Minutes of Community Redevelopment Agency Meeting
held Monday, January 24, 2022 at 3:00 PM
in the Council Chambers

JACKSONVILLE BEACH

CALL TO ORDER

Chairman Graham called the meeting to order at 03:00 PM.

ROLL CALL

Chairman:	Art Graham	
Board Members:	Frances Povloski	Jeffrey Jones
	David McGraw	Gary Paetau

Also present were: Planning Director, Heather Ireland; CRA Coordinator, Taylor Mobbs; CAPE Commander, Mark Evans; The Southern Group consultants; Jim Gilmore and Taylor Mejia.

DOWNTOWN CAPE

Commander Evans stated that things on the law enforcement side were going well, and they had no major incidents over the holidays. He stated the Donna was coming up on Feb 6th and the Police Department has been planning for this since November. He also mentioned that downtown CAPE was down one officer for being fully staffed, but things were operating smoothly.

COURTESY OF THE FLOOR TO VISITORS

STAFF REPORT

A. January 2022 Staff Report

Staff noted some updates to the staff report; irrigation in the downtown is ongoing with plans to begin planting in the spring. The southend medians have completed irrigation.

Mr. Jeffrey Jones asked about the variety of ground cover in the downtown, if it is being addressed, and what is staff going to put in the ground. Ms. Mobbs stated that the planting will be permanent (seasonally updated), and Mr. Trevor Hughes would need to update them on the specifics as he is the one in charge of this project.

Mr. Jones then asked about the public works project material substitution and if it is something the board should be concerned about. Ms. Mobbs stated that this would be a question better suited for the Public Works director to answer. Mr. Paetau asked if in the future it would be possibly for Mr. Barron or a representative from the Public Works Department to attend meetings to better explain what all of the projects listed in the staff report are.

Mr. Paetau also asked if the roundabout at 1st street was still going to be refinished. Staff said yes, that per the parks department a new contractor would be coming to finish the roundabout.

Mr. Paetau also asked about sitting down and reviewing pier entryway documents prior to going out for bid. Ms. Ireland stated that the plans are completed, after extensive review with staff including Fire Marshall and Police, but they would be seeing the plans prior to going out for bid. Mr. Paetau also asked about scope and fees on the wayfinding signage plan, and where those bid documents stand. Ms. Ireland stated staff plans to get that document out at the same time as the bike racks and hardscapes in February 2022.

OLD BUSINESS

A. Incentive Survey Results

Staff presented the board with data collected from the incentive survey. As a result of survey responses, staff and The Southern Group have honed in the incentive toolbox with specific incentives to move forward with. Staff is proposing the following: 1. Facade and Landscape Improvement Grant; 2. Retail Enhancement Program; and 3. Expedited permitting process.

The Southern Group gave the board a one-page concept of the potential incentives, with plans to expand on this program at the next meeting.

Mr. Graham asked about the loan and if they would go to the business or the property owner. Mr. Gilmore stated that was ultimately up to the board, but there had to be details in the agreement to protect the CRA regardless of how the loan was structured. Mr. Paetau asked that we continue to explore grants for sustainability, since that is a key goal of the city council.

It was also noted to identify whether this would be the entire CRA "downtown" district, or just the CBD. The board felt that having it available to the entire district made the most sense.

The board unanimously gave consensus to begin building out these initial three programs.

B. Art Master Plan Committee Update

Ms. Mobbs presented the board with an updated operating procedure draft and eligibility. She stated at this point, staff understands that there is a need for this committee to exist as a group of art professionals, and advise the board on their recommendation. Staff requested consensus to begin working on the final application and bring the staff recommended applicants to the board for approval.

Mr. Paetau wanted to note that in the final operating procedures it is specified that the committee has to bring everything back to the CRA for approval.

The board unanimously agreed with staff to move forward in the process.

C. Downtown Projects Update (DixHite Projects)

Ms. Mobbs stated that public works is working with DixHite to get bid documents out in February. They plan to have two separate bid packages, one for wayfinding signage and one for the bike racks and hardscapes.

