



***KINGSOUTEL CROSSING CRA (KSC/CRA) ADVISORY BOARD  
HYBRID VIRTUAL AND IN-PERSON MEETING  
CITY HALL, MEZZANINE LEVEL – EXAM ROOM 1  
THURSDAY, DECEMBER 2, 2021 - 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 Vanessa Cullins Hopkins; Advisory Board Vice-Chair Kemal Gasper and Tony Robbins

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

**Staff Present:** Kirk Wendland, Executive Director; Karen Nasrallah, Redevelopment Manager; Corey Craig, Recording Secretary

**Representing the Office of General Counsel:** Kealey A. West

**I. CALL TO ORDER**

Chair Cullins Hopkins called the KingSoutel Crossing CRA Advisory Board Meeting to order at approximately 3:38 p.m. A quorum was not confirmed.

**II. ACTION ITEMS**

**APPROVAL OF THE SEPTEMBER 23, 2021 KINGSOUTEL CROSSING CRA ADVISORY BOARD MEETING MINUTES**

The meeting minutes from the September 23, 2021, KingSoutel Crossing CRA Advisory Board were not approved because a quorum was not confirmed.

**APPROVAL OF THE OCTOBER 28, 2021 KINGSOUTEL CROSSING CRA ADVISORY BOARD MEETING MINUTES**

The meeting minutes from the October 28, 2021, KingSoutel Crossing CRA Advisory Board were not approved because a quorum was not confirmed.

**III. GENERAL INFORMATION**

**DISCUSSION ON POTENTIAL PROJECTS FOR FY 2021/2022**

Chair Cullins Hopkins opened the meeting reminding everyone of the funding approved in the KSC/CRA 2020/2021 Amended and Restated Budget commenting that \$557,838 was transferred from Unallocated Plan Authorized Expenditures to Plan Authorized Expenditures.

Chair Cullins Hopkins commented that she thinks they may have an additional \$1.5 million in the KSC/CRA 2021/2022 Budget. She would like to talk about the projects that have funding allocated to them in terms of the amount allocated and if that amount is sufficient.

Project and amount allocated in the FY 2021/2022 KSC/CRA Budget

KingSoutel Crossing CRA Building Renovation Grant Program: \$357,383

Lighting: \$100,000

Art in Public Places: \$100,000

Chair Cullins Hopkins opened the floor for discussion.

Advisory Board Member Tony Robbins asked how many individuals have applied for the KSC/CRA Building Renovation Grant Program.

Ms. Nasrallah replied that there is activity; however, no one has applied for the program. She noted that as of November 11, 2021, nine applications were sent out. She added that there were 275 names on the mailing list, but that the number was reduced because property owners that own several different properties were removed from the list.

Chair Cullins Hopkins commented that from her understanding there is quite a bit of interest in the program adding that a small amount was allocated to the new program (\$357,838) suggesting the Advisory Board increase the amount.

Mr. Wendland noted that as of October 1, 2021, there is \$1,496,756 in Unallocated Plan Authorized Expenditures. Mr. Wendland shared that they closely monitor the other façade grant programs and as the balance gets down to \$25,000 - \$30,000 legislation is submitted to increase the amount for the program. He added that right now there are only inquiries. He commented that staff will provide an update to the Advisory Board on the activity of the program at each meeting. He added that when we get closer to preparing budgets for the FY 2022/2023 budget year (April-May) at that time we will see how much of the \$357,838 has been expended and at that time consider how much additional funding may be needed.

Vice-Chair Gasper commented that he agreed with Mr. Wendland's suggestion because currently the program is not underfunded because there are no projects currently in the pipeline to know what the balance will be. He added that he does not think additional funding is needed at this time.

Advisory Board Member Tony Robbins commented that the good news is that there are funds allocated to the program and that there has been a positive response to the program and the program is ready to begin accepting applications and move forward. He added that he does not think additional funding is needed at this time and when additional funding is needed, it will mostly likely be available.

Chair Cullins Hopkins commented for the record that she hears what everyone is saying and there is not a vote on the discussion today. She wanted to get a sense of what people were thinking. She is fine with putting a hold on a dollar amount. Her recommendation is that we think about raising the amount if the demand is there and we keep the thought about the budget to potentially add addition funds to the program because it is not that much if you are talking about multiple businesses.

Mr. Wendland commented that preparations for the FY 2022/2023 Budget will be here before we know it and there are upcoming meetings to discuss how to allocate funding.

Chair Cullins Hopkins suggested that additional funding should be considered for the Arts in Public Places Project with the Cultural Council because the Art in Public Places Project, if done well will attract new, old and existing businesses to the area and the money invested will have a tremendous impact as it relates to including the community in the process.

