

**Minutes of the Community Redevelopment Agency
held Monday, October 27, 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

Board Members: Meghan Edwards Thad Moseley

Kevin Myers

Alternates: Sydney Talcott Marcus Kampfe

Also present: CRA Coordinator Taylor Mobbs, Director of Planning and Development Heather Ireland, Chief Financial Officer Ashlie Gossett, and Deputy City Clerk Jodilynn Byrd.

COURTESY OF THE FLOOR TO VISITORS: None

APPROVAL OF MINUTES:

- Community Redevelopment Agency Training held on August 13, 2025
- Community Redevelopment Agency Minutes September 22, 2025

Motion: It was moved by Ms. Edwards and seconded by Mr. Myers to approve the August 13, 2025, Community Redevelopment Agency Training minutes.

In a voice vote, the motion passed unanimously.

Motion: It was moved by Ms. Edwards and seconded by Mr. Moseley to approve the September 22, 2025, Community Redevelopment Agency meeting minutes.

In a voice vote, the motion passed unanimously.

DOWNTOWN CAPE:

Ms. Mobbs clarified the Downtown CAPE item appeared in error on the agenda.

OLD BUSINESS: None

NEW BUSINESS:

A. Adopt/Deny Resolution No. 2025-01 of the City of Jacksonville Beach Community Redevelopment Agency amending the FY2025 Downtown Community Redevelopment Capital Improvement Budget and to appropriate Downtown Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A

Ms. Gossett corrected a scrivener's error in the memo header and confirmed the action with a correct resolution and exhibit. Ms. Gossett provided information regarding Resolution No. 2025-01. A conversation ensued regarding the item, and questions were answered by staff.

Motion: It was moved by Mr. Whittington and seconded by Mr. Moseley to adopt Resolution No. 2025-01 of the City of Jacksonville Beach Community Redevelopment Agency, amending the FY2025 Downtown Community Redevelopment Capital Improvement Budget, and to appropriate Downtown Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A.

In a roll call vote, the motion passed unanimously.

B. Adopt/Deny Resolution No. 2026-02 of the City of Jacksonville Beach Community Redevelopment Agency amending the FY2025 Southend Community Redevelopment Capital Improvement Budget and to appropriate Southend Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A

Ms. Gossett provided information regarding Resolution No. 2026-02. A conversation ensued regarding the item, and questions were answered by staff.

Motion: It was moved by Mr. Whittington and seconded by Mr. Moseley to adopt Resolution No. 2026-02 of the City of Jacksonville Beach Community Redevelopment Agency amending the FY2025 Southend Community Redevelopment Capital Improvement Budget and to appropriate Southend Tax Increment Trust Funds for capital improvement projects as shown in the attached Exhibit A.

In a roll call vote, the motion passed unanimously.

C. Approve/Disapprove the CRA Performance Standards and Measures for FY2026 to satisfy statutory compliance with Sec.189.0694, F.S.

Ms. Mobbs presented the inaugural Performance Standards and Measures to meet F.S. 189.0694, with publication planned by December 1, 2025.

Ms. Mobbs reported the topic remained active statewide following the recent session and noted new reporting requirements signaled continued legislative interest. She confirmed she would remain active with the Florida Redevelopment Association and keep members informed during the upcoming legislative cycle.

Members discussed using infrastructure progress indicators in future updates to show partial completion as large projects advanced.

Motion: It was moved by Mr. Myers and seconded by Ms. Edwards to approve the CRA Performance Standards and Measures for FY2026 to satisfy statutory compliance with Sec.189.0694, F.S.

In a roll call vote, the motion passed unanimously.

D. Adopt/Deny Resolution No. 2026-03 Amending the Southend Plan

Ms. Mobbs introduced the resolution and corrected two scrivener's errors where "Downtown" appeared instead of "Southend."

Ms. Mobbs provided information regarding Resolution No. 2026-02. A conversation ensued regarding the item, and questions were answered by staff.

Chair Paetau questioned inclusion of "Sanctuary" and "Sanctuary Lake" under Southend PUDs. Ms. Mobbs clarified both sites sat adjacent to the district and agreed to add a note stating so.

Chair Paetau requested a joint discussion with City Council before any TIF action, citing long-term implications through 2047 and recent confirmation from the City Manager of a strong fiscal position and ability to release funds. Ms. Mobbs agreed.

Motion: It was moved by Mr. Whittington and seconded by Ms. Edwards to adopt Resolution No. 2026-03 Amending the Southend Plan.

In a roll call vote, the motion passed unanimously.

