Minutes of the Community Redevelopment Agency
held Monday, July 28, 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:	Gerhard Paetau	Ron Whittington
Board Members:	Meghan Edwards	Thad Moseley
	Kevin Myers - Absent	
Alternates:	Sydney Talcott	Marcus Kampfe
Also present:	CRA Coordinator Taylor Mobbs and Director of Planning and Development Heather Ireland.	

COURTESY OF THE FLOOR TO VISITORS:

- Roger Whiting, 1103 2nd Avenue North, Jacksonville Beach, spoke about meeting attendance and rezoning.

APPROVAL OF MINUTES:

Although no motions were made, the Board agreed by voice vote to approve the following minutes:

- CRA meeting May 14, 2025
- CRA workshop June 11, 2025

OLD BUSINESS:

Ms. Mobbs reported Phase I of the pier parking lot was nearly complete, with landscaping and bike rack installation remaining. Phase II, scheduled for FY26, would include resurfacing, light fixture updates, and landscape medians, with no changes to layout or parking count.

Chair Paetau thanked staff for repainting the Jacksonville Beach sign and asked about other signs. Ms. Mobbs confirmed plans to repaint the Beach Boulevard sign and recommended removing the damaged sign at Sixth and First due to nearby development. She noted the improvements had already drawn public attention and credited Parks and Recreation for their support.

Ms. Mobbs stated the City of Jacksonville awarded $1 million to Jacksonville Beach, prompting legal review on use of funds. She confirmed the Lifesaving Station project would return to CRA for possible inclusion in the Downtown Plan, with a memo outlining legal compliance and project scope forthcoming in the next one to two months.

She reported delays on the low-speed vehicle parking lot due to added drainage plans but expected updated drawings by mid-August.

Ms. Mobbs shared the public-private partnership RFP was in final legal review and would next go to redevelopment attorney Cliff Shepherd. She noted design criteria had been approved and that the board would be notified before the RFP is issued. A public pre-application meeting would be held to address developer questions before bids are submitted.

Ms. Mobbs reported significant pothole issues at the South Beach Park parking lot and confirmed Public Works was assessing the root cause before proceeding with repairs. She agreed to explore a temporary patch for the worst areas following Chair Paetau's suggestion. Updates to the South End Plan would be presented in a fall workshop to align it with the Downtown Plan. She also noted forthcoming updates to the Art Committee bylaws before filling a vacant seat, based on lessons learned over the past two years.

Additional updates included VPS nearing final approvals for its outdoor dining project, and the pier parking lot mural expected to be completed within two weeks. Staff planned to fund two additional public restrooms and commission murals by local artists, subject to CRA and Council approval. Ms. Mobbs reviewed the upcoming budget schedule: the August 1 showcase, department workshops on August 4, 5, and 11 (with CRA on the 11th), a CRA workshop on August 13, and the first budget hearing on September 3.

Mr. Moseley asked about the upcoming bus tour and whether it was a new addition. Ms. Mobbs clarified this would be her first time participating in the tour, noting that previous showcases were held in chambers using PowerPoint. She stated this was the first time since before COVID that the in-person bus tour with Council was being reinstated. Chair Paetau confirmed it was also new to him and asked if board members could follow along; Ms. Mobbs responded that she believed so. A staff member provided additional details.

NEW BUSINESS:

A. Adopt/Deny CRA Resolution 2025-06 adopting the Fiscal Year 2025-2026 Jacksonville Beach Community Redevelopment Agency Budget

Chair Paetau briefly introduced the item noted the board had reviewed the budget in prior meetings, received additional information, and confirmed all final changes and considerations were complete.

Ms. Mobbs stated there were minimal changes since the previous review, with slight adjustments to payroll and internal service charges. She reported total tax increment proceeds of $14,905,753, with $11,474,411 allocated to Downtown and $3,431,342 to the South End.

Chair Paetau asked for a final copy to be distributed to the Board.

Ms. Edwards asked for clarification on the specific changes to the budget. Ms. Mobbs explained the updates were limited to personal services—primarily payroll and insurance—and internal service charges related to the use of city departments such as Finance and HR. She estimated the increases totaled approximately $11,000 for Police, $10,000 for Downtown, and just over $5,000 for the South End, resulting in a combined change of approximately $26,000.

