



# Office of Mayor-Elect Lenny Curry

Economic Development Subcommittee Meeting

June 15, 2015 – 8:00 am

University of North Florida

Office of the President

1 UNF Drive

Jacksonville, FL 32224

IN ATTENDANCE:

The Honorable John Delaney, Chairman

Mike Balanky, Member

The Honorable Elaine Brown, Member

Cathy Chambers, Member

Steve Crosby, Member

Cathy Disbrow Brown, Member

Terrance Freeman, Member

Todd Froats, Member

Ceree Harden, Member

Abel Harding, Member

Dawn Lockhart, Member

Eric K. Mann, Member

Jeanne Miller, Member

Ginny Myrick, Member

Chris Quinn, Member

Kara Tucker, Member

Paul Tutwiler, Member

John Sawyer, OGC Representative

Ted Carter, SME

Dave Herrell, SME

Joe Whitaker, SME

Ed Randolph, SME

Alice Checorski, Documentarian

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GUESTS:

Rena Coughlin, Transition Team Co-Chair

Karen Mathis, Daily Record

Chandler Fussell, Transition Staff

Sonia Johnson, Transition Staff

Illiana Tidd

Wayne Young, JEA

Chairman Delaney called the meeting to order at 8:00 am. Committee members and guests introduced themselves. Chair Delaney reminded the committee that meetings are conducted under the Sunshine Law and in accordance with the Public Records Law. An announcement was made that the meeting is being recorded.

John Sawyer, Office of General Counsel, provided the committee with a PowerPoint handout of the Sunshine and Public Records laws in addition to presenting an overview as they pertain to the actions of this committee. Mr. Sawyer reminded the members to contain conversations pertaining to committee business within the meeting start and adjournment timeframe. Emails, texts, breakout discussions and phone conversations are in violation of the law.

All documents available during the meeting, including your own notes are a matter of Public Record. Additionally, the committee must provide a period for public comment.

Chair Delaney summarized by saying you can talk to each other anytime you want, but not about committee business. All meetings must be noticed at least 24 hours in advance and minutes taken.

The current meeting schedule is a draft. (A corrected schedule will be provided at the next meeting). The committee will work on that going forward.

Chair Delaney introduced Rena Coughlin and asked her to provide an overview from the Transition Team. Ms. Coughlin stated Mayor-Elect Curry asked her to co-chair the Transition Team with Chief Charles Moreland. There is a lot of correlation between the different committees. She thanked the committee members for their service. Ms. Coughlin stated briefly she is the CEO of the Non-profit Center which serves all of the non-profit agencies in the community.

Ted Carter, Office of Economic Development (OED), was introduced. Mr. Carter thanked the committee for the opportunity to share the body of work that OED has done over the past four years and to look at what we are doing, how we are doing and continue the momentum. He discussed the structure of OED as a single point of contact with other agencies. The Downtown Investment Authority (DIA) focuses on the 20-square miles of downtown; JAXUSA is the economic development arm of the Chamber with a focus on marketing; there is an energy component, and real estate development (Cecil Commerce Center)

The Office of Public Parking is also a component of economic development. As a result of the London trip with Shad Khan, two companies have joined the public-private partnership initiative: Green Corps and PowerBoat. We continue to attract new investors. Sports and Entertainment is an easy low-cost marketing tool to promote the City and tourism development.

The Global Cities initiative is designed to increase job growth and business investment to build a stronger community. OED has a working relationship with Housing and Community Development with a focus on job creation and Community Wealth Building on the North side. Chairman Delaney requested that Dawn Lockhart and Darnell Smith prepare a collaborative presentation on this initiative.

Dave Herrell, Office of Sports and Entertainment, was introduced. He stated the City is modeling Nashville in its efforts to create an economic impact through sports and entertainment. He stated we have several partnerships to identify opportunities to elevate Jacksonville's brand. His office manages the SMG and Florida-Georgia contracts as well as other special events including the Martin Luther King, Jr. Breakfast and the Sea and Sky Spectacular. Film and Television productions also yield economic impact. The Florida Country Fest resulted in \$32 million and Florida-Georgia's impact was \$100 million.

Ed Randolph reported that the City of Jacksonville took ownership of the Cecil Commerce Center from the Navy about 13 years ago. We are responsible for permitting the 17,000 acres and its economic development from a master plan in partnership with Hillwood, a Dallas, Texas company. When the Navy left, 4,000 jobs were lost; we have since created 4,500 jobs thus far. Chair Delaney commented that jobs can be created quickly through aviation and the industrial side.

Member Ceree Harden was asked to discuss process-mapping. He explained the purpose is to identify a job, build metrics and create a scoring matrix. Member Jeanne Miller said that the Peyton Transition Team used process mapping for its value in using real-time data. The idea is to gauge growth in any particular area.

