

# CITY COUNCIL RESEARCH DIVISION

## LEGISLATIVE SUMMARY



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**Bill Type and Number:** Ordinance 2014-523

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R, F, RCDPHS

**Date of Analysis:** August 14, 2014

**Type of Action:** Ordinance Code amendment

**Bill Summary:** The bill amends Ordinance Code Chapter 51 – Jacksonville Children’s Commission – to increase the number of commissioners from 19 to 20 by increasing the number of non-voting members from 8 to 9 with the addition of the President of the Early Learning Coalition, the addition of a member of the Mayor’s administration who is focused on education and children’s issues, and the deletion of the President of the Tenant’s Advisory Council. The bill changes the state representative on the board from the District Administrator of the Florida Department of Health and Rehabilitative Services to the District Administrator of the Department of Children and Families, and provides for non-voting members to be allowed to appoint designees in their places. The bill changes the name of the commission’s top administrator from Executive Director to Chief Executive Officer. It adds a requirement that each recipient of Children’s Commission funding shall be responsible for ensuring that funds are expended in accordance with Ordinance Code Chapter 118 (City Grants) and provides that no more than 2% of City funds may be spent for “incidental costs” such as costs of amusements, awards, social activities, meals or beverages.

**Background Information:**

**Policy Impact Area:** Children’s Commission operations

**Fiscal Impact:** None

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-524

**Sponsor:** Council Member Gulliford:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R; F

**Date of Analysis:** August 15, 2014

**Type of Action:** Ordinance Code Amendment

**Bill Summary:** The ordinance amends Chapter 106 (Budget and Accounting Code), Part 12 (Expenditures for Food and Beverage), Section 106.1202 (Expenditures for Food and Beverages Authorized), *Ordinance Code*, so as to authorize expenditures for food and beverages at all events and activities approved by the Tourist Development Council.

**Background Information:** Currently, Chapter 106, Section 106.1202 in the Ordinance Code only authorizes the expenditures for food and beverages at events and activities by that are approved by the City's Special Events Office. This legislation (Ordinance Amendment) enables the Tourist Development Council to award funds to the Visitors & Convention Bureau, d/b/a Visit Jacksonville for expenditures for food and beverages for clients that Visit Jacksonville entertain for prospective tourist business for Jacksonville.

**Policy Impact:** Tourist Development Council

**Fiscal Impact:** Minimal

**Analyst:** Jackson

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**Bill Type and Number:** Ordinance 2014-526

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** TEU, F

**Date of Analysis:** August 14, 2014

**Type of Action:** Appropriation; carry-over provision; CIP amendment; finding of detriment to the public interest from deferring CIP amendment; designation of oversight agency

**Bill Summary:** The bill transfers \$750,000 from the Northbank Riverwalk Bulkhead Improvements project to the Liberty Street Bridge Repair project to repair a downtown street collapse and transfers \$500,000 from the St. Johns River Bulkhead project to the Bert Maxwell Park Bulkhead project for placement of new sheet pilings. It provides for carry-over of the funds to the next fiscal year and amends the 2013-18 Capital Improvement Program to reflect the shifting funds and the increased and reduced amounts for the projects to which funds are added or from which they are removed. A finding is made of detriment to the public interest if the projects are not immediately pursued. The Public Works Department is designated as the oversight agency.

**Background Information:** The Liberty Street collapse between the former county courthouse parking lot and the Berkman Plaza parking garage was caused by a private contractor using a heavy crane that exceeded the weight limit of Liberty Street to perform work on the parking garage. The City has been negotiating with the contractor's insurance company for some time but has not reached a resolution. Liberty Street and the adjacent courthouse parking lot are elevated above the St. Johns River on pilings and are considered by the Florida DOT as a bridge structure. The current Bert Maxwell Park aluminum bulkhead is failing and causing erosion and potential complete bulkhead failure. A steel sheet pile bulkhead will be driven in front of the failing aluminum bulkhead and filled with stabilizing fill materials.

A finding of detriment to the public interest by deferral of the projects to the next budget cycle is made because of the immediate public danger presented by the Liberty Street collapse and the fact that the Bert Maxwell Park bulkhead will continue to deteriorate to a potentially dangerous condition unless repairs are made immediately.

**Policy Impact Area:** Emergency capital repairs

**Fiscal Impact:** The bill transfers \$1,250,000 from two existing projects to two alternative projects deemed to be higher priorities at the present time.

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-527

**Introducer/Sponsor(s):** Council President at the request of the Tax Collector

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F

**Date of Analysis:** August 14, 2014

**Type of Action:** Extension of tax roll

**Bill Summary:** The bill extends the closing of the 2014 tax roll beyond the November 1, 2014 deadline until all VAB hearings are completed.

**Background Information:** State law requires that the tax rolls be closed by November 1 each year, after which tax bills are mailed. Because of the large volume of assessment protests in recent years, the Value Adjustment Board hearings continue well into the next calendar year. State law provides that the county governing body may extend the closing of the tax roll until all VAB hearings are completed. Tax bills will be sent out based on the most current appraisals as they stand in November. Subsequent changes due to VAB action will generate a revised 2014 tax bill to be mailed to the property owner in 2015.