ITEMS FOR DISCUSSION:

Ms. Mobbs reviewed upcoming dates and confirmed regular CRA meetings on November 19, 2025 and December 22, 2025. Workshops would pause during the holidays and resume in January 2026 with a January 14 workshop and a January 26 regular meeting. The January workshop would revisit the Southend program using current projects, available budget, and Council priorities. Staff would circulate materials and the statutory framework in advance.

Ms. Mobbs outlined City Council briefings: November 10 for a pay-parking review and purchasing manual update, and December 8 for CRA structure and CRA code enforcement. Legal counsel confirmed authority to apply elevated or additional code enforcement in CRA districts.

Ms. Mobbs added Florida Department of Transportation (FDOT) would brief City Council on corridor initiatives at the December briefing, and the City's communications team would preview future sea turtle protection messaging. The January briefing would include a signage update with Beaches Energy present, and Council would conduct the annual review of the City Manager.

Ms. Mobbs stated City Council meetings would occur on November 3 and November 17, 2025. The Southend Plan would go to Council on November 17 by resolution, with required public notice and taxing-authority notice issued at least ten days in advance.

Ms. Mobbs reported upcoming downtown events, including the classic car cruise-in at Latham Plaza, Halloween trunk-or-treat at the pavilion followed by a Beetlejuice screening. Additional upcoming events included Saturday arts market, The Beaches Green Market at Penman Park, and The Out of the Darkness walk at Seawalk Pavilion. Ms. Mobbs also announced the Super Girl Pro Surf Competition would return on November 7, 2025.

Ms. Mobbs reviewed Pier Parking Lot Phase 2. She reported remilling and restriping, new lights,

landscaped areas, and curb and sidewalk work along First Street. She stated the entire lot would close on November 4–6, 2025.

Ms. Mobbs announced Façade Grant Program changes. She set a new maximum of \$50,000 and stated grants would be reviewed quarterly with no exceptions. She stated applicants with prior issues or missed permits would be ineligible. She confirmed materials were live on the website and flyers had been distributed to business owners.

Ms. Mobbs introduced the Safety Grant Program. She stated it was new this year, would fund 80% of project costs up to \$10,000, and would support safety infrastructure only.

Ms. Mobbs reported two new murals by local artists. She identified Sean Bono at 2nd Avenue North and Grace Seymour at Oceanfront Park.

Ms. Mobbs provided a sea turtle sculpture update with HAVIC Studios. She stated the public voted for a sea turtle and noted one of the highest response totals to date. She confirmed the installation would be near the lifeguard station and would be the first in a larger “Sea Life in the City” program. The next animal would be set by a public vote and noted dolphins placed second in the survey.

Ms. Mobbs discussed the Latham Plaza redesign project, stating she anticipates work to start early next year due to scheduled events. She stated staff would coordinate with the parks events team to minimize disruption. She clarified the scope covered the west one-third only, not the entire space.

Ms. Talcott asked about the pier entry sculpture. Ms. Mobbs replied the concept remained in development and staff were coordinating design and siting with upcoming Pier Parking Lot Phase 2 work and the events schedule. Ms. Mobbs stated staff would return with a concept, location, and cost for Board review.

Mr. Myers asked about next steps for boardwalk activation. Ms. Mobbs replied activation required a City Council ordinance change and legal review was underway. She stated the ordinance would likely go to City Council early in 2026 for two readings. If approved, staff would pilot small, simple activations in the first year and expand gradually using a phased approach modeled after the outdoor dining program.

Mr. Kampfe reported attending the Florida Redevelopment Association Conference in West Palm Beach and described an intense, useful overview of statutes, redevelopment law, interlocal agreements, and policy approaches. He said comparing practices showed Jacksonville Beach’s CRA operated in a well-organized manner and often ahead of peers. He praised Ms. Mobbs’ leadership and the City’s support, highlighted collaboration among attendees, and concluded the training broadened his understanding of CRA operations and future priorities.

Chair Paetau addressed misinformation on the P3 project, noting no high-rise and a 35-foot height limit with at most three parking levels. He said no conceptual design existed and the project would be set through a public RFP process. Ms. Mobbs added an informational email

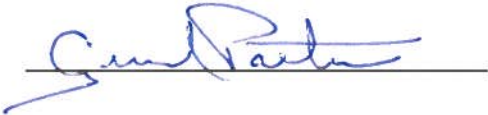
would go out, the RFP would be open for 60 days with a public meeting, and proposals would be scored by a seven-member staff panel with independent financial review.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 4:04 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:



Chairman

Date: 12-22-25

Minutes of the Community Redevelopment Agency Meeting
September 22, 2025

Date: 12.22.25