



**KINGSOUTEL CROSSING CRA (KSC/CRA) ADVISORY BOARD
HYBRID VIRTUAL AND IN-PERSON MEETING
CITY HALL, MEZZANINE LEVEL – EXAM ROOM 1
THURSDAY, FEBRUARY 24, 2022 - 3:30 P.M.**

MEETING MINUTES

Location: The KSC/CRA Advisory Board meeting was held as a hybrid virtual and in-person meeting. The KSC/CRA Advisory Board Members met in person at City Hall, 117 West Duval Street, Mezzanine Level – Exam Room 1.

KSC/CRA Advisory Board Members Present: Chair Kemal Gasper, Advisory Board Vice Chair Russell Jackson, Tony Robbins and Vanessa Cullins Hopkins

KSC/CRA Advisory Board Members Absent: Dr. Mary Jackson and Leola Williams

Staff Present: Kirk Wendland, Executive Director; Paul Crawford, Director of Operations; Karen Nasrallah, Redevelopment Manager; Michelle Stephens, Recording Secretary

Representing the Office of General Counsel: Susan Grandin

Representing City Council District 10: Councilwoman Priestly Jackson, District 10 participated via Zoom.

I. CALL TO ORDER

Chair K. Gasper called the KingSoutel Crossing Advisory Board Meeting to order at approximately 3:31 p.m. A quorum was confirmed.

II. ACTION ITEMS

APPROVAL OF THE JANUARY 27, 2022 KINGSOUTEL CROSSING ADVISORY BOARD MEETING MINUTES

A correction was noted to the January 27, 2022, KingSoutel Crossing Advisory Board Meeting Minutes on page 4 – last motion, 3rd line, adding “as Vice” Chair...

A MOTION WAS MADE AND SECONDED APPROVING THE JANUARY 27, 2022 KINGSOUTEL CROSSING ADVISORY BOARD MEETING MINUTES, AS AMENDED. THE MOTION PASSED UNANIMOUSLY 4-0-0.

Chair K. Gasper welcomed Councilwoman Brenda Priestly Jackson to the meeting via Zoom.

III. GENERAL INFORMATION

GENERAL DISCUSSION ON POTENTIAL PROJECTS FOR FY 2021/2022

Chair K. Gasper opened the floor for discussion regarding projects and funding allocations for the KSC/CRA FY 2021/2022 Amended Budget.

Mr. Wendland briefly reviewed the KSC/CRA FY 2021/2022 Amended Budget that was provided to all Advisory Board Members. He noted that the current balance is \$1.589 million.

Chair K. Gasper commented that in prior meetings projects have been discussed noting that the conversation today should include suggestions for where the projects should be placed and a focal point intersection. He noted that there are four distinct areas within the KSC/CRA 1) New Kings District, 2) Soutel Place District, 3) Old Kings District, and 4) Pritchard District.

Advisory Board Member Cullins Hopkins commented that she thinks we need to define the KingSoutel Crossing CRA for the neighborhood adding that her suggestion is to focus on the Soutel Drive and New Kings Road intersection. She commented that she does not want to forget the other ongoing projects suggesting that a number of those projects will need additional funding.

Advisory Board Member Robbins also suggested the Soutel and New Kings Road intersection to announce that you are arriving in the CRA. He added that there is a hub of activity already with Lonnie Miller Park and the Legends Center. He added that along the line of considerations would be, the textured concrete, the intersection, the crosswalks, etc., we will probably need some more recent examples of what has been done in other places and can give us a good idea of what the cost range may be.

Vice Chair R. Jackson agreed the KingSoutel and US1 would be a major point. He added that money has already been set aside for the water line. Looking long term as more businesses come into that area along the US1 corridor it would really enhance that area.

Chair K. Gasper commented that he agrees. He had the same thing on his list. He inquired about what was in the plan regarding a grocery store or food services. Referencing the Publix at Gateway, they decided to not renew their lease and close, but there was a grocery fund that the city was able to tap into to supplement Winn Dixie redeveloping that store. The Plan talks about a grocery store. Is there a way to set money aside to help Winn Dixie or Southeastern grocers to renovate the Harvey's?

Mr. Wendland replied that the only thing you must wrestle with a little bit there is the grocer would have to want to do that. They would have to come to us. We have to make sure we have an interested partner. Setting aside money for future grocery to come along or setting aside money for a potential store that could come down the road is difficult. Mr. Wendland would tend to lean towards if someone came to us with the opportunity for a grocery store let's figure it out when they come versus setting money aside and not use it for several years.

