



Office of Mayor-Elect Lenny Curry

Economic Development Subcommittee Meeting
July 9, 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
Terrance Freeman, Member
Todd Froats, Member
Ceree Harden, Member
Abel Harding, 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
Chandler Fussell, Mayor's Staff
Alice Checorski, Documentarian

GUESTS:

Alan Bliss, UNF
Jane Bouda, COJ Housing Division
Dave Bruderly, Bruderly Engineering
A.G. Gancarski, Florida Politics
Jerry Mallot, JAXUSA
Karen Mathis, Daily Record
Ed Randolph, COJ
Illiana Tidd, Jacksonville Civic Council

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Chairman Delaney welcomed everyone and called the meeting to order at 9:02 a.m. Committee members and guests introduced themselves.

Chairman Delaney moved to approve the minutes from the July 6, 2015 meeting. A motion was made, seconded and the minutes were approved unanimously.

Public Comments were called for at this time. David Bruderly, professional consultant, Bruderly Engineering Associates, Inc. provided a recommendation that the City expand the scope of the Resilient Cities Initiative. He suggested forming a public/private partnership to develop a Clean Energy Action Pilot Plan to guide regional implementation of mitigation actions designed to significantly reduce regional sources of greenhouse gas emissions and stimulate local economic development. He outlined a draft list of tasks for the Chief Resiliency Officer and encouraged the Economic Development subcommittee to recommend funding of the position.

A revised document titled "Economic Development Strategy Framework for Jacksonville" which incorporated the draft outline provided by Chair Delaney at the last meeting was prepared by Aaron Zahn and distributed to the committee. Jeanne Miller suggested that the Operational Structure include formal lines of authority between agencies/departments that would enhance efficiency. Overall, however, the committee is not recommending changing the current structure since it appears all of the four entities (OED, DIA, Sports Council, JaxChamber) work well together.

The committee discussed the importance of utilizing a scorecard that has clear metrics with targets and can transcend administrations. Chairman Delaney asked if there are scorecard components the committee would like to add. It was suggested to include payroll and education/graduation rate statistics.

Recommendation #2 under Alignment calls for the establishment of a "core" brand strategy for the entire City. Identify what we are already good at and what opportunities are available.

Chairman Delaney referred to Recommendation #3 under Alignment and suggested that the oversight group would have the authority that holds accountability. The Mayor's authority would ultimately drive the results.

Another of the committee's recommendations is to develop Asset Mapping and Management including real property and community assets. Mr. Zahn thanked Dawn Lockhart for sharing the link for community asset mapping tools from Northwestern University: <http://www.abccdinstitute.org/about/>

The committee will recommend a review of the Public Investment Policy models utilized by Economic Development groups and align them with the Scorecard. Additionally, there should be an allowance for variation of "hurdle rates" on targeted development areas of the City for ROI or GDP metrics due to social impact.

The recommendation previously introduced by Mike Balanky to accelerate permitting and regulatory review was discussed and the committee was in full support because "time is money".

Another recommendation will focus on establishing specific pre-defined economic incentive packages for the DIA in order to streamline decision making timelines.

The JaxChamber reports that "the larger the deal, the less competitive Jacksonville becomes". The committee agrees this position is unacceptable and recommends the development of a plan for mega-projects.

Ginny Myrick stated we have re-defined what economic development is. It now includes One City-One Jacksonville and we need to incent all areas.

A convention center is a target for the downtown area which will create employment. The committee agreed there is a need for either the expansion of the existing or a new convention center. Dawn Lockhart said a convention center would become defined as an "anchor institution" to build jobs. It is a community wealth building goal. After much discussion, the committee agreed the RFQ (Request for Qualifications) should be focused on the private sector. Previous studies as reported by Ceree Harden conclude that a convention center should be located adjacent to a hotel downtown; Jacksonville has a "splendid riverfront" and many other natural resources such as the beach and numerous golf courses.

Aundra Wallace, DIA reported that a study is underway and expected to be complete by October. They are looking at the Shipyards and the Landing and understanding conversations where the convention center should be located. We need to define what segment of the convention business we want to pursue.

Chair Delaney asked the committee to submit any further observations, corrections or suggestions. He praised the members for their high attendance rate and appreciated their good-natured participation. An executive summary and recommendations will be finalized for a wrap-up meeting to be scheduled sometime next week.

