



**KINGSOUTEL CROSSING CRA ADVISORY BOARD  
HYBRID VIRTUAL AND IN-PERSON MEETING  
CITY HALL, MEZZANINE LEVEL – EXAM ROOM 1  
THURSDAY, JUNE 24, 2021 - 3:00 P.M.**

**MEETING MINUTES**

**Location:** The KSC/CRA Advisory Board meeting was held as a hybrid virtual and in-person meeting. The KSC/CRA Advisory Board Members met in person at City Hall, 117 West Duval Street, Mezzanine Level – Exam Room 1.

**KSC/CRA Advisory Board Members Present In-Person:** Chair Vanessa Cullins Hopkins, Vice-chair Kemal Gasper, Russell Jackson and Leola Williams

**KSC/CRA Advisory Board Members Absent:** Dr. Mary Jackson

**Staff Present:** Kirk Wendland, Executive Director; Karen Nasrallah, Redevelopment Manager; Paul Crawford, Director of Operations and Angie Slayton, Recording Secretary

**Representing the Office of General Counsel:** Susan Grandin

**Representing City Council District 10:** Kristen Hodges, Executive Council Assistant to CW Brenda Priestly Jackson

**Others Present:** Jen Jones Murray, Cultural Council

**I. CALL TO ORDER**

Chair Vanessa Cullins Hopkins called the KingSoutel Crossing CRA Advisory Board Meeting to order at approximately 3:00 p.m. At approximately 3:05 p.m. a quorum was confirmed.

**II. ACTION ITEMS**

**APPROVAL OF THE MAY 27, 2021, KINGSOUTEL CROSSING CRA ADVISORY BOARD MEETING MINUTES.**

Chair V. Cullins Hopkins noted a few changes to the May 27, 2021 meeting minutes. On pages 2, 3, 4, and 6 replace Collins with Cullins in multiple places. On page 3, 2<sup>nd</sup> paragraph, 3<sup>rd</sup> line, change “from New Kings Road to 95” to “on Soutel Drive from New Kings Road to I-295.” Lastly, on page 6, 2<sup>nd</sup> paragraph, 4<sup>th</sup> line change “jest” to “gist”.

***A MOTION WAS MADE AND SECONDED APPROVING THE MAY 27, 2021, KINGSOUTEL CROSSING CRA ADVISORY BOARD MEETING MINUTES, AS AMENDED. THE MOTION PASSED UNANIMOUSLY 4-0.***

**FY 2020/2021 BUDGET CONSIDERATION**

Chair V. Cullins Hopkins thanked OED staff for their presentation to the KingSoutel Crossing CRA Agency Board on June 22, 2021. She apprised the Advisory Board that the KSC/CRA Agency Board approved \$1.3 million in funding for the recommended Watermain Project on US-1. \$478,713 will come from the FY 20-21 budget. The \$800,000 that was allocated for the beautification project was approved for reallocation to the Watermain Project leaving a remaining balance of \$557,838 in Unallocated Plan Authorized Expenditures for FY 20/21.

Chair V. Cullins Hopkins opened the floor for discussion regarding the allocation of funds for the three projects.

- The new KingSoutel Crossing CRA Building Renovating Grant Program, put together by KingSoutel Advisory Board Member R. Jackson and Mr. K. Wendland.
- Lighting
- Artwork

Advisory Board Member R. Jackson presented the KingSoutel Crossing CRA Building Renovation Grant Program stating the Façade Program for Economically Distressed Areas (EDA) does not cover all the needs of the KSC/CRA area and that many of the businesses do not qualify for the EDA Façade Grant Program. The KSC/CRA Building Renovation Grant Program will be available to more businesses within the KSC/CRA boundaries. Under the KSC/CRA Building Renovation Grant Program roof updates and repairs are included. She noted that OED staff will be on hand to explain and assist with the process. There will be further discussions with local lenders to assist with funding business improvements, expansions and other property projects. The maximum grant amount will be \$50,000. Work must be completed prior to funds being released.

