



# Office of Mayor-Elect Lenny Curry

Economic Development Subcommittee Meeting

July 6, 2015 – 9:00 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

The Honorable Elaine Brown, Member

Steve Crosby, Member

Cathy Disbrow, Member (via Conference Call)

Terrance Freeman, Member

Todd Froats, Member

Ceree Harden, Member

Dawn Lockhart, Member

Jeanne Miller, Member

Ginny Myrick, Member

Chris Quinn, Member

Kara Tucker, Member

Paul Tutwiler, Member

Aundra Wallace, Member

Aaron Zahn, Member

John Sawyer, OGC Representative

Joe Whitaker, OED SME

Alice Checorski, Documentarian

## GUESTS:

David Bauerlein, Times-Union

Jane Bouda, COJ Housing Division

Lindsey Kilbride, WJCT

Jerry Mallot, JAXUSA

Karen Mathis, Daily Record

Illiana Tidd, Jacksonville Civic Council

Chairman Delaney welcomed everyone and called the meeting to order at 8:02 a.m. Committee members and guests introduced themselves.

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Chairman Delaney provided a handout rough draft/outline of Guiding Principles for Economic Development; Jacksonville Economic Advantages; Economic Development Structure; Ongoing Projects; Topics for Further Attention; Public Investment Policy (PIP); Miscellaneous Opportunities for Improvement and recommendations for each subject. The committee discussed each bullet.

Ceree Harden stated that a long-term capital improvement plan is essential to downtown using appropriate funding and focused outcomes. He used Riverside as an example noting that once the infrastructure was in place, private investors came to that area.

Jeanne Miller said there is a need for a strategic vision for the city and to bring community and infrastructure development resources under one umbrella.

Aaron Zahn provided a handout draft titled "Economic Development Strategy Framework for Jacksonville" which includes a vision, current strengths and weaknesses, alignment, recommendations and goals and the development of a Scorecard reporting mechanism. The committee discussed that asset mapping should include fiscal, human and social assets followed by an action plan. Oversight and stewardship are critical to success. The committee also agreed that branding is an important piece in economic development.

Chairman Delaney asked Aaron Zahn to consolidate the bullets and the framework strategy documents for the Thursday, July 9, 2015, 9 a.m. meeting. Committee members were also asked to email their specific language suggestions to the chair and to Aaron and to include branding, measures and oversight. OGC Attorney John Sawyer confirmed this method is within the Sunshine Law, provided no exchange takes place.

A wrap-up meeting will be scheduled sometime next week.

Chairman Delaney moved to approve the minutes from the July 2, 2015 meeting. A motion was made, seconded and the minutes were approved unanimously.

Meeting was adjourned at 9:15 a.m.



## Office of Mayor-Elect Lenny Curry

# AGENDA

**Date:** July 6, 2015

**Time:** 8:00 a.m.

**Committee:** Economic Development Subcommittee Meeting

- I. Welcome and Introductions President John Delaney, Chair
  
  - II. Review and Approve Minutes – 07.02.15 Committee
  
  - III. Open Discussion Committee
    - Recommendations and Observations
  
  - IV. Public Comments
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