



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Regular Meeting Agenda

Community Redevelopment Agency

Monday, April 25, 2022

3:00 PM

Council Chambers

MEMORANDUM TO:

Members of the City of Jacksonville Beach Community Redevelopment Agency

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

- A. February 28, 2022 Regular Meeting
- B. March 21, 2022 Workshop Meeting

COURTESY OF THE FLOOR TO VISITORS

DOWNTOWN CAPE

STAFF REPORT

- A. April Staff Report

OLD BUSINESS

- A. CRA Annual Report

NEW BUSINESS

- A. Art Committee - Preferred Candidate Selection

ITEMS FOR DISCUSSION

- A. CRA Branding

ADJOURNMENT

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.

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 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.

cc: City Manager; City Attorney

**Minutes of Community Redevelopment Agency Meeting
held Monday, February 28, 2022 at 3:00 PM
in the Council Chambers**



CALL TO ORDER

Chairman Graham called the meeting to order at 3:00PM.

ROLL CALL

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

Also present were: Heather Ireland, Taylor Mobbs, Jim Gilmore, Taylor Mejia, Commander Mark Evans

APPROVAL OF MINUTES

A. November 15, 2021 - Regular Meeting Minutes

It was moved by Ms. Povloski and seconded by Mr. Jones and passed unanimously to approve the following minutes:

- November 15, 2021 Regular Meeting

B. December 13, 2021 - Workshop Meeting Minutes

It was moved by Mr. Jones and seconded by Mr. Paetau and passed unanimously to approve the following minutes:

- December 13, 2021

C. January 24, 2022 - Regular Meeting Minutes

It was moved by Ms. Povloski and seconded by Mr. Jones and passed unanimously to approve the following minutes:

- January 24, 2022

COURTESY OF THE FLOOR TO VISITORS

This agenda item was moved to the end of the CRA meeting. No visitors were present to address the board.

DOWNTOWN CAPE

A. FY23 CAPE Police Vehicle Replacement Update

Commander Evans introduced Commander Thomas Crumley, who will be taking over his duties when Commander Evans retires in the next 1.5 months. Commander Evans stated as far as downtown CAPE, things are status quo. They are seeing larger crowds, but no major events have occurred at this time and they are seeing no major issues.

Commander Evans then discussed the memo provided in the CRA packet. This memo regarded expediting the process of purchasing vehicles for CAPE officers. Due to shipping issues, and costs associated with production are anticipated to increase, CAPE will be purchasing these vehicles slightly ahead of schedule. Commander Evans stated the funding is already in the budget, so no budget modification is necessary.

Chairman Graham asked Commander Evans to speak to Orange Crush. Commander Evans stated the promoters are promoting the event in Jacksonville Beach again, but it is very loosely organized. He stated the majority of the large events are taking place at venues located in Jacksonville. He stated that there will be officers on duty all weekend, and all leave was canceled for that weekend, as it is also TPC weekend and the beginning of Duval County Spring Break.

There were no further questions or discussion.

STAFF REPORT

A. February Staff Report

Taylor Mobbs noted that Public Works has created a project map on their portion of site, and encouraged CRA members to check this out. The map is interactive, and gives a real-time status update. Mr. Jeff Jones asked for the 3C project, if a property owner looks at this and sees something that involves their parcel, would that be accurate? Ms. Mobbs stated she is fairly certain the information is accurate, but as it is a new site, she would like to follow up with public works before confirming.

Ms. Mobbs then stated the concrete medians are completed as of now. Ms. Povloski stated that yes the project was complete, but is there any way to make this an art project, or add this project to an art plan, to make this aesthetically more pleasing? Staff said yes they would relay this to public works and this could be discussed at a future meeting. Mr. Paetau then stated along the same lines, the way the barriers are finished was not very appealing, and unfortunately they used a different mortar to patch the holes where the ties were. He stated he thought there would be something more defining as it relates to the visibility of the barriers at night, specifically the one on Osceola. Mr. Paetau stated these are difficult to see and would like the board to look into this further for safety reasons. Mr. Jones stated that he concurred with the statements made by Ms. Povloski and Mr. Paetau.

Ms. Mobbs stated the new Azure condos, even though they are outside of the district, are almost sold out completely. The large retail store by the home depot and there are currently

no new permits pulled. Oku Sushi is now open. Dick Mondell's still has not turned in permits. Charlie's Cheesesteaks is approximately 80% complete. Ms. Mobbs went on to let the board know that DixHite would be coming back in March to discuss Pier Entry way with the board and staff.

Mr. Paetau stated he had a few questions related to the staff report: First he asked Mr. Phitides, Parks and Rec Director, to update on the status of the playground, as it looks like work has stalled. Mr. Phitides stated that the opening is pushed back to April 15 due to shipping delays. Mr. Paetau asked if there was issue in fretting flooring material down, to which Mr. Phitides stated no. Mr. Paetau asked if we would be having some sort of opening on the April 15 date to which Mr. Phitides stated absolutely. Mr. Paetau asked about the statue in Latham Plaza being done around March, and also requested the mosaic in the ground be looked at as well as it is falling apart and desperately needs repair. Mr. Phitides said it is on the agenda and their goal is to have all of this work completed prior to the opening of the beaches parade on April 24. Mr. Paetau then stated he has concerns with the public works section and scheduling, and feels like the schedules keep slipping. He stated he does not understand the hold up and it is frustrating that we are having such a wait on projects. He stated he would like to have public works address this with the board, on both design schedules and construction schedules. Mr. Paetau stated that the Ocean Terrace improvements are listed, and assumes the urban trail is included in this effort? Staff stated yes this was included in this project. Mr. Paetau stated that DixHite coming back in March to discuss the pier entry, and that the board really needs to look into this further as many people on the board are not comfortable with the design. He also brought up the CRA brochure, specifically that the Mayor requested this, and stated there is no reason staff cannot begin working on a prototype with the specific content left out. He would like to see this soon. Ms. Mobbs reminded Mr. Paetau of a conversation they had last week, regarding this specifically. Staff will begin working on a shell of a document to add incentives, etc. at the appropriate time.

Mr. Jones stated that he fully concurred with Mr. Paetau on all of the issues with public works and their staffing issues. He stated nothing is seeming to get done on the timetable provided by public works. He stated we have the ability to hire people, and it sounds that public works is understaffed and the board should explore getting additional staffing in public works. He also stated on the pier entryway, he was told by the former owner of the company responsible for construction that it would not be done anywhere before the fall of 2022.

Ms. Povloski stated that she had a question regarding the brochure for marketing. She asked if there was to be a section of "upcoming businesses" or things "coming to the area". Ms. Mobbs stated that yes, that was something the board discussed adding to the pamphlet. She also said she believes staff needs additional support. She said she recalls that additional staffing is up to the city manager, and maybe staff could have a conversation with him, if he is ready to consider additional positions.

OLD BUSINESS

NEW BUSINESS

A. Southbeach Park Sidewalk Selection

Jason Phitides, Parks and Recreation Director presented the board with 4 different options for an entrance into South Beach Park. Staff utilized the current consultant working on the urban trails plan to do this work. Ultimately, the board decided on combining two options (green and blue) to best utilize the space provided to give the best entrance into South Beach Park. This was chosen due to lower costs, landscape opportunities, and mainly providing an efficient and safe way of entering the park.

The board gave parks and recreation the green light to get costs and plans for this project started and plan to move forward.

ITEMS FOR DISCUSSION

A. Southend CIP & Plan Amendment

Staff let the board know that contrary to initial thoughts, a full plan amendment would be required when updating the Southend CIP. This is due to state statute and auditor general requirements. Staff will continue to work with the Southern Group and incorporate the parks and public works CIP's into this amendment. Staff will also be adding a section on the passive park.