Advisory Board Member Cullins Hopkins referenced page 60 of the 2008 Redevelopment Plan. She spoke to developing and supervising promotional and marketing programs that we would come up with to create a special program to bring healthy food into the corridor. She thinks we should pursue coming up with a program to get healthy food in the corridor whether it be at Moncrief and Soutel which is the Harvey's or at Norfolk and Soutel.

Mr. Wendland commented that he likes the idea of getting and attracting something of that nature in the area. The challenge is setting up a marketing program. We can take out all the ads we want. We can help on the capital side of things, but I don't know if it is creating a marketing program but rather finding the right entity that wants to do it. That is not accomplished through the use of a marketing program but more of finding the right person.

Advisory Board Member Cullins Hopkins further clarified what she is trying to say is that she sees promotion and marketing as a huge box of potential ways to implement information that people need. She considers the letters that Ms. Nasrallah sent out to the businesses in the area about the Renovation Grant Program as a form of promotion and marketing as well as the related brochure. She thinks that we can marry the two ideas and find out who the healthy markets are and present to them the idea of locating in the KSC/CRA.

Ms. Nasrallah commented that it is her opinion that the best marketing we can do right now for bringing in a grocer is to show them how serious we are by implementing infrastructure projects and cleaning up the area a little bit. I think the marketing for this is premature because the area is not ready for it until the area is cleaned up. If we show them that we are serious, then we need to create the footprint by implementing intersection projects to attract the retail development of that kind to the area.

Vice Chair R. Jackson commented that when it comes to this type of project you need someone who is willing to dance. To go back to what Ms. Nasrallah was saying we have to attract these grocers. Not only do we have to have someone to dance with but those intersection projects and the more things we do now is laying the foundation to help to where the area will be more attractive to investors.

Chair K. Gasper commented that Harvey's is the lowest standard in grocery retailers. The Harvey's used to be a Winn Dixie. They do not offer a lot of fresh food. A grocery chain may be interested if they knew there was some capital that could be supportive of the project.

Councilwoman Priestly Jackson commented that she seconds what the Chair and Vice Chair have shared relative to the Harvey's. For those who may be unaware or may have forgotten the creation of the Winn Dixie Plaza was an idea and covenant to the late Dr. Brown. It appears that once he transitioned that covenant was deemed broken and the breaking of it was converting to a Harvey's in place of the Winn Dixie. She wanted to share that she lends her voice to you with whatever opportunities we can create to restore the quality and caliber grocery store to this area. The quality of food offerings at Harvey's is dramatically different from the quality of food offerings at Winn Dixie. She was troubled when the Winn Dixie became a Harvey's. The closest Winn Dixie outside of Gateway is on Normandy. Anything she can do to support that she too would love to see a grocery store of the historical caliber of what we once had with Winn Dixie.

Chair K. Gasper commented that it sounds like everyone agrees with the Soutel Drive and New Kings area. He asked for specific ideas for the intersection.

Advisory Board Member Robbins referenced page 29 of the 2008 Redevelopment Plan (Figure 6. – Gateway Major Project) shows intersection improvements with textured concrete, cross walks at the intersection, street furniture, lighting and landscaping are all good ideas.

Vice Chair R. Jackson commented that he likes the depiction on page 29 with the crosswalks. He asked if there are any current capital improvement projects going on in the Soutel Drive/New Kings Road intersection area in the next three to four years. As we are planning for that intersection, we want to make sure we are in sync with other city projects. Ms. Nasrallah commented that she will check the status of other projects slated for this area. Mr. Wendland advised that anytime the Advisory Board comes up with an idea, staff will vent it through the Public Works Department.

Advisory Board Member Cullins Hopkins commented that the Gateway Major Project is an example of where there is going to need to be art scape guidance because we are going to want to have a central theme

throughout the CRA. Somehow, we are going to have to marry the idea that the Art in Public Places folks are coming up with and what the look of the gateway intersection is going to be. She is concerned that there is not a theme on which to develop the gateway area.

Mr. Wendland commented that what Advisory Board Member Cullins Hopkins suggestion can be done by hiring a consultant noting that it will take money and time. If you feel strongly about needing to do that, I guess it is a matter of when and what level you want to take it.

Ms. Nasrallah advised that the Cultural Council Agreement was just approved and is awaiting signature. As soon as the Agreement is executed, the Cultural Council will start community meetings and start their project. Ms. Nasrallah added that a Public Works project will be several years out. You will have the basis of a theme that I think you are looking for as we work through the Cultural Council process on the art project in the next six to nine months that can be captured as part of the intersection project.

