Minutes of City Council Briefing
Monday, May 8, 2023 – 5:30 P.M.
City Council Conference Room, 1st Floor
11 North 3rd Street, Jacksonville Beach, FL

The Council Briefing began at 5:30 P.M.

The following City Council Members were in attendance:

Mayor:	Christine Hoffman		
Council Members:	Sandy Golding	Bill Horn (absent)	Dan Janson
	Fernando Meza	Cory Nichols	Greg Sutton

Also present were City Manager Mike Staffopoulos, Deputy City Manager Karen Nelson, Communications Manager Jacob Board, Director of Planning and Development Heather Ireland, Community Redevelopment Agency (CRA) Coordinator Taylor Mobbs and Chief of Police Gene Paul Smith.

Purpose of Briefing
The purpose of the Briefing was to update the Council members about ongoing items in the City.

City Manager
Lifesaving Station Branding
City Manager Mike Staffopoulos, Deputy City Manager Karen Nelson and Communications Manager Jacob Board spoke about the Jacksonville Beach Lifesaving Station rebranding. Ms. Nelson and Mr. Board presented the Council with slides and handouts [on file] of branding options for the building.

A conversation ensued regarding different options for the rebranding of the building. It was the consensus of the Council for staff to adjust the presented design according to the Council's suggestions and present the rebranding options to the Council for consideration at a future briefing.

Public-Private Partnership Project Criteria
Mr. Staffopoulos reminded the Council a Request for Proposal (RFP) would be organized for a Public-Private Partnership (P3) for the Latham Plaza Parking Lot.

Director of Planning and Development Heather Ireland reviewed the different types of partnerships:

- Build Operate Transfer
- Build Operate Own
- Design-Build
- Buy Build Operate

Ms. Ireland reviewed the criteria for a 35-foot tall and a 55-foot tall mixed-use building with a parking structure. An outline created by The Southern Group regarding CRA P3 disposition examples for publicly-owned property was discussed, and it was the consensus of the Council that selling the property was not an option.

A conversation ensued regarding the possible uses and design of the mixed-use parking structure.

Staff would continue to finalize the disposition of property, and pending the May 16, 2023 election results, staff would finalize the requirements for public-private partnerships.

Latham Plaza Concept
Ms. Ireland briefly reviewed the history of the Latham Plaza redesign project. She stated Hallf Associates, Inc., was currently the design team working on the project.

CRA Coordinator Taylor Mobbs and Dustin Felix, Professional Landscape Architect with Hallf Associates, Inc., presented the Council with slides and handouts [on file] of the proposed concept redesign for Latham Plaza.

Ms. Mobbs and Mr. Felix answered questions from the Council, and a conversation ensued regarding the proposed design and suggestions for proposed changes to the design.

Staff would schedule and host two public workshops to obtain community feedback on the design and report back to the Council with a summary of the community feedback at a future briefing.

Miscellaneous City Manager's Items
Chief of Police Gene Paul Smith informed the Council that at the CRA Special Workshop held earlier in the day (May 8, 2023), the proposed replacement and upgrade project [on file] for the Police department camera system was approved by the CRA.

Community Assignment Report
Council Member Sandy Golding provided an update regarding the Short Term Vacation Rental topic as part of the Legislative Session.

Future Briefing Topics - *None*

The Briefing adjourned at 7:01 P.M.

Submitted by: Jodilynn Byrd
Deputy City Clerk

Approved:

Christine H. Hoffman, MAYOR

Date: 5/15/23