**Policy Impact Area:** Tax roll closure

**Fiscal Impact:** None

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-545

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 14, 2014

**Type of Action:** Lease authorization; designation of oversight agency

**Bill Summary:** The bill authorizes execution of a renewed lease between the U.S. Department of Homeland Security, Customs and Border Patrol (CBP) and the City for office and warehouse space at Cecil Commerce Center. The Office of Economic Development is designated as the oversight agency for the contract.

**Background Information:** The lease agreement for 31,960 square feet of space in Building 68-B at Cecil Commerce Center (18,969 s.f. office, 12,991 s.f. warehouse) is for 5 years with a one-time 5-year renewal option at an initial monthly rental rate of \$21,013.75 in year 1, increasing by 3% per year thereafter. CBP has occupied the building since 2004 and has recently invested over \$200,000 in tenant improvements to the building where it employs 90 people. CBP would like to extend the lease for 5 years, with an option for another 5 years, in recognition of the investment in tenant improvements.

**Policy Impact Area:** Cecil Commerce Center utilization

**Fiscal Impact:** The bill provides for an initial monthly rental rate of \$21,013.75 in year 1, increasing by 3% per year thereafter.

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-546

**Sponsor:** Council President at the request of the Mayor:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R; F

**Date of Analysis:** August 15, 2014

**Type of Action:** Ordinance Amendment; Contract Amendment

**Bill Summary:** The ordinance amends Chapter 116 (Employees and Employee Benefits), Part 14 (Group Health Plan), *Ordinance Code*, by creating a new section 116.1406, Ordinance Code (Self-Insurance); it authorizes the City to self-insure its group health plans in 2015; it authorizes the Mayor and Corporation Secretary to execute and deliver an amendment to the City's contract with Blue Cross and Blue Shield of Florida, Inc. to provide for plan administration services.

**Background Information:** Acknowledging the need to provide its employees with cost-effective, high quality health insurance and recognizing that City employee and retiree group health insurance benefit rates have significantly increased in recent years, the City's outside consultants have presented facts that show that the City should consider a move to a self-insured group health plan in 2015. The proposed legislation (ordinance amendment) stipulates that effective January 1 of each year, the City may provide plan benefits through a self-insurance arrangement rather than through a fully insured Group Health Carrier/Vendor. A plan administrator shall be selected after a vendor competitive solicitation conducted by the Intra-Governmental Services Department. An advisory report on the vendor responses would be submitted to each Council Member; the report would include recommendations on a vendor with respect to the fees to be charged and the provider networks to be offered. The funding necessary to cover the City's self-insurance obligations shall be included in the Mayor's annual budget. The Chief of Compensation and Employee Benefits shall be responsible for implementation and administration of the self-insurance program.

**Policy Impact:** Employee Services/Compensation and Benefits/Ordinance Code

**Fiscal Impact:** Minimal

**Analyst:** Jackson

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**Bill Type and Number:** Ordinance 2014-549

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F

**Date of Analysis:** August 14, 2014

**Type of Action:** Amendment to economic development agreement; designation of oversight agency

**Bill Summary:** The bill authorizes execution of a First Amendment to the economic development agreement between the City and Parador Partners, LLC/Parador Parking, LLC for construction of a parking garage on Hogan Street between Bay Street and Independent Drive to permit Parador Parking to potentially sell the garage without violating the provisions of the original economic development agreement. The Office of Economic Development is designated as the oversight agency for the first amendment and the Executive Director of the OED is authorized as the party to grant the City's consent to any assignment of the agreement to a third party purchaser.

**Background Information:** In 2011 the City entered into an economic development agreement with Parador Partners by which the City would contribute \$3.5 million toward the cost of construction of a 500+ space parking garage at the southeast corner of Bay and Hogan Streets, which could be used to help provide for the parking needs of downtown office towers and to help satisfy the City's obligation to the Jacksonville Landing to provide a number of dedicated parking spaces for Landing patrons during the business day and an increased number at night and on weekends. The agreement contains a clawback provision stating that if Parador sells the garage within the first 5 years after completion, the City is entitled to a proportional return of its investment of 20% per year during those 5 years.

**Policy Impact Area:** Economic development; downtown parking supply

**Fiscal Impact:** Undetermined; depends upon when, if at all, Parador would choose to sell the garage within the first five years after completion.

**Analyst:** Clements

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**Bill Type and Number:** Resolution 2014-550

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F

**Date of Analysis:** August 14, 2014

**Type of Action:** Authorizing economic development agreement; designating oversight agency; requesting 2-cycle approval

**Bill Summary:** The bill authorizes execution of an economic development agreement between the City and Belit, Inc. and its affiliate companies, Jax Apex Technologies, Inc. and True Design Studios, LLC (collectively "the Company") for expansion of the company's operations in Jacksonville, including a City match of up to \$36,000 toward a state QTI grant of \$144,000 (\$180,000 total incentive) for the creation of 60 new jobs. The Office of Economic Development is designated as the City's oversight agency for the project. The project is declared to be in compliance with the City's Public Investment Policy and 2-reading passage is requested.