It was explained that the Cultural Council's scope of work does not include developing a theme for the area. As the community meetings take place, it is possible a theme make come out of it, but we did not engage the Cultural Council to create a theme for the entire area.

Chair K. Gasper commented that a compromise could be knowing the importance of a CRA and what we are looking to accomplish and just understanding when communicating to the audience that the process and how this is moving forward as far as money from our CRA for art projects and them understanding the impact that we are trying to make in the CRA. They will not necessarily create the theme specifically because it is going to be up to the artist and the community to give feedback. The Cultural Council is not going to help us create a specific theme for the CRA.

Advisory Board Member Cullins Hopkins further stated that when the community meetings occur with the Cultural Council it would be good if the community understands a little bit about the scope of the project and that whatever is decided on for a bus stop, or a statue.

Chair K. Gasper replied that they do have the community come in and offer feedback, but as far as integrating the whole look, that is not what they do.

Advisory Board Member Robbins commented that he looked at some other CRAs to see how they come up with their ideas. Some used universities allowing some of the graduate students to work on the projects. You had free labor and they moved projects forward with no legal binding.

Regarding the intersection project, Advisory Board Member Robbins suggested staff provide the Advisory Board with examples of similar projects and the breakdown of costs associated with each as an example idea to the Advisory Board.

Mr. Wendland advised that someone is going to have to design the intersection. He suggested that maybe out of this year's budget we work with Public Works to come up with a number and we put money aside for the design first and hire a design consultant that will work with the Advisory Board and decide what that design is going to be. They will put it together and come back and tell you approximately how much it will cost.

Ms. Nasrallah advised that the RA CRA has been setting aside money for complete streets since its inception in 2015. They put money aside every year because it is so expensive, and you pay for studies out of that and continue to put money aside to implement your design.

Advisory Board Member Cullins Hopkins made a motion that was seconded by Advisory Board Member Robbins to set aside \$500,000 for this year for the research, planning and programmatic decisions that will need to be made in conjunction with the community for the Gateway area of News King Road and Soutel Road intersection.

Chair K. Gasper commented that he does not disagree, and I think we all agree the question is how much. He agreed that at the next meeting it would be helpful to have a presentation on what we can do in the intersection, realistically how much it would cost so we can get a better understanding of what we may be able to do. We are not the experts. We know what we want to do and what intersection we want to focus on, but I don't want us getting too much into the weeds of picking items that are not realistic.

Mr. Wendland suggested having someone from Public Works at the next meeting who may be able to tell us. They do a lot of design contract consulting. We will brief them on the conversation today and ask them what a good number for a design contract may be and they may have some thoughts as well. The reality is whether you approve it today or next month, it is not going to the Agency Board until May.

The motion was taken off the table with the intent of allocating money to this effort.

It was agreed that Public Works would attend the next meeting and provide estimates of what other similar projects have cost including an estimate for a conceptual design.

IV. NEW BUSINESS

No new business discussed.

V. OLD BUSINESS

KSC/CRA Building Renovation Grant Program: Ms. Nasrallah provided a new brochure of the program and a list of people that have contacted her regarding the program. To date, one application has been submitted by Bruce Fouraker representing someone else. Ms. Nasrallah will provide the Advisory Board with an electronic copy of the KSC/CRA Building Renovation Grant Program Application.

Ms. Nasrallah advised that the Cultural Council agreement has been approved. Ms. Nasrallah will provide the Advisory Board with an electronic copy of the Cultural Council process as it pertains to the Art in Public Places project.

Ms. Nasrallah advised that JEA has completed the lighting project. She suggested Advisory Board Members let her know if there any poorly lit areas that need attention and she will notify JEA.

Ms. Nasrallah advised that the Water Main Project has been delayed. They are going through the RFP process. The contractor who did the work on the first piece was not interested in finishing the project, so Public Works had to start from scratch and put out an RFP, which is a several month process.

Mr. Wendland advised that the Pritchard Hospitality Project was approved by the CRA Agency Board and is currently in the City Council process and scheduled to be voted on at the 03/08/2022 meeting.

Ms. Nasrallah advised regarding Advisory Board vacancies that Dr. Mary Jackson's position on the Advisory Board is a community representative position and is a Mayoral appointment. The Mayor's Office is aware of the vacancy and is working with CW Priestly Jackson to find a replacement. She noted that

there is also a vacancy for construction management that is not limited to the 1-mile radius that also needs to be filled.

VI. PUBLIC COMMENT

There were no comments from the public.

VII. ADJOURNMENT

There being no further business, Chair K. Gasper adjourned the KingSoutel Crossing Advisory Board meeting at approximately 4:52 p.m.

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.