
The Council Briefing began at 5:45 P.M.

The following City Council Members were in attendance:

Mayor: William C. Latham

Council Members: Lee Buck Keith Doherty Christine Hoffman
Bruce Thomason Phil Vogelsang (*absent*) Jeanell Wilson

Also present was City Manager George Forbes.

Purpose of Briefing

The purpose of the briefing was to update the Council Members on projects including the following items:

City Manager

New generator at Police station

Police Chief, Patrick Dooley stated due to the installation of the new generator at the Jacksonville Beach Police Station, power would need to be shut down at the station on two separate days. On these two days (June 12th and June 19th), all calls to dispatch would be routed to the City of Neptune Beach Police Department. Chief Dooley stated staff from JBPD dispatch center would be stationed at the Neptune Beach dispatch center during these times.

Dogs on the Beach

Chief Dooley stated due to the reduction of hours worked by the Citizens on Patrol volunteers monitoring dogs on the beach, Animal Control Officer, Kelsey Eberle would now work five days a week, allowing her to patrol the beach area more often.

South Beach Parkway

Mr. Forbes stated, landscaping changes would take place in the median on South Beach Parkway near the entrances of Rip Tide and Ocean Cay. These changes would replace the existing landscape with lower growing landscape to allow for better site clearance for drivers entering and exiting the two developments.

Barricade on 16th Avenue North

Mr. Forbes reported that efforts to clean up and beautify the street barricade on 16th Avenue North would possibly start within the next 60 days.

Water quality

Mr. Forbes reported that permits are issued by the Department of Environmental Protection for Wastewater Treatment Plants. Mr. Forbes stated the City spent 21 million dollars on the City's new Waste Treatment Plant and it meets or exceeds the requirements put forth by the Department of Environmental Protection.

Dix.Hite + Partners

Director of Planning and Development, Bill Mann handed out packets [on file] of information regarding the Downtown Action/Implementation and Management Plan. Mr. Mann introduced Mr. Greg Bryla, Partner and Studio Leader at Dix.Hite + Partners, who are preparing an Implementation and Management Plan for the City's adopted Downtown Action Plan.

Mr. Bryla reviewed the Implementation and Management Plan as well as an additional concept for the Pier entryway and two City logo concepts [all documents on file]. Conversation ensued regarding the different concepts as well as the Phase Two strategies of the Downtown Action plan including:

- Lighting Master Plan: Strategies and Typologies (including proper lighting for sea turtle protection)
- Wayfinding and Signage
- Site Furnishings: Issues and Responses
- Bicycle Parking: Existing and Proposed – Spaces and Racks
- Public Art: Strategic Locations/Waves/Breakpoints/Reef Corridor

Mr. Bryla stated the next step (Phase Two) of the project would be to refine the current renderings into design intent drawings. Once the final drawings are complete, the project would be put out for a proposal to secure a fabrication company. The fabrication company would then create shop drawings for review, and the final drawings would be submitted for approval and permitting from the City.

Mr. Forbes suggested an implementation schedule be put together which included Phase Two deliverables, to assist in the progression and execution of the project.

University of North Florida Art Park

Mr. Forbes suggested the City of Jacksonville Beach explore the option of purchasing the property where the University of North Florida Art Park is located. The park offers a great opportunity to keep art displays in the City.

The briefing adjourned at 6:53 P.M.

Submitted by: Jodilynn Byrd
Administrative Assistant

Approved: _____


William C. Latham, MAYOR

Date: June 18, 2018