

**JACKSONVILLE WATERWAYS COMMISSION  
SPORTS SUBCOMMITTEE**

**AGENDA**

Conference RM A  
4th Floor, City Hall

Thursday, November 17th, 2016  
10:00 A.M.

**Jim Love, Chair**  
Jill Haskell, Vice Chair  
Ralph Hodges  
Marshall Adkison

Juliette Williams, Legislative Assistant  
John Jackson, Research Assistant  
Paige Johnston, General Counsel  
Jessica Baker, Deputy Director of Intergovernmental  
Affairs

Meeting Convened:

Meeting Adjourned:

If a person decides to appeal any decision made by the Council with respect to any matter considered at such meeting, such person will need a record of the proceedings, and for such purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

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- I.           **Call to order**
- II.           **Introductions**
- III.           **Sports Activities discussed:**
- IV.           **Public comments**
- V.           **Adjournment/Next meeting**

\*\*\*Other items may be added to the agenda at the discretion of the Chair. \*\*\*



## OFFICE OF THE CITY COUNCIL

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### **Jacksonville Waterways Commission – Sports Subcommittee Meeting Minutes November 7, 2016 10:00 a.m.**

**Location:** City Council Conference Room A, Suite 425, City Hall – St. James Building; 117 West Duval Street

**In attendance:** Commissioners Jim Love (Chair), Jill Haskell, Ralph Hodges, Marshall Adkison  
**Also:** Council President Lori Boyer; Waterways Commissioner Gary Anderson; Paige Johnston - Office of General Counsel; Jeff Clements – Council Research Division; Jessica Baker – Mayor’s Office;

See attached sign-in sheet for additional attendees.

**Meeting Convened:** 10:00 a.m.

Chairman Love convened the meeting and the attendees identified themselves for the record.

Council President Boyer reported that she had held an organizing meeting last week with a wide variety of people and organizations currently involved in waterfront-related activities. There are lots of activities going on, but they are not well coordinated or recognized the various participants. She sees tremendous potential in connecting these widely disparate efforts and initiatives into a cohesive plan that would well be Jacksonville’s signature claim to fame, highlighting the wide variety of water bodies and waterfronts, from the St. Johns River and its many tributaries to the Intracoastal Waterway to the Atlantic beaches. The on-going Maritime Management Plan could serve as the basis for the comprehensive waterfront activation plan by combining both an inventory of physical assets and a listing of activities, services and other waterfront-related resources. A key feature will be increasing accessibility to persons who don’t own waterfront homes or boats to enjoy the shoreline and to get out onto the water itself. The tourism potential is enormous.

Council Member Love suggested the need for a comprehensive inventory of both public and privately owned waterfront assets, including public and private marinas, waterfront restaurants and bars, motorized and non-motorized boat ramps, launches, piers, docks and access points, fueling points, pump-out stations, readily accessible shopping, etc. He also suggested that the inventory include information on the same sorts of facilities for Clay, St. Johns and Nassau Counties as an incentive for Jacksonville boaters and tourists to explore the region and to provide destinations for day trips. The group discussed the several different facilities maps and web sites that currently exist, including a regional map produced by the Florida Fish and Wildlife Commission, the Parks and Recreation Department’s existing boat ramp

web site, the Maritime Management Plan currently being developed by Jacksonville University and the University of North Florida under contract with the Waterways Commission, and private web sites such as FloridaByWater.com. Council Member Boyer noted that the City will be issuing an RFP in the spring of 2017 for convention and visitor bureau marketing services for when the current Visit Jacksonville! contract expires next summer and said that the maintenance and wide advertising of the asset inventory could be made a part of that contract.

Jim Suber, the City's dock master and waterways coordinator, reviewed the history of the National Park Service's attempts to attract a private operator to run a tour boat concession from the Jim King Sister's Creek Marina to Fort Caroline National Memorial and the Kingsley Plantation on Fort George Island. An RFP was issued but no responses were received. Ms. Boyer understands that the new superintendent of the Timucuan Ecological and Historic Preserve has obtained a legal opinion from the Park Service's general counsel stating that if boat tours begin and end outside of the Timucuan Preserve, the operation would not need to be licensed as a vendor by the National Park Service, which could make finding an operator easier without that additional hurdle. There has previously been discussion of adding stops at the Jacksonville Zoo and Reddie Point to the initial three stops in the future. President Boyer reported that her thinking has changed over time on the subject of investing public funds in periodic maintenance dredging, particularly given the recent damage to the sand dunes at the beaches caused by Hurricane Matthew. She now believes that if the City is prepared to pay for beach renourishment every 5-8 years as a routine cost of maintaining the safety of beachfront properties and their tourism potential, then perhaps the same argument can be made for periodic maintenance dredging to keep the waterways accessible to boaters, fishermen and other recreational users with the same tourism potential in mind.

John Nooney expressed the hope that all of the survey data collected by Jacksonville University for the Maritime Management Plan will be made available to the public and not just a summary report. He is interested knowing how many and what sorts of people responded to the survey and whether that fairly represents the diversity of the users of the waterways. In response to a suggestion by Commissioner Adkison that the City send the survey to all registered boat owners in the county, Brian Burket of the Parks and Recreation Department said that idea had been considered but was cost prohibitive. Mr. Suber emphasized that the Maritime Management Plan is about more than just recreational boating – it encompasses working waterfronts, non-boater access and other elements as well. Chairman Love indicated that he would invite Margo Mochring of the Northeast Florida Regional Council, who is directing the MMP process, to the next meeting of the Waterways Commission to provide an overview of the project and its current progress.

Commissioner Adkison suggested the need for an online database for transient boaters that would inform visiting boaters about mooring locations, fuel and pump-out availability, waterfront entertainment and recreational assets, etc. to attract boaters traveling up and down the east coast to stop in Jacksonville. Mr. Suber pointed out that there are several such web sites that cater to the transient boater population and they typically include information about Jacksonville's municipally-owned facilities.

The group discussed boat rental opportunities and charter boat operations. It was suggested that a meeting of charter boat operators would be a useful exercise so that they can be incorporated into the waterfront activation movement. Mr. Suber said that fishing opportunities are substantially affected by state and federal fishing regulations, and he knows that Congressional candidate John Rutherford is interested in pursuing that subject should he be elected to the House of Representatives. Marshal Adkison suggested that all of the charter fishing boat operators be invited to participate in a media event at the Sister's Creek dock that would publicize the existence of those boats and their services to broaden public knowledge and attract more users. Mr. Suber reported that the Parks and Recreation Department has been looking into the potential for contracting for a jet ski rental facility, perhaps either downtown at Liberty Street when the construction is completed on the removal of the waterfront parking deck and/or at Sidney Geffen Park in

the Brooklyn area, where old Fire Station #5 (no longer City-owned) could potentially be used as a concession building.

Public Comment

John Nooney noted that there are 4.8 miles of riverfront in the downtown area that could be activated for public use and river access. He especially wants to see the City prod the School Board to grant permission for a kayak launch at the school district headquarters building on Prudential Drive.

**Meeting Adjourned:** 11:35 a.m.

Minutes: Jeff Clements, Council Research Division  
11.8.16 Posted 11:00 a.m.

Tapes: Jacksonville Waterways Commission Sports Subcommittee – LSD  
11.7.16