Advisory Board Member R. Jackson stated that the KSC/CRA Building Renovation Grant Program fulfills the KSC/CRA Redevelopment Plan referencing page IV-13, Commercial Façade Improvement Program and page IV-18, Business Enhancement Grant Program.

Advisory Board Member R. Jackson would like to see as much funding as possible allocated to the KSC/CRA Building Renovation Grant Program and would like to discuss possible ways to help businesses in the area that do not qualify for grant funding find other ways to improve their business.

Chair V. Cullins Hopkins stated the Fiscal Year 21/22 Budget becomes effective on October 1, 2021.

Vice-chair K. Gasper asked if it is possible to speak with lending facilities to take part in the KSC/CRA Renovation Grant Program to assist business owners with lending needs.

Mr. K. Wendland replied that there have been discussions with lenders that work with other CRAs and they would be willing to participate in a future meeting to discuss the opportunities with the KSC/CRA Advisory Board.

Mr. K. Wendland emphasized that the lenders are local and finance a small amount. There would not be a partnership with any lending facility and the City of Jacksonville. Businesses could use any lending facility they choose and are encourage if they have a regular bank to speak with them first.

Mr. K. Wendland stated that the City of Jacksonville would have a contract with the individual business only, and if the business required a lending facility to complete the project, the Office of Economic Development staff would inform the lending facility of the KSC/CRA Building Renovation Grant Program to confirm the likely hood of repayment of the loan. However, the relationship of the loan would be strictly between the business and the lender.

Chair V. Cullins Hopkins asked if the KSC/CRA Building Renovation Grant Program funding could be used for internal building updates.

Ms. S. Grandin replied that the KSC/CRA Building Renovation Grant Program is for exterior capital improvements only.

Advisory Board Member R. Jackson asked if unused funds could be reallocated to other projects.

Ms. K. Nasrallah replied that unused fund would go back into Unallocated Plan Authorized Expenditures and be reallocated like the beautification funds that were reallocated to the Watermain Project.

Ms. K. Nasrallah stated that the field work for lighting in the area is almost complete. There are poles and lights that need to be replaced and there is some work that needs to be completed by JEA at their cost. The current cost estimate is \$50,000 and increasing. Ms. K. Nasrallah suggested allocating \$100,000 to the lighting fund from the FY 20/21 Budget.

Chair V. Cullins Hopkins recommended allocating the remaining FY 20/21 funds as follows:

- \$300,000 - KingSoutel Crossing CRA Building Renovating Grant Program
- \$100,000 - Lighting
- \$157,838 - Art in Public Places

Advisory Board Member R. Jackson recommended allocating the remaining FY 20/21 funding as follows:

- \$400,000 - KingSoutel Crossing CRA Building Renovating Grant Program
- \$100,000 – Lighting

- \$57,838 - Art in Public Places

Advisory Board Member L. Williams asked where the \$100,000 for lighting came from adding that she feels it is too much for the KSC/CRA to be paying for and asked for more detail regarding the \$100,000.

Ms. K. Nasrallah replied that Public Works provided an estimate cost of \$50,000. She added that at a minimum that another \$50,000 will be needed to place the necessary lighting equipment to address safety concerns of the local businesses.

Mr. K. Wendland stated that it is more conducive to have too much funding available in a current project than to come in over the estimated cost and have to return to the Agency Board to request additional funding for a project. Mr. K. Wendland asked the KSC/CRA Advisory Board to take into account that the Agency Board only meets every three months and too little funding for a project could cause a delay in a projects progress.

***A MOTION WAS MADE AND SECONDED TO APPROVE \$357,838 TO FUND THE KINGSOUTEL CROSSING CRA BUILDING RENOVATION GRANT PROGRAM. THE MOTION PASSED UNANIMOUSLY 4-0.***

#### **Public Comment**

Ms. Eunice Barnum stated that she would like to request a copy of the recording of today's meeting to share with the community. She would like to make the KSC/CRA Advisory Board aware that CRA funds are not to be used for government projects. Ms. Barnum still does not feel the community is valued. Ms. Barnum stated that the Mr. K's building on Soutel Drive has wasted money on a mural instead of focusing on the failing infrastructure.