B. Public Art Advisory Committee - Resolution 2022-01

Staff briefed the board on the intentions of the committee, which will be to advise the CRA board on art projects in the downtown district. Staff requested formal adoption of this committee, and will begin the application process, with plans to have a committee in place by the April/May meetings. Staff will bring final preferred candidates to the CRA prior to formal appointment to the board.

It was moved by Ms. Povloski and seconded by Mr. Jones to adopt Resolution 2022-01, formally accepting the creation of the Public Art Advisory Committee. The resolution was approved unanimously.

C. Horn and Sunshine Lots - Resolution 2022-02

Staff stated the City Attorney is working to finalize the documents internally, and this resolution does not adopt any MOU with the City. This resolution is to adopt that the auction process is the best method of disposition. Staff pointed out the City of Jacksonville Beach will assume responsibility for the auctioneer costs, and that will be spelled out in the MOU. Both entities will be 'made whole' for their investments in the lots (spelled out in the MOU).

Chairman Graham asked if the deed restrictions need to be spelled out in the resolution, Ms.

Heather Ireland stated that it did not. That will be explicitly spelled out in the deed, as well as time frames for building permits, etc. Staff did not want to finalize deed agreements, sale agreement, or MOU prior to the board accepting the method of disposition. Staff plans to bring the MOU to the committee in March 2022.

Mr. Jones stated he would like to comment on this, and asked why the restriction of single family homes on the Sunshine lots was necessary, and was this the best use of the properties? He stated these properties are city owned and on a major thoroughfare, and should we let the market dictate what goes here? He stated he personally does not support single family homes on Sunshine Ct. and leave it to what the market demands. Chairman Graham stated that the Sunshine lots are technically owned now by Council and CRA cannot dictate what goes there. Ms. Ireland stated that putting anything other than single family in that location is not consistent with the southend plan, nor zoning, and the lots were all replatted back in 2006 for single family lots only. She stated staff would not support this as it is not consistent with the current neighborhood.

Ms. Povloski stated that she thinks there are so many apartments and condos as it, and some single family homes would be welcomed in the area.

Mr. Paetau stated he supports the lots need to stay single family, and it is a very unique way to get into the community via one street and it is all currently single family, so remaining consistent with the current neighborhood and zoning makes sense. Mr. Paetau also stated he has a question regarding section 1 of the resolution. Mr. Paetau asked what the "deeded to the City on Sunshine Ct." meant, and staff stated these were deeded over to the City back in 2006. Staff acknowledged the typo and should say 'deeded' to the City.

It was moved by Ms. Povloski and seconded by Mr. Paetau to approve Resolution 2022-02. The vote was unanimous.

D. Incentive Package

Staff stated this agenda item was more of an "FYI" and wanted to let the board know the progress that is being made. Mr. Gilmore let the board know staff is finalizing the toolbox internally and will be working on a final version in the next few meetings. Mr. Gilmore went over some of the initial thoughts on the guidelines for Facade Grants and Retail Enhancement Program grants.

Mr. Graham stated that in the application process, downtown CAPE should be consulted. If a business is already problematic, we should know before giving a grant out. The board and staff agrees.

Discussion ensued about how the programs would be managed, and staff stated initially it would be handled internally. If at some time it becomes too large or overwhelming, staff will come to the board to discuss options.

E. Southend Passive Park Brainstorming

Staff stated that there are properties in the Southend that the City or CRA own. It has been

contemplated to reuse these spaces as a passive park. Staff stated they wanted to start the conversation and gauge what the board sees for this property, and then begin work with parks and recreation on next steps for this property.

Ms. Povloski stated that she has given many thoughts to this area over the years, and she feels that we need to utilize the space for something. She is fine with deeding their lot to the City to develop, or developing the City lot with CRA money.

Mr. McGraw stated that when he was brainstorming this park space, there is an area in St. Augustine that has a small space where food trucks park regularly. He stated if there was an organized way for food trucks to operate, he believes this would be a great walkable location. Ms. Povloski stated that this may be a bit of an argument with the residents in that area due to traffic concerns, sounds, smells, etc.

Mr. Jones stated that in prior discussions this has always looked unusable, and what if we kept it simple and made something manicured and looks nice with a fenced in area. Ms. Povloski stated that if it was fenced off, that would likely lead to it being used for a dog part. Mr. Jones clarified it would not be something where people could enter, it would be just visual. Mr. McGraw stated why not put a walking path through? Staff stated the area is approximately 100 ft. wide and that a path could fit.

Mr. Paetau stated the idea of possibly putting a food truck court at the Southwest corner would be interesting, but what he really sees is more of a horticultural site with planting in the area that represent North Florida landscape. He sees a wandering path through the area, something pleasant and supportive to the neighbors behind, but have it as something where people could sit, walk, relax etc. Mr. Paetau stated just because it is linear, does not mean it cannot be exciting. Staff concurred with this concept.

Chairman Graham asked what is the problem we are trying to fix? Ms. Ireland stated the aesthetic first off, and making the space something useable. She also stated as far as the food trucks, that would require code and zoning changes as those are currently not permitted. Mr. McGraw asked how a farmers market is classified compared to a food truck, and is this different than a food truck? Staff stated yes it is different.

Ms. Povloski stated she loves both of the ideas on the table. She likes the food trucks, but it may be a hurdle, but visually and larger picture speaking, the City is working on the green spaces and having pathways throughout the community. She stated it would be great to have signs to point towards a food truck or a market would be great. The large concern with this is parking. Staff and the board decided they would work with parks and continue ideas for a passive park of "some kind".

ADJOURNMENT

There being no further business, the meeting adjourned at 4:49PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Art Graham, Chairman

Date: _____

**Minutes of Community Redevelopment Agency Meeting
held Monday, March 21, 2022 at 3:00 PM
in the Council Chambers**



CALL TO ORDER

This meeting was called to order at 3PM.

ROLL CALL

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

Also present were: DixHite Staff, Heather Ireland, Taylor Mobbs, Jason Phitides, Trevor Hughes, Jim Gilmore and Taylor Mejia

ITEMS FOR DISCUSSION

A. Parks Updates

Trevor Hughes and Jason Phitides from the Parks and Recreation Department attending this meeting to give the board a quick overview of some of the projects parks has going on at this time. Mr. Hughes addressed the board and said sunshine park is moving along great, and they are still waiting on delivery of one piece of playground equipment. Mr. Hughes stated this will not hold up the opening, and they will proceed with opening regardless of delivery or not. Staff is still planning an opening for April 15.

Mr. Hughes stated the artificial turf was going in today, and Mr. Paetau brought a sample of the turf and the material underneath the turf. He stated that based off of the thickness of the padding and grass, it would very comfortable from a standpoint of running around and playing.

Mr. Hughes let the board know they are looking to add tables to the pavilions as well. He stated he would like to put some inside the playground as well as outside. The tables are in disrepair and want to replace them with a better material that is easier to paint and maintain. The newly proposed tables seat double the amount of the current concrete tables.

Mr. Hughes then showed the board the trashcans chosen for the playground area. The cans out there now are old and beat up, and staff wanted something that would match the playground and tie the whole space together.

Mr. Hughes also stated that parks is working on a reservation system for the pavilions. They plan to have 2 hour reservation blocks online, and if parks plans to charge for this or not that will be a conversation at a later date.

Ms. Povloski asked if there was any thought into enforcement? Mr. Hughes stated there

weren't many issues with the pickleball reservation and they hoped for the same with this system.