**Background Information:** Apex Technologies was founded in Jacksonville in 1996 and provides structural engineering services for light frame buildings in 14 states and in the Caribbean. The company proposes to construct a new 15,000 square foot headquarters building and to expand its Jacksonville workforce from the current 27 to 87 by December 31, 2019. Average wage for the new jobs will be \$56,750 with a benefits package worth an additional \$3,200. Private capital investment in the building and furnishings is estimated at %5.4 million. The City's contribution would be a QTI match of \$600 per new full-time job, up to \$36,000.

**Policy Impact Area:** Economic development

**Fiscal Impact:** Commitment to fund a local QTI match of up to \$36,000.

**Analyst:** Clements



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**Bill Type and Number:** Ordinance 2014-551

**Sponsor:** Council President at the request of the Mayor:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F

**Date of Analysis:** August 15, 2014

**Type of Action:** Authorization for an Economic Development Agreement; Grant Authorizations; Waivers;

**Bill Summary:** This resolution approves and authorizes the execution of an economic agreement between the City of Jacksonville ("City") and Project Speed ("Company"), to support the establishment of the company's manufacturing operations in Jacksonville; it recommends that the company be approved by the State of Florida's Department of Economic Opportunity as a Qualified Target Industry ("QTI") business with a high impact sector bonus pursuant to Sections 288.106 and 288.108, Florida Statutes; evidences a commitment of City support in an amount not to exceed \$500,000 as the local financial support under the Qualified Target Industry Tax Refund Program payable over multiple years per guidelines set by the State Department of Economic Opportunity, with a State match of \$2,000,000, for a total City and State QTI amount of \$2,500,000 for 500 jobs; it authorizes an Economic Development Manufacturing Employer Grant of \$400 per new job created and retained, payable in an annual amount not to exceed \$200,000, for a period of fifteen years, for a maximum amount not to exceed \$3,000,000 ("EDME Grant"); it authorizes a Recapture Enhanced Value (REV) Grant in an estimated amount of \$6,500,000 (the "REV Grant"); Authorizes approval of technical amendments; waives for the portion of the Public Investment Policy adopted by resolution 2006-119-A, as amended by Ordinance 2012-213-E, that (1) limits a REV Grant to a maximum of up to fifty percent of the incremental ad valorem revenues for a period of ten years, as the requested REV Grant is calculated based on seventy-five percent of the incremental taxes paid over a fifteen year period and (2) waive application of the Public Investment Policy to the EDME Grant, as EDME grants are not authorized by the Public Investment Policy.

**Background Information:** Project Speed involves a Fortune 500 company proposing to establish a large manufacturing operation in the City of Jacksonville in the Fall of 2014. The company currently does not have a presence in Jacksonville. The proposed operation will add a minimum of 500 jobs, over 3 years, at an average wage of \$48,850. Project Speed is proposing to invest \$56 million in manufacturing and IT equipment and \$35 million in real estate improvements, over the next fifteen years. The company is seeking public investment through the Qualified Targeted Industry (QTI) Tax Refund program, Quick Action Closing Fund (QACF), Quick Response Training (QRT) program and an Economic Development Manufacturing Employer (EDME) Grant, and a 75% REV Grant, for 15 years.

**Policy Impact:** Office of Economic Development

**Fiscal Impact:** The legislation would approve and economic development agreement that would commit \$2,500,000 in a combined City & State funded QTI match; an Economic Development Manufacturing Employer Grant in an annual amount not to exceed \$200,000 over 15 years; a REV Grant in an estimated amount of \$6,500,000.

**Analyst:** Jackson

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**Bill Type and Number:** Ordinance 2014-552

**Sponsor:** Council Member Crescimbeni:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** LUZ

**Date of Analysis:** August 15, 2013

**Type of Action:** Ordinance Amendment

**Bill Summary:** The ordinance amends Section 656.401(e) (Care Centers/Day Care Centers)

**Background Information:** There are over 2700 sexual offenders and predators living in Duval County. Florida Statutes stipulate that sexual predators are required to register their place of residence with the Florida Department of Law Enforcement. Florida law prohibits a sexual predator from residing within 1,000 feet of a school, day care center, park, playground, library or other location where children regularly congregate. This legislation (ordinance code amendment) stipulates that after October 1, 2014, new day care centers shall not be located within 2,500 feet of a sexual predator residence. The Planning and Development Department shall produce a special purpose survey using the FDLE database of registered sexual predators to determine if such residence exists within a radius of 2,500 feet of a proposed day care center.

**Policy Impact:** Day Care Centers/Ordinance Code

**Fiscal Impact:** Minimal

**Analyst:** Jackson

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**Bill Type and Number:** Ordinance 2014-0553

**Introducer/Sponsor(s):** Council Members Lee, Crescimbeni, Gulliford, Love and Jones:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R, F, TEU

**Date of Analysis:** August 13, 2014

**Type of Action:** Amending the Ordinance Code

**Bill Summary:** This bill amends Section 741.107 (Violation of Zero-Tolerance for Litter Law) to increase the fines for snipe sign violations.

**Background Information:** The Special Ad Hoc Committee on Jacksonville's Neighborhood Blight voted unanimously at its duly noticed meeting on August 6, 2014 to increase the cost of snipe sign fines. Each piece of litter or separate snipe sign illegally placed on or affixed to public property shall be deemed a separate violation. The fines imposed are in addition to such attorneys' fees and costs as may be authorized by law.

