

**OFFICE OF THE CITY COUNCIL**

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**SPECIAL BUDGET ANALYSIS COMMITTEE MINUTES**

**March 13, 2014**

**3:00 p.m.**

**City Hall**

**117 W. Duval St., 1st Floor**

**Committee Room B**

**Attendance:** Council Members Clay Yarborough (Chair), Robin Lumb, Don Redman, Richard Clark, Matt Schellenberg, Warren Jones (3:22p), Reggie Brown (3:26p)

**Also**: Kirk Sherman and Kyle Billy – Council Auditor’s Office;Peggy Sidman – General Counsel Office; Carol Owens and Philip Zamarron – Legislative Services Division; Yvonne Mitchell – Council Research

See attached sign-in sheet for additional attendees.

Council Member Yarborough called the meeting to order at 3:05 p.m. He reported committee would hear from Sports Entertainment with OED and Fleet Management.

**Office of Economic Development**

Mr. Carter began with a brief OED introduction as it pertains to Sports Entertainment. He reported the office will continue to seek new events to generate positive economic activity. Mr. Carter commented that outside of discussion of facilities there were no opportunities for savings in the area of Sports Entertainment.

1. **Sports Entertainment (Mr. Joel Lamp)**

Mr. Lamp announced that the City will host another national soccer game on July 7th. This is the final game before the World Cup. The two teams playing are USA and Nigeria. He shared that this was a huge opportunity to market the City. Mr. Lamp provided information about the mission and overview of last year’s events. Sports Entertainment is currently working with twenty events for this calendar year. Each opportunity presented is evaluated based on branding/building blocks events, direct profitability, economic impact and quality of life effect to the City. He provided the division’s strategic priorities to include a “big ten” effort to invite all stakeholders in the sports community to pull together.

**CM Schellenberg suggested making contact with Mr. Bill Warner with Amelia Island Concours d'Elegance to discuss ways the City could become a partner in this event.** There was some discussion about the charge of Sports Entertainment as it pertains to the type of events sponsored/promoted by the division. Mr. Lamp explained depending on the type of event the City may not be the lead agency. It should be noted that some private events do not request assistance from the City even though it is available. **CM Lumb suggested that the division pursues all opportunities to be in forefront of events.** He stated that the creation of a Florida Sports Hall of Fame in Jacksonville would be an asset to the City and requested division make inquiries. Currently, the warehouse that holds the artifacts for the Hall of Fame is in Auburndale, Fl.

Mr. Lamp reported that moving forward the relationship with other sport entertainment entities is a collaborative effort. This would be a universal group (Gator Bowl, City, SMG, Visit Jacksonville and Chamber) working together to bring quality events to Jacksonville. He confirmed that the relationship with Gator Bowl Association is intact and there are certain events that GBA can target which aren’t available to the City. Additionally, he provided a brief overview of the City’s participation with Lacrosse and the intent to increase more activity development.

**CM Brown** commented about size of stadium and inability to fill seats. He **suggested that Mr. Lamp explore possibility of a City stadium better accommodate various events and would fill the seats**. He suggested review of Daytona’s city owned stadium.

Mr. Lamp reported the division is seeking to promote more opportunities to utilize the St. Johns River.

1. **SMG (Bill McConnell & Keith Van der Leest)**

The RFQ for the program manager for energy reduction should be completed next week. There is 21 days for advertisement followed by evaluation of responses, creation of a short list and contract negotiation. Mr. Van der Leest explained that replacing equipment within existing infrastructure will show immediate energy savings. He discussed energy options that will be considered along with best practices from numerous facilities/stadium worldwide as an educational tool to improve savings.

**Intra-Governmental Services - Fleet Management**

Mr. Paul Martinez utilized a power point presentation. He commented on the breakdown of Intra-Governmental Services. He discussed the perception and reality as related to Fleet Management as an overview. The total budget is $40 million dollars of which 58% is used for fuel. The purchase of fuel is on a weekly base to ensure the best price.

Mr. Karim Kurji reported on the accomplishments and challenges which includes outsourcing the City’s parts department. The savings with outsourcing parts is being passed on to Fleet’s internal customers by discontinuing fuel markup by $0.13 per gallon for the remainder of the fiscal year. Fleet has three major three challenges: aging fleet, aging facility and fleet management system.

1. Aging fleet – vehicles need to be replaced more often; JSO Patrol cars average age 5.0 years
2. Aging facility – 42 years old and has never been upgraded or remodeled; there is no generator for emergency response.
3. Software – needs system that is mission based and designed for mobile assets

He commented that greater efficiencies in future plans include expanding the pool vehicle program and alternative fuel vehicles. There was extensive conversation about life span of fleet vehicles, longevity of personnel, fueling stations, solid waste concerns and outsourcing of all services. Mr. Kurji requested assistance with improving efficiencies for Fleet. The department needs funding to replace outdated equipment and vehicles along with cost for training for operators. He agreed to submit a three to five year plan that will adequately bring Fleet up-to-date. Angela Moyer will assist Mr. Kurji with submitting an overall financial view of Fleet needs.

**CM Schellenberg requested a detail list of all requests made of Public Works regarding aging facility issues except upgrades and remodeling. The list should include date contacted and what service has/has not been provided.**

**CM Jones requested documentation of rising cost of maintenance compared to the cost of maintenance done routinely in the past.**

**CM Brown requested follow up with data on relocation of Westside fueling station.**

The next meeting is scheduled for March 20th at 3:00 p.m. There being no further business, the meeting was adjourned at 5:23p.

Yvonne P. Mitchell, Council Research Division (904) 630-1679

Posted 03.20.14 3:00 p.m.