Mr. Paetau stated one of the larger pavilions not on the current list to have tables replaced, could really use replacement. He stated he wanted to be sure all of the areas in the park are being addressed. Mr Paetau also asked if there was enough contingency to cover all of these projects. Mr. Hughes stated there was more than enough to fit within the contingency.

Discussion continued regarding various parks projects such as planting, landscaping, irrigation, painting bollards, etc. and the board wanted to make sure that things were coordinated with future projects the board is working on.

B. Latham Plaza

DixHite started by giving the CRA board an overview of the process of the Latham Plaza plans, and the steps it took to get to this concept.

Ms. Povloski stated she is ready to move forward on this project.

Mr. McGraw asked if we could reconsider the design of the sidewalks in the plaza. Specifically, could we have on larger/wider sidewalk rather than multiple smaller sidewalks? Kody Smith with DixHite acknowledged this would potentially work better, and stated that these documents were pre-covid so now design is looking at wider sidewalks in general.

Mr. Jones stated his concern was having a large green space with nothing in it, as referenced in the current design plans for the space. Mr. Smith with DixHite said that overall the space needs to be more comfortable, and feel useful. Having an open space that allows for large events to still occur, while also feeling safe for daily use is key.

Mr. Jones also point out shading near the possible splash pad to give parents a nice area to sit while children played.

Ms. Povloski stated that if we are going to plan on the parking lot adjacent to the plaza being developed, could the plaza area have shared outdoor seating with the development? The board concurred.

Mr. Paetau stated that he would like to see the board move forward with a revised concept that takes all of the feedback from this meeting into account. He would also like to see the board and DixHite look into some construction practices that take sustainability into account, as this is one of council's priorities. The board and staff agreed with this. Mr. Paetau went on to state that overall if the area does not feel safe residents will not utilize, no matter how nice it may look. Kody Smith stated that safety could be addressed in the concept revision by utilizing unique lighting features that are both aesthetically unique, but also provide a new element of safety.

Ms. Povloski asked what the timeline for this would potentially be? (In a "perfect" world where we saw no delays or issues)

Kody Smith stated that in a perfect world he could see taking 9-12 months for design and

permitting, and another 12-18 months for construction.

The board and staff agreed next steps would getting a revised conceptual design from DixHite for review. The board also asked staff to find out how far in advance parks books events, so we can take these timelines into consideration when moving on this project.

C. Pier Entryway Plan

Staff let the board know that they are relatively limited in the immediate future on what can be done to the pier parking lot plans, as they are under contract with the City of Jacksonville to provide 100 spots at minimum for pier use. Staff went on to explain the intention of the plans and construction documents for the pier are to make it more attractive visually, and make it safer for ingress and egress. The intention with this plans is not to invest a ton into a new development, as we cannot do that at this time.

Mr. Jones asked if the agreement can be redone or if the City could buy the pier from Jacksonville?

Ms. Povloski stated that we need to see what council wants to do, then go from there.

Mr. McGraw stated that he felt right now we needed to focus on much larger pressing projects, and at a later time can discuss a redesign of this parking lot when appropriate.

Kody Smith stated that right now the construction documents for this project were at 100% and were in DEP permitting.

Mr. Paetau stated could we coordinate with COJ and have the competition of the pier dovetail into the parking? Staff stated this could be looked into, but a point made a while back by PW director Dennis Barron was wait another year before reconstruction of the lot. This lot and pier have been closed for quite some time and should we open the pier to immediately close the lot?

The board and staff agreed to wait for an update on the permitting and in the mean time focus our efforts on Latham Plaza.

ADJOURNMENT

This meeting was adjourned at 4:38PM

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

Art Graham, Chairman

Date: _____



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CRA AGENDA ITEM	
TO:	CRA
FROM:	Taylor Mobbs
DATE:	04/18/2022
SUBJECT:	Staff Report

BACKGROUND

Staff report as of April 18, 2022 attached.

FINANCIAL IMPACT

REQUESTED ACTION

ATTACHMENTS

1. April 2022



Community Redevelopment Agency, Jacksonville Beach

Staff Report

April 2022 (Updates up to April 18, 2022)

PROPOSED MAY WORKSHOP DATE: May 11, 2022, 3-5PM

Topics:

- Draft CIP & Budget
- Lighting
- Marketing Pamphlet
- Art Priorities

Parks and Recreation:

- o Playground grand opening April 15th. Still awaiting the arrival of the water tower feature. Once this feature arrives, there will be an 'unveiling' ceremony coordinated with the parks and recreation department

THANK YOU to the CRA for the design guidance and funding of this project. Our ribbon cutting was a huge success!!!



- Replace Shower Towers and Drinking Stations

- Second drinking fountain delivered, but was damaged. Parks waiting on replacement fountain to arrive. All other fountains and shower towers completed.
- Second drinking fountain will be installed at the completion of the playground.
- Median Plantings on South Beach Parkway and Jacksonville Drive
 - Irrigation issues have been resolved as of January 2022
 - Target plantings for spring 2022
- Latham Plaza (tile work and statue)
 - Both the loose tiles, as well as the statue are in need of repairs and maintenance
 - Parks is waiting until after the deck the chairs event to begin the project
 - Statue scheduled for sand blasting and painting late February/March 2022 (after the Donna weekend in February and before the Beaches Parade in April)
 - This work will be completed prior to the April 24th parade.
 - This work is now complete as of 4/12/2022



Public Works Projects:

- WEBSITE FOR PW PROJECT MAP:
 - City of Jacksonville Beach website
 - Government ➡ Departments ➡ Public Works ➡ Const Proj/Road Closures then scroll down to "Upcoming Projects" and click the "detailed project website"

- [Project Schedule](#)

Upcoming Projects:

Ocean Terrace Drainage Improvements Project (Jacksonville Drive area)

- Engineer: JonesEdmunds Engineering
- Contractor: Callaway Contracting
- Tentative start date: March 2022
- Project maps coming soon

COJB Redevelopment - Phase IIIC - Projects 4, 5 & 6

- [Detailed Project Website](#)
- [Public Works Feedback & Comments](#)



- Downtown Redevelopment Project- Phase 3B (2nd St. N. from Beach Blvd. to 6th Ave. N) will be designed and constructed at a future date (FY 2024)
- Phase 3C - Downtown Redevelopment Projects 4 & 5 – Design Engineering being completed by GAI. GAI website storybook update site for this project is soft released on City website. It will be pushed out for public consumption very soon. This will be part of the CRA (what we are doing) items that Jacob Board, Communications Manager, is pushing out to the public. Expected 60% deliverable should be delivered for PW comment before the end of February. **Construction is not anticipated to begin until 2023 with plans to last through 2025**

Phase 3C - Projects 4 & 5 consist of the reconstruction of the 26 city blocks east of SR A1A, from 5th Avenue South to 10th Avenue South. The work includes new stormwater conveyance system construction which will connect to the storm trunk line constructed as part of Phase 3C - Project 2.

The reconstruction will regrade the area to improve surface water flow, construct new sidewalks, driveways, lighting, add public parking and replace the existing water and sewer facilities which are coming to the end of their lifespan.