***A MOTION WAS MADE AND SECONDED TO APPROVE \$100,000 TO FUND THE LIGHTING PROGRAM. THE MOTION PASSED UNANIMOUSLY 4-0.***

***A MOTION WAS MADE AND SECONDED TO APPROVE \$100,000 TO FUND THE KINGSOUTEL CROSSING CRA CULTURAL COUNCIL ART IN PUBLIC PLACES. THE MOTION PASSED UNANIMOUSLY 4-0.***

### **III. GENERAL INFORMATION**

Chair V. Cullins Hopkins introduced Jen Jones Murray with the Cultural Council and reviewed discussions from previous KingSoutel CRA Advisory Board meetings that included discussion regarding Art in Public Spaces. Per the KingSoutel Crossing CRA Redevelopment Plan, page 410, item seven states to identify enhancements in the form of public art created by public artists. The Cultural Council has been invited to assist the KingSoutel Crossing CRA Advisory Board in designing streetscaping and artwork for the KSC/CRA area. Chair V. Cullins Hopkins would like to have members of the community involved in the design of the artwork to be used as well as using

local artist directly from the KSC/CRA area. She would like to hold a contest for schools from middle school age to college students and award the students whose artwork is chosen to be used.

Ms. J. Jones Murray stated that the Cultural Council looks for when public artwork is being designed is the heritage of the area, who and what the area is about and how that history can be utilized in the art. Ms. Jones Murray offered to provide samples of work they have completed and are working on in other areas.

Ms. J. Jones Murray stated the first step would be to create a Civic Art Master Plan. This plan is not meant to be a dictatorship of what will happen, but instead used as a guide to what could happen. This includes what can be used as canvases such as:

- Bicycle Racks
- Garbage Cans
- Traffic Signal Boxes
- Gateways into the Area
- Lighting Poles
- Crosswalks

Preliminary estimated costs for a bicycle rack is between \$500 - \$1,500. The cost includes payment to the artist as well as fabrication and installation of the bike rack. The most recent example of this type of artwork is the Duval Bike Rack in Downtown Jacksonville on Main Street that was created by David Maine, a University of North Florida graduate.

Crosswalk and intersection artwork is becoming more standard across the country and are paramount for traffic calming and safety. There is a current project in San Marco that is slated to be completed in the fall and would be a great example for the KSC/CRA Advisory Board to see when completed.

The process for this project began with creating a budget and a Request for Proposals (RFP) from artists. Three proposals were received in response to the RFP. From the three proposals one was selected by the Art Selection Panel. The Art Selection Panel consists of community stakeholders, between nine to 11 members guided by Art in Public Places. These are members of the community that will be selecting the final art design and artist.

The Cultural Council also has a current project in Arlington that is 3D sculptures as gateways. These sculptures will articulate the cultural history and personality of the Arlington area. The Avondale/Murray Hill area also has a current artistic overpass lighting project by Bill Fitzgibbons, at the Roosevelt Blvd. and Edgewood Ave. overpass.

Advisory Board Member R. Jackson asked what the general timeline would be from inception to completion.

Ms. J. Jones Murray replied from the request for proposals (RFP) to the installation of the element depends on the complexity of the project. For example, a traffic signal box or bike rack typically takes four months adding that crosswalks and intersections and interactive art can take 12 months.

Advisory Board Member R. Jackson asked if the community would be surveyed for their input regarding the art to be used.

Ms. J. Jones Murray replied that a large-scale community gathering would be held to gather input from the community.

Advisory Board Member L. Williams asked if the artwork is only for the outside or if it could be used internally such as at the Legends Center.

Ms. J. Jones Murray replied that the Cultural Council does oversee projects inside of buildings; however, Ms. K. Nasrallah advised that when using CRA funds only external artwork is permissible because the purpose of the CRA is to eliminate blight.

Advisory Board Member R. Jackson asked if it is possible to include banners on the light fixtures that incorporate legends of the community.

Ms. J. Jones Murray replied they could reach out to printers for prices and work with them for ideas. Ms. J. Jones Murray also stated that at 10:00 a.m. on Friday, on July 31, 2021 there is a dedication at the Legends Center for the sculpture "On n the Shoulders of Legends" that was installed in March of 2021.

