stops will be cut to 3300 bus stops city wide. Currently, cost to acquire the needed right of way and the cost to build the shelter is a challenge. There are several types of bus shelters that can be found through the City of Jacksonville; the look of the bus shelter is designed to fit into the overall look of the neighborhood. Some of the bus shelter can cost up to \$34,000.00 to build.

Where can you buy a Star Card? A Star Card can be purchase at the Rosa Parks Station, the Gateway and Regency Hubs, the Lane Wiley Community Center, the Mary Singleton Senior Center, Pablo Towers (Senior Community at the Beach) and all Walgreens. Senior

Citizens can ride for free, but they need to show their Senior Citizen JTA ID. All adults over the age of 60 years old can get a JTA ID and ride the bus for free. JTA ID's can be obtained from the Mary Singleton Senior Center.

What is the status of the BRT? It is in the works. The BRT will be a pre-cursor to light rail. The BRT will have its own dedicated travel lane and will travel various routes at a higher frequency rate. JTA is expecting to have several BRT routes in place by 2015.

What is the status of light rail in NE Florida? Andre Crenshaw is working to get passenger service in place from Jacksonville to St. Augustine.

5. **Chairs report** – Chair Hill informed the CPAC that the 6 CPAC Chairs met with Mayor Brown on September 17, 2014. Chair Hill stated that he was unable to attend the Chairs/Mayor's meeting so Vice Chair, Debbie Johnson represented the SE CPAC at the meeting.

Vice Chair Johnson informed the CPAC that it was a very informative meeting and it was enjoyable to meet the other CPAC Chairs. At the meeting it was discussed that maybe a meeting could/should be held that would allow all the CPAC Chairs and Vice Chairs to come together. It was suggested that it would be beneficial to have a meeting(s) with all of the CPAC leaders (Chairs and Vice Chairs) in addition the Chairs meeting with the Mayor. The idea of the additional meeting is to have an opportunity for the Chairs/Vice-Chairs to network and share ideas. There was also some discussion to have a joint CPAC event; the event would allow all the CPAC members (citywide) to come together. The Mayor and his staff also informed the Chairs/Vice Chairs that they are working on a new brochure and other marketing tools for the CPAC's to use to increase their membership.

Chair Hill stated that starting in 2013, the 6 CPAC Chairs started meeting independently. All of the Chairs enjoyed working together so they decided to meet on a quarterly basis and that each of the meetings will be held in a different CPAC district. Most recently, the 6 CPAC Chairs met at the Mandarin Historical Museum on September 10, 2014. Before the meeting started, the chairs toured the museum, the boardwalk and old farm house. At the September Joint Chairs meeting, it was discussed to have a joint CPAC party or picnic. The last joint/citywide CPAC picnic was held in 2007 at Little Talbot Island. The Chairs will meet again and continue planning the event. At this time, the Chairs have discussed holding the event at Metro Park in February or March, have food trucks and entertainment. Chair Hill stated that he would keep us posted.

6. Elected Officials Reports –

Lori Boyer, City Council District 5 – informed the CPAC that tomorrow night (September 23, 2014) the full City Council will begin working on the budget. Councilmember Boyer is planning a community meeting on October 23rd to address traffic calming; Boyer stated that pedestrian safety is a great concern of hers.

Councilmember Boyer also provided an update on the proposed bikini bar on Baymeadows Road, she stated that the federal court ruled that the City's zoning law in regard dancing entertainment establishments is unconstitutional. Since the ordinance was declared unconstitutional, the City was threatened with contempt of court for refusing to issue the permit. The settlement that was negotiated dismissed our appeal and limited our financial exposure but granted the permit. This means that the City has entered into a settlement agreement with the applicants that allows the establishment to move forward.

7. Subcommittee/Liaison Reports -

LUZ (Land Use and Zoning) - Jim Hill, Subcommittee Chair

A number of applications were reviewed; no action was taken. Chair Hill did want to share that a thank you letter was sent to the SE CPAC from the Plummers Grant community. Chair Hill read the thank you letter; the thank you letter was for helping the community fight a proposed development of 17 acres.

Beautification/Parks/Environment – Dick Cardell, Subcommittee Chair

Mr. Cardell informed the group that he is a member of a number of conservation groups and he receives a number of magazines from these organizations. The current issue from the Audubon Society is a special issue and it addresses climate changes. The topics range from the loss bird habitat to a scientific article on carbon dioxide in the air. The article encourages everyone to help spread awareness about climate changes. Please be aware of the how our behaviors can impact the environment.

Economic Development – Gloria Stephens, Subcommittee Chair

There is a large article in the paper that discussed the Jacksonville manufacturer looks to cash in; literally, on Apple Pay. Pax Technology Inc., a global company whose North American headquarters is in Jacksonville is rolling out point-of-sale terminals that support Apple Pay, the new payment system Apple announced last week.

