



GREG B. ANDERSON
Councilmember
At-Large Group 4
Office (904) 630-1398
Fax (904) 630-2906
E-Mail: GAnderson@coj.net

117 West Duval Street
City Hall, Suite 425
Jacksonville, FL 32202

OFFICE OF THE CITY COUNCIL

Wednesday, August 10, 2016
2:30 p.m.
117 W. Duval St., 1st Floor, City Hall
Lynwood Roberts Room

AGENDA

08.10.2016 Special Committee on Hemming Park

- 1. Opening Remarks**
- 2. Update from Friends of Hemming Park/Financials**
- 3. Update from the FOHP Social Services Coordinator, Od'Juan Whitfield**
- 4. Update on the Repair Work in Kiosk Area**
- 5. Discussion regarding the RFP Process**
- 6. Discussion regarding ORD 2016-385**
- 7. Closing Remarks/Public Comments**



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WILLIAM I. GULLIFORD, JR.
COUNCIL MEMBER DISTRICT 13
OFFICE (904) 630-1397
FAX (904) 630-2906

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

**Meeting Minutes of Meeting of CM Gulliford
Regarding ORD. 2016-385 Concerning Hemming Park
Thursday, August 4, 2016 at 9:00 A.M.**

Topic: To discuss ORD. 2016-385 & Hemming Park

Attendees Present: CM Bill Gulliford (Dist.13), V.P. John Crescimbeni (AL2), CM Danny Becton (Dist.11), Mike Weinstein (Dir.of Finance), Ali Korman Shelton (Mayor's Aide), Jessica Baker (Mayor's Aide), Daryl Joseph (Dir.Parks), Kirk Sherman (Council Auditor), Heather Reber (CAO), CM Scott Wilson (Dist. 4), Bill Prescott (CEO-Friends of Hemming Park-FOHP), Paige Johnston ((OGC), Leeann Krieg (ECA-AL 4), Pres. Lori Boyer (Dist.5), Peggy Sidman (OGC), Carol Harper (ECA-Dist.13), Wayne Wood(FOHP). For a complete list of all attendees, please see attached sign in sheets.

Meeting Convened: 9:00 A.M.

CM Bill Gulliford called the meeting to order. He stated that CM Greg Anderson had had some surgery complications, which was the reason he was not able to attend the meeting. He asked everyone to introduce themselves.

CM Gulliford said he realized that many attendees were reluctant to give any more money to FOHP, but he felt that at least those in attendance should discuss the amendments that had been presented. He said he hoped that the meeting coming up next Wednesday, August 10th at 2:30 p.m. would be able to determine what the future should be for the Park.

CM Gulliford read the requirements of the amendments:

- Require FOHP to open a bank account only for contributions
- Require FOHP to revise their chart of accounts



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- Stipulate that City contributions be used only for salary & benefits, as well as re-instating the \$74,618.29 from the SW grant
- Require FOHP work with the City depts. to see if services could be delivered at a lower cost

Southwest Airlines had given FOHP a grant of \$100,000 for the Black Sheep restaurant endeavor for the Park. SW had authorized FOHP to use \$12,480.52 for marketing and programming, as well as \$11,902.39 payable to JEA, which is being returned. Once returned, there will be a total of \$86,520.68 left of the grant funds. Mr. Sam Mousa feels it prudent to put the \$74,618.29 below the line until details of a vendor being used in the Park. He feels there needs to be legislative action to go to Black Sheep and a lease agreement between the City and any vendor.

Mr. Bill Prescott said that he had been to see the kiosk and found there was no way \$74,618.29 would be sufficient to put the kiosk in the Park. He said he would like to go back to SW to see if there is another way FOHP can satisfy the grant stipulations, which were tied to the kiosk. If that can't be done, Mr. Prescott said they would return the money.

President Boyer said she felt that no authority had to been given for FOHP to negotiate anything, since they are an 'operating entity'. She is not sure that FOHP has the authority to go back to SW and negotiate an agreement. Mr. Mousa agreed with President Boyer. The \$74,618.29 is designed contingency/FOHP. CM Gulliford wanted a restriction on the \$74,618.29 designating it for SW. President Boyer suggested that either a bill could be appropriated for the whole \$150,000, with \$75,000 designated as special Council contingency for SW.

