



**KING/SOUTEL CROSSING COMMUNITY REDEVELOPMENT AREA
ADVISORY BOARD
HYBRID VIRTUAL AND IN-PERSON MEETING- 117 WEST DUVAL
STREET, MEZZANINE FLOOR, PERS-EXAM ROOM 1, JACKSONVILLE,
FL 32202
THURSDAY, JANUARY 28, 2021 - 3:00 P.M.**

MEETING MINUTES

Location: Due to COVID-19, the KSC/CRA Advisory Board meeting was held as a hybrid meeting. KSC/CRA Advisory Board Members met in person at City Hall, 117 W Duval Street, Mezzanine Floor, Pers-Exam-Room-1. The public was welcomed via ZOOM.

KSC/CRA Advisory Board Members In-Person: Advisory Board Chair Vanessa Cullins Hopkins, Vice-Chair Kemal Gasper, Russell Jackson, Leola Williams

RA/CRA Advisory Board Members Participating Via ZOOM:

Advisory Board Members Absent: Dr. Mary Jackson;

Staff Present: Kirk Wendland, Executive Director; Karen Nasrallah, Redevelopment Manager; Angie Slayton, Recording Secretary

Representing the Office of General Counsel: Susan Grandin

Representing City Council: Councilmember Brenda Priestly Jackson

Others Present: Jen Jones-Murray, Diana Donovan, Aundra Wallace, Summer Burrell, Richard Reese, Kristen Hodges, Carnell Oliver

I. CALL TO ORDER

An in-person quorum was confirmed, and Advisory Board Chairwoman Cullins Hopkins called the King/Soutel Crossing Community Redevelopment Area Advisory Board meeting to order at approximately 3:10p.m.

II. ACTION ITEMS

APPROVAL OF THE OCTOBER 29, 2020 KINGSOUTEL CROSSING ADVISORY BOARD MEETING MINUTES

A MOTION WAS MADE AND SECONDED APPROVING THE OCTOBER 29, 2020 KINGSOUTEL CROSSING ADVISORY BOARD MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 4-0.

APPROVAL OF THE DECEMBER 3, 2020 KINGSOUTEL CROSSING ADVISORY BOARD MEETING MINUTES

A MOTION WAS MADE AND SECONDED APPROVING THE DECEMBER 3, 2020 KINGSOUTEL CROSSING AGENCY ADVISORY BOARD MEETING MINUTES. THE MOTION PASSED UNANIMOUSLY 4-0 WITH DISCUSSED CHANGES MADE (SPELLING ERROR).

CONSIDERATION OF BYLAWS

Ms. Susan Grandin, Office of General Council, stated that currently, the KingSoutel Crossing CRA does not have an approved set of Bylaws. Ms. Grandin suggested passing a Resolution to address in person attendance for Advisory Board Members versus attendance via Zoom. Ms. Grandin reminded the KingSoutel Crossing Advisory Board Members that they are not a complete board yet, so what are considered normal procedures for other boards may not pertain to this board at this time. She will have draft Bylaws for the next meeting.

III. GENERAL INFORMATION

BUSINESS RECRUITMENT PRACTICES/PROCESS

Mr. Aundra Wallace, President of JAXUSA Partnership, provided a presentation explaining business opportunities for growth and development in Jacksonville. (Presentation available upon request).

Advisory Board Member R. Jackson asked is there an annual evaluation of sort to ensure that Jacksonville is meeting the expectations of the company and does the company meet the expectations of Jacksonville.

Mr. Wallace responded yes. As part of the relationship building with each company, there is always contact, which gives the feedback for growth and development.

Advisory Board Member R. Jackson asked how does Jacksonville, specifically the KingSoutel area, compared to other cities areas as far as funding and development.

Mr. Wallace replied, by making the specific area aesthetically appealing and inviting, larger companies are enticed to come closer to or into the area. The employees are then more eager to travel through that area to get to their place of employment. These factors combined bring, private funding, higher incomes, and wellbeing to the area.

Councilmember Brenda Priestly Jackson asked when a business is considering a particular area, what are they looking for?

Mr. Wallace replied, lighting and safety features are a top priority. Infrastructure is the most important. Beautification of corridors. Also, they are looking for areas that will accommodate the traffic growth that will be expected from both automobile and foot traffic.

Advisory Board Chairwoman V. Cullins Hopkins asked how do we market the area to possible investors and businesses.

Mr. Wallace replied all areas of Jacksonville and Northeast Florida are offered and marketed to each investor. Many of the discussions taking place include a google virtual tour of the property by the investor prior to contact with Chamber or City officials. The investors as well as the marketer can see the improvements being done and this does entice investors into the area.

USING ART TO MITIGATE BLIGHT

Ms. Diana Donovan, Interim Executive Director of Cultural Council, gave an overview of their program.

Jen Jones Murray, Interim Director of Public Art Programs, gave a presentation to show the “Power of Art” and its ability to mitigate blight in a community. The concept of art to mitigate blight has been used since the early 1980’s. Public art is a useful tool to bring communities closer together. It can boost the region’s economic growth and development.

Advisory Board Member R. Jackson asked if the mural just off Arlington Expressway was set up with a local artist.

Ms. Jones Murray replied the Town and Country Shopping Center is privately owned and they wanted a generational style mural. The Cultural Council was not involved with this piece of artwork.

Advisory Board Member R. Jackson asked if there was any type of artwork that would be automatically rejected.

Ms. Jones Murray replied that there is main filter process that potential artwork goes through. Basically, they ask, does this design represent the community or is going to be a design that someone may think is offensive?

Advisory Board Chairwoman V. Cullins Hopkins asked if the Cultural Council has been contacted on the Capital Improvement Project (CIP) in the Soutel Road Calming Project.

Ms. Jones Murray replied the Cultural Council has not been formally contacted, however, this KingSoutel Crossing Advisory Board meeting should serve as the beginning of that process of engagement.

Advisory Board Member R. Jackson asked how a budget is established for this type of project?

Ms. Jones Murray replied the Cultural Council helps with setting up a budget and finding the funding to accommodate a project.

IV. NEW BUSINESS

No New Business

V. OLD BUSINESS

Advisory Board Chairwoman V. Cullins Hopkins stated she and Advisory Board Member R. Jackson attended the recent District 10 community meeting to update the community of the KingSoutel Crossing CRA's purpose in the area. She is going to submit her remarks to be attached to these Minutes for posting.

VI. PUBLIC COMMENTS

Mr. Carnell Oliver stated the framework of the CRA is to build the community up. This can be achieved by appropriating more funding for infrastructure.

VII. ADJOURNMENT

The next meeting will be held on Thursday, February 25, 2021 at 3:00 p.m.

There being no further business, Chairwoman Cullins Hopkins adjourned the KingSoutel Crossing CRA Advisory Board meeting at 5:10 pm.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio file of the meeting is available in its entirety and is available upon request. Please contact Karen Nasrallah at (904) 255-5449, or by email at karenn@coj.net.

Attachments