Minutes of the Community Redevelopment Agency
held Monday, February 24, 2025 at 3:00 PM
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida

CALL TO ORDER:

This meeting was called to order at 3:01 PM.

ROLL CALL:

Chairman:	Gary Paetau	Ron Whittington - Absent
Board Members:	Meghan Edwards	Thad Moseley
	Kevin Myers	
Alternates:	Sydney Talcott	Marcus Kampfe
Also present:	CRA Coordinator Taylor Mobbs	

COURTESY OF THE FLOOR TO VISITORS: None

APPROVAL OF MINUTES:

In a voice vote, it was passed unanimously to approve the following minutes:

A. Joint City Council / CRA Workshop held on January 27, 2025

B. Minutes of the Regular Community Redevelopment Agency Meeting held on January 15, 2025

FAÇADE GRANT APPLICATIONS:

Ms. Taylor Mobbs, CRA Coordinator, provided an update on façade grant funding.

Discussion ensued about the façade grant funding balance, submitted applications, the intent of the façade grant program, and potential reallocation.

A. Approve/Reject the 2nd amendment to the façade grant application in the amount of $3,600.34 for Mango's

Ms. Mobbs provided a brief background on Mango's application.

Motion: A motion was made by Mr. Moseley to approve the 2nd amendment to the application. This was seconded by Mr. Myers.

Vote: All were in favor.

B. Approve/Reject the facade grant application in the amount of $100,000.00 for Brix Taphouse

Ms. Mobbs provided a brief background on Brix Taphouse's application.

Discussion ensued about the application.

Motion: A motion was made by Mr. Moseley to approve the application. This was seconded by Ms. Edwards.

Vote: All were in favor.

C. Approve/Reject the facade grant application in the amount of $33,533.34 for Sneakers

Ms. Mobbs provided a brief background on Sneakers' application.

Discussion ensued about the contractors, paint color, and revised budget.

Motion: A motion was made by Mr. Moseley to approve the application, contingent upon budget modification. This was seconded by Ms. Talcott.

Vote: All were in favor.

OLD BUSINESS:

A. Approve/Disapprove the proposed changes to the safety grant program to allow for safety lighting (exterior only)

Ms. Mobbs clarified that the safety grant program was specifically for exterior safety lighting, not general signage or other lighting requests. She noted discussions frequently mentioned safety lighting alongside cameras, reinforcing its intended use. Applications would be reviewed in coordination with the city's CAPE program and police officers to verify compliance before being presented for approval. Ms. Mobbs emphasized updating the application and eligible projects list to clearly specify that funding was limited to exterior safety lighting.

Motion: A motion was made by Mr. Moseley to approve. This was seconded by Ms. Talcott.

Vote: All were in favor.

NEW BUSINESS:

Ms. Mobbs updated the board on the planned local artist mural for the pier parking lot dumpster enclosure, funded through the CRA's public art budget. The $8,000 project aligned with national pricing, with a call for artists set for February 25, closing March 10. The art committee planned to review applications on March 20 and present a final recommendation at the March 24 CRA meeting, aiming for completion before the Opening of the Beaches weekend. She noted a new scoring rubric to streamline the selection process and improve transparency.

Chair Paetau reported damage to the pavilion mural and suggested the art committee explore protection options. He also noted corrosion on painted scuppers along the north side, warning it could affect the mural's appearance.

Mr. Moseley stated that various treatments exist to protect murals but noted they prevent touch-ups if damaged. Based on his research and experience, he recommended regular touch-ups and using stainless materials to prevent corrosion. He acknowledged the challenge of adding physical barriers, suggesting that addressing corrosion and maintaining touch-ups would be the best solution.

Ms. Mobbs noted the artist provided touch-up paint and had the colors matched at Sherwin Williams. She planned to consult a fabrication specialist appointed for his expertise in material installation and maintenance. She intended to have him walk the site with her to assess the damage and explore repair options.

Ms. Mobbs updated the board on the city's new master signage plan, replacing a shelved 2017 version. She joined the team to ensure branding consistency for the Downtown and South End districts. Consultants reviewed the sign inventory and planned to present design options the following week.

Chair Paetau asked about updates to entrance signs. Ms. Mobbs confirmed the pier sign's LED screen had been upgraded, with refurbishment planned next. The Sixth and First Street sign was severely damaged and likely to be removed due to property changes. The parking lot sign was set for refurbishment in Phase One of the project.

Ms. Mobbs outlined upcoming meetings, including the March 12 workshop on boardwalk activation and adding future meeting topics. The March 24 CRA meeting would cover the audit, financial reports, pending applications, and the mural award. Key council topics would include urban trails, beach smoking bans, short-term rentals, emergency management, and citywide signage. Budget discussions would begin in May, with reviews of event management, the life-saving station rebranding, and the Land Development Code.

Chair Paetau reminded board members to submit their financial statement reports online by July 1 and complete four hours of ethics training and a Sunshine Law review. Ms. Mobbs noted that certification of completion is required and typically operates on an honor system, with members notifying staff and the clerk's office. She offered to send links to the required training materials.

STAFF REPORT :

A. February 2025

Ms. Mobbs reported that Pier Parking Lot Phase One construction had begun, including sidewalks, landscaping, sign repairs, and new site furnishings. Phase Two, planned for the next budget year, would include repaving, restriping, and upgraded lighting. Beaches Energy was assessing the electrical needs for the passive park. A pre-application meeting was scheduled for Friday to coordinate Latham Plaza project plans with city departments and streamline approvals.

Chair Paetau asked about the project timeline. Ms. Mobbs stated the goal was to have the Pier Parking Lot 80% complete and aesthetically presentable by the Opening of the Beaches weekend. She acknowledged the timeline was aggressive but noted the contractor remained committed to achieving substantial completion by the last weekend in April.

Chair Paetau requested an update at the next workshop, particularly for new board members, on ongoing public projects and responsibilities.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 4:18 PM

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Gerald Paxton
Chairman

Date: 3/24/25