- 60% design plans were provided to PW at the end of February as expected. The various internal departments are reviewing those plans. Staff will provide updates to GAI to help determine the next design planning (for Projects 4 and 5) to work towards the 90% and 100% for project 4. There will be a Public Meeting scheduled very soon (prior to the April CRA Meeting). The design of project 4 will begin after Staff & GAI have reviewed comments, and Public Meeting input. Project 4 will be scoped from that information and project 5 will NOT be designed until project 4 is ready to bid.
- Phase 3C - Storm Drainage Project #3 and Southend Stormwater projects –Jones Edmunds (with Hanson Engineering) has provided 6 technical memorandums about the Central Basin drainage and the South Basin drainage. These memos comprise 228 pages of evaluations, data, observations and recommendations. A larger scale refined stormwater master plan design beginning after we provide direction.
 - These memos comprise 228 pages of evaluations, data, observations and recommendations. PW is reviewing these technical memo's internally. A review meeting will be held with JonesEdmunds upon review finality.
- Phase 3C Project 7 has been submitted to finance for inclusion in the upcoming CIP. This will be the north area of the Downtown Business District from 6th Ave. N to 9th Ave. North, between 3rd Street and beach ends.
- Dune Walkovers – The following are under construction...
 - 6th Avenue North*
 - Latham Plaza (Between 1st & Four Points)*
 - 1st Avenue South*
 - 4th Avenue South*
 - 11th Avenue South*
 - 16th Avenue South ADA (Outside CRA)
 - 34th Avenue South (Outside CRA)

The next 8 walkovers for construction beginning Nov 2022 are assigned to Four Waters (and ATM) to get designs underway.

- Beach Outfalls – Four Waters (and ATM) is currently underway designing and DEP permitting. This will allow construction for this project to be completed over two years (or one if contractor can complete it) to be constructed November 2022 and November 2023.
- South Beach Parkway Road Improvements (Phase 3) – Ocean Terrace Drainage Improvements (Jax Drive) – Pre-construction meeting 1/19/22. Notice to Proceed will be issued March 1. Construction activities should begin mid-March. Timeline is 365 days construction. Public Works will be adding a section to the City website with active maps of this project soon.
 - Shop drawings and submittals are nearing completion and supplies are being delivered. Construction will start anytime. There is a construction interactive storymap on this project on the PW pages under construction projects as well.
- Reinforced Concrete Median Barrier Project on South Beach Parkway construction is completed.
 - Staff is working with Public Works to come up with solutions to make these barriers more visually appealing
- Stormwater/Road Improvements (America Ave.-Phase 2 of Jax Drive) – awaiting assignment to engineering firm for design.
- Stormwater Outfall Improvements – South Basin outfall ditch clearing project awaiting bid.

Planning Department Projects:

- Dolphin Depot site (across from Margaritaville)
 - Trevato Development Group purchased the site
 - Development currently unnamed, but representatives of the developer stated it will be a “unique mix of hotel and residential project that does not exist in NE Florida”
- Azure Property (former Waterfall Property)
 - Change in ownership
 - Anticipate official building permit within 12 months
 - 24 units total, all ocean view
 - Units starting at \$1.5Million and go up to \$6 million
 - 2,000-6,000 square foot units
 - Renovating existing sales trailer
 - Currently under permit review, should begin vertical construction in the next 60-90 days
 - Of the 24 units planned, only 3 remain for sale.



Azure Property is in permitting phase as of 4/13/2022.

- Southend “big box” empty store
 - Spirit Halloween now closed for season
 - At this time, no permanent tenant
- Marc Angelo Project (downtown)
 - Vertical construction to begin soon, all underground construction completed as of June 2021
 - Restaurants announced coming are:
 - Jekyll Brewing, leasing approximately 6000 sq ft of indoor space and 2000 sq ft of outdoor space
 - Oaxaca Club (Mexican Food)
 - Private event space
 - Build out for Oaxaca Club is in permitting and review
- Springhill Suites
 - Construction underway

- Dick Mondell's
 - Burger restaurant based out of Gainesville, FL going to the former carwash location.
 - Walk-up and drive through service only
 - <https://www.dickmondells.com/> website for more information and menu
 - No anticipated opening date at this time
 - Finally planning for permits going on now, with staff anticipating receiving the permits in 30-60 days
 - In development plan review and have applied for conditional use for outside seating as of 4/13/2022
- Charley's Cheesesteaks
 - Going into the former Krytal's location
 - <https://www.charleys.com/menu/> website for information and menu
 - No anticipated opening date at this time
 - Currently under renovation now, seeing delays due to supply issues

Staff Updates/FYI:

- FRA Awards 2022 Cycle: Staff is currently working internally to nominate several CRA projects for FRA Awards at the 2022 Annual Conference in Daytona Beach. These project nominations are still **tentative**, but at this time, are as follows:
 - Outstanding Rehabilitation/Renovation: Sunshine Playground/Park Project
 - Creative Partnerships/Programs: Creation and implementation of the Public Arts Advisory Committee
 - Cultural Enhancement: **IF** timing allows, staff would like to nominate the bike racks, hardscapes, and public art plans
 - Cap. Projects/Infrastructure: Staff will be discussing public works projects located in both the Downtown and Southend to determine which, if any, of the projects should be nominated for this category.
- Maintenance Plan
 - Staff working with PW and Parks to develop an annual maintenance plan. This will include: mulching, tree trimming, planting medians, grassy/landscaped areas, etc. frequency of these jobs, and costs associated
 - Staff met with parks for a quarterly update on the work being done so far, next steps, and anticipated completion dates.
 - Staff creating a spreadsheet of each maintenance item, each month of the year, with the ability to track the 'amount' of work done each month. Can also input links to PDF invoices in the spreadsheet so they will be easily accessed.

- Maintenance plan 'process' was started in April/may of 2021. Staff wants to work on this plan one calendar year, and be able to fine tune the frequency of the maintenance, and adjust budget accordingly
- Staff continuing to monitor the maintenance in the downtown by working with the parks department
- In the next few months, we will be reaching a full year of monitoring maintenance in the downtown and will be able to put together a comprehensive report on maintenance that includes frequency of maintenance activities and costs.
- Staff, along with Parks staff are finalizing all of the invoices and frequencies of the downtown maintenance. This includes: mulching, tree trimming, trash can maintenance, sidewalk maintenance, paver cleaning, planting, grass maintenance, and more.
- Staff is currently working on an "Action Item" spreadsheet. This spreadsheet will help staff to track projects, which department or person(s) is responsible for project oversight, anticipated completion, etc. This document will become an attachment to the staff report, thus making it easier for board members to have an overview/recap of all CRA projects at a glance.
 - The 'draft' of this document is attached to the staff report as Exhibit A. This will be completed, and the same done for the Southend. Once both are complete, this will becoming a regular attachment to the staff report.
- Pier Update
 - Staff working with DixHite on status of pier entry way and process, more information to come to CRA
 - Anticipated completion date of pier summer 2022 (COJ Project)
 - DixHite to attend a March workshop, tentatively scheduled for March 16th, to discuss
 - Please note: Per an MOU with the City of Jacksonville in 2002, COJ will maintain the costs associated with the pier, but COJB **must** provide a minimum of 100 parking spots for pier use only. That is the intended use for the parking lot located directly in front of the pier.
 - DixHite is addressing comments made on the permit from Moffatt & Nichol (engineering firm), and have a set of finalized plans ready end of next week. The civil team with Moffat & Nichol will be reviewing comments with staff, and working to submit the final plans. Once submitted FDEP will respond within 30 days of the submittal date. If approved, they will provide the final permit within 90 days.
 - **PLEASE NOTE:** this is not the first submittal to FDEP. As stated before, DixHite has submitted and DEP had comments that needed addressing. DixHite is working with the engineering firm to implement comments on this resubmittal.
- Downtown Hospitality Meetings
 - Mayor Hoffman organized this series of monthly meetings, and gives staff an opportunity to listen to the business community needs, and give updates when appropriate
 - No September meeting, meetings expected to occur in Oct or Nov, then be on hold until 2022

- Staff attended the February 22 meeting and gave a brief update on the CRA, and invited attendees to participate in CRA Meetings for more updates, as well as follow our City Facebook page
- No new hospitality meetings scheduled at this time.