Meeting was adjourned at 10:20 a.m.



Office of Mayor-Elect Lenny Curry

AGENDA

Date: July 9, 2015

Time: 9:00 a.m.

Committee: Economic Development Subcommittee Meeting

- I. Welcome and Introductions President John Delaney, Chair



















 - II. Review and Approve Minutes – 07.06.15 Committee

 - III. Discuss combined Economic Development Outline, Strategy
and Recommendations Committee

 - IV. Public Comments
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ECONOMIC DEVELOPMENT COMMITTEE MEETING

July 9, 2015

Name	Committee Chair	Signature
Honorable John Delaney	Committee Chair	
Allen, Omega	Committee Member	
Balanky, Mike	Committee Member	
Brown, Elaine	Committee Member	
Crosby, Steve	Committee Member	
Disbrow, Cathy	Committee Member	
Freeman, Terrance	Committee Member	
Froats, Todd	Committee Member	
Harden, Ceree	Committee Member	
Harding, Abel	Committee Member	
Lockhart, Dawn	Committee Member	
Mann, Eric K.	Committee Member	
Miller, Jeanne	Committee Member	
Myrick, Ginny	Committee Member	
Quinn, Chris	Committee Member	
Tucker, Kara	Committee Member	
Tutwiler, Paul	Committee Member	
Wallace, Aundra	Committee Member	
Zahn, Aaron	Committee Member	
Guests / Visitors:		
Karen Mathis	Daryl Record	
Ed Knochelph	COB	
Jane Bouché	COB	
Alan Bliss	UNF	
AG Garcia/Ski	Florida Politics	
Chandler Fussell	Mayor's Staff	
Dave Brudersly	Brudersly Engineering	
Illians Tidd		
Jeremy Malhot		

Recommendation

I recommend that the City of Jacksonville expand the scope of the Resilient Cities Initiative beyond adoption to sea level rise. The Mayor would designate a Chief Resiliency Officer to form a Public / Private Partnership Team to develop a Clean Energy Action Pilot Plan to guide regional implementation of mitigation actions designed to significantly reduce regional sources of greenhouse gas emissions AND stimulate local economic development.

The short-term goal is to develop a Clean Energy Action Pilot Plan that builds on the foundation created by local initiatives and institutions identified in the application, the Alternative Fuel Master Plan sponsored by the Northeast Florida TPO, Logistics Sector LNG/CNG/EV investments, Jacksonville Electric Authority, and local NGO stakeholders, such as the Green Building Coalition.

The Clean Energy Action Pilot Plan will create a culture that invites investment in manufacturing, fabrication and physical and human infrastructure needed to implement clean energy projects; projects that will stimulate local economic development, create local jobs AND reduce greenhouse gas emissions.

The Clean Energy Action Pilot Plan will initially identify economically feasible roadmaps for selected sectors to reduce their greenhouse gas emissions with off-the-shelf technologies and minor modifications to existing infrastructure and business practices. The Clean Energy Action Pilot Plan will identify the level of investment in equipment, human resources and professional services required to implement solutions. The Clean Energy Action Pilot Plan will describe available incentives and identify opportunities for innovation and potential sources of funding for research, development and demonstration of innovative technologies and business solutions.

The long-term goal is to empower public and private stakeholders in Jacksonville and in 99 Resilient City partners to reduce their greenhouse gas emissions by 80% below the baseline by the year 2050.

The Chief Resiliency Officer (CRO) shall be authorized to develop and implement the Clean Energy Action Plan. The following is a draft list of tasks for the initial pilot phase of this initiative:

1. Develop a baseline inventory of regional greenhouse gas emissions
2. Develop a management metric and tracking methodologies -- lifecycle carbon emissions associated with production, distribution and use of goods and services within pilot sectors
3. Execute a stakeholder and community outreach / education program for pilot sectors
4. Inventory candidate solutions (technologies and strategies) for reducing greenhouse gas emissions from each pilot sector
5. Develop pilot sector roadmaps for each greenhouse gas mitigation strategy
6. Develop pilot sector emission reduction targets and timelines
7. Secure stakeholder commitments to achieve pilot sector emission reduction targets
8. Execute pilot sector plan and work out bugs
9. Replicate steps 1 to 7 for the remaining community sectors.

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