Vice-chair K. Gasper asked if the CARES Act funding of \$800,000 was just for KSG's or if it would be in the form of grants for anyone to apply for.

Ms. J. Jones Murray replied that to her knowledge the CARES Act funds are slated only to re-ignite the cultural partners that bring music, performing arts, and arts to life in the communities, as the performing arts industry was one of the hardest hit across the globe due to COVID.

Mr. K. Wendland commented that his understanding of the CARES Act funding is designed for existing performing arts projects only and not to fund new projects.

Chair V. Cullins Hopkins asked what the best way to interact with the Cultural Council is and how is the best way to get the community involved in the art projects.

Vice-chair K. Gasper who also holds a seat on the Cultural Council Board replied if funding is appropriated to the Cultural Council for a project, they will oversee community meetings to

gather ideas and information to begin the design phase. The Cultural Council has its own advisory board to oversee the artist selection process that then goes before the Cultural Council Board for approval and implementation.

Chair V. Cullins Hopkins stated that she does not agree with this process as it does not allow for input from the KingSoutel Advisory Board or the community. She stated that in proceeding this way the Cultural Council will only use known artist from Jacksonville and not local artists from the community. She added that by opening the process to the community other ideas and themes that are more culturally appropriate to the area could be suggested.

Advisory Board Member R. Jackson asked Vice-chair K. Gasper if the Cultural Council would oversee the concerns of Chair V. Cullins Hopkins.

Vice-chair K. Gasper replied that they would adding that if the KingSoutel CRA Advisory Board provided suggestions or ideas that the Cultural Council would implement them into their designs and ideas.

Chair V. Cullins Hopkins stated again her concern for including the community in the process and ensuring the KSC/CRA Advisory Board have control of the process.

Ms. K. Nasrallah stated the KingSoutel Crossing Advisory Board should consider the Cultural Council as a consultant. In such, they would be given a scope of work to be completed. They would involve the KSC/CRA Advisory Board each step of the way including their findings. They would not make a step without approval. They would simply be doing a job as the Subject Matter Expert and the Advisory Board would be overseeing the job.

Chair V. Cullins Hopkins replied that the design work should be managed by OED staff not by the Advisory Board noting that the Advisory Board should provide insight into what the scope of the work is.

Mr. K. Wendland suggested the KingSoutel Crossing CRA Advisory Board decide what aspect of design they would like to see such as bike racks, traffic boxes etc., so that the Cultural Council would know where to focus their efforts.

Chair V. Cullins Hopkins stated that this process is going to take more than a meeting once a month to involve the community and interact with the Cultural Council to ensure that the desires of the community are being included in the process.

Ms. S. Grandin asked Advisory Vice-chair K. Gasper if Ms. J. Jones Murray would normally facilitate community meetings to review ideas and discuss which ones are most likely to be incorporated into the community.

Vice-chair K. Gasper concurred adding that typically a meeting would be to discuss a specific piece of artwork, but it could be held to discuss the whole project.

Ms. S. Grandin asked would it be enough information if the KingSoutel RA Advisory Board were to say, for example, we would like to see visual arts at a list of intersections and we would like the community's input on the design. Could a community information gathering meeting be held? Ms. S. Grandin asked if project funding will come from this year's budget.

Chair V. Cullins Hopkins replied yes that is the plan, the KSC/CRA Advisory Board will need to determine the amount they would like to allocate to the project. She commented that she foresees this project taking two to three years to complete due to the desired complexity of the community involvement.

Advisory Board Member R. Jackson stated that per the discussion with Ms. J. Jones Murry just now, estimated project lengths are four to six months for a bike rack and 12 months for something more complex such as an overpass, crosswalk, or interactive artwork.

Chair V. Cullins Hopkins replied the first item up for discussion is theme. Is this project African American heroes across the country, African American heroes in the community, is it going to be primarily mosaics or children's artwork, is the artwork going to be Afro-centric or Euro-centric? The community needs to be involved for these decisions to be made. She stated that there needs to be a community contest for the community artists to submit their designs, as well as a panel of community judges to choose and give awards to participants. This will take up the first year of the project.

