

City of Jacksonville

*117 W. Duval Street
Jacksonville, FL 32202*



Meeting Minutes

Monday, October 27, 2025

10:00 AM

**Council Chamber,
1st Floor,
City Hall**

Special Committee on the Future of Downtown

*Council Member Joe Carlucci, Chair
Council Member Ron Salem, Vice Chair
Council Member Raul Arias
Council Member Matt Carlucci
Council Member Jimmy Peluso*

*Legislative Asst: Steven Libby
Research: Colleen Hampsey
Auditors: Phillip Peterson
OGC: Carla Schell*

Special Committee on the Future of Downtown:

Meeting convened: 10:02 am

Meeting adjourned: 12:09 pm

Attendance: Committee Members J. Carlucci (Chair), Salem, Carlucci, Peluso and Arias; Council President Carrico

Also: Carla Schell, OGC; Phillip Peterson, Auditor's Office; Colleen Hampsey, Council Research; Brittany Norris, Mayor's Office

1. Call to Order

Chair J. Carlucci convened the meeting and called for introductions.

2. Review the Charge

Chair J. Carlucci reviewed the committee's charge and indicated that the committee will be weighing in holistically on downtown projects in their initial phases, not after the projects have been "all packaged up" and presented to council. He reviewed the stakeholders who will be involved with the committee's work, to include DIA, DVI, the Parks Department, Jax Riverfront Alliance and Public Works.

3. Stakeholder Presentations

Public Works Department: Nina Sickler, Director

Ms. Sickler discussed the Public Works Department's role downtown. She listed the 8 divisions of the department. CM Carlucci mentioned the unsightly appearance of certain lights and infrastructure near the Main Street Bridge, and highlighted the significance of that area as an entry point to downtown. CM Arias talked about increasing pedestrian safety on Bay St, as related to the positioning of planters. CM Peluso asked about collaboration with FDOT regarding litter and maintenance. There was discussion about street sweeping and where/how frequently that occurs. Steve Long, Public Works, said street sweepers operate downtown, within the DIA boundary, 5 days a week and after special events. CM J. Carlucci requested a list of vacant public buildings.

Parks Department: Daryl Joseph, Director

Mr. Joseph talked about downtown park maintenance. He mentioned the weekly coordination meetings held with Parks, Public Works, and other downtown partners. He reviewed the functions of the Parks Department downtown, including general maintenance, landscaping and event permitting. There was discussion about the sufficiency of funds for downtown park maintenance. CM Arias asked about using the Tree Fund to support landscaping and tree planting. CM Salem asked about the Jaguars' obligation to support downtown parks stipulated in the CBA. Mr. Peterson explained that they are required to contribute \$1 million annually for 30 years, with the discretion to allocate those funds as they see fit.

Downtown Investment Authority: Colin Tarbert, CEO

Mr. Tarbert talked about DIA's role in the city as a semi-autonomous agency, with delegated authority in downtown CRAs. He spoke about the DIA board and their duties. Mr. Tarbert spoke about the implementation of the BID Plan, DDRB design standards, economic development and marketing. He also talked about what DIA does not do, including street and park maintenance, corporate recruitment, construction, permits, and events. CM Carlucci advocated for more flowers, and tables and chairs available for public use. CM Peluso emphasized the importance of compatible architectural design. There was discussion about TIF revenue. CM Arias asked about later hours for establishments downtown, and encouraged the funding of small projects over mega-projects. Mr. Peterson was asked to provide a list of fund balances at the next meeting, for TIF funds, the DPRP and Retail Enhancement programs, the Downtown Economic Development Fund and the Historic Preservation & Revitalization Trust Fund.

Downtown Vision: Jake Gordon, CEO

Mr. Gordon explained the role of DVI, as funded by an assessment on downtown property owners to provide revitalization services and improvements. He talked about the DVI board and their role. He said that there are more than 1900 assessed properties. Mr. Gordon talked about DVI's areas of focus, and their ambassador program - what they do and do not do, placemaking, and the coordination of special events. CM Salem asked about the Homeward Bound program, with which DVI plays a significant role in conjunction with JSO. CM Arias talked about increasing and diversifying special events. CM Peluso asked about whether downtown business owners are seeing revenue gains from the BID, and he mentioned the

possibility of expanding the map boundary to include Brooklyn. CM Salem talked about methods by which to retain downtown businesses.

Jax Riverfront Alliance: Sondra Fetner

Ms. Fetner talked about the role of JRA to assist with the management of downtown public spaces and cultivate the Downtown Riverfront to be a world-class destination. Ms. Fetner described the scope of JRA's work, to assume responsibility for maintaining, operating and activating the entire set of parks and public spaces along the Downtown riverfront, across the Northbank and Southbank, including both existing and future spaces, all operated to a high standard of care that meets national benchmarks and local expectations. CM Peluso talked about downtown parks in other cities. CM Carlucci spoke about the need for quiet spaces with shade trees, for reading or painting outside near the river. Ms. Fetner mentioned the upcoming nationwide CEO search for the Jax Riverfront Alliance, and the ongoing collaboration with City and other partners.

4. Discuss Bill 2025-0424 –

Moving \$1 million from the Riverfront Development Pad to Snyder Memorial Church site.

There was brief discussion about this bill, that will provide funds for the rehabilitation of the Snyder Memorial Church for the repairs and structural upgrades needed prior to disposition. Guy Parola, DIA, talked about the disposition process and timeline (the end of 2025 or early in 2026).

5. Adjourn

Chair J. Carlucci said that the next meeting will be November 24th and will include discussion about a stakeholder survey, among other things. He said there will also be a meeting January 12, 2026.

CM J. Carlucci adjourned the meeting at 12:09 pm.