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| **OFFICE OF THE CITY COUNCIL** |
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**Meeting Minutes for Council President Lori N. Boyer hosts Waterway-Waterfront Activation Meeting**

**Thursday, January 26, 2017 at 1:00 p.m.**

**Topic:** The meeting was held to discuss goals, implementation strategies, and opportunities for activation of all of our City’s rivers, tributaries, the Intracoastal Waterway and Beaches and update progress on current efforts.

**Location:** Lynwood Roberts Room, 1st Floor, 117 West Duval St., City Hall, Jacksonville, FL

**Attendees**: Council President Lori Boyer, Council Member Aaron Bowman, Council Member Jim Love, Council Member Anna Lopez Brosche

Please see the attached sign in sheet for a complete list of attendees.

**Meeting Convened:** 1:04 p.m.

Council President Lori Boyer opened the meeting and welcomed everyone. She discussed the importance of the river and waterways and the opportunity to make our natural assets our greatest community asset. She provided a summary on how this initiative began and the goal to get the community engaged and talking to each other. The new operation title of this initiative is Water Born – Water Driven. Meetings will be held based on community feedback, with the goal of meeting monthly. The City has created a Hot Topics webpage for this initiative: <http://www.coj.net/city-council/current-issues/waterway-waterfront-activation>. Two new emails have also been created:

1. [Website.wateractivation@coj.net](mailto:Website.wateractivation@coj.net) – Use this email address to send event notices, meeting reports, and any other topical items for posting to the website.
2. [Coordinator.wateractivation@coj.net](mailto:Coordinator.wateractivation@coj.net) - Use this email address to communicate with Council President Boyer’s office and project staff specifically on this topic.

Council President Boyer introduced Samantha Lane, a new City employee in the Research Department that will be assisting with this initiative.

The following individuals provided a brief update on projects in progress:

1. Maritime management plan – Margo Moehring, NEFRC

Margo Moehring discussed the results from the Maritime Management Plan study and provided handouts. The results/handouts are posted on the following links:

* <http://www.jaxboatplan.com/jan_25_findingsPreliminary_results_of_the_MMP_survey.pdf>
* <http://www.jaxboatplan.com/Public_Meeting_Blue_Cypress_Overview_of_Public_Input.pdf>
* <http://www.jaxboatplan.com/Public_Input_list_for_posting_October_2016.pdf>
* <http://www.jaxboatplan.com/Public_Input_List_for_Posting_November_2016.pdf>
* <http://www.jaxboatplan.com/public_Input_list_for_posting_December_2016.pdf>
* <http://www.jaxboatplan.com/map.jpg>

1. FIND List 2017 – Brian Burket, Department of Parks, Recreation and Community Services – City of Jacksonville

Brian Burket discussed projects that are completed, under construction or currently on the 2017 FIND List and provided a powerpoint presentation.

Completed Projects

* Arlington Lions Club Park – new ADA ramp and repairs to Boardwalk
* Blue Cypress – boardwalk extension is complete
* Wayne B. Steven Boat Ramp – replaced existing floating docks
* Exchange Club Island – construction on floating dock to begin in February
* Pottsburg Creek/Arlington River - dredge and channel markers

2017 Proposed Projects

* Joe Carlucci Boat Ramp – replace floating dock
* Half Moon Island – 2nd phase of development
* Sisters Creek – Jim King Park – finish installing parking lot lighting
* Post Street – floating dock
* Riverfront Park – fishing platform
* St. Johns marina – boat dock extension
* Mandarin Park – dock extension and ADA kayak launch
* Bert Maxwell Boat Ramp – modifications
* Ribault River – channel markers
* Oak Harbor Boat Ramp – boat ramp to channel dredge

1. Waterways Commission Update
   1. Sports Subcommittee report – Council Member Jim Love

This subcommittee has met three times and identified a need for more water access, better communication via a website or app, and more water related events. The subcommittee reviewed waterways in South Florida and Sydney, Australia.

* 1. Non-motorized Subcommittee – Council Member Anna Lopez Brosche

This subcommittee has met three times, defined non-motorized sports, divided the waterways into eight zones/categories and located private and commercial dock locations. Council Member Brosche stressed the importance of communicating what already exists along the waterways and connectively of each zone. The subcommittee will meet two more times and provide a final report on April 12, 2017.

Council President Boyer asked if the Boy Scouts were present at the meeting and if they would meet with Brian Burket, Parks Department, to discuss potential eagle scout projects. She also mentioned that there are many groups already doing monthly clean ups of the waterways including residents in the St. Nicholas neighborhood.