- Horn Ct./Sunshine Lots

- Finance finalizing the costs associated with maintenance and upkeep of the lots
- City attorney set to start in October 2021, CFO wants to allow new attorney to write the interlocal agreement between the Jacksonville Beach CRA and City of Jacksonville Beach.
- City attorney is working on the disposition methodology, as well as deed restrictions that will go along with the property once sold
- City attorney is finalizing the interlocal agreement between the CRA and City of Jacksonville Beach
- City attorney will attend February meeting to give recommendation to the board on disposition methods and process
- MOU review/approval set for the March 28th regular CRA meeting. The next step will be taking this item to council
- On the City Council agenda for the April 18th meeting. If approved, staff will begin working with procurement and the legal department to schedule the sale of the property. More update to follow the Council meeting

- Incentive Plan Update

- Staff has completed the survey, and completed the post cards to be sent to all property owners.
- Post cards sent to business owners' week of 10/18/21, and staff along with board members distributed postcards to business owners/managers in the downtown.
- As of 11/4/2021, received 30 survey results
- Extended deadline through end of November to allow time for more results
- Staff will present final findings of this survey, as well as draft of the incentive package, during the January 2022 meeting
- Staff utilized the data received from survey results to create an item on the January 2022 agenda to review results and next steps
- CRA Board approved staff and the southern group to utilize the data collected to create an incentive package for consideration by the board
- Staff has added line items for the incentive to the proposed budget due to finance by April 25, 2022. Staff anticipates approximately \$500,000.00 for "Beautification Grants" and \$1,250,000.00 for Retail Enhancement Project Grants. If approved, these will be available in FY23.

- Art Master Plan Committee Plans:

- Staff working to implement changes requested by the board to the application/process
- Staff met with legal in January of 2022 to make sure the process and creation of the advisory committee did not violate any state or local legal requirements

- Staff will work with the City Clerk to finalize the application for the committee and get the application out to the public. Staff will then select the best candidates to bring before the CRA for final selection approval
- Resolution 2022-01 for consideration at the February 28, 2022
- Staff will be reviewing applicants after the March 31st deadline, and will bring staff recommendations to the board in April 2022.
- Staff has attached a memo and resolution requesting the approval of 7 (seven) candidates for this committee. This is different than the originally anticipated 5 (five) members. After staff deliberation, we felt it was best suited for the board to have 7 members.

- **DixHite Status Update:**

- Wayfinding Signage Plan
 - Staff has requested scope and fees from DH on wayfinding signage plan bidding and construction observation services
 - The final proposal for wayfinding signage will be presented to CRA during Q1 2022
- Bicycle and Hardscapes
 - Staff waiting on final costs for bidding process, as well as construction observation costs
 - As of 3/21/2022, staff has confirmed with the public works department they have all of the necessary documents from DixHite necessary to begin the RFP process. Per PW staff, the documents will go out for bids March 23, 2022. These documents will be up for 30 days.
 - Documents are out for bidding. The bids will be reviewed on April 27th. After the review, there will be a recommendation made for the best candidate. An update will follow.

- **Code Enforcement/Violations**

- Should there be a need to report a code enforcement violation, please follow this link to fill out the form to report the issues to our code enforcement officer:
<https://www.jacksonvillebeach.org/FormCenter/Planning-Development-6/Report-a-Code-Enforcement-Violation-57>
- This link will show the code enforcement page, with examples of typical violations:
<https://www.jacksonvillebeach.org/FormCenter/Planning-Development-6/Report-a-Code-Enforcement-Violation-57>
- If you see an issue and have further questions or concerns, please reach out to Nikki Beavers in the planning department (code enforcement officer). 904-247-6284

- **Irrigation and Planting in the Downtown:**

- The repairs are ongoing, with plans to be complete prior to spring, to allow for time for new planting to occur

- **Landscaping around the Community Center**

- Will occur simultaneously with the sidewalk project at South Beach Park entrance.

- Sidewalk discussion for this project to be held at the February 28, 2022 meeting

- Upcoming Events:

- April 30: Best Buddies Friendship Walk (Latham Plaza) 8AM-Noon: A fundraising walk for individuals with intellectual and developmental disabilities.
- May 7, 2-7PM: Jumping for Drew & You Foundation. This event is celebrating the final mile in Daryl Rosenberger's cross country fundraising and awareness initiative for suicide prevention in honor of his youngest son. (Seawalk Pavilion area)
- May 12 – May 13: Worrell 1000 Catamaran Race, on the beach in front of Hampton Inn.
- May 22, 730AM: Obstacle course race on the beach.

To access these events, on the COJB homepage, scroll down to the calendar and underneath click "view all events". Once selected, you will be on a page where you can select which calendars (events, council, etc) you wish to see. When you click on a date in the calendar, it will bring up information on any events or meetings occurring that day.

Social Media Update:

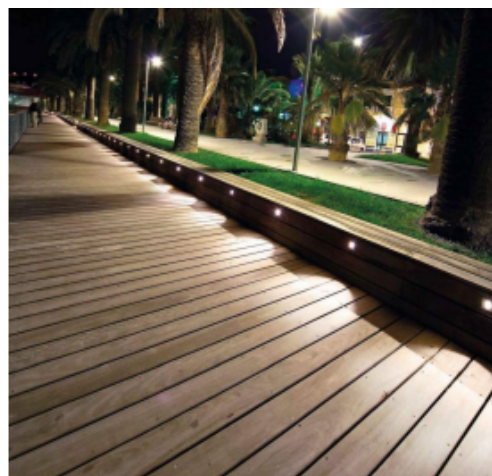
As of February 17, 2022, staff has made two posts on the city Facebook page.

- The first post outlined what a CRA is, where our districts are, why/how they were created, etc. staff was able to answer questions from citizens and engage with the community
- The second post was a "coming soon" post regarding the bike racks. The engagement from the community was very positive.
- At this time, all CRA posts have been very well received. Staff is exploring options with the communications manager to expand the CRA presence on social media & web.

- Lighting Update

- Staff has met with Beaches Energy to get each other up to speed on the plan. After discussions, it was determined that the lighting styles would not change, since turtle lighting and police input was considered when these lights were chosen. Here are some examples of the types of lighting expected (please note these are examples, NOT the final lights chosen)
- Beaches Energy will attend May meeting to discuss with the CRA

Example of Boardwalk Lighting:



Example of Granville Lighting: Featured from 2nd Street to 3rd, as it is NOT turtle friendly



Example of Mongoose Light pole: Will be LED and some Amber Bulb (close to Ocean) the shape of these lights is in compliance with the COJB Turtle Ordinance



EXHIBIT A: DOWNTOWN PROJECT STATUS CHART

Downtown CRA Projects:

Project:	Started:	Responsibility:	Comments/Status:
Bike Racks		DixHite, PW, Staff	Bid currently open, closes on April 27 th
Site Furnishings (Trash cans, benches, bollards, etc.)		DixHite, PW, Staff	Bid currently open, closes on April 27 th
Wayfinding Signs		DixHite, PW, Staff	Currently waiting on documents needed to finalize bid package
Lighting Master Plan		Beaches Energy, Staff	Beaches energy is reviewing documents, will report to CRA in April/May on status and next steps
GAI Market Analysis (Latham Parking lot)		GAI, Staff	Staff has given GAI the 'go' to begin working on this. Staff worked with finance to create a purchase order number
Art Committee		Staff, CRA	
Incentive Program		Southern Group, Staff	
CIP 23-27		Staff	
FY 23 Budget		Staff	
Former Veterans Memorial Site		Parks and Rec, Staff	
Marketing Brochure		Southern Group, Staff	
Maintenance Plan		Parks and Rec, Staff	
Pier Entryway		DixHite, Staff, PW, Fire Marshall	
Lightpole Banners		Staff	
Surfer Statue and Tiles		Parks and Rec	
Dune Walkovers		PW	



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Taylor Mobbs
DATE:	04/15/2022
SUBJECT:	FY 20-21 Annual Report

BACKGROUND

Every year, the CRA staff has to submit an annual report to the state. You will find an attached copy of the annual report for FY20-21. All of the financials generated in this report come from the auditors' report of the FY20-21 financials.