Mr. Wood stated that the contract with the City authorized FOHP to make capital improvements in the Park, if permission was given through the Parks Dept. Ms. Sidman read into the record the terms of the contract with FOHP: "FOHP will recommend to the City any major or minor capital improvements to Hemming Plaza. All capital improvements by FOHP must be approved by the City in advance; provided, however, that structural modifications costing under \$100,000 may be approved on an expedited basis by the joint concurrence of the



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CEO of the Downtown Investment Authority,(DIA), and the Director of the City's Parks, Recreation and Community Services Dept. (PRCS).” She suggested that the Contract may need to be amended if the Council goes in another direction.

Mr. Mousa suggested that a halt be put to all kiosk and capital improvement until we know there is money and authority to proceed. President Boyer suggested, per Mr. Weinstein's prior suggestion that matters concerning the Park should be on a short-term basis, since no final decisions had been made. She would like the bill to reflect that no capital improvements would be authorized until the next fiscal year. President Boyer and CM Gulliford agreed that an amendment could reflect this. She wanted to specify that if funds were given to FOHP in the interim, they would be for operating expenses only. This would be the first amendment. The second amendment would design restricted funds held for SW.

CM Becton asked about having the park put back together, replacing bricks that were removed and removing temporary fencing. Mr. Prescott said he was having that taken care of.

CM Wilson asked about SW grant requirements, its use for marketing & programming being something in writing. The permission from SW was verbal only. CM Gulliford suggested that Mr. Prescott contact SW, indicating what monies had been used and for what.

CM Gulliford asked Mr. Prescott for the current employees. He said there was a marketing director, a part-time events person, and 2 ½ ambassadors. He said expenses for August 2016 would be about \$29,000, and \$29,000 for Sept. due to need for more security and cleaning people.

President Boyer said that many on the Finance Committee said they would not vote for a bill for more appropriations for FOHP. They felt that the Park should be shut down while work is being done on the front of City Hall, roughly 6 mo. time. At that point Council could decide how they would proceed with the Park.

Mr. Mousa said that \$250,000 had been allocated for FOHP, since they had stated their expenses averaged \$40,000/month, so this would provide FOHP with their



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needs for the 6 month, at which time, the Council could determine the Park's future, payable monthly.

CM Gulliford said that there must be an end to the bad behavior in the Park, if there is to be any success for its use. CM Wilson agreed with CM Gulliford and said he wanted to see the employees of FOHP working in the Park more hours than from 11:00 a.m. to 2:00 p.m., interacting with those in the Park. Mr. Prescott stated that he was aware of exactly what the Council and administration is looking for in the Park, and he felt that with the \$75,000 from the City, he could deliver that. Mr. Mousa suggested that since Mr. Prescott said FOHP could function with \$29,000 per month, that instead of the full \$75,000, FOHP be given the \$29,000 for 2 months. Mr. Prescott said they really needed the full \$75,000, to have any money to work with above payroll, and due to the fact that it takes a few weeks for Council to vote and disburse funds. Mr. Mousa said if Mr. Prescott provided back up to substantiate August expenses, a check would be cut to reimburse them. Mr. Prescott said he was expecting the full \$75,000. Mr. Mousa said that an amendment would have to be drafted whether FOHP is given half of the \$75,000 or all of it, which could take until Sept. V.P. Crescimbeni had requested a list of expenses from Mr. Prescott, which was distributed by Ms. Krieg.

V.P. Crescimbeni said that he is still interested in an RFP for the Park to see what possibilities there might be from others to run the Park. He feels that we must stop the funding stream to FOHP; he is not opposed to shutting the Park down until the Laura Street work is completed. V.P. Crescimbeni said he would vote to approve the amendments, but not for further future funding for FOHP. The list of expenditures was distributed and questions asked about some of the categories of spending. V.P. Crescimbeni and CM Gulliford both felt that some areas of spending could be cut back, which would be prudent due to the budget restrictions and dissatisfaction with FOHP.

President Boyer said that concerning problems that FOHP had had in running the Park that might need legislative action, she encouraged Mr. Prescott to list these issues so that they might be addressed. Mr. Mousa said he would check with the



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City surveyor to check into right-of-way for issues of behavior enforcement at the Park.

