



A NEW DAY.

**NORTHWEST JACKSONVILLE ECONOMIC DEVELOPMENT FUND
(NWJEDF) ADVISORY COMMITTEE
CITY HALL AT ST. JAMES
117 WEST DUVAL ST., SECOND FLOOR, SUITE 250
LARGE CONFERENCE ROOM
JACKSONVILLE FL, 32202**

MONDAY, APRIL 28, 2025 at 3:30 P.M.

MEETING MINUTES

Location: City Hall at St. James, 117 West Duval St., Second Floor, Suite 250, Large Conference Room, Jacksonville, FL 32202

Advisory Committee Members Present: Chair Tillery Durbin, Vice-Chair Cedrick Gibson, Valerie H. Jenkins, Aaron Mitchell, Eun Cho, and Edward Rush II

Advisory Committee Members Absent: Philip Elson

Office of Economic Development Staff Present: Ed Randolph, OED Executive Director; Joe Whitaker, OED staff; Brian Bergen, Director of Economic Programs; Wendy Khan, Director of Operations; and Michelle Stephens, OED staff

Representing the Office of General Counsel: John Sawyer

Representing City Council: N/A

I. CALL TO ORDER

Vice-Chair Gibson called the NWJEDF Advisory Committee meeting to order at approximately 3:31 p.m. Around the table introductions were made. A quorum was confirmed.

II. ACTION ITEMS

Election of Officers for Chair and Vice-Chair

Vice-Chair Cedrick Gibson opened the floor for nominations for Chair .

Advisory Committee Member V. Jenkins nominated Vice-Chair Gibson for Chair. Vice-Chair Gibson commented that he is comfortable in his current role as Vice-Chair, adding that he has new responsibilities at work that could conflict with Advisory Board meetings on occasion.

Advisory Board Member E. Rush nominated Advisory Board Member Tillery Durbin for Chair. Advisory Board Member Durbin commented that she is interested in serving as Chair or Vice-Chair. She added that with a recent merger between her previous credit union and her current

credit union, she has less responsibility and duties, which would allow her to be present at meetings.

A MOTION WAS MADE BY ADVISORY COMMITTEE MEMBER VALERIE JENKINS AND SECONDED BY ADVISORY COMMITTEE MEMBER EDWARD RUSH NOMINATING ADVISORY COMMITTEE MEMBER TILLERY DURBIN AS CHAIR OF THE NWJEDF ADVISORY COMMITTEE AND CEDRICK GIBSON AS VICE-CHAIR OF THE NWJEDF ADVISORY COMMITTEE. THE MOTION PASSED UNANIMOUSLY 6-0-0.

APPROVAL OF THE JULY 30, 2024 NORTHWEST JACKSONVILLE ECONOMIC DEVELOPMENT FUND ADVISORY COMMITTEE MEETING MINUTES

A MOTION WAS MADE AND SECONDED APPROVING THE JULY 30, 2024 MEETING MINUTES OF THE NORTHWEST JACKSONVILLE ECONOMIC DEVELOPMENT FUND ADVISORY COMMITTEE. THE MOTION PASSED UNANIMOUSLY. 6-0-0.

APPROVAL OF THE DECEMBER 18, 2024 NORTHWEST JACKSONVILLE ECONOMIC DEVELOPMENT FUND ADVISORY COMMITTEE MEETING MINUTES

A MOTION WAS MADE AND SECONDED APPROVING THE DECEMBER 18, 2024 MEETING MINUTES OF THE NORTHWEST JACKSONVILLE ECONOMIC DEVELOPMENT FUND ADVISORY COMMITTEE. THE MOTION PASSED UNANIMOUSLY. 6-0-0.

BAKER SPORTS

Vice-Chair Gibson opened the floor for public comments. Ernest Smith, III, requested to make comments, if any, after the presentation of the project.

Mr. Brian Bergen provided an overview of the Baker Sports Project. Baker Sports is moving into a vacant 1 million square foot building in the NWJEDF area in an Economically Distressed Area (EDA) Level 1, adding that they will be leasing the building. Baker Sports manufactures and distributes sports apparel and athletic equipment. Baker Sports will be investing approximately \$900,000 getting the building ready for occupation. They currently employ 165 employees in Jacksonville that they plan to retain and will hire 30 new employees by December 31, 2026. They plan to hire an additional 100 employees over the next 5 years. The city is proposing to give them a Business Infrastructure Grant (BIG) up to \$50,000 to offset a portion of the costs associated with infrastructure improvements needed to complete the project. The proposed incentive complies with the terms of the City's Public Investment Policy (PIP) for the NWJEDF.

Mr. Randolph commented that the building is the old Winn Dixie Distribution Center that was the location of Fanatics for many years. We lost all the jobs when Fanatics moved out a couple of years ago. We look forward to backfilling the facility with jobs for this particular part of town.

Chair Durbin asked about the jobs. Mr. Bergen replied that they have to create a minimum of 10 new jobs, adding that the building is located in one of the lowest income areas in Duval County. The new jobs will pay between \$40,000 and \$50,000 per year. Good paying jobs for the community where the average income is around \$36,000 per year.