1. TruJax – Will Ketchum

Will Ketchum explained that TruJax was created a few years ago by members of the Chamber, Visit Jacksonville and Economic Development drivers. The goal of TruJax is to create an identity for the City of Jacksonville. After hiring a consultant, it was determined that water should be the focal point. The group has focused on the following core strategies:

* Improving water experience
* Health and wellness
* Strengthen sense of place
* Driving jobs
* water centric, attracting conventions
* Increasing thoughts and hubs
* Advancing protections of the ecosystem
* Building signature events focused on or near the water

1. ADA Access – Ray Pringle

Ray Pringle discussed the importance for access to waterways and waterfronts for handicapable individuals. He has spent a couple of days with the City’s Parks Department reviewing parks and access for handicapable individuals. He has asked Brooks Rehabilitation to help get people on or near the water as part of the treatment for patients adapting to life after tragedy. He is scheduled to meet with Brooks Rehabilitation on January 27th to discuss this idea.

1. Intogo App – Zachary Schwartz

Zachary Schwartz provided an overview of the app. The app offers push notifications and includes water activities, beach and water access points. Once the app enters into new markets it can advertise Jacksonville events/locations to other markets.

1. “The Wilderness of North Florida Parks” by Kathy Stark

Kathy Stark provided a powerpoint presentation about her book and art. She is hosting a book launch on February 23rd, 2017 at MOSH.

Aundra Wallace led the discussion on Downtown Jacksonville. He has been working with Council President Boyer and other groups on a multitude of projects including riverfront guidelines and mentioned that five companies have submitted RFP’s.

Council President Boyer reminded meeting attendees that the riverfront and the river are critical to the area. They need to focus on adding more water taxi locations, dinner boat cruises, beatification and experiences to downtown since kayaking isn’t as safe in this area. She has been working with Daryl Joseph to locate potential sites for water taxis downtown.

1. AIA feature nodes along Riverwalk – Tom Duke

Tom Duke provided a powerpoint presentation. AIA members were aware of a lot of development projects downtown, but nothing linked them together. The group researched other Cities, questioned what was unique to Jacksonville and what would draw people downtown and came up with the idea of creating lighted nodes –focal points along the river.

Council President Boyer had asked the Council Research staff to find out more about laser shows.

1. USS Adams – Dan Bean

Dan Bean mentioned that the USS Adams will arrive in Jacksonville in April and anticipates bringing an estimated 160,000 visitors a year. He said the following web address [www.ussadams.com](http://www.ussadams.com) has a video.

1. ULI/DVI Grant – Jake Gordon

Jake Gordon discussed the $12,000 grant that ULI received from an urban innovation grant that will be used to make improvements on the Northbank Riverwalk. A stakeholders meeting will be held in the near future to discuss this.

1. Memorial Park – Daryl Joseph

Daryl Joseph explained that Memorial Park is a public/private partnership and provided a powerpoint presentation with before and after photos from the recent park improvements.

1. Downtown Riverwalk aesthetic update – Anna Dooley

Anna Dooley explained that a group of individuals have met five times to discuss improvements along the Riverwalk.

Daryl Joseph provided a powerpoint presentation. The following action items have been taken care of: painted benches, fixed light fixtures and trashcans. The following are ideas for the area: Corkscrew Park near CSC (a design plan has already been created), opportunity for a live feed camera on the Riverewalk, DVI and the Parks Department are working to activate the restrooms near CSX.

Jill Enz discussed the planting options for Corkscrew Park and expects the planting to be completed in the Spring.

Council President Boyer asked if there were any announcements.

James Richardson announced that there will be a water education festival called Aqua Fest on May 6th at Mosh.

Marty Miller announced the 5th Annual Dragon Boat Festival will be held on September 23rd. They are in the planning phase now and are looking for paddle board participants.

Heather Surface announced that the water taxi is offering river cruises to the Zoo on Saturday’s and history tours in conjunction with MOSH in addition to its normal service.

Brian Burket announced that there is a Boat Show at the Convention Center this Friday – Sunday.

Council President Boyer asked if anyone with the Chamber could assist with finding waterfront properties for small business opportunities. She also asked meeting attendees to send in information to share with the group. The plan is to meet again at the end of February.

Council President Boyer thanked everyone for attending the meeting and then adjourned the meeting.

**Meeting Adjourned:** 2:49 p.m.

**Minutes:** Minutes completed by Nicole Spradley, ECA District 5, on Monday, January 30, 2017

cc: Council Members/Staff

Cheryl Brown, Director/CouncilSecretary

Carol Owens, Chief, Legislative Services Division

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