Mr. Mousa stated that when he had spoken to Vince Cavin, former CEO of FOHP, before he resigned stated that he would need \$29,000/month for the next 2 months, but as of the new fiscal year, FOHP would need \$40,000/month to enhance security, clean up personnel, etc. Mr. Mousa said that figures kept changing. More specific numbers will be brought to the meeting on Wed, August 10, at 2:30. V.P. Crescimbeni ascertained that should the Park close, all furniture and money left would revert to the City. The payables, however, would revert to the City, also.

CM Gulliford reminded everyone that even though things had not progressed as had been planned, he hoped that all would not lose sight of the objective of making Hemming Park everything it has the potential to be.

CM Gulliford adjourned the meeting at 10:07 a.m.

Minutes completed by Carol Harper ECA District 13.

cc: Council Members/Staff
Cheryl Brown, Director/Council Secretary
Carol Owens, Acting-Chief, Legislative Services Division
CITYC@COJ.NET
Media

GENERAL OVERHEAD: OFFICE SUPPLIES, ETC.

	Per Month
Internet	100
Project management	50
Adobe	175
Social Service database	10
Donor database	100
Forms Software	20
Time clock software	30
Misc Software - Cyfe, Pipedrive	50
Public Phone System	60
Cleaning Supplies, toiletries	50
Xerox Supplies/Rental	410
Sunbiz Registration	10
Ice Machine Rental	185
Paper, Pens, office supplies misc	100
Total	<u>1,350</u>

BASELINE MARKETING	Per Month
EU Jacksonville	400
Jacksonville Magazine	625
Facebook Ads	100
Specialty Items/Graphic Design	775
Go Daddy	50
Mailchimp	50
MARKETING TOTAL	2,000

Item/File No.

Title/History

4. 2015-457

RESO Urging Mayor-Elect to Include Salary Increases for Employees who rcvd a Salary Decrease that has not yet been Restored & Increasing All Employee Salaries by 3% to Reflect a COLA in the Proposed 2015-2016 Budget; Request Admin Adopt a Policy of Annual COLA for Employees unless otherwise Justified. (Johnston) (Introduced by CM R. Brown)
1. 6/23/2015 CO Introduced: R,F
7/20/2015 F Read 2nd & Rerefer
7/21/2015 R Read 2nd & Rerefer
2. 7/28/2015 CO Read 2nd & Rereferred; R, F

WTHDRAW

50

Bill Summary R: Withdraw

5. 2015-704

ORD Approp \$25,037 (\$2,593 from Spec Council Contingency - Non-Collective Bargaining & \$22,444 from Executive Operating Contingency - Council) to Restore the 2% Cut to 19 Council Members (\$900 in Salary for 18 Council Members & \$1200 in Salary for Council President + Benefits); Amend 2015-504-E to attach new 2nd Revised Attachmt B. (Sidman) (Introduced by CM Schellenberg)
Public Hearing Pursuant to Chapt 166, F.S. & CR 3.601 - 10/27/15
1. 10/13/2015 CO Introduced: F
10/19/2015 F Read 2nd & Rerefer
2. 10/27/2015 CO PH Read 2nd & Rereferred; F
11/2/2015 F Amend/Approve 6-1 (Becton)
3. 11/10/2015 CO REREFERRED; F

WTHDRAW

Bill Summary

6. 2016-214

ORD Auth 1st Amend to Redev Agreeemt with Hallmark Partners, Inc to Reduce the Number of Units of Residential Rental Apts Comprising the Constrm Proj from 223 to 190 & to Reduce the Sq Ft of New Retail Space from 18,000 to 16,000; Designate Oversight by DIA. (Sawyer) (Req of Mayor)
Public Hearing Pursuant to Chapt 166, F.S. & CR 3.601 - 4/12/16, 5/10/16
1. 3/22/2016 CO Introduced: F,RCDPHS
4/4/2016 F Read 2nd & Rerefer
4/5/2016 PHS Read 2nd & Rerefer
2. 4/12/2016 CO PH Contd 5/10/16/ Read 2nd & Rereferred; F, RCDPHS (NCIS 7/1/16)
3. 5/10/2016 CO PH Only