**Policy Impact Area:** Ordinance Code, Intra-Governmental Affairs, Public Relations, Regulatory Compliance

**Fiscal Impact:** Undetermined

**Analyst:** Mitchell

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**Bill Type and Number:** Ordinance 2014-0554

**Introducer/Sponsor(s):** Council President at the request of the Mayor:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 13, 2014

**Type of Action:** Approve Continuation Grant

**Bill Summary:** This bill approves funding in the amount of \$510,000 for the Campus Towers Project under the Rental Rehabilitation Loan Program for FY 2013-14.

**Background Information:** The funds have been previously appropriated by Ordinance 2011-372-E for rental rehabilitation projects and will be used for capital improvements and needed repairs at Campus Towers Senior Citizens Facility located at 1850 Kings Road. The improvements will include roofing, a fire alarm system, an emergency call system, security surveillance, an open air pavilion, replacement of wrought iron fencing and natural gas generators.

**Policy Impact Area:** Planning and Development Department

**Fiscal Impact:** The appropriation of \$510,000.00.

**Analyst:** Mitchell

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**Bill Type and Number:** Ordinance 2014-555

**Introducer/Sponsor(s):** Council Member Clark

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 14, 2014

**Type of Action:** Appropriation; authorizing fiscal year carry-over; designating oversight agency

**Bill Summary:** The bill appropriates \$13,436,410 from the Special Council Contingency – Capital Projects account to a Jacksonville Shipyard – Environmental Cleanup account to begin the process of remediating environmental conditions at the downtown riverfront property so that the property can be made available to private sector developers.

**Background Information:** The Special Council Contingency – Capital Projects account was created when the City received a \$13 million settlement from the Jacksonville Shipyard/Landmar/TriLegacy bankruptcy court in settlement of unsecured claims resulting from the City's investment of public funds into the Shipyard project and the failure of several owners to bring the project to fruition. As the national and local economies have begun to improve, speculation has appeared in the media about potential private sector interest in developing the 44 acres of riverfront property.

**Policy Impact Area:** Downtown economic development

**Fiscal Impact:** The bill appropriates \$13,436,410 from the Special Council Contingency – Capital Projects account (legal settlement proceeds).

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-0556

**Introducer/Sponsor(s):** Council President at the request of the Mayor:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 13, 2014

**Type of Action:** Approve Continuation Grant

**Bill Summary:** This bill approves previously appropriated funds of \$1,000,000 from the Housing and Community Development Division's Headstart to the Ownership Program; and provides carryover of funds from year to year until such funds are expended or lapse according to the originating state or federal program grant.

**Background Information:** The reallocation of funds will assist with down payment assistance to the Division's Community Housing Development Organization (CHDO) Development Pool in order to provide additional funding for the development of new or rehabilitated affordable housing.

**Policy Impact Area:** Planning and Development Department

**Fiscal Impact:** The appropriation of \$1,000,000.00.

**Analyst:** Mitchell

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**Bill Type and Number:** Ordinance 2014-0557

**Introducer/Sponsor(s):** Council President at the request of the Mayor:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 13, 2014

**Type of Action:** Approve Continuation Grant

**Bill Summary:** This bill approves the appropriation of \$316,670.91 to the City's NSP1 Redevelopment and Administration strategies; provides carryover of funds from year to year until funds are expended or lapse according to the originating state or federal program grant; and approves the Chief Administrative Officer to execute and deliver, on behalf of the City, amendments to the City's Substantial Amendment document for the Neighborhood Stabilization Program (1).

**Background Information:** The total appropriation includes funds from the accumulated program income (\$314,807.81) and the concluded demolition project (\$1,863.10). The appropriation is providing funding for NSP 1 Redevelopment and Administration Strategies.

**Policy Impact Area:** Planning and Development Department

**Fiscal Impact:** The appropriation of \$316,670.91.

**Analyst:** Mitchell

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**Bill Type and Number:** Ordinance 2014-0558

**Introducer/Sponsor(s):** Council President at the request of the Mayor:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 13, 2014

**Type of Action:** Approve Continuation Grant

**Bill Summary:** This bill approves the appropriation of \$553,050.51 to the City's NSP3 Redevelopment and Administration strategies; provides carryover of funds from year to year until funds are expended or lapse according to the originating state or federal program grant; and approves the Chief Administrative Officer to execute and deliver, on behalf of the City, amendments to the City's Substantial Amendment document for the Neighborhood Stabilization Program (3).

**Background Information:** The appropriation is providing funding for NSP 3 Redevelopment and Administration Strategies from accumulated program income.

**Policy Impact Area:** Planning and Development Department

**Fiscal Impact:** The appropriation of \$553,050.51.

**Analyst:** Mitchell



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**Bill Type and Number:** Ordinance 2014-559

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 14, 2014

**Type of Action:** Appropriation; authorizing fiscal year carry-over

**Bill Summary:** The bill appropriates \$642,866.10 from the Fleet Management – Parts and Fueling Service/Miscellaneous Sales and Charges account to various Fleet Management repair and renovation, heavy equipment and mobile equipment accounts to provide funding for renovations to the Fleet Maintenance facility on Commonwealth Avenue and to purchase equipment for the repair shop.

