City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Regular Meeting Minutes

Community Redevelopment Agency

Monday, August 23, 2021 **3:00 PM** **Council Chambers**

CALL TO ORDER

This meeting was called to order at 3PM

ROLL CALL

Art Graham (Chairperson), Frances Povloski (Vice-Chairperson), Jeffrey Jones, Gary Paetau, David McGraw
All board members present

APPROVAL OF MINUTES

- July 26th, 2021 Regular Meeting Minutes

  A motion was made to approve the minutes by Frances Povlovski, a 2nd was made by Gary Paetau. All were in favor.
- August 12th, 2021 Workshop Minutes

  A motion was made by Jeffrey Jones to approve the minutes, a 2nd was made by Frances Povlovski. All were in favor.

DOWNTOWN CAPE UPDATE

Sergeant Jason Sharp briefed the board on the plans to install an air conditioning unit in the downtown CAPE building as a CRA expense. More information to come on this later in the year.

Sergeant Sharp reminded the board if there is a non-emergency issue to please use the non-emergency line and report the issue then. If people wait to report at a later date, it limits the CAPE ability to enforce rules and resolve issues.

STAFF REPORT

Staff went over the staff report and asked for any questions from the board.

Mr. Jeffrey Jones asked if there could be more in-depth explanations of delays on the report. Planning Director Heather Ireland said she would relay that to CRA coordinator and have those prepared for the next meeting.

Ms. Frances Povlovski wanted to know more on the NAIOP luncheon that staff attended. Unfortunately, Ms. Ireland did not attend this luncheon and stated that the staff who did attend would have to give the update at a later time.

Mr. Gary Paetau stated he would also appreciate more information on the staff report and more details. He also asked what the "FRA" conference in October is, and could board members attend? Staff stated they would bring more information to the workshop next month.

OLD BUSINESS

Ms. Povlovski mentioned she could not recall if she had attended CRA training or not, and asked if staff would check with the clerk's office. Staff will follow up on this, as well as future training opportunities.

NEW BUSINESS

a. Road Delineators Southbeach Parkway – Resolution 2021-11

Dennis Barron, Public Works Director, brought this to the board for consideration. This is a project that was brought to public works by the CRA initially. Mr. Barron stated this estimate also includes a 15% contingency, it will eliminate the yellow colored delineators, and replace them with a concrete barrier type wall.

Ms. Povlovski asked if they would consider something more aesthetically pleasing, or possibly something with planters included, and Mr. Barron said at this time the concrete barriers are what work for safety requirements. If we were to go another route, it would require extensive reapproval.

A motion was made by Frances Povlovski to approve resolution 2021-11, a 2nd was made by Jeffrey Jones. All were in favor.

b. Dune Walkovers- Resolution 2021-12

These walkovers, if approved, will go before City Council at the September 20th meeting for final approval, with plans for construction to begin in November. This resolution is for 6 walkovers that fall within the CRA district. (other walkovers to be constructed, but only 6 will be CRA funded). PW plans to continue this next year as well to appropriate funding until all dune walkovers are finished (as they have to be mindful of turtle season)

Mr. Paetau asked if having the administrative costs of the project contracted out was necessary, Mr. Barron stated yes, it is. The construction management position was experienced in redevelopment in the downtown, but not dune walkover experience.

Mr. Jeffrey Jones wanted clarification that they are being asked to approve alternate 1, not the original. Mr. Barron stated yes, specifically approved a different material (ADA plastic) that will help to alleviate the build up of sand at the bases of the walkovers with ramps.

A motion to approve resolution 2021-12 was made by Gary Paetau, a 2nd was made by Frances Povlovski. All were in favor.

ITEMS FOR DISCUSSION

a. **Downtown District – Expansion of Boundaries**

Mr. Jim Gilmore stated that at the council meeting, it was discussed expanding the boundaries west of Beach Blvd. to encompass more businesses in the downtown. Mr. Gilmore stated that a finding of necessity had to be met, and gave the board the statute that listed the blight requirements.

Also noted was the expansion of the boundaries would also include approval from the City of Jacksonville.

Chairman Graham asked who would fund the necessity study? Mr. Gilmore said he would find out and follow up.

Ms. Povlovski asked about the height limit discussion as well in the downtown, and was this a part of the discussion as well. Ms. Ireland stated that the discussion on height would be September 27, and would this topic be a deciding factor on height?

Mr. Jeffrey Jones asked just how far west would this boundary go? Mr. Gilmore stated that at this time the conversation was only one block, but this will be a more in-depth discussion with council at a later date.

Mr. Paetau stated this could be a good step to get more development going and could help in moving potential projects in the right direction.

The board will revisit this topic after council has discussed it further.

b. **Wayfinding Sign Plans- Overview**

Ms. Ireland stated that staff gave the board a large book giving the overview of the wayfinding plan, and asked if there were any parts they wanted to discuss specifically or give feedback on, and staff is looking for direction to proceed forward with DixHite to put this out to bid.

Ms. Povlovski asked if we are able to different variations of signage, or will it all be identical throughout? Also, will we be choosing specific spaces for the signage? Ms. Ireland stated that we already have the locations in the signage plan, but we do not have "what" is on the signs planned currently. Ms. Povlovski also stated that we need to plan to add to maintenance of the signage.