Advisory Board Member Cho asked about the 165 current jobs they have. Mr. Bergen replied that the current jobs are in three separate locations and this move will have all employees in one location. He added that the new jobs are not restricted to hiring people only in the NW area.

Mr. Randolph commented that for this level of paying job there should be people living nearby to consider. He added that we use the MSA as it relates to hiring folks, and they do not have to be within the MSA, but not necessarily a neighborhood and/or Jacksonville proper.

Ms. Khan added for new members, included within the EDA, that they would not be able to sell, transfer or lease the facility. It has to remain as its intended use for a period of 5 years, after the funds are paid out, which is one of the requirements of the NW Trust Fund.

Vice-Chair Gibson opened the floor for public comment. There were no comments from the public.

A MOTION WAS MADE BY ADVISORY COMMITTEE MEMBER TILLERY DURBIN, AND SECONDED BY ADVISORY COMMITTEE MEMBER AARON MITCHELL APPROVING A NORTHWEST JACKSONVILLE ECONOMIC DEVELOPMENT FUND BUSINESS INFRASTRUCTURE GRANT (BIG) TO BAKER SPORTS UP TO \$50,000. THE MOTION PASSED 6-0-0.

III. INFORMATION/DISCUSSION ITEMS

2116 KINGS ROAD APPLICATION

Mr. Bergen advised that an application was received and denied at 2116 Kings Road because they do not meet the job requirement or investment for the NWJEDF. He noted that they will recommend a Façade Grant for this particular project so they will have some assistance in making their improvements.

Mr. Bergen advised that going forward, staff will bring all applications forward to the Advisory Committee even if denied. The Advisory Board will know what is being received, denied, etc. within the NWJEDF. He noted that the project is located in an Economically Distressed Area (EDA) Level 2 and may qualify for about \$15,000 in matching funds.

NWJEDF FINANCIALS UPDATE

Mrs. Wendy Khan briefly reviewed the NWJEDF Financials. She noted that the Fund Statement Summary Sheet details all of the active projects and a snapshot of what has been encumbered, what has been budgeted and remaining balances. She noted that there was a 16% increase due to Four Fathers Liquid Proof repaying their loan in full of \$42,000 that they refinanced externally

and paid to the City. There was a withdrawn agreement for USA Big Mountain Paper who had a \$200,000 grant. They are looking and restructuring so they choose to withdraw.

NWJEDF Project Tracking:

Fresh Ministries re-amortized and extended their Maturity Date through April 2040. They requested it because it was going to be due this year in April, so they asked us to extend the full amortization for another 15 years. They are good partners, they do good work in the community, and they make their payments on time. In February we paid out Florida Mechanical Systems NW Large Scale Grant for \$500,000.

Outstanding Loans: The first page is loans that are active in repayment and the second page is defaults that have been referred to the Office of General Counsel.

Due to the repayments and the payoff, there was a 7% reduction in the total principal balance of about \$100,000 since the December 2024 Advisory Committee meeting.

ETHICS TRAINING

Mrs. Stephens reminded the Advisory Board Members of the required Ethics Training that is mandatory for all City Boards and Commissions. The City's Ethics Office offers ethics training for all board and commission members every other month. Every board and commission member in the City should attend at least one of these training sessions within 6 months of appointment and again every four years. There is a Training Session via Zoom on Thursday, July 17, 12:00 – 1:00 p.m. Registration is through the Ethics Office.

IV. OLD BUSINESS

No Old Business was discussed.

V. NEW BUSINESS

Advisory Board Member V. Jenkins asked what was being done to promote the NWJEDF Program.

Chair Durbin commented that there is a web site specifically for the NWJEDF and you can copy and paste the link directly in an email or text to someone. Within that is also a geographic map if they are wondering if their area lies within that 90 degree angle, there is a map on there as well too. There is a link to the application, etc. and contact info. <https://www.jacksonville.gov/nwjedf>

Mr. Randolph commented that we are about to roll out four new Small Business Workforce Entrepreneurship Centers in conjunction with our JSEB team. These centers will be a place where people in the community can find information for various programs and opportunities. There is a center located on Golfair Blvd., downtown at the Main Library, one at Cecil Commerce Center and one in the Phoenix Arts District.

VI. PUBLIC COMMENTS

Ernest Smith, III suggested that the Jacksonville Chamber and the NWJEDF Advisory Board work together. Mr. Randolph replied that we work with the Chamber on a daily basis. A lot of projects that come before the NWJEDF Advisory Board for consideration have been vetted or discussed with the Jacksonville Chamber.

VII. ADJOURNMENT

There being no further business, Chair Durbin adjourned the meeting at approximately 4:06 p.m.

The next quarterly NWJEDF Advisory Committee meeting date is TBD.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments, an audio file for the meeting is available upon request. Please contact Michelle Stephens at (904) 255-5452, or by email at msteph@coj.net.