



Office of Mayor-Elect Lenny Curry

Economic Development Subcommittee Meeting
June 22, 2015 – 8:00 a.m.
University of North Florida
Office of the President
1 UNF Drive
Jacksonville, FL 32224

IN ATTENDANCE:

The Honorable John Delaney, Chairman
Omega Allen, Member
Mike Balanky, Member
Steve Crosby, Member
Cathy Disbrow, Member
Terrance Freeman, Member
Ceree Harden, Member
Abel Harding, Member
Dawn Lockhart, Member
Eric Mann, Member
Ginny Myrick, Member
Chris Quinn, Member
Kara Tucker, Member
Paul Tutwiler, Member
Aundra Wallace, Member
Aaron Zahn, Member
John Sawyer, OGC Representative
Ted Carter, OED SME
Dave Herrell, OED SME
Ed Randolph, OED SME
Joe Whitaker, OED SME
Alice Checorski, Documentarian

GUESTS:

Susie Wiles, Transition Team Policy Director
Jerry Mallot, JAXUSA
Jane Bouda, COJ Housing Division
Cathy Chambers, JAXUSA
Corey Craig, COJ OED
Chandler Fussell, Transition Team Staff
Karen Mathis, Daily Record

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Chairman Delaney welcomed everyone and called the meeting to order at 8:00 a.m. Committee members and guests introduced themselves.

Chairman Delaney moved to approve the minutes from the June 15, 2015 and the June 19, 2015 meetings. Ginny Myrick made a motion to approve, seconded by Ceree Harden. Both sets of minutes were approved unanimously.

Chairman Delaney invited Susie Wiles, Transition Team Policy Director, to speak to the committee. Ms. Wiles thanked everyone for their commitment which will be critically important to Mayor-Elect Curry.

Below are highlights from the presentation made by Jerry Mallot, President, JAXUSA Partnership for Regional Economic Development:

- JAXUSA, a division of JaxChamber under the name of Cornerstone, serves 7 counties. A large majority of its funding is received from the private sector.
- Lead for marketing and prospects for our area for:
 - Workforce development
 - Entrepreneurial growth opportunities
 - Public policies
- Work closely with OED to advance the economic development agenda to meet the “speed of business”.
- What makes Jacksonville competitive?
 - Workforce: availability, skill sets and the cost of the workforce
 - Availability of existing buildings and sites
 - Quality of life: most important to workforce
 - Business environment including cost of operating here
 - Speed of business
 - Incentives

Current Public Investment Policy has served us well over the years. The Project Evaluation Matrix is a useful tool. An ROI model would also have real value.

Recommendations for our new Mayor:

- Update the Public Investment Policy (PIP)
- Deal with confidentiality in a more effective way
- Participate in negotiations
- Utilize Cecil Commerce Center
- Influence companies along with the Governor as a team. Partnership shows a reflection of who we are as a community.
- Make quick decisions on incentives: speed is important. The time it takes to evaluate a project needs to be improved.
- Evaluate all of the rules and regulations in our community and eliminate unnecessary regulation.

Chairman Delaney observed that we function in four buckets: JAXUSA, DIA, Sports Development and OED. Mr. Mallot said the Mayor needs an OED to advise him; DIA is needed as a lead agency, independent of politics; Sports Development needs to exist as its' function is important.

Which cities are our competitors? Mr. Mallot responded Tampa, Charlotte, Raleigh, Nashville, Orlando and Dallas. We have to be up to the task to win the project.

Mike Balanky referred to the Riverside development project which took 7 years to complete. JAXUSA was engaged, but it was clearly a City project. Delays were caused by the recession, lack of incentives and infrastructure funds. Today, the DIA would be a driving force.

Closing projects is limited as the State tends to be the lead on most incentives. QTI has been our lead incentive. OED came up with training as an incentive. A combination of both State and us (local) is critical. We need to provide offsets for property taxes over a period of time. The Enterprise Zone doesn't cover a lot of the City, but it is important.

Ginny Myrick asked what are the 2-3 things that make us not competitive when meeting with site selectors? Mr. Mallot responded the speed issue, an improved level of competitiveness and incentives. Our State does not appear willing to go to the mat on large deals. We don't have the dollars to market our City. Most funds come from private investors. We don't have convention traffic.

Chairman Delaney said he had not heard that convention business can feed into projects. Familiarity with a City develops over a period of time. Omega Allen asked why we have not pursued a new convention center. Lack of funding is the reason. The bed tax/hospitality industry could be used to attract conventions.

Paul Tutwiler asked Mr. Mallot to speak about quality of life. There is a combination of things that enrich quality of life: ocean, weather, location, access to things.

Steve Crosby asked how we encourage organic growth to keep our young people in the community. ImpactJax is a young people's group of about 600-700 people; we spend half of our time meeting and engaging with existing companies.

Chairman Delaney stated we need more \$30,000-\$38,000 jobs; workforce development should include recruitment of lower wage jobs as well as high wage jobs to broaden the gap.

Geographic targeting of economic development: why incentivize the Southside if it is going to happen there anyway? The companies come with the understanding we will have an initial incentive and want them to be here for the long term. Business types that would pick the Northside vs. the Southside are logistics and distribution companies. The availability of existing buildings is one of the strongest elements.

In closing, Chairman Delaney stated that with the SWOT Assessment provided by OED and Jerry Mallot's analysis, the committee now has some templates to work with. The meeting was adjourned at 8:55 a.m.



Office of Mayor-Elect Lenny Curry

AGENDA

Date: June 25, 2015

Time: 9:00 a.m.

Committee: Economic Development Subcommittee Meeting

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| I. | Welcome and Introductions | President John Delaney, Chair |
| II. | Review and Approve Minutes – 06.22.15 | Committee |
| III. | Presentation –DIA | Aundra Wallace |
| IV. | Open Discussion | Committee |
| V. | Review SWOT Assessment | Committee |
| VI. | Deliverables: | |
| | • Former JEDC Presentation – 07.02.15 | Mike Weinstein |
| | • Community Wealth Building Presentation – tbd | Dawn Lockhart |
| VII. | Public Comments | |