Motion: It was moved by Mr. Moseley and seconded by Mr. Whittington to approve Resolution No. 2025-06 adopting the Fiscal Year 2025-2026 Jacksonville Beach

Community Redevelopment Agency Budget

In a roll call vote, the motion passed unanimously.

ITEMS FOR DISCUSSION:

A. Facade Grant - Proposed Changes FY2026

Chair Paetau briefly introduced the item and noted board members had received a copy of staff's recommendations and requested feedback to help refine the updates for implementation in the upcoming fiscal year.

Ms. Mobbs outlined the proposed updates to the Facade Grant Program for FY26, including shifting to quarterly application reviews to better prioritize funding and adding a score sheet to rank applicants. She recommended requiring applicants to be in good standing with the city and allowing staff to disqualify those with a history of violations. Additional changes included a 60-day deadline for submitting final documentation for reimbursement, starting from permit issuance or a certified completion notice, as well as requiring two vendor quotes and a project timeline with milestones. She invited board feedback before finalizing the changes.

Ms. Edwards asked if the proposed changes could have limited the CRA's ability to deny applications. Ms. Mobbs clarified the grant was discretionary, not a right, and the agency retained authority to deny applicants. Ms. Edwards supported quarterly reviews as a better way to assess funding priorities.

Ms. Talcott supported the ROI tool and asked if the quarterly review schedule might delay projects. She suggested offering early feedback. Ms. Mobbs confirmed she already provided prompt feedback to applicants and noted most projects were long-term goals. She emphasized the program was flexible and had been amended in the past as needed.

Mr. Kampfe asked whether there were provisions for emergency or high-impact applications outside the quarterly review cycle. Ms. Mobbs stated there were none currently but noted the board could choose to allow exceptions. She recommended committing fully to the quarterly process or keeping the current system, cautioning that making exceptions could undermine the structure by prompting frequent urgent requests.

Mr. Moseley asked about handling emergency applications and whether funds could be prorated among strong applicants. Ms. Mobbs advised against exceptions to the quarterly schedule to maintain consistency and avoid undermining the process. She confirmed the grant is discretionary and applicants are not guaranteed funding. The CRA could award partial amounts based on impact and funding availability, allowing the board to support multiple applicants within budget constraints.

Chair Paetau suggested lowering the grant cap from $100,000 to $50,000 due to the reduced $300,000 budget, allowing more applicants to benefit. Ms. Edwards supported the change and noted most funds were typically used by the second quarter. There was consensus to adjust based on the Chair's suggestion.

Chair Paetau questioned if new construction like canopies should qualify for grants. Ms. Mobbs clarified it applied to additions on existing buildings, not new structures, and noted buildings must be established for several years before applying.

Chair Paetau noted a separate grant for security, lighting, and cameras was in progress and suggested clarifying lighting in the facade grant. He also recommended expanding fencing language to include screening for existing sites to improve downtown appearance.

Mr. Moseley stated property owners were not required to install fencing and noted the chain link around sites like the former homes on First Street made the area look worse. He added the fencing was optional unless it became a code issue.

Ms. Mobbs stated the referenced fencing was considered safety fencing and agreed to follow up before the next meeting. She noted staff would coordinate with other departments to explore the possibility of adding screening, calling it a relatively easy change.

Chair Paetau suggested revising the ROI evaluation criteria to include all forms of artwork, not just murals, under public benefit and community activation. Ms. Mobbs agreed and noted the project description already referenced "murals and other exterior art," confirming she would update the ROI sheet to match.

Ms. Mobbs stated she would work on an updated draft of the facade grant revisions and hoped to distribute a copy at the next workshop for board review. She asked members to share feedback before the August meeting, where a finalized version would be presented.

ADJOURNMENT:

Mr. Kampfe asked about next steps for the Latham project following the 90% design submission. Ms. Mobbs confirmed once final drawings were complete, the project would go out to bid. A review team would evaluate the bids in a public meeting and bring a recommendation to the CRA for approval, followed by City Council consideration. She added construction could be delayed to accommodate scheduled events later in the year.

There being no further business, this meeting was adjourned at 3:58 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Gerhard Paetau, Chairman

Date: 8-25-25