

PLANNING and DEVELOPMENT DEPARTMENT
HOUSING AND COMMUNITY DEVELOPMENT DIVISION



Mayor Alvin Brown's Meeting with the CPAC Chairs

City Hall at St. James, Mayor's Conference Room
117 W. Duval St., Jacksonville, FL 32202
Wednesday, September 17, 2014

Meeting Summary

- **Welcome and Introductions**

• Mayor Alvin Brown	• Grace Pettus, Mayor's Office
• Gloria DeVall, Chair, Dist. 1, Urban Core	• Michelle Barth, Mayor's Office (Dist. 1 Staff Rep)
• Mike Anania, Chair, Dist. 2, Greater Arlington/Beaches	• Dave Roman, Mayor's Office (Dist. 2 Staff Rep)
• Debbie Johnson, Vice Chair, Dist. 3, Southeast	• Betzy Santiago, Mayor's Office (Dist. 3 Staff Rep)
• Dewey Walker, Chair, Dist. 4, Southwest	• Angela Spears, Mayor's Office (Dist. 4 Staff Rep)
• John Pittman, Chair, Dist. 5, Northwest	• Taurean Sinclair, Mayor's Office (Dist. 5 Staff Rep)
• Bobby Taylor, Chair, Dist. 6, North	• Dave DeCamp, Mayor's Office (Dist. 6 Staff Rep)
• Darrell Griffin, City of Jacksonville	• Teresa Eichner, Mayor's Office

- Mayor Brown welcomed all of the guests and emphasized that this meeting is meant to encourage open discussions between the citizens and his office. He further reiterated his priorities and emphasized that the City is 100% committed to improving the quality of life, jobs, return on investment, education and the Military.

- **Open Discussion / Concerns**

- Gloria DeVall (Urban Core) – Expressed pleasure in attending the Purpose Built Communities presentation several weeks ago. Purpose Built Communities is a non-profit consulting firm dedicated to transforming struggling neighborhoods into vibrant, sustainable communities. The presentation illustrated a step by step approach of the revitalization of a public housing community in Atlanta Georgia through public/private partnerships. Ms. DeVall also expressed hoped that the policies coming from the Blight Committee would be reasonable and not call for the demolition of many older or historic homes; which she stated if renovated would be a key source of affordable housing in the community.
- Teresa Eichner responded that Legislation has been filed and is in subcommittee to address demolition of abandoned homes.

Mike Anania (Greater Arlington/Beaches) – Requested the Mayor to continue to fund and support the Blight Committee Initiative and hoped that this initiative can be implemented and have an impact in the Arlington area. He wants to find additional initiatives to address blight and help improve the quality of life. Operation Dolphin is an inspiration and an initiative he wants to see continued. Jax Hope has an initiative that will help alleviate blight in local communities.

- **Mayor Brown:** Indicated that calling a community “blighted” could have a negative connotation on some of the neighborhoods. He stated he toured the Arlington area with Elaine Spencer and there is a need for the following:
 - Homeowner education
 - Public-Private partnerships are key for revitalization
 - Strip malls should be bought up to code and cleaned up
 - Separate housing and economic development strategies
 - Close the gap on unemployment
 - **Mike Anania (Greater Arlington/Beaches)** – Expressed concern that homes in his area are in need of repairs, that Arlington is a crisis market and that the Foreclosure Registry is not accurate.
 - **Debbie Johnson (Southeast)** - Wished more CPAC members would get involved and participate in the CPAC committees and subcommittees. She recommended that the CPAC chairs and members meet to exchange ideas and develop ways to recruit new membership. More members mean more people that can inform the community.
 - **Chair Anania:** Suggested to have CPAC Coordinators go out in the community and solicit members.
 - **Mayor Brown:** Suggested that (CPACs) share their best practices on how to reach your constituency.
 - **Michelle Barth:** At the end of the meeting she would share and review marketing and communication materials to be used by CPAC chairs to assist in communication and community outreach.
- Dewey Walker (Southwest)** – Recently appointed a Public Affairs Officer to assist in marketing efforts and to recruit new CPAC members. He indicated that CPACs chairs have met three (3) times this year independently to exchange ideas and develop possible collaborations. Chair Walker is concerned about the attendance of some Southwest CPAC members and asked how long could CPAC members stay on the roster if they are not active. He indicated that his CPAC meetings need more structure and they need to rotate the locations of the meetings. Mr. Walker also wants to use local billboards to assist in the marketing efforts, but it was suggested that he should not do so. He also stated there should be an evaluation criterion to rate the attendance and performance of the CPAC members. A southwest CPAC member is a candidate for City Council and Chair Walker inquired as to when this person should resign as a CPAC member. He is that businesses are beginning to come back to the southwest area and that they need proactive businesses (e.g. Cecil Field) to grow the community. He also expressed a desire to have a CPAC community picnic.
- **Teresa Eichner:** Responded that CPAC members running for public office can still be a CPAC member, but if elected, they would then have to resign. She indicated she would send a copy of the applicable ordinance.

