



## OFFICE OF THE CITY COUNCIL

COUNCIL MEMBER JIMMY PELUSO  
DISTRICT 7  
OFFICE (904) 255- 5207  
FAX (904) 255-5230

SUITE 425, CITY HALL  
117 WEST DUVAL STREET  
JACKSONVILLE, FL 32202  
E-MAIL: JPELUSO@COJ.NET

### **Council Member Jimmy Peluso Noticed Meeting RE Corridor Plan March 26, 2024 Meeting Minutes**

**Location:** Lynwood Roberts Room, First Floor of City Hall, 117 West Duval Street

**Attendance:** Council Member Jimmy Peluso, Economic Development Officer Ed Randolph, Director of Small Business Initiatives Brian Bergen, Small Business Project Manager Ella Sherrod, Office of Economic Development Joe Whitaker, Attorney Mary Staffopoulos, Auditor Phillip Peterson, Director of Neighborhoods Thomas Waters, Council Liaison Bill Delaney, LISC Executive Director Dr. Irvin Cohen, SPAR Executive Director Michael Haskins, Ms. Dennise Cook, Mr. Carnell Oliver, Mr. Kenneth Grady, Executive Council Assistant Celestine Mills, Cory Haynes, Ms. Temisha Hill, Northwest Jacksonville CDC Director of Housing Tiffany Khesed, Executive Council Assistant Brooks Dame,

**Meeting Convened: 1:00 p.m.**

Council Member Jimmy Peluso opened the meeting and welcomed the attendees. He stated his vision was to revise the Northwest Jacksonville Economic Development Fund (NWJEDF) (a public fund accessible by existing and prospective businesses in the Northwest Jacksonville area) to be accessible to more neighbors, to lift up commercial corridors.

Council Member Jimmy Peluso, Economic Development Officer Ed Randolph, Director of Small Business Initiatives Brian Bergen, Small Business Project Manager Ella Sherrod, Office of Economic Development Joe Whitaker, and Council Liaison Bill Delaney discussed the Memorandum. Suggested changes included refining the ability (or lack there of) to layer incentives, excluding the CRA from the NWJEDF, explore adding JSEB language, clarifying CDCs could draw down funding for Home Repair Programs on an annual basis. EDO Randolph encouraged refining the Memo with the existing programs. He noted soft costs (permitting, planning, zoning, etc.) were not usually covered by EOD. Council Member Peluso noted the ability to evaluate the success of the program and include a second iteration with Nonprofits.

Council Member Peluso opened the meeting up for discussion. Community members Mr. LISC Executive Director Dr. Irvin Cohen, Ms. Dennise Cook, Mr. Carnell Oliver, Mr. Kenneth Grady, Ms. Temisha Hill, Northwest Jacksonville CDC Director of Housing Tiffany Khesed, all shared their feedback.

Mr. Kenneth Grady requested infrastructure, like JEA pipes and connections, be considered. Mr. Carnell Oliver requested financial assistance programs and the Black community respected. Ms. Temisha Hill asked about assistance for small businesses and improvements for Mom and Pop stores like air conditioners. Council Member Peluso confirmed that was the intention, he noted EOD has the ability to connect small businesses with technical help for business plans and budgeting. Ms. Dennise Cook asked if a co-op would qualify; the Council Member confirmed. Ms. Cook asked how liquor stores could be avoided; the Council Member discussed the benefits of an overlay.



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Ms. Cook suggested she may form a neighborhood organization to work on an overlay with the Council Member. Northwest Jacksonville CDC Director of Housing Tiffany Khesed asked about assistance with grants and loans; LISC Executive Director Dr. Irvin Cohen shared his organization would be willing to help. Council Member Peluso and EDO Randolph discussed the ability to use forgivable loans.

Ms. Hill asked about assistance with paperwork; Dr. Cohen offered support. She asked about how to ensure local ownership; Council Member Peluso committed to working with EOD Randolph.

With no further questions, the meeting was adjourned.

**Meeting Adjourned: 2:00 p.m.**

Minutes prepared by Brooks Dame, Executive Council Assistant to Council Member Jimmy Peluso. The following items were submitted for public record and can be accessed by contacting the Legislative Services:

03262024 Noticed Meeting Council Member Peluso RE Corridor Plan  
03262024 Agenda Noticed Meeting Council Member Peluso RE Corridor Plans  
03262024 Minutes Noticed Meeting Council Member Peluso RE Corridor Plan  
03262024 Handout 1 Noticed Meeting Council Member Peluso RE Corridor Plan

cc: Council Members and Staff

Margaret "Peggy" Sidman, Director/Council Secretary  
Merriane Lahmeur, Chief, Legislative Services  
Yvonne Mitchell, Chief, Administrative Services Division  
Jeff Clements, Chief, Research Division  
Teresa Eichner, Chief, Public Information  
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