DEFER

At request of Applicant

Bill Summary Fact Sheet NCIS: Defer

7. 2016-385

ORD Approp \$150,000 from Spec Council Operating Contingency - Hemming Park to the Dept of Parks, Rec & Community Svcs - Hemming Park Acct to fund 13-Jax, Inc d/b/a/ Friends of Hemming Park (FOHP) for Operation & Mgmt of Hemming Park by FOHP; Auth 3rd Amend to Contract with FOHP. (Johnston) (Introduced by CM Boyer & Co-sponsored by CM's Gulliford & Brosche)
Public Hearing Pursuant to Chapt 166, F.S. & CR 3.601 - 6/14/16
1. 5/24/2016 CO Introduced: F, RCDPHS
6/6/2016 F Read 2nd & Rerefer
6/7/2016 PHS Read 2nd & Rerefer
2. 6/14/2016 CO PH Read 2nd & Rereferred; F, RCDPHS (NCIS 7/1/16)

CM Gulliford

Bill Summary NCIS: App

MEND
Require FOHP to establish a bank account strictly for city contributions. Require FOHP to revise their chart of accounts City contribution n only be used for salary and benefits d to pay \$74,618.29 ed for operating penses back to the uthwest grant Require FOHP to rk with City artments to see if vices could be vided at a lower t

Handwritten notes: Park Inc
CHAVE EXP. 2015

RECORD OF ATTENDANCE

MEETING ON HEMMING PARK

9:00 A.M.

DATE August 04, 2016

NAME	REPRESENTING	Phone/E-MAIL/FAX #
Ray Lutzger	T-12	
Mike Boyker	First st News	
Sharon Lurie	city council	1030-1070 lshurme@gmail.com
B. I. Prescott	prescott heritage hospital green coin	Hemming Park 630-1700
Jenny Schma	OSG	
Friedrichs Powell	Seie	
Niki Brunsow	Eastside Comm	NICKBRUNSON@OUTWOOD.COM
Lori Boyer		
Carol Kruger		

**Hemming Park Social Services Coordinator
Od'Juan Whitfield**

Main Library, Room 338, Monday – Friday, 11AM – 3PM

<https://calendly.com/hemmingpark>

odjuan@hemmingpark.org

904-290-2906

Since November 2014

Individual Points of Contact – 2605

Resumes Written – 294

Job Placement – 20

Housing Placement – 42

Job Fairs – 3

Game Day – 2

Referrals to Shelters

1. The Sulzbacher Center – 184
2. Community Connections – 50
3. Trinity Rescue Mission – 81
4. City Rescue Mission – 55

Recommendations for Hemming Park

- Collaborate with local shelters regarding release times and service opportunities in the park
- Reduce/revise church feedings in the park, would be better to support local shelters
- City Council meeting with the Sheriff, Zone Commander, Hemming Park Staff & Security on safety plan to address conduct, ordinances, and consequences for inappropriate behavior

Recommendations for PR

- Myth Buster: Social Services are NOT the reasons they are here
- Change perceptions by changing your language

As of August 10, 2016

Onoing Programs	Date	Annual Attendance
Live Music	Monday - Friday	13,000
Jaxsons Night Market	Every Third Thursday	12,000
Art Fusion with MOCA Jacksonville	Every First Sunday	960
NonProfit Business Expo	Every First Friday	600
Free Magic Class	Every Friday	520
Girl Scouts of Gateway Council	2x August - January	120
Live Music Lives Here	1x/Month March - September	1400
	TOTAL	28600

Upcoming Events	Date	Event Attendance
Friday Night Live	5x in September	2000
Viva La Jax	October 1	3,000
Library Battle of the Bands	October 8	800
Pink Pump Parade	October 11	600
Jacksonville Zombie Walk	October 15	500
Making Strides against Breast Cancer	October 22	10,000
Jax Innovation Week Wrap Party	October 22	750
Halloween in HP with Fun4FirstCoastKids	October 26	50
Beer, Bass and BBQ	October 28 & 29	5,000
Art Republic Festival	November 10-12	5,000
Food Truck Winterfest with Nikol	December 3	2,500
Force Fest	December 10	1,500
Holidays in Hemming with DVI	December 17	2,000
Easter Bash with Sweet Pete's	April 4	3,000
Brunch Festival	March 4	3,000
GastroFest	March 18	30,000
Jacksonville Book Festival	March 25	300
	TOTAL	70000
	COMBINED TOTAL	98600