

Minutes of the Community Redevelopment Agency

held Monday, March 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 3:00 PM.

ROLL CALL:

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

APPROVAL OF MINUTES:

Motion: It was moved by Mr. Moseley, seconded by Mr. Myers, and passed unanimously to approve the following minutes:

- CRA meeting January 24, 2025

COURTESY OF THE FLOOR TO VISITORS:

- Kurtis Loftus, 1280 Mayport Landing Drive, Atlantic Beach, spoke about the Latham Plaza redesign and sidewalks.

OLD BUSINESS:

A brief discussion ensued about the Latham Plaza design.

NEW BUSINESS:

A. Accept/Reject the FY2024 Jacksonville Beach Community Redevelopment Agency Financial Statements and Independent Auditor's Report

Chief Financial Officer Ashlie Gossett provided an update on the CRA's financial statements, noting that since FY 2020, redevelopment agencies must produce separate reports despite inclusion in the city's Annual Comprehensive Financial Report. She stated that the CRA received a clean audit opinion from the auditors, who presented it to the City Council on March 3. At the end of FY 2024, the total fund balance was \$44.6 million, all restricted to active or near-term projects. She highlighted strong investment earnings and referenced key financial summaries on pages 2 and 12 of the handout.

Chair Paetau asked about potential confusion on page 18 of the financials. Ms. Gossett clarified that the title referred to a larger project covering the Central and South End basins. The dollar amounts under the South End reflected the portion of basin work specific to that CRA district, though the project itself was part of the broader Downtown initiative.

Motion: It was moved by Mr. Moseley and seconded by Mr. Myers to approve the FY2024 Jacksonville Beach Community Redevelopment Agency Financial Statements and Independent Auditor's Report.

Vote: In a roll call vote, the motion passed unanimously.

B. Waive/Enforce Penalty of \$566,629.10 for the City of Jacksonville's Late Payment of the Increment Revenues to the Redevelopment Trust Fund

Ms. Gossett addressed the timing of the TIF payment, stating that under state statute, funds must be deposited by January 1. The city's interpretation sets the deadline as December 31 due to bank closures on January 1. The county's portion was received on January 2 or 3, and conversations indicated the delay was an honest mistake. While staff cannot administratively waive the penalty, Ms. Gossett stated the authority rests with the CRA. Based on the longstanding positive relationship with the county, Administration and Finance recommended the agency consider waiving the penalty.

Motion: It was moved by Mr. Moseley and seconded by Ms. Talcott to waive the penalty of \$566,629.10 for the City of Jacksonville's Late Payment of the Increment Revenues to the Redevelopment Trust Fund.

Chair Paetau asked if procedures were in place to prevent future TIF payment delays. Ms. Gossett stated the county was now aware of the deadline and city staff would continue sending reminders in November, with an additional follow-up in mid-December if needed.

Vote: In a roll call vote, the motion passed unanimously.

C. Award/Reject the Mural for the Pier Parking Lot Dumpster Enclosure to artist Lauren Klose and their concept "Find Some Fun"

Ms. Mobbs reported that the art committee received 28 proposals from 18 artists and quickly narrowed the selection to three or four finalists. One piece stood out with nearly perfect scores from all committee members, unlike others with mixed rankings. The committee unanimously recommended a proposal titled *Find Some Fun*, featuring an open shark jaw design with an eight-foot-wide opening. The artist agreed to enhance the vibrancy of the jaws to create a 3D effect, as recommended by the committee.

Ms. Talcott asked if the committee followed a larger theme when selecting art. Ms. Mobbs replied the focus was on embracing "beach life" and creating vibrant, eye-catching pieces. While earlier murals featured literal sea creatures, this piece stood out for its abstract take and strong visual impact, especially given its location.

Chair Paetau inquired about maintenance concerns due to the mural's location. Ms. Mobbs noted murals have limited lifespans and the design avoids high-impact areas, with only the pedestrian door painted. Discussion ensued about the door.

Mr. Myers asked if the photo opportunity aspect included a social media strategy. Ms. Mobbs replied that the communications team would select a consistent hashtag, which would be added near the mural. She noted past success with similar tagging and sharing from other murals.

Chair Paetau encouraged attention to landscaping near the mural. Ms. Mobbs stated they would work with the Parks and Recreation Department on the landscaping.

Mr. Moseley suggested the photo opportunity should reflect Jacksonville Beach.

Motion: It was moved by Mr. Moseley and seconded by Ms. Edwards to award the Mural for the Pier Parking Lot Dumpster Enclosure to artist Lauren Klose and their concept "Find Some Fun."

Vote: In a roll call vote, the motion passed unanimously.

D. Accept/Reject the Community Redevelopment Agency Annual Report FY2024

Ms. Mobbs stated that, in compliance with Florida Statute 163.371, the CRA's annual report must be posted by March 31 and submitted to the taxing authority, the state, the FRA, the City Council, and the CRA board. If approved, the report would be published immediately, well ahead of the deadline. She noted the updated format includes new photos and branding colors selected by the communications team.

Chair Paetau thanked Ms. Mobbs for her work on the annual report, noting the marked improvements since joining the board. He acknowledged the time and effort involved and said the quality reflects well on everyone, with particular appreciation for her leadership in putting it together.

Motion: It was moved by Ms. Edwards and seconded by Ms. Talcott to accept the Community Redevelopment Agency Annual Report FY2024.

Vote: In a roll call vote, the motion passed unanimously.

ITEMS FOR DISCUSSION:

Chair Paetau asked for an update on the legislative session, specifically House Bill 991. Ms. Mobbs replied there were no official updates from the Senate, though the bill had progressed on the House side. She noted that the City Council, administration, and staff were in Tallahassee that week advocating on several issues, with HB 991 among their top priorities. She anticipated updates in the coming weeks and assured the board they would be notified as soon as substantial information became available.

Ms. Mobbs shared upcoming council meetings and events. On March 31, the City Council would hold a briefing on the Life Saving Station brand and stormwater rates. On April 7, the City Council would vote on the dumpster enclosure mural and the Live Saving Station rebrand. An Emergency Operations briefing with Police, Fire, and Ocean Rescue would be held on April 14. Upcoming events included the Women's Wellness Fest on March 29 at Latham Plaza, Yoga on the Lawn on April 15, and the Opening of the Beaches Parade on April 27. The mural was expected to be completed in time for the parade, pending City Council approval.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 3:42 PM

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:


Chairman

Date: 7.28.25