Apple Pay allows users to pay for goods and services simply by holding their iPhone 6 near a reader within the payment terminal. These "electronic cash registers," like the one Pax distributes to retailers and other merchants, picks up the signal of the product with the simple placement of a user's finger on a touch screen, confirming the buyer's identity and bank credentials.

All retail industry merchants will be required to switch over to EMV-equipped terminals by October 2015.

The Orlando City Council last Monday voted to raise property taxes for homes and businesses by 17.7 percent the first tax increase since 2008, Kudos to our City Council for keeping our property taxes in check.

Flagler Center deal sign of Jacksonville's expanding market. Crocker Partners, the Boca Raton-based real estate investment firm, purchased the Flagler Center last month for \$133.2 million. They targeted Jacksonville because they think the city is poised to grow. Per Tom Crocker, Jacksonville is a very attractive market, and Flagler Center has the potential for significant return as we apply our asset and property management expertise." Crocker noted that Jacksonville is one of the nation's fastest-growing metropolitan service areas and ranks second in the southeastern U.S. for growth in office-using employment since 2009.

Another partner, Angelo Bianco said, "I believe that Jacksonville is a very friendly place to do business. It has a relatively low cost of living and a deep talented labor pool. The cost to run a business here is lower than most, and in our business we choose businesses that are looking to grow and we see Jacksonville as a market which is going to grow."

Crocker now owns 2.1 million square feet in Jacksonville. In addition to Flagler Center, it includes 752,154 square feet at the former Freedom Commerce Centre, which it renamed Prominence.

On Sept. 15, Deutsche Bank opened an international banking office in Jacksonville, an office that could create 200 jobs & allow the bank to solicit business for its corporate banking and securities division on Gate Parkway here in Jacksonville. The new positions will pay a \$62,000 average annual salary, according to state filings, and could be the catalyst for more capital investment in the region.

This is the first international bank office in Jacksonville: The 25 other such offices licensed in Florida are all in South Florida. One of the reasons for the proposed administrative office in Florida, the bank said in state filings, is "cost savings of approximately 50 percent as compared to conducting the same activities from the Bank's New York office."

Education – George Banks / John Waddell

Co-Chair Banks – Banks shared an email from School board member Ashley Smith-Juarez. It stated: we had a relatively smooth opening to schools. There were a few concerns regarding crossing guards, but it is believed that that concern has been corrected.

DCPS recently was awarded a second Qualified Zone Academy Board (QZAB) to upgrade technology across the district including high density wireless upgrades at all schools that do not already have high density wireless. There will also be a new portal for parents to track the student(s') progress and communicate with teachers. There will also be new Teacher Interactive bundles; this includes smart boards, clickers, etc. in all middle schools and more devices for student access and other technology upgrades. Teachers will receive professional development to ensure they are most out of these tools and the students will be better prepared for the 21st Century workplace.

Englewood High School launched an exciting new program this year in partnership with Vistakon and FSCJ. The new program will give students deep exposure to manufacturing engineering during their 4 years of high school, preparing them to graduate from high school with an Associates degree in manufacturing engineering and internship experience. The first freshmen class began the program this fall.

Government Affairs – Jim Akers

Not report

Membership – Vacant

Nomination Subcommittee – Jim Akers, Danny Becton and Ralph Hodges volunteered to serve on this committee.

Transportation – Growth Management – Eric Lanier / George Bollinger

No report

Safety – Betty Wolfe, Subcommittee Chair

Ms. Wolfe informed the group that Chief Johnson spoke about the budget and the request for 40 additional officers and 40 additional community service officers. It was also mentioned that there have been 59 auto burglaries in Zone 3 in the last 30 days. It was noted that 81% of the auto burglaries were to unlocked cars.

Ad-Hoc:

TRUE (Taxation, Revenue, and Utilization of Expenditures) Commission – Danny Becton

We have been following the Budget process and it will conclude tomorrow. They have also been following a couple of audits. One of the audits is on EMS Billing; EMS has not had good controls over their pharmaceuticals. It has been noted that there procedural changes have been implemented.

There is an audit on the Mayors's travel expenses and a review of the June 30, 2014, 3rd Quarter budget summary of the city. The TRUE Commission also recommended that a forensic audit be completed on the Police and Fire pension. The City Council president agree that it is a good idea, but requested that the request be re-worded.

8. **Unfinished Business** – None

9. **New Business** –

10. **Public Comments/Announcements** (3-minute time limit)

George Banks made a motion to adjourn and the motion was seconded by Jim Akers

NEXT MEETING: October 27, 2014 ~ 6:30 p.m.

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