Ms. K. Nasrallah stated when both Jen and Diana of the Cultural Council are available, she will ask their estimated timeframe for going into (meeting with) a community to gather information and turning it into a design plan. It is expected the response will be two to three meetings.

Chair V. Cullins Hopkins responded that timeline would be two to three months then you must add another two to three months for the community to submit artwork to the community for consideration.

Ms. K. Nasrallah stated that would be completed during the Request for Qualifications (RFQ) when artists submit to be considered for the project.

Chair V. Cullins Hopkins replied the RFQ process is only for commercial artists. She would like to see the unknown artists and children involved in the artwork and give funds back to the children through awards.

Vice-chair K. Gasper requested to table this discussion until a conversation between the Cultural Council and Ms. K. Nasrallah takes place. Typically, the Cultural Council is provided funding for a project to which they advise the group they contracted with, i.e., the KSC/CRA Advisory Board what they can provide for the allocated amount of funding for the project. The Cultural Council meets several times with the community to discuss the project and gather input/ideas. They would then come back to the KingSoutel Crossing CRA Advisory Board to discuss their findings before proceeding and if more community discussion is required, it would take place. If an agreement with the KingSoutel Crossing CRA Advisory Board is reached, then the design phase would begin, and so on until completion.

Mr. K. Wendland stated the responsibility of the KingSoutel Crossing CRA Advisory Board for this project is to determine where they would like to see the artwork placed within the KSC/CRA community and take that back to the Cultural Council who would then say, this is the estimated cost to complete the project or with the funding allocated, this is what we are able to do.

Advisory Board Member L. Williams stated that since this project is not likely to take place until next year, she feels time would be better spent on more prudent items on the agenda for today.

Ms. K. Nasrallah stated funding for this project could come from this year's budget as there are still funds to be allocated from the FY 20/21 budget. Ms. K. Nasrallah suggested that staff can work with Vice-chair K. Gasper since he is part of the Cultural Council Board to work on details of the project and bring them back to the KSC/CRA Advisory Board for discussion.

Chair V. Cullins Hopkins tabled further discussion of this project to a future meeting moving back up to the Agenda's Action Items.

#### **IV. NEW BUSINESS**

KingSoutel Crossing CRA approved the Proposed Fiscal Year 21/22 budget with the projected increase from \$1,144,264 to \$1,583,787. All projects that were recommended by the Advisory Board were approved by the Agency Board and those projects are ready to proceed. They do not require City Council Approval.

Chair V. Cullins Hopkins stated that in the future there needs to be a collaboration with JTA and JSO to discuss safety and transportation.

Advisory Board Member L. Williams stated that there was a JSO Substation at the Legends Center that is no longer operating.

Chair V. Cullins Hopkins asked if staff could investigate why the substation is no longer active.

Mr. K. Wendland replied the questions could be asked.

Chair V. Cullins Hopkins asked if it would be possible to collaborate with JTA and have them contribute additional funds to the Artwork Project at the bus stops.

Mr. K. Wendland replied that staff would reach out to JTA.

**V. OLD BUSINESS**

Mr. Tony Robbins is moving forward in the selection process to be the next Advisory Board Member in the Planner for Category 1.

Advisory Board Member L. Williams asked for an update on the Tree Commission.

Ms. K. Nasrallah replied at the last meeting she stated she had spoken with the City Arborist and the project is going to the Tree Commission in July 2021. The process from start to end is typically one year.

**VI. PUBLIC COMMENT**

There were no public comments from the public.

**VII. ADJOURNMENT**

There being no further business, Chair V. Cullins Hopkins adjourned the KingSoutel Crossing CRA Advisory Board meeting at approximately 4:51 p.m.

The next meeting is scheduled to be held on Thursday, July 22, 2021, at 3:00 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio file of the meeting is available in its entirety and is available upon request. Please contact Karen Nasrallah at (904) 255-5449, or by email at [karenn@coj.net](mailto:karenn@coj.net).