**Background Information:**

**Policy Impact Area:** Fleet management

**Fiscal Impact:** The bill appropriates \$642,866.10 from revenue to expenditure accounts within the Fleet Management budget.

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-560

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** F, RCDPHS

**Date of Analysis:** August 14, 2014

**Type of Action:** Appropriation; authorizing fiscal year carry-over; adopting DIA downtown CRA redevelopment plan; superseding prior ordinance; delegating authority to DIA

**Bill Summary:** The bill adopts the DIA's Business Investment and Development (BID) plan for downtown, appropriates \$2,595,723 from the Downtown Development Trust Fund to pay for projects listed in that plan and provides for carry-over of the appropriation to future fiscal years. The bill provides that the BID plan, which contains both updates of the Community Redevelopment Area (CRA) plans for the downtown tax increment districts and a business investment plan, shall supersede the Downtown Master Plan adopted by Ordinance 2000-321-E and delegates to the DIA the authority to interpret the BID plan and to amend the Downtown Design Guidelines contained in the BID plan.

**Background Information:** Downtown Jacksonville is covered by 3 CRA plans (Northside West, Downtown East and Southside), although the two CRAs on the Northbank have been consolidated into the Downtown Northbank CRA. The plans have not been updated since they were adopted in the early to mid-1980s. The creation of the Downtown Investment Authority provided the opportunity to update the CRA plans and to develop a new plan for investing in implementation of those plans. The new BID plan contains 4 core values, 7 redevelopment goals, a SWOT (strengths, weaknesses, opportunities and threats) analysis, a set of downtown incentives and funding programs and downtown design guidelines.

**Policy Impact Area:** Downtown development

**Fiscal Impact:** The bill appropriates \$2,595,723 from the Downtown Development Trust Fund.

**Analyst:** Clements

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**Bill Type and Number:** Ordinance 2014-561

**Introducer/Sponsor(s):** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R, F, RCDPHS

**Date of Analysis:** August 14, 2014

**Type of Action:** Authorizing amended and restated naming rights agreement; authorizing amended and restated stadium lease agreement; designating oversight agency

**Bill Summary:** The bill authorizes the execution of a revised and extended naming rights agreement among the City, the Jacksonville Jaguars and EverBank for the City's football stadium. The bill authorizes an amendment to the amended and restated 12<sup>th</sup> amendment to the Jaguars' lease with the City for the stadium to provide for installation of new signage structures. It designates the Sports and Entertainment Office as the City's oversight agency for the agreements.

**Background Information:** The revised and extended naming rights agreement extends the term of the agreement by 10 years to February 28, 2025 and extends the existing waiver of the City's rights to a portion of the naming rights revenue for the term of the agreement. It provides that EverBank will pay the Jaguars a total of \$46.7 million in naming rights fees over 11 years, increasing by 3% annually from \$3.65 million in 2014 to \$4.9 million in 2024, less a reduction for any year in which fewer than 8 regular season Jaguar games are not televised due to NFL blackout rules or in which a regular season game is played in an alternative location.

The revision to the 12<sup>th</sup> amendment to the Jaguars lease provides for EverBank to pay for the construction of additional sign support structures above the north and south end zone video boards to hold larger sponsor signage, to be completed prior to the 2015/16 football season.

**Policy Impact Area:** Stadium naming rights

**Fiscal Impact:** The City waives its rights to receive 25% of the naming rights revenue, or approximately \$11.6 million over the 11 year term.

**Analyst:** Clements

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LEGISLATIVE SUMMARY



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**Bill Type and Number:** Ordinance 2014-0562

**Introducer/Sponsor(s):** Land Use and Zoning Committee:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** LUZ

**Date of Analysis:** August 13, 2014

**Type of Action:** Resolution

**Bill Summary:** This resolution approves and adopts the determination of the Land Use and Zoning Committee regarding the appeal of a decision issued by the Downtown Investment Authority affirming the denial by the Downtown Development review Board of DDRB application 2013-017.

**Background Information:** FDG DuPont Center II, LLC, (FDG) through its agent, Driver, McAfee, Peek, and Hawthorne, P.L., filed DDRB Application 2013-017 with the Downtown Development Review Board (DDRB), requesting to replace and relocate a sign structure, commonly known as the Ida Boyd Billboard located within the Downtown Overlay Zone. The application was denied by DDRB and appealed through DIA. After conducting two separate public hearings, DIA submitted a written decision affirming DDRB's decision to deny DDRB application 2013-017. Subsequently, FDG filed an appeal of DIA's decision.

Pursuant to Section 656.361(g) (ii), *Ordinance* Code, the Council has reviewed the application of the design review criteria by the DDRB and the DIA, and has reviewed the procedural due process applied by the agencies including but not limited to notice, public hearing process and opportunity to be heard regarding this matter.

**Policy Impact Area:** Downtown Investment Authority; Planning and Development Department

**Fiscal Impact:** Undetermined

**Analyst:** Mitchell

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**Bill Type and Number:** Resolution 2014-563

**Sponsor:** Council Member Gulliford:

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** TEU

**Date of Analysis:** August 15, 2014

**Type of Action:** Plat Vacation

**Bill Summary:** This resolution concerns the vacation of a portion of Sweetwater Farms, pursuant to Section 177.101(3) Florida Statutes; it returns the vacated portion of the lands of said Sweetwater Farms Plat to acreage; it abandons certain unopened roads within the boundaries of the vacated portion of Sweetwater Farms that have not been opened and have not become roads suitable and necessary for the traveling public.