Staff submitted this report prior to the deadline, and it is posted on the CRA portion of the City website. The finance department handled the submission of all financial documents to the Auditor General's office.

FINANCIAL IMPACT

No financial impact.

REQUESTED ACTION

No action requested, this is an update for your information. All necessary documents were submitted to the FRA.

ATTACHMENTS

1. CRA FY20-21 Annual Rpt

**Jacksonville Beach
Community Redevelopment Agency**



**ANNUAL REPORT
October 1, 2020 – September 30, 2021**

Jacksonville Beach Community Redevelopment Agency Annual Report

October 1, 2020 – September 30, 2021

Agency Members

Art Graham, Chairman

Frances Povloski, Vice Chair

Gary Pateau

Jeffrey Jones

David McGraw

Mayor and City Council

Chris Hoffman, Mayor

Councilman Chet Stokes

Councilman Dan Jansen

Councilwoman Georgette Dumont

Councilman Cory Nichols

Councilwoman Sandy Golding

Staff

Heather Ireland
Administrator

Taylor Mobbs
CRA Coordinator

Staff

Mike Staffopoulos, City Manager

Jacksonville Beach Community Redevelopment Agency Annual Report

October 1, 2020 – September 30, 2021

PURPOSE OF THE REPORT

This annual report is prepared pursuant to the provisions of Florida Statutes, Chapter 163.356(3)(c) and Chapter 163.387(8).

ACCOMPLISHMENTS

Downtown

Activities of the Jacksonville Beach Community Redevelopment Agency (CRA) in the City's Downtown Redevelopment District during this fiscal year continued to focus on the implementation of the adopted Downtown Vision and its associated Infrastructure Improvement Program. The CRA authorized and funded the following project during the FY20/21 fiscal year, utilizing Downtown Redevelopment District Tax Increment Trust Funds:

- Appropriated \$18,250.00 to fund the design of the urban trail's connectivity corridors in the Downtown Redevelopment District (Resolution No. 2021-09)
- Appropriated \$608,289.00 to fund the replacement of six beach dune walkovers in the downtown district (Resolution No. 2021-12). The CRA will continue working on this project until all 28 walkovers located in the downtown district are replaced.
- Per Resolution 2021-06, the agency agreed to modify the existing bicycle lane to extend the length of the downtown district.

Dix.Hite + Partners consultants, selected during FY 15/16 to prepare a "Downtown Vision Plan-Implementation and Management Plan," continued work in FY20/21 on the initial design and construction document production for a new Pier Entryway Area Plan for the public Atlantic Ocean fishing pier located at 4th Avenue North. The construction/redesign of the parking lot will begin once the pier construction is completed in Spring 2022. In FY20/21 staff worked with *Dix.Hite + Partners* to finalize bicycle rack selections, both decorative and plain, and all of the hardscapes; trash cans, bollards, and seating. These selections were finalized by the board on June 28, 2021.

South Beach

The major actions in FY 20/21 of the Community Redevelopment Agency (CRA) in South Beach related to infrastructure work and facilities maintenance. The CRA authorized and funded the following projects during the 20/21 fiscal year, utilizing South Beach District Tax Increment Trust Funds:

- Appropriated \$4,106.95 for two portable soccer goals for the South Beach Park (Resolution No. 2020-05)
- Appropriated \$60,753.00 to fund the purchase and installation of shade shelters for the splash pads located in South Beach Park (Resolution No. 2021-04)
- Appropriated \$131,460.00 to fund the replacement of the basketball court, construction of two pickleball courts, fencing, landscaping, and concrete pathway at South Beach Park (Resolution No. 2021-05)
- Appropriated \$1,149,410.00 plus a twenty (20%) percent contingency of \$229,882.00, for a total of \$1,379,292.00 to fund the design and construction of a new Sunshine Park Playground located within in South Beach Park (Resolution 2021-07)
- Appropriated \$33,250.00 to fund the design of the urban trail's connectivity corridors and the sidewalk entrance to South Beach Park (Resolution No. 2021-08)
- Appropriated \$67,436.00 to fund the replacement of the reflective delineators on South Beach Parkway with a reinforced concrete median barrier (Resolution No. 2021-11)
- Appropriated a total of \$5,254,066.00 to fund the construction of the Ocean Terrace Drainage Improvements with Callaway Contracting Inc. as the general contractor and Hanson Professional Services performing construction administration for the project (Resolution No. 2021-13)
- The agency signed Resolution No. 2021-14, giving staff the direction to move forward with a Southend Plan Amendment. It is not anticipated that this amendment will be completed in the FY20/21 budget.

COMMUNITY REDEVELOPMENT AGENCY STAFFING

Since 1993, the Jacksonville Beach Community Redevelopment Agency has operated under the supervision of the City's Director of Planning and Development, who also serves as the part-time CRA Administrator. Various City departments provided ancillary services to the Agency through internal service accounts, e.g., city administrator, finance, personnel services, purchasing, and information systems. In addition, the Jacksonville Beach Public Works Department has provided supervision and inspection services on capital improvement projects at no cost to the Agency since its inception in the late 1970's. Over time, the CRA workload has expanded to where the City can no longer provide low or no cost assistance. Therefore, in August 2014, as part of the review and approval of the Agency's 2014-2015 annual budget by the City Council, a new staffing plan was authorized.

- CRA funding to pay one-hundred (100%) percent of the CRA Coordinator's salary and benefits for the agency.
- CRA funding to pay twenty-five (25%) percent of the Planning Director/CRA Administrator salary and benefits.
- CRA funding to pay twenty-five (25%) percent of the City Engineer's salary and benefits for work performed on Community Redevelopment.
- Redevelopment Project Engineer's position within the City's Public Works Department – Water and Sewer Administration Division to work seventy-five (75%) percent of the time on Downtown and South Beach capital improvement projects.
- Provide sufficient Downtown and South Beach Tax Increment District funds in the annual operating expense budgets as needed to fund costs directly related to the above City staff persons work on the two Community Redevelopment Programs.

The CRA worked to create a job description and posting for the position of CRA coordinator, which was filled in April 2021. The intent of this position is to assist them and the Administrator in the implementation of various Downtown and Southend Plan initiatives, and to oversee the overall status of CRA funded improvements and projects in both districts.

TAX INCREMENT DISTRICT STATUS

Both of the Jacksonville Beach Community Redevelopment Districts are designated as Tax Increment Districts. The Agency manages the tax increment trust funds that were set up pursuant to Chapter 163, Part III, Section 163.387, Florida Statutes.

The Downtown Redevelopment Tax Increment District was created following the adoption of a redevelopment plan first adopted on January 19, 1987, which was last amended on September 8, 2015. The South Beach TIF District was approved under a redevelopment plan adopted on June 15, 1987, and last amended on March 20, 2017. Under Chapter 163.387(2)(a), Florida Statutes, a redevelopment tax increment trust fund remains in place for a period not to exceed 60 years. The ending date of the TIF District is determined to be 30 years from the date that a community redevelopment plan was modified or amended, provided that the expiration date is not more than 60 years from the date of adoption of the original community redevelopment plan.

