



***KINGSOUTEL CROSSING CRA (KSC/CRA) ADVISORY BOARD
HYBRID VIRTUAL AND IN-PERSON MEETING
CITY HALL, OED SUITE 250, LARGE CONFERENCE ROOM
THURSDAY, JANUARY 22, 2026 - 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, OED Suite 250, Large Conference Room.

KSC/CRA Advisory Board Members Present: Vice Chair Bill Price, Tony Robbins, Leroy Kelly, Ernest Smith

KSC/CRA Advisory Board Members Absent: Vanessa Cullins Hopkins and Davida Carter

Staff Present: Karen Nasrallah, Redevelopment Manager and Krista Fogarty, OED Staff

Representing the Office of General Counsel: Carla Schell

Others Present: Frank Anderson, ACON Construction; Bill Anderson, ACON Construction; A.J. Tablada, Public Works Department; Ed Busey, API

I. CALL TO ORDER

Vice Chair Price called the KingSoutel Crossing CRA Advisory Board Meeting to order at 3:33 p.m.

Ms. Schell gave members of the board a brief overview of the board's duties. Due to constraints on time, this will be discussed in greater detail at the next meeting.

II. ACTION ITEMS

Consideration of Funding for a New KSC Wayfinding Signage Program

Frank Anderson of ACON Construction introduced the team working on the wayfinding signage program and gave some quick background on the team's experience including the Riverwalk Signage.

Ed Busey from API gave the board a presentation on the design build team, the process that the project will take, examples of what the signs could look like in the area, and examples of how this process took place in other communities, such as Tampa. He spoke about the importance of signs bringing a brand and identity to the area and how their team can help to bring the vision to life. Mr. Anderson explained to the board the typical process of how the city contract for this type of project usually works.

Ms. Nasrallah explained that the Advisory Board will make the decisions, but Councilmember Pittman can hold a stakeholder meeting to show the community what was decided. This process should be a

little cleaner than previous communities, since the Advisory Board is representative of the community. Ms. Nasrallah asked how much the Riverwalk project cost, as an example so the board will have an idea of how much to expect.

Mr. Busey stated that it's a little hard to estimate the total cost, because there have been more parcels activated in recent years. It's been a bit of a piecemealed effort as different projects have come online. There have about an additional 30 signs since the original scope was completed and the approximate cost of those additional signs would be approximately \$200,000.

Ms. Nasrallah stated that there may be opportunity to do signage with some of the JTA bus stops as the complete streets project moves forward.

Board Member Robbins suggested that as the board makes decisions on this project, to bring the best ideas forward to the CPAC, Councilmember Pittman's stakeholder meeting, and other potential outreach efforts, to ensure the theme and palate of the project is reinforced by community input.

Mr. Busey explained the importance of finding the right balance with the amount of public outreach meetings, due to the cost. Mr. Anderson agreed and stated that it would be best to have the options at least narrowed down somewhat before any big presentations on the signs.

Councilmember Pittman asked what the proposed timeline for this project would be. Mr. Anderson stated that there would be a proposal to Public Works in the next few weeks that could help put this actual project on paper. He further explained the process that would need to happen as part of a city contract. Councilmember Pittman asked if this project would be coordinated with the complete streets project. Mr. Anderson stated that the projects will run parallel and they will coordinated as far as timeline goes, but they will be separate projects.

Ms. Nasrallah gave a brief overview to the board on how their recommendations work, for the sake of the new members and as a reminder to everyone. This recommendation requires a dollar amount, based on these plans presented by the consultant. The draft recommendation is for \$1 million, but if more money is necessary, we can go back to Agency Board to ask for more money.

Board Member Smith asked if there was a ballpark number for the whole project. Ms. Nasrallah explained the conversation she had with Frank from ACON regarding cost.

Board Member Robbins asked for clarification that this money would cover the entire process? Ms. Nasrallah answered that yes, this is a design build and is intended to cover beginning to end. Board Member Robbins asked what happens if the project cost comes in less than this price? Ms. Nasrallah stated that the money would come back and go into unallocated funding.

A MOTION WAS MADE BY BOARD MEMBER ERNEST SMITH TO APPROVE A RESOLUTION ALLOCATING A MINIMUM OF \$1 MILLION OF FUNDING TO A NEW PROGRAM CALLED THE KSC WAYFINDING SIGNAGE PROGRAM. BOARD MEMBER TONY ROBBINS SECONDED THE MOTION AND ADDED THAT

THE ALLOCATION COVERS BEYOND CONCEPTUAL DESIGN THROUGH ENGINEERING. THE MOTION WAS UNANIMOUSLY APPROVED (4-0).

Consideration of the October 23, 2025, Meeting Minutes

A MOTION WAS MADE BY BOARD MEMBER TONY ROBBINS TO APPROVE THE OCTOBER 23, 2025, MEETING MINUTES. BOARD MEMBER ERNEST SMITH SECONDED THE MOTION. THE MOTION WAS UNANIMOUSLY APPROVED (4-0).

Election of Officers

A MOTION WAS MADE BY BOARD MEMBER TONY ROBBINS TO NOMINATE BILL PRICE AS CHAIR BOARD MEMBER ERNEST SMITH SECONDED THE MOTION. BILL PRICE ACCEPTED THE NOMINATION. THERE WERE NO OTHER NOMINATIONS. THE MOTION WAS UNANIMOUSLY APPROVED (4-0).

BOARD MEMBER ERNEST SMITH VOLUNTEERED TO SERVE AS VICE CHAIR. BOARD MEMBER TONY ROBBINS SECONDED THE MOTION. THERE WERE NO OTHER NOMINATIONS. THE MOTION WAS UNANIMOUSLY APPROVED (4-0).

III. GENERAL INFORMATION

Ms. Nasrallah advised the new members of their ethics training requirements. Both Board Member Kelly and Board Member Smith have already completed their training.

IV. NEW BUSINESS

Board Member Kelly asked why New Business comes before Old Business on the agenda. Ms. Nasrallah stated that there's no specific reason and we can re-arrange that.

V. OLD BUSINESS

There was no old business.

VI. PUBLIC COMMENT

There were no public comments.

VII. ADJOURNMENT

There being no further business, Vice Chair Price adjourned the KingSoutel Crossing Advisory Board meeting at approximately 4:57 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.