**Background Information:** Florida Statutes authorizes the governing bodies of municipalities and counties to adopt resolutions vacating plats of subdivisions and returning the property to acreage. Sweetwater Farms encompasses lands east of I-95 in Sections 3 and 4, and west of I-95 in the Baymeadows area. The site is located in Council District 13. The roads have not been dedicated to the public and was never improved or accepted by the City for maintenance and, as a result, the roads have not become highways suitable for the traveling public. Estuary, LLC, has applied to vacate portions of the plat.

**Policy Impact:** Planning & Development Department

**Fiscal Impact:** Minimal

**Analyst:** Jackson

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**Bill Type and Number:** Resolution 2014-564

**Introducer/Sponsor(s):** Council Member Love

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R, LUZ

**Date of Analysis:** August 14, 2014

**Type of Action:** Expressing Council support for legislative J-bill

**Bill Summary:** The bill expresses the City Council's support for legislative bill J-1, to be considered by the Florida Legislature in its 2015 session, which would amend Chapter 87-471, Laws of Florida, to provide exceptions for space and seating requirements for a special liquor license for restaurants in areas defined as the East Avondale and West Avondale Transition Areas.

**Background Information:** Chapter 87-471, Laws of Florida, is a law creating defined zones in Jacksonville where the Florida Division of Alcoholic Beverages and Tobacco may issue special alcoholic beverage licenses for liquor sales to restaurants that do not meet the current size criteria if the facilities have at least 1,800 square feet of floor space and at least 100 seats and produce at least 51% of their revenue from the sale of food. ABT regulations normally require a building of at least 2,500 square feet and 150 seats. This bill adds the East Avondale and West Avondale Transitional Areas to a list that already includes the Northside West, Northside East, Southbank and Urban Transition areas. The East Avondale and West Avondale Transitional Areas incorporate properties occupied by Biscotti's restaurant and the Casbah Café on St. Johns Avenue.

**Policy Impact Area:** Alcoholic beverage licensing

**Fiscal Impact:** Undetermined

**Analyst:** Clements

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**Bill Type and Number:** Resolution 2014-565

**Introducer/Sponsor(s):** Council Member Gulliford

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R, F, TEU

**Date of Analysis:** August 14, 2014

**Type of Action:** Petition to Mayor and City administration

**Bill Summary:** The bill urges the Mayor and administration to explore any available federal or state funding sources that may be available to assist the City in constructing and offering to its citizens a public ultra-high speed fiber optic Internet service.

**Background Information:** Several U.S. cities, including Chattanooga, Tennessee and Gainesville and Palm Coast, Florida have constructed and operate high-speed Internet systems as public utilities rather than leaving Internet service provision to private sector providers, which typically only offer service area coverage and download speeds that are profitable for the company, leaving some parts of the community with slower or non-existent service options. The cities that provide public ISPs believe that quality Internet service is fundamental public good that should be available to all citizens at a reasonable cost. Chattanooga constructed its system to offer ultra-high speed service typically not available from commercial ISPs as a means of promoting economic development, hoping to attract high tech firms that need high speed and high capacity data transmission capabilities and making Chattanooga a high tech hub.

**Policy Impact Area:** Economic development

**Fiscal Impact:** None

**Analyst:** Clements

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**Bill Type and Number:** Resolution 2014-566

**Introducer/Sponsor(s):** Council Member Bishop

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R, F

**Date of Analysis:** August 14, 2014

**Type of Action:** Authorization to commence foreclosure proceedings

**Bill Summary:** The bill authorizes the General Counsel to commence litigation to foreclose on the property located at 6200 Arlington Expressway due to an accumulation of Code Enforcement liens for Zoning Code and property maintenance code violations.

**Background Information:** ITC Auto operates a used car dealership and automotive repair shop on Arlington Expressway. The property has been cited numerous times for Zoning Code setback violations and for accumulation of junk and debris on the property. The City's Special Magistrate began imposing daily fines in January 2010 and, since the violations have not been corrected to date, \$41,000 in fines and \$404,500 in civil penalties has accumulated. This bill authorizes the General Counsel to foreclose on the liens.

**Policy Impact Area:** Code enforcement

**Fiscal Impact:** The bill authorizes proceedings to foreclose on the \$41,000 in Code Enforcement liens.

**Analyst:** Clements



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**Bill Type and Number:** Resolution 2014-567

**Sponsor:** Council President Yarborough

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Reappointment

**Bill Summary:** This bill reappoints Council Member Richard A. Clark to the Duval County Tourist Development Council (TDC), in the elected official category, for a four-year term ending June 30, 2018. However, Mr. Clark's TDC term will expire June 30, 2015, when he becomes ineligible to serve, due to City Council term limits.

