



Workshop Meeting Minutes

Community Redevelopment Agency

Wednesday, October 7, 2020

5:00 PM

Virtual Meeting

CALL TO ORDER

Chairperson Art Graham called the Virtual Workshop Meeting to order at 5:08 P.M.

ROLL CALL

Chairperson: Art Graham
Vice-Chairperson: Frances Povloski
Agency Members: Jeffrey Jones, Samuel Hall, Gary Paetau

Also present were CRA Administrator William Mann, CRA Consultants James Gilmore and Taylor Mejia and Recording Secretary Chandra Medford

ITEMS FOR DISCUSSION

a. CRA Program Manager – Internal/External Communications – Gilmore Hagan Partners

James Gilmore stated the City Council recently approved the job description and it will be posted through many mediums for a period of thirty (30) days. Administrator Mann and Taylor Mejia explained the position’s direct supervisor will remain the Planning Director however it could potentially be changed in to the CRA Administrator by amending the City’s pay plan in the future. Mr. Gilmore shared a PowerPoint presentation titled, “Internal and External Communications Recommendations – Jax Beach CRA” with the workshop participants. He stated these recommendations were successful in other places.

Discussion ensued regarding the CRA Program Manager’s responsibilities as it relates to internal communications between the Agency, the City Council, and City Departments and external communications including but not limited to: Relationship Building [with the community, business owners], Program Management, Economic Development/Redevelopment, and Marketing and Promotion [social media accounts, interaction with the Special Events Coordinator].

b. Consolidated Downtown Redevelopment Plan – Review of the consolidated downtown redevelopment plan prepared by the Shepard Firm, and of materials provided by CRA Vice-Chairperson.

Vice Chairperson Povloski summarized the purpose of the workshop was for the Agency to interpret the work products prepared by third-party consultants to determine which elements of the existing Plan should be implemented or redefine the plan to utilize current developed properties before the Fiscal Year 2022 budget discussion. Administrator Mann responded to various questions and statements and an extensive discussion ensued including but not limited to: agency involvement in development projects, types of improvements and development in specific corridors, shifting from reactive development to proactive development, items for potential budgetary review, the selection, implementation, and execution of plan elements for recommendation to Council or Agency approval, land-use studies, purchasing

property or utilizing City-owned properties, adequate parking, and increasing the Agency's budget.

Administrator Mann and Chairperson Graham excused themselves and Vice-Chairperson Povloski assumed Acting-Chairperson for the balance of the meeting.

COURTESY OF THE FLOOR

- Acting-Chairperson Povloski and Mr. Paetau addressed the Agency regarding potential agenda items and outstanding projects in the South Beach District.

ADJOURNMENT

There being no further business, Frances Povloski adjourned the meeting at 6:48 P.M.
Submitted by: Chandra Medford, Recording Secretary

Approval:



Art Graham, Chairperson

Date: 12-16-2020