For the Downtown Community Redevelopment Area, the District's restricted fund balance at the close of the fiscal year was \$22,295,661, which represents unspent tax increment revenues appropriated to specific ongoing or future redevelopment projects. Fund balance increased in the current year by \$4,357,844. Tax increment financing revenues received by the District in the current year increased as a result of increased property values within the District.

Redevelopment Area, the fund balance increased in the current year by \$1,812,004. Tax increment financing revenues received by the District in the current year increased as a result of increased property values within the District.

FINANCIAL INFORMATION

The tax increment trust monies for both the Downtown and South Beach Community Redevelopment Districts are primarily committed for capital projects for the betterment of the Districts. The information on the following two pages was taken from the current Jacksonville Beach *Comprehensive Annual Financial Report* (CAFR).

Please reference the 2021 Financial Statements and Independent Auditor's Report for further information.

Appendix

Additional information has been provided pursuant recent changes in Florida Statutes relative to CRA reporting and is included as an Appendix A to this report.

Appendix A:

Community Redevelopment Agency Annual Report

Jacksonville Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

553

Registered Agent	Mrs. Taylor Mobbs
Mailing Address	11 North Third Street Jacksonville Beach, FL 32250
Office Address	
Telephone	(904) 247-6231
Fax	(904) 247-6107
Email	tmobbs@jaxbchfl.net
Website	www.jacksonvillebeach.org
County(ies)	Duval
Local Governing Authority	City Jacksonville Beach
Date Created / Established	Monday, March 20, 1978
Creation Documents	City Ordinance 6950
Board Selection	Local Governing Authority Appoints
Authority to Issue Bonds	No
Revenue	Tax Increment Financing
Most Recent Update	Wednesday, February 9, 2022

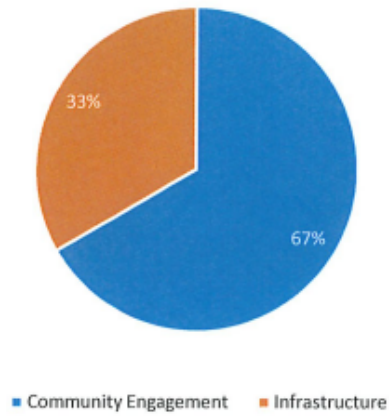
Total number of Activities started	14
Total number of Activities completed	8
Current Year Taxable Value in CRA	\$657,585,310.00
Base Year Taxable Value in CRA	\$42,271,886.00
Current Year Tax Increment Value	\$615,313,424.00
Total amount expended for low and middle income affordable housing	\$ -

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

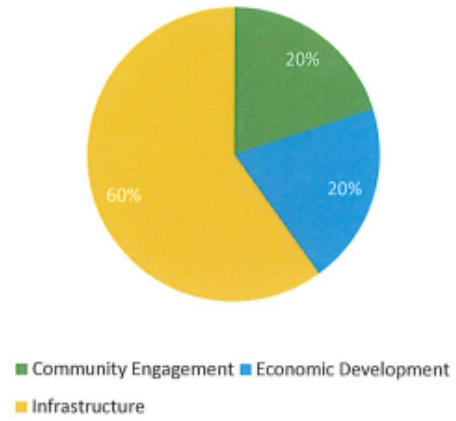
ACHIEVEMENT	CRA RESOLUTION/PLAN
6 Dune Walkovers	Res. No. 2021-12
Bicycle Lane Extension	Res. No. 2021-06
Shade Shelters	Res. No. 2021-04
Basketball Court	Res. No. 2021-05
Pickleball Courts	Res. No. 2021-05
Fencing and Landscaping	Res. No. 2021-05
Concrete Pathway	Res. No. 2021-05
Soccer Goals	Res. No. 2020-05
Community Engagement	7
Infrastructure	1
Economic Development	0
Community Engagement	

Community Redevelopment Agency Annual Report

COMPLETED (C) ACTIVITIES BY COUNT



STARTED (S) ACTIVITIES BY COUNT



ACTIVITIES SUMMARY (\$)





City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Taylor Mobbs
DATE:	04/11/2022
SUBJECT:	Art Committee Candidates - Resolution 2022-03

BACKGROUND

The CRA board approved staff to begin the process of interviewing candidates for the Public Art Advisory Committee (Resolution 2022-01). Staff interviewed applicants, and after careful deliberation, selected seven candidates for the inaugural board.

It was initially anticipated that this committee would have five members. After internal discussions, and discussions about other successful public art committees, it was deemed best suited to have a seven member committee.

The following are the candidates staff has selected and wishes to move forward with:

1. Todd Rykaczewski
2. Chad Labenz
3. Trey Phillips
4. Bob Angelieri
5. Terry Deloach
6. Anita Carter
7. Jessica Borusky

Please see the attachment, with a brief bio on each candidate, as well as their strengths as it pertains to the committee. You will also find CRA Resolution 2022-03 attached for formal acceptance of committee members.

Please also note, staff and our consultants with The Southern Group are all in agreeance on the members chosen for this committee.

FINANCIAL IMPACT

No immediate financial impact. Staff began working on budgeting for the art master plan project in FY23.

REQUESTED ACTION

Staff requests approval from the CRA board to move forward with the seven candidates proposed in this memo. Staff feels these candidates meet different criteria for the committee, and will represent a wide variety of expertise.

Approve/Deny Resolution 2022-03 formally accepting the Public Art Advisory Committee members.



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ATTACHMENTS

1. Preferred Candidates for the CRA Public Art Advisory Committee
2. Resolution 2022-03 Seven candidates for Art Committee

Preferred Candidates for the CRA Public Art Advisory Committee:

- Todd Rykaczewski, Owner Word Revolt Gallery:
Todd brings a unique background in engineering as well as art. Todd currently owns his own gallery, and is deeply tied to the beach's art community. Todd has prior experience with the Mayport murals, bike racks, and Mayport night lights. Todd is also a writer, and will be key in assisting staff in writing RFQ's and calls for artists that reflect the Council and CRA mission for the public art project.
- Chad Labenz, Wealth Management Advisor, Merrill Lynch:
Chad has extensive expertise in financing, as well as non-profit art organizations. Chad is currently the Chair for the Board of Trustees for the Museum of Contemporary Art. Chad will be key in helping craft budget for art installations, as well as assisting the board in offering grants to private businesses for art pieces.
- Trey Phillips, Owner Phillips Sign & Designs:
Trey has extensive knowledge in materials, installation, fabrication, and products that will withstand the elements we have at the beach. Trey understands the types of materials artists will need to use in order to have pieces that will last many years, and he also has expertise on how to install large pieces of art safely and aesthetically pleasing. Trey has working with the deck the chairs event for 9 years, and handles all of the neon light signage for this event.
- Bob Angelieri, retired artist and art educator in Jax Beach:
Bob has an extensive background in the Jacksonville Beach area with art and arts education. Bob was an art teacher for 30+ years at Fletcher prior to his retirement. Bob is familiar with the community and its unique identity, Bob brings a level of expertise to evaluating artists proposals and costs associated with their art.
- Terry Deloach, Art collector and professional artist.
Terry served on COJB planning commission for over 20 years and has extensive knowledge in the City procurement processes that the board will have to follow. Terry also found the artist and worked with the City on the creation and installation of the dolphin and the boy art statutes. He has worked with city staff, and the finance department, on previous RFQ's.
- Anita Carter, VP of Creative Services at High Reason (formerly Burdette Ketchum)
Anita has experience in working with municipalities to embody the City brand into public art projects. She has experience in presenting to Councils, boards, and the community, and assisting with education on public art pieces. Anita believes that making the public educated is the best way to incorporate everyone into public art. She also has experience is creating processes for public art. (Example: meeting with CRA, then Council, then the call to artists advertising period, etc)
- Jessica Borusky, UNF Gallery Director and Educator
Jessica has been involved in the creation of two public art committees (Kansas City and Tulsa). She has created these from the ground up and understands the processes necessary to be successful. Jessica felt that making information on the background of the art pieces readily available will help people to understand the purpose and the intent of the art. Jessica also suggested that committee create an archive/log of the art pieces into a "Jax Beach Collection" for the art pieces.