Chair Cullins Hopkins once again brought up the idea to have a contest that would involve both children and adults of all ages (8 years old to 80 years old) adding that the project is all about personal growth and community development. She suggested the Cultural Council could be involved in the marketing of the contest. She added that everyone in the community that is involved in the KSC/CRA Art in Public Places Project would receive a certificate and a cash reward for their participation. She estimated that it would cost approximately \$14,250 in additional funding for the program and adding that we would also need to allocate for the marketing and the cost of the certificates. Her idea would serve the community well in terms of both bringing the community closer together and fostering a better relationship between the community and the City of Jacksonville.

Vice-Chair Gasper replied to Chair Cullins Hopkins comments that what she is suggesting is not how the Cultural Council operates adding that as long as he has been involved with the Cultural Council and Arts in Public Places they do not work with youth. They have to follow the contract that is put into place between them and the City. He added that the Cultural Council works with artist that are contracted and qualified to do the project.

Ms. Nasrallah concurred. She advised that she is working with the Cultural Council on their agreement and there is not a place for a contest. She added that community meetings will be part of their agreement noting that they have very defined lines regarding what they can do and it is very specific and outlined and we have a process that we have to follow with them. The process is 1 to 1.5 years. She suggested coming back once we have this Arts in Public Places project complete and then talk about doing another project. She added that it is not within the parameters of the CRA and we cannot spend TIFF dollars on contest and pay individuals. Mr. Wendland agreed with Ms. Nasrallah.

Vice-Chair Gasper suggested wayfinding and suggested finding out if there are any upcoming projects in the KSC/CRA that we could supplement or enhance by allocating funds towards similar to what was done last year. He noted that with inflation and supply costs increasing \$1.4 million sounds like a lot of money, but in actuality it is not. He also suggested to Advisory Board Member Tony Robbins point if we should focus on a certain intersection within the boundary because the boundary does not really have an identity or an entrance point. He suggested figuring out what intersection within the KSC/CRA area they could invest in and start allocating funding to so the community can see improvements in the area that will bring more visitors and we can expand our outreach.

Ms. Nasrallah replied that Vice-Chair Gasper made a great point. She advised that the shopping center on the corner of the Norfolk/Soutel Intersection Improvement Project contacted her after receiving our letter and they are interested in investing money into the shopping center. She agreed an intersection project would be worth investing in and possibly setting aside some funding. She highly recommends that the Advisory Board Members look at the 2008 Plan. She noted that with intersection improvements you can do sidewalks, decorative lighting, landscaping, art, and road improvements with crosswalks. She emphasized the importance of some of those projects that are already in the Plan and start to set aside money because those projects really make a difference adding that they are expensive.

Mr. Wendland commented in reply to Advisory Board Member Tony Robbins suggestion of acquiring land that to his knowledge the City of Jacksonville has never acquired land in any of its CRAs. His point being

you would have to take something big off the tax rolls and have something very specific ready to go at the same time. He suggested coming up with a list and then prioritize the list with the items that are most serious and that is where you invest the money.

Ms. Nasrallah commented about the nice to haves and the have to haves noting that right now we are still in the have to have category. You have to have certain things in place that are going to attract redevelopment by private property owners and developers such as the Norfolk/Soutel Intersection Improvement Project. Wayfinding signage is fabulous, but premature at this point and also very expensive and falls in the category of nice to have. She commented that we need to focus on what is going to attract property owners to invest in their property and what is going to bring new developers into the area and I think that comes after you put real investment into sidewalks and decorative lighting, intersection improvements. You have to put the foundation in first before the bells and whistles.

Mr. Wendland stated that the Cultural Council is project driven adding that if we are looking to create a “theme” for the area that would be a separate consultant contract.

Advisory Board Member Tony Robbins commented that he likes the idea of building upon what has already been suggested and has already been done and picking a few examples in the Plan ignoring the dollar amounts that are outdated and seeing how we can tie something into concrete improvements for the next shopping center or the next restaurant owner, etc. adding that the point has been well stated that it needs to be something concrete versus nice to have.

Ms. Nasrallah noted for the next meeting’s agenda there will be election of officers and Code Enforcement will be making a presentation. She suggested as homework for the February meeting. She asked the Advisory Board Members look at the 2008 Plan and look at the intersections that may be gateway intersections and be prepared in February to discuss your thoughts about some of the intersection improvements.

Chair Cullins Hopkins agreed with Ms. Nasrallah adding that there will also be three sets of minutes to review and approve at the next meeting.

#### **IV. NEW BUSINESS**

No new business discussed.

#### **V. OLD BUSINESS**

No old business was discussed.

#### **VI. PUBLIC COMMENT**

There were no public comments.

#### **VII. ADJOURNMENT**

There being no further business, Chair Cullins Hopkins adjourned the KingSoutel Crossing CRA Advisory Board meeting at approximately 4:42 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](mailto:karenn@coj.net).