

The Council Briefing began at 5:30 P.M. The meeting was held via video conference using the Zoom platform.

The following City Council Members were in attendance:

Mayor: Christine Hoffman

Council Members:	Georgette Dumont	Sandy Golding	Dan Janson
	Fernando Meza	Cory Nichols	Chet Stokes

Also present were Deputy City Manager Karen Nelson, Director of Planning and Development Heather Ireland, Communications Manager Jacob Board, and City Attorney Sandy Robinson.

Purpose of Briefing

The purpose of the Briefing was to update the Council members about ongoing items in the City.

City Manager

Branding

Director of Planning and Development Heather Ireland reviewed the history of the “lifeguard chair” logo currently being used and the financial involvement of the Community Redevelopment Agency (CRA). Communications Manager Jacob Board presented a PowerPoint [on file] showing different ways the “lifeguard chair” logo had been used.

A conversation ensued regarding the future use of the “lifeguard chair” logo, repayment to the CRA for the “lifeguard chair” logo, and future development of additional branding logos for the City and the CRA.

The consensus of the Council was to continue using the current “lifeguard chair” logo as a City logo and bring the topic and design back to the Council for formal adoption. Additionally, the consensus of the Council was to suggest the CRA adapt the “lifeguard chair” logo to be more specific to the CRA districts or use the same branding standards to develop a unique logo for the CRA districts.

Status Update on Pier Operations

Deputy City Manager Karen Nelson reviewed the recent communication with the City of Jacksonville (COJ) regarding the City of Jacksonville Beach’s (COJB) involvement in the pier operations when it opens later this year.

Ms. Nelson stated City Administration reached out to the COJ on February 28, 2022, requesting a rough draft of an Interlocal Agreement regarding the pier's management and statistics regarding pier usage data. To date, no information has been received from the COJ.

Ms. Nelson estimated the timeline, should both Cities decide to proceed with the COJB assuming pier operations, would be between 6 and 11 months before a new pier vendor would be selected.

A conversation ensued regarding additional communication efforts with the COJ, and Ms. Nelson stated a formal Public Records Request had been submitted to the COJ. Ms. Nelson noted when additional information was received from the COJ, it would be provided to the Council for further discussion.

Development Agreement for Boardwalk

Ms. Ireland stated while working with the applicants for the proposed multi-family residential project at the Adventure Landing property, adding a publicly accessible boardwalk to the marsh, located to the south of Adventure Landing, was discussed. Ms. Ireland explained the applicant's agents provided a cost estimate for permitting and construction of both proposed publicly and privately funded boardwalks. She explained the applicant's agent proposed the COJB pay for a boardwalk located along the unopened right-of-way of Shetter Avenue. The City's financial impact under the applicant's proposed cost share was estimated at \$297,500.

A conversation ensued regarding the information provided, and the consensus of the Council was to obtain more detailed information from the applicant and further discuss the topic. It was suggested by the Council to possibly schedule a public workshop to obtain input from the community.

Miscellaneous City Manager Items

None

Committee Assignment Report

None

Future Briefing Topics

None

The Briefing adjourned at 6:20 P.M.

Submitted by: Jodilynn Byrd
Deputy City Clerk

Approved:


Christine H. Hoffman, MAYOR

Date:

4/4/22