**Background Information:** The TDC is established in accordance with Chapter 70, *Ordinance Code*, and charged to recommend a method of coordination of existing tourist development efforts by both public and private agencies, organizations and business and of new or additional tourist development efforts; identify and recommend methods of eliminating unnecessary duplications in existing tourist development efforts; identify and develop new tourist development efforts; create, prepare and submit to the Council a tourist development plan; and review the expenditures of revenues from the Tourist Development Trust Fund and report any unauthorized expenditures to the Council and State Department of Revenue.

Section 70.102, *Ordinance Code*, provides that in addition to the Council President, two of the nine members of the TDC shall be elected officials. Mr. Clark has served since 2011.

**Policy Impact Area:** Tourist Development Council operations

**Fiscal Impact:** Anticipated to be minimal

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-568

**Sponsor:** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Appointment Confirmation

**Bill Summary:** This bill confirms the Mayor's appointment of Dave Harrell as the Sports and Entertainment Officer.

**Background Information:** Ordinance 2014-289-E, enacted June 24, 2014, established the Office of Sports and Entertainment and provides that the Sports and Entertainment Officer shall have a bachelor's degree or higher from an accredited university or college. The officer shall possess at least 5 years professional experience in sports and/or entertainment management, with a preference given to a candidate with collegiate, Olympic, professional, or municipal sports experience.

Mr. Harrell received a bachelor's degree in communication from the University of Missouri and has been employed within the sports industry for over 18 years. His prior employment includes Senior Director of Sales with *Arizona Sports Foundation* (10/2012 – 3/2014) and Marketing and Development Vice President with *Nashville Sports Council* (6/2007 – 10/2012).

**NOTE:** The effective date of this legislation may need to be amended to reflect October 1, 2014, the date the position is authorized pursuant to Ordinance 2014-289-E.

**Policy Impact Area:** Sports and Information Office operations

**Fiscal Impact:** According to Employee Services the salary range for this position is \$0 - \$480,000 annually.

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-569

**Sponsor:** Council Member Love

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Appointment

**Bill Summary:** This bill appoints Henry W. Cook to the Jacksonville-Duval County Council on Elder Affairs, as the representative for Council District #14, filling the seat formerly held by Donald Ingram, for a term ending June 30, 2015.

**Background Information:** The Jacksonville-Duval County Council on Elder Affairs is established pursuant to Chapter 82, *Ordinance Code*, and charged to serve as an advocate for the older persons in the city, to the governmental agencies responsible for the various plans and programs designed to help older persons; assist in the implementation of plans and programs selected by regional organizations, as they relate to the city and its citizens; designate priorities among programs developed in the city by public, nonprofit and private providers concerning older persons. Section 82.101, *Ordinance Code*, provides that fourteen of the members of the Council on Elder Affairs shall be appointed by the City Council, with one nominee from each of the District Council Members.

Former Council Member Cook served twice as Council President during his two terms on the City Council and then was elected Clerk of the Circuit Court, serving from 1988 to 2001. He has previously served on the Council on Elder Affairs, as the Council District 3 representative, from 2005 to 2011. Mr. Cook also serves as a retiree representative on the Jacksonville Retirement System Board of Trustees. He resides in Council District 3.

**Policy Impact Area:** Jacksonville-Duval County Council on Elder Affairs operations

**Fiscal Impact:** Anticipated to be minimal

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-570

**Sponsor:** Council President at the request of the Sheriff

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Appointment Confirmation with Retroactive Effective Date

**Bill Summary:** This bill confirms the Sheriff's appointment of Adam J. Brown as Director of Police Services, within the Sheriff's Office, retroactively effective to August 2, 2014.

**Background Information:** Section 37.106(b), *Ordinance Code*, provides that the Director of Police Services shall have a college degree or at least five years' experience and commensurate training.

Chief Brown has been employed with the Sheriff's Office since 1990, working his way up from Police Recruit to Assistant Chief in 2007, a position he held until his appointment as Chief of Continuous Improvement in 2009. Chief Brown has served as Chief of Detectives since February. He received a bachelor's degree in workforce education from Southern Illinois University at Carbondale and has completed various law enforcement training courses.

**Policy Impact Area:** Jacksonville Sheriff's Office operations

**Fiscal Impact:** According to Human Resources, the salary range for this position is \$117,768 - \$153,819 annually. Directors within the Sheriff's Office currently earn \$131,476 annually.

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-571

**Sponsor:** Council President at the request of the Sheriff

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 11, 2014

**Type of Action:** Appointment Confirmation with Retroactive Effective Date

**Bill Summary:** This bill confirms the Sheriff's appointment of Michael D. Bruno as Chief of the Detective Division, within the Sheriff's Office, retroactively effective to August 2, 2014.

**Background Information:** Section 37.102(a), *Ordinance Code*, provides that Division Chiefs within the Sheriff's Office shall have a college degree or at least five years' training and experience and shall be confirmed by the Council before the appointment becomes permanent.

Asst. Chief Bruno has been employed with the Sheriff's Office since 1994, working his way up from Correctional Officer to Police Lieutenant in 2007, a position he held until his appointment as Assistant Chief in 2010. He received a bachelor's degree from Liberty University and has completed various law enforcement training courses.

**Policy Impact Area:** Jacksonville Sheriff's Office operations

**Fiscal Impact:** According to Human Resources, the salary range for this position is \$80,774 - \$131,875 annually. Division Chiefs within the Sheriff's Office currently earn \$116,117 annually.