Introduced By: Taylor Mobbs
Adopted: April 25th, 2022

CRA RESOLUTION NO. 2022-03

**A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH
COMMUNITY REDEVELOPMENT AGENCY APPROVING
STAFF TO PROCEED WITH THE PREFERRED SEVEN
CANDIDATES PROVIDED IN THE STAFF MEMO, TO ASSIST
THE CRA IN THE PLANNING AND IMPLEMENTATION OF THE
PUBLIC ART MASTER PLAN DOCUMENT FOR THE
DOWNTOWN DISTRICT.**

WHEREAS, the CRA is authorized to create, as needed, advisory committees to assist in the implementation of CRA plan(s); and

WHEREAS, the CRA adopted the downtown master plan, inclusive of a public art master plan in 2019; and

WHEREAS, the CRA and staff have decided to proceed with the creation of a public art advisory committee to assist the CRA in the implementation of the public art plan as adopted in Resolution 2022-01; and

WHEREAS, staff interviewed potential candidates for this committee and ultimately decided the best fit would be to select seven board members; and

WHEREAS, staff has selected the following candidates to serve on the inaugural CRA Public Art Advisory Committee

- Todd Rykaczewski
- Chad Labenz
- Trey Phillips
- Bob Angelieri
- Terry DeLoach
- Anita Carter
- Jessica Borusky

**NOW, THEREFORE, BE IT RESOLVED BY THE JACKSONVILLE BEACH
COMMUNITY REDEVELOPMENT AGENCY THAT:**

SECTION 1. The Jacksonville Beach Community Redevelopment Agency hereby approves the seven recommended candidates for the Public Art Advisory Committee; who will advise the CRA board on the implementation and planning of the public art project in the Downtown CRA district. Staff will coordinate the inaugural meeting of this committee in May 2022, and the committee will begin the process of fine tuning the operating procedures. Staff will bring an update to the May 2022 CRA board meeting.

SECTION 2. Effective Date. This resolution shall take effect upon its adoption.

DULY ADOPTED IN OPEN MEETING THIS 25th DAY OF APRIL, 2022

Art Graham, CHAIRMAN

Heather Ireland, ADMINISTRATOR



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CRA AGENDA ITEM	
TO:	CRA Board
FROM:	Heather Ireland, Director of Planning and Development Department
DATE:	04/13/2022
SUBJECT:	CRA Branding

BACKGROUND

The City of Jacksonville Beach entered into a contract with Dix.Hite + Partners in 2016 to develop a Downtown Action, Implementation and Management Plan based on the 2015 Downtown Action Plan. The goal of the project was to have a final deliverable designed to provide guidance and broad design criteria for various projects and programs set forth in the 2015 Downtown Action Plan, which was adopted by the Council in 2015. Phase 1 of the project involved the creation of an overall implementation and management plan, while Phase 2 involved refining the design criteria recommendations and options from the implementation and management plan to facilitate the creation of bids for construction of various elements of the plan. The project also included a branding effort intended to promote and market the downtown that would complement and be complemented by a wayfinding sign program using the surfboard theme (Project D.3.a; Downtown Branding and Marketing).

On December 5, 2016, at an advertised public workshop, Dix.Hite + Partners presented an analysis of downtown and the adopted 2015 Action Plan, and provided a framework for developing the implementation and management plan. Branding was a component of the presentation, including the "lifeguard chair" logo currently being used, along with others identified within the final Brand Standards Manual. Branding and various alternate logos were discussed at multiple City Council and CRA meetings in 2017.

In August of 2017, the CRA approved funding for additional services under Phase 1 of the contract to develop one or two additional logo or brand concepts to choose from in promoting downtown, at the request of the City Council. The final two logos were presented at a City Council briefing in June of 2018, and discussed again at a joint City Council/CRA meeting in February of 2019. Both the City Council and the CRA had a general consensus that the logos were acceptable.

The Brand Standards Manual guidelines were designed to help the City present the logo and the City's image in a consistent way throughout all communication materials. The "lifeguard chair" logo was trademarked sometime in 2020 after Dix.Hite + Partners provided the City with the final Brand Standards Manual. Since completion of the Branding Standards Manual, the "lifeguard chair" logo has been utilized on apparel for staff and elected officials, painted on the two water towers during renovations, utilized on the City's website, and made part of regular news and social media posts by the City.

The Brand Standards Manual includes the basis for the brand identity platform, and detailed specifics on logo uses, sizing, alterations, color variations, background control, color palette, and font. Also included in the manual is an alternate "surf logo," a municipal logo, and a variety of



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

submarks and specifics for each of their uses. The manual also includes examples of the new brand in use in publications, the website, social media, signage, and vehicles and apparel.

At the April 4, 2022 City Council Briefing, the City Council discussed the Brand Standards Manual and the use of the lifeguard chair logo, and came to a consensus to formally adopt the branding standards and to continue to use the lifeguard chair logo for the short term at least. The City Council was advised by the City's CFO that the City should reimburse the CRA for the cost of the development of the Brand Standards Manual (\$21,300) since it is being utilized city-wide. Additionally, the City Council agreed that the CRA should utilize the Brand Standards Manual to select or personalize a logo that would be solely used for downtown CRA District publications and marketing.

FINANCIAL IMPACT

Dix.Hite + Partners was paid \$21,300 from the Downtown Tax Increment Fund for the brand standards. Florida Statute 163.370(3)(c) states that increment funds may not be used for general government expenses unrelated to the redevelopment plan. Because the logos and brand standards are already being used outside of the CRA District, the City's General Fund will reimburse the Downtown Tax Increment Fund for this amount.

REQUESTED ACTION

The CRA has an opportunity to use the Brand Standards Manual to identify or select a unique brand for the Downtown CRA District to use in marketing and publications specific to the Downtown District. Staff requests the board make a selection from the options provided, and allow staff to work with the communications department to add the "CRA" title to the chosen logo. Staff will bring back a final logo option at the next meeting.

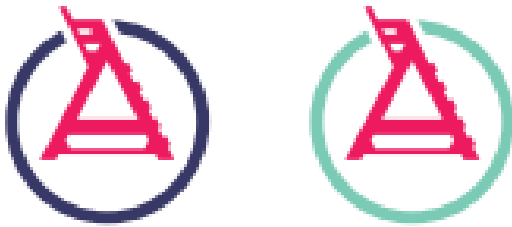
ATTACHMENTS

1. Alternative Logo Options within Brand Standards Manual

Alternative Logo Options within Brand Standards Manual:

- ALTERNATE SURF LOGO -

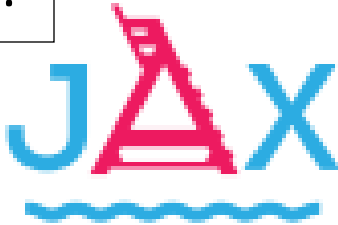
1.



2.



3.



4.