- John Pittman (Northwest) – Concerned that the Mayor Brown is losing the media battle with City Council regarding the budget; and that the pension issue needs to be separate from the City’s general fund budget, and there needs to be a solution. Mr. Pittman stated that sales tax, property tax and JEA tax should contribute to the pension funding. He invited Mayor Brown to the Oct. 9th CPAC meeting.
- **Mayor Brown:** He was not aware of the “media war” and that they were working on a (budget) plan that will be fair to citizens and employees and will not raise taxes. The Mayor stated that people are losing their homes, looking for jobs, and are unemployed. He also stated that property values are up. There is money in reserves, 10% above the threshold; and that he is confident that they will resolve the retirement reform plan. Mayor Brown reiterated that he will not raise taxes...period.
- Bobby Taylor, Chair (North): Concerned about the potential reduction in code enforcement. The Northside was the industrial HUB. Forty foot (40’) lots sizes are a problem in the area and those lots often end in foreclosure. Absentee landlords and banks are not keeping their properties up to code and they need to be held accountable. Chair Taylor wants to maximize revenues, the City lost \$11 million in revenue by giving up naming rights for the Jaguars and no revenue is being generated from the Palms Fish Camp.
- **Mayor Brown:** Responded that it’s more cost effective to sell foreclosed homes to non-profits and veterans; and holding landlords and property owners accountable is key. He wants the City of Jacksonville to host another workshop/event with Neighborhood Assistance Corporation of America (NACA), Wells Fargo and others to educate homeowners, prevent foreclosures and keep homeowners in their homes. The Mayor asked Darrell Griffin and Dave DeCamp to get with Elaine Spencer to schedule the event. He further stated that the Jaguars and Ever Bank add tremendous value to our local economy by providing jobs, expanding the use of the stadium (e.g. Country Superfest). These are economic drivers and Shad Khan put up \$20M of his own money. The Mayor stated he doesn’t want to create more vacant buildings and the key is having public-private partnerships.
- **Michelle Barth:** In an effort to assist the CPAC chairs with marketing and communication with members and the public, Ms. Barth developed email addresses, provided sample business cards and a draft CPAC brochure for the CPAC chairs’ review and approval. In addition, she provided applications for parking permits at the metered spaces around City Hall for the CPAC chairs to use when attending meetings. The goal is to be responsive to the needs and issues of the CPAC chairs.
- **Dave DeCamp:** Will work to promote membership and community engagement. Mr. DeCamp discouraged the use of electronic billboards to advertise meetings. There is an ordinance pending and litigation regarding this issue.

- **Dave Roman**: Promoted the Mayor's Youth Leadership Advisory Council (YLAC) for possible CPAC members. The next meeting of the YLAC is Saturday, September 27th. He invited the chairs to attend.
- **Teresa Eichner**: The Retirement Reform bill number is 2014-386. Legislation has been filed and is in council subcommittee to address demolition of abandoned homes.

- **Meeting Adjourned**

Summary prepared by:

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