Mr. David McGraw stated he would like staff to proceed with the project, Ms. Povlovski agreed.

Mr. Paetau stated that he was not involved when this was initiated, but questions the use of surfboards all over the downtown, and how was this chosen? Mr. Jeffrey Jones stated that things were brought forward years ago by DixHite and was never brought before the CRA for final approval.

Mr. Paetau also refers to digital signage being a part of the package, and he feels it needs to coexist with the art plan, how does all of this work together and look consistent rather than a mess of things all over the place? He feels it all needs to be one complete package.

Mr. McGraw stated he feels the CRA job is to give staff general direction to take projects, and allow them to handle all the fine details.

c. **Art Master Plan – Overview**

Mr. Jim Gilmore gave the board an overview of the art plan 'best practices', specifically what are people doing around our state, and what are national art organizations recommending.

Mr. Gilmore also stated that staff will rely on art professionals to assist in executing this plan.

Mr. Gilmore also reiterated that the plan the board currently has goes over types and locations.

Mr. Paetau restated that he felt that having DixHite do an overlay of the art plan and the wayfinding plan would be crucial moving forward.

Ms. Povlovski asked how will this all "work". She stated we have the DixHite plan, incentive toolbox, and now the best practices, so what would be the next steps? She also asked does all of this go to council, and then we move forward? Mr. Gilmore stated, as it relates to best practices, that we finalize a plan and take it before city council for their approval before moving forward.

Staff will begin moving forward working with the Southern Group to develop a draft of a plan to bring before the CRA in reference to an art 'program' and creation of an art committee to facilitate this process.

A statement of consensus was made by Ms. Povlovski to move forward with both the art plan, and wayfinding signage plans so staff can begin drafting plans and getting exact quotes for construction and installation. No board members were against this; thus, the board is in consensus.

d. **Creating an Economic Development Plan**

Mayor Hoffman spoke to the board on some prior discussion that was had by council. She stated that the council met in a workshop setting to discuss just CRA and plans moving forward. She stated the council wanted the CRA to focus primarily on economic development in the downtown CRA area. "How do we leverage public assets to encourage private investment?" is the statement Mayor Hoffman relayed to the board, and told the CRA this should be the driving question behind all of the decisions the board is making.

Mr. Paetau stated that he understood the council is looking for a 'document' to reference when it comes to economic development, and could Mayor Hoffman elaborate? She stated that she wants a plan, book, etc. that shows all of the work done in the downtown, and the assets, infrastructure investments, incentives, etc. that would sell Jax Beach to investors.

Mr. Jeff Jones stated how do we get moving, what is the first step on this? Mr. Jim Gilmore stated that there are bases in place to begin moving this document forward. Mr. Gilmore referenced the incentive toolbox, and how fine tuning that would help to create the final incentive plan, and allow staff to move forward with implementing an incentive plan. Mr. Gilmore also stated that staff will begin working on a survey to send to property owners in the downtown to get their feedback on incentives and what they would like to see. Mr. Gilmore also stated that staff met regarding public/private partnerships, and should be ready to bring to the board at the regular meeting in September for further discussion.

Ms. Povlovski stated that she asked for hurdles that we may face moving forward, and would like to see a list of these things moving forward so the board can make the most educated decisions when working on the "marketing" book.

COURTESY OF THE FLOOR TO VISITORS

No public spoke at this meeting.

ADJOURNMENT

This meeting was adjourned at 5:03PM

NOTICE

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299 no later than one business day before the meeting or by sending an e-mail to CityClerk@jaxbchfl.net. Information concerning the hearing process is available online at www.jacksonvillebeach.org/publichearinginfo and a copy is also posted in the City Hall first floor display case. In accordance with Section 286.0114, Florida Statutes, any member of the public can attend the public hearing and can be heard on any matter presented before the Agency. Anyone who wishes to provide live public comment should complete a "Speaker Request Card" and submit it to the recording secretary prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience. Speakers will be called to address the Agency when specified items are under consideration and will be limited to a maximum of three minutes or less, at the discretion of the presiding officer.

Alternatively, written public comment can be submitted in advance and must include the following: (1) First Name, (2) Last Name, (3) Address, (4) Public Hearing Date, (5) Specific Agenda Item(s), and (6) Comments. Written public comments may be submitted by one of the following options: (1) Email to the Agency Administrator at planning@jaxbchfl.net, (2) Postal mail to Community Redevelopment Agency Administrator - Public Comment, 11 3rd Street North, Jacksonville Beach, FL 32250, or (3) Drop off in-person to Planning and Development at City Hall. Written comments that include all required information and are received 24 hours in advance of the meeting will be distributed to the Agency and attached to the related agenda item before the start of the meeting. Written public comments will be read into the record at the appropriate time and will be limited to three (3) minutes of reading time. All comments received are public record.

In accordance with Section 286.0105, Florida Statutes, any person desirous of appealing any decision reached at this meeting may need a record of the proceedings. Such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

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Art Graham, Chairman

9/27/21
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Date