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-572

**Sponsor:** Council President at the request of the Mayor

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Appointment Confirmation

**Bill Summary:** This bill confirms the Mayor's appointment of Emma Jean Aikens as a member of the Jacksonville Children's Commission, filling the seat formerly held by John Balog as a School Board District #1 representative, for a term ending July 15, 2018.

**Background Information:** The Jacksonville Children's Commission is established pursuant to Chapter 51, *Ordinance Code*, and charged with the ongoing responsibility of improving the lives of Jacksonville's children by serving as the central focus for the evaluation, planning and distribution of the city's funds for children's services. Section 51.103, *Ordinance Code*, provides that the eleven voting members of the commission shall be citizens and residents of the City appointed by the Mayor, and confirmed by the Council, and that one of the members shall be appointed from (reside in) each of the School Board Districts.

Ms. Aikens received a master's degree in educational leadership from Jacksonville University and a master's degree in reading education from Columbus University. She is retiring from *Duval County Public Schools* after 39 years in the education field. Ms. Aikens resides in the Woodmere area within Council District #1 (School Board District #1).

**Policy Impact Area:** Jacksonville Children's Commission operations

**Fiscal Impact:** Anticipated to be minimal

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-573

**Sponsor:** Council President Yarborough

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Reappointment

**Bill Summary:** This bill reappoints Bradford G. Thoburn to the Health Planning Council of Northeast Florida, Inc., in the "purchaser" category, for a second two-year term ending September 30, 2016.

**Background Information:** The Health Planning Council of Northeast Florida, Inc. is established pursuant to Section 408.033, *Florida Statutes*, and authorized to develop a district health plan; advise the state department on health care issues and resource allocations; promote public awareness of community health needs; collect data and conduct analyses and studies related to health care needs of the district; advise and assist local governments on the development of an optional health plan; and monitor and evaluate the adequacy, appropriateness and effectiveness of funds distributed to meet the needs of the medically indigent. The bylaws of the Health Planning Council provide that the Board of Directors shall be made up of health care consumers, providers and purchasers, with a health care purchaser being an employer in the state, who provides health care coverage for her or his employees.

Mr. Thoburn received a bachelor's degree in politics from Washington and Lee University and is the Director of Strategic Planning and Research with the *Jacksonville Transportation Authority*, an employer providing employee health care coverage. He was employed with the City (1998-2009) and has served as the Director of Planning and Development. Mr. Thoburn resides in the Ortega area within Council District #14.

**Attendance:** According to information provided by the staff for the Health Planning Council, Mr. Thoburn has attended 83% of the committee meetings since his initial appointment in 2012.

	Meetings Attended	Meetings Held
2012	1	1
2013	5	6
2014	4	5
Total	10	12

**Policy Impact Area:** Health Planning Council of Northeast, Inc. operations

**Fiscal Impact:** Anticipated to be minimal

**Analyst:** Merritt

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**Bill Type and Number:** Resolution 2014-574

**Sponsor:** Council President at the request of the Northwest District CPAC

**Date of Introduction:** August 12, 2014

**Committee(s) of Reference:** R

**Date of Analysis:** August 7, 2014

**Type of Action:** Reappointment Confirmation

**Bill Summary:** This bill confirms the Northwest District Citizens Planning Advisory Committee's reappointment of Leroy C. Kelly, to the Taxation, Revenue Utilization and Expenditures (TRUE) Commission, for a second three-year term ending June 30, 2017.

**Background Information:** The TRUE Commission is established pursuant to Chapter 57, *Ordinance Code*, and charged to act as an advisory body to the city concerning fiscal policy and may review any aspect of fiscal policy, including: the city's long-range financial soundness, planning budgeting, and management; the city's budgetary process, including taxation, revenue generation, expenditures, use of permit fees and user fees, bonding capacity, franchise fees, state and federal mandates, privatization, "zero based" financing and other similar topics; the appropriateness of each revenue source the city receives to make up its annual general revenue budget; potential new revenue sources, such as impact fees, and the use of any such funds; the pre- and post-retirement benefit structure for city employees and the potential impact on the financial status of the city; recommendations that will help make Jacksonville the most fairly-taxed and financially-sound city in the nation; recommendations to keep the public better informed about important issues of city financing and budgeting which affect their lives; and other areas as the commission may determine are appropriate and within their scope.

Section 57.102, *Ordinance Code*, provides that six of the members of the commission shall be selected, one each by the CPAC's in the six Planning Districts, and shall be confirmed by the Council.

Mr. Kelly received a master's degree in education from Florida A & M University and is Pastor of *West Union Missionary Baptist Church*. He resides in the Lincoln Hills area within Council District #10 in Planning District #5 (Northwest).

**Attendance:** According to information provided by the staff for the TRUE Commission, Mr. Kelly has attended 77% of the committee meetings since his initial appointment in 2012.

	Meetings Attended	Meetings Held
2012	4	4
2013	6	11
2014	7	7
Total	17	22

**Policy Impact Area:** TRUE Commission operations

**Fiscal Impact:** Anticipated to be minimal

**Analyst:** Merritt