Staff asked for consensus to move forward with bid documents and to have DixHite attend a workshop in February to discuss Latham Plaza. Chairman Graham stated he would not be here the 16th, but that we could move forward without him. Ms. Povloski asked what time, staff stated 3PM - 5PM as usual. Ms. Povloski stated that time works fine with her schedule, and that she is fine moving forward with this workshop.

Staff stated they would check with the clerk and see what other dates are available, and let the board know.

NEW BUSINESS

A. The Southern Group Contract Extension

Staff presented a six-month contract extension to the board for approval. The board felt it would be best to extend the contract to cover January 2022-January 2023, so they do not have to renew again half way through the year. The scope will remain the same, and the fee will remain $6,250.00 per month.

It was moved by Ms. Povloski and seconded by Mr. Paetau to approve extending The Southern Group contract from January 2022 - January 2023, understanding that future budget modification may need to take place. The board unanimously agreed.

B. Marketing Plan/Strategies

Staff let the board know that at this time, leadership feels the CRA needs to work off of the existing City of Jacksonville Beach social media pages.

Staff requested the board to give staff approval to begin working with the communications manager on creating weekly content on the City of Jacksonville Beach Facebook page. The board unanimously agreed, and staff also stated that they would be sure to feature the content and engagement in the monthly staff report.

C. Latham Parking Lot Market Analysis

Ms. Heather Ireland addressed the board and let them know that staff and The Southern Group (TSG) had many discussions on the future of the parking lot adjacent to Latham Plaza. It was ultimately decided it would be desirable to eventually have some sort of P3 project on this site. The next steps for this are to move forward with a market analysis.

The Southern Group provided an initial scope for consideration, and staff informed the board that due to the Public Works continuing engineering services contracts, there are over 20 firms who could help accomplish this.

Mr. Gilmore spoke to the group and said the first thing was what is the market need for this site. Beyond that, they are requested the final scope address the economic demands of right now, and the parking demands right now. Mr. Gilmore stated this is the overall vision staff and TSG are envisioning. The second thing staff is trying to do with this study is give the board something they can take to developers and real estate professionals to show what the market will support.

Mr. Jeffrey Jones stated there was a possibility of including the Sneakers parking lot into this development at one time. Mr. Gilmore said that conversations could take place, but there was nothing guaranteed with this as its privately owned. Mr. Gilmore stated they would make contact with the owner of Sneakers when the time was appropriate to initiate these conversations.

Ms. Povloski asked for a time frame on this study, to which Mr. Gilmore responded four months seemed to be a reasonable amount of time, and that would be taken into consideration when choosing a firm to do the analysis.

Mr. McGraw asked if the height limitations would be factored into this market analysis. Mr. Gilmore stated he recommend we move forward assuming it will be 35 feet and go forward, planning director Heather Ireland also agreed to assume 35 feet.

Mr. Paetau stated he has had a developer who is very interested in that site, and that he feels whatever feedback we receive will be positive. He noted at the same time we are doing incentives and the market analysis, and asked what it is the city wants out of this deal. Are we looking for a land lease, purchase and sale, etc. Mr. Gilmore stated ultimately we will want the project developed to whatever the market demands, and those details will be worked out in the final agreement.

ITEMS FOR DISCUSSION

A. Downtown Light Pole Banners - Replacement and Repairs

Staff stated that the banners and poles are in need of replacement and repair. The board gave consensus for staff to get alternate quotes and move forward on replacement.

B. Southend Plan - CIP Update

Mr. Gilmore addressed the board and told them that at the September 15 meeting they received a document on amending the southend plan to include new items. Mr. Gilmore stated that in TSG due diligence it was found that we only needed to amend the Capital Improvement Program, not the actual amendment.

The board is good moving forward with this CIP update, so long as it comes back before the board before any official action.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:52 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Art Graham, Chairman

Date: 2/28/22