

**Minutes of City Council Workshop
Presentation on the Jacksonville Beach Retail Study
Monday, June 9, 2014 – 6:00 PM
City Council Chambers**

Mayor Latham called the workshop to order at 6:00 PM.

The following City Council members were in attendance:

Chris Hoffman
Phil Vogelsang
Keith Doherty
Steve Hartkemeyer
Jeanell Wilson
Tom Taylor

Also present were City Manager George Forbes, and City Clerk Judy Bullock.

Purpose of Workshop

The purpose of the workshop was for a presentation by Bill Hankins, Retail Strategies on the Jacksonville Beach Retail Study

Mayor Latham explained that two consultants were hired by the City, Hospitality Inc. (Jim Peters) who is focused on the Central Business District and Retail Strategies (Bill Hankins) who is providing data for the entire city, which includes retail strategies, goals, and objectives.

Mayor Latham advised that Mr. Hankins would give a presentation on the research that has been conducted. The Council will have an opportunity to ask questions and then the floor would be opened to questions from the public.

Presentation by Bill Hankins, Retail Strategies

Mr. Hankins reviewed the research data his firm had conducted and explained that they are in the research phase, with the next phase being recruitment (*copy of presentation attached*).

He advised that sales trends are rising and displayed the retail market within a 5, 10, and 15-minute drive time from Jacksonville Beach. Mr. Hankins also explained that higher end retailers are going into communities and building smaller stores.

It was noted that Jacksonville Beach consumers include residents, college students, visitors, and residents from neighboring communities.

The following persons spoke:

- Mike Stang, 1020 19th Street North, Jacksonville Beach
- Ken Marsh, 2027 Gail Avenue, Jacksonville Beach

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- Sam Veal, 209 South 3rd Street, Jacksonville Beach
- Sandi Golding, 1203 North 18th Avenue, Jacksonville Beach
- Diana Gardner, 3504 Bay Island Circle, Jacksonville Beach
- Bruce Thomason, PO Box 50556, Jacksonville Beach
- George Candler, 507 South 16th Avenue, Jacksonville Beach
- Darrell Shields, 315 North 18th Street, Jacksonville Beach

During discussion, Councilmembers expressed concern regarding small locally owned businesses, the overall goal to find businesses that would fit the community, and the desire to attract unique businesses that will draw customers from neighboring communities.

The workshop adjourned at 7:02 PM.

Submitted by: Judy L. Bullock
City Clerk

Approved:

/s/William C. Latham

William C. Latham, Mayor

Date: June 16, 2014