Ted Carter reported he spent 15 months working on the public investment policy with a special Council committee. They adopted four recommendations to date including manufacturing, veterans, closing fund, and will meet again this Thursday. Mr. Carter will provide a copy to the committee.

Chair Delaney asked that Mr. Carter and his staff give a quick outline to see how things are currently structured, an economic primer. He asked the committee to send him suggestions for topics and he will work on the outline with Mr. Carter.

The committee reviewed the org charts provided in their notebooks which included Housing and Community Development, Planning and Development and the Building Inspection Division.

Jeanne Miller suggested we hear from JAXUSA; Chris Quinn will schedule a presentation on Monday, June 22, 2015; Ms. Miller also recommended including Aundra Wallace, DIA as a committee presenter. Ted Carter will invite him to speak two meetings from today.

Member Ginny Myrick stated we have two shortcomings:

1. The underfunding of economic development and parking
2. Timing: the speed of the request

“No” is an answer, but delay is not. This group can “put the hurry in it. Chair Delaney remarked that if City Council is willing to give up some of its authority and include a lump sum budget to DIA, which would decrease the delay. Member Mike Balanky said that if zoning becomes controversial, it becomes a long process. Member Ceree Harden stated that funding has been a problem. It would be helpful to receive a briefing of where we are on fund balances.

Member Steve Crosby suggested we look at understanding our strengths and weaknesses from an external perspective to see where opportunities are to make things better. Economic development is also about schools and jobs.

Member Dawn Lockhart suggested that parking stay in the center of our discussion, where it is and making it understood, having an inventory that is customer-friendly. Chair Delaney agreed stating this is part of marketing. Member Eric Mann said that with all the recent development on Riverside Avenue, parking will be an issue. Member Balanky referred to San Antonio, Texas as a model that works through the use of parking signs.

Chair Delaney stated the committee’s timeframe is roughly 7 meetings. The next meeting is Friday, June 19<sup>th</sup> at 3:30 pm.

The meeting adjourned at 10:00 am.



# Office of Mayor-Elect Lenny Curry

## AGENDA

Date: June 15, 2015

Time: 8:00 a.m.






























Committee: Economic Development, Transition Subcommittee Meeting

Attendees: President John Delaney (Chair), Aaron Zahn, Jeanne Miller, Chris Quinn, Abel Harding, Ginny Myrick, Howard Korman, Todd Froats, Steve Crosby, Honorable Elaine Brown, Mike Balankey, Ceree Harden, Paul Tutwiler, Dawn Lockhart, Cathy Disbrow Brown, Eric Mann, Terrance Freeman, Omega Allen, Ted Carter, Dave Herrell, John Sawyer

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|------|---|------------------------|
| I.   | Welcome and Introductions                           | President John Delaney |
| II.  | Sunshine and Public Records Review                  | John Sawyer            |
| III. | Review of work to date for Mayor-elect's Transition | Rena Coughlin          |
| III. | Review of Subcommittee Work                         | President John Delaney |
|      | A. Timeframe  |                        |
|      | B. Scope of Work                                    |                        |
|      | C. Deliverables                                     |                        |
|      | D. Scheduling                                       |                        |
| IV.  | Open Discussion                                     | Committee              |

# ECONOMIC DEVELOPMENT COMMITTEE MEETING

June 15, 2015

Name	Committee Chair	Signature
Honorable John Delaney	Committee Chair	
Allen, Omega	Committee Member	
Balanky, Mike	Committee Member	
Brown, Elaine	Committee Member	
Crosby, Steve	Committee Member	
Disbrow Brown, Cathy	Committee Member	
Freeman, Terrance	Committee Member	
Froats, Todd	Committee Member	
Harden, Ceree	Committee Member	
Harding, Abel	Committee Member	
Korman, Howard	Committee Member	
Lockhart, Dawn	Committee Member	
Mann, Eric K.	Committee Member	
Miller, Jeanne	Committee Member	
Myrick, Ginny	Committee Member	
Quinn, Chris	Committee Member	
Tucker, Kara	Committee Member	
Tutwiler, Paul	Committee Member	
Zahn, Aaron	Committee Member	
Cathy Chambers	Via Conference Call	
Rita Conynkin		
Illiana Tidd		
<b>Guests / Visitors:</b>		
John Sawyer	DEC	
Karen Mathis	DR	
JOE W HITAHER	OED	
Paul Harnish	Sports & Fest	
Ed Keadle	SEN	
SOMIA JOHNSON	OED	
WAYNE Young	City Council	
Chandler Fusell	SEA	
Transition Team		