

**CITY COUNCIL RESEARCH DIVISION  
LEGISLATIVE SUMMARY**



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**Bill Type and Number:** Resolution 2021-482

**Sponsor:** Council President Newby

**Date of Introduction:** July 27, 2021

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

**Date of Analysis:** July 27, 2021

**Type of Action:** Appointment Confirmation

**Bill Summary:** This bill confirms the Council President's appointment of Council Member Joyce Morgan, as a member of the Downtown Vision, Inc. board, for a term concurrent with the term of the Council President.

**Background Information:** Downtown Vision, Inc. (DVI) is a not-for-profit 501(c)6 organization whose mission is to enhance the value of downtown properties by being an advocate for downtown businesses and to promote downtown as an exciting place to live, work, shop, play and be entertained. DVI's priorities include making Downtown Jacksonville cleaner, safer, more attractive, and marketing the downtown area through special events and other activities that encourage people to come downtown. DVI is funded by downtown property owners through a special business improvement district assessment, and by the City of Jacksonville. The district, which spans over 1.3 square miles is bounded by Interstate 95 to the south, Lee Street/Riverside Avenue to the west, State Street to the north and the DIA boundary/Hogan's Creek to the east. The 1.3 sq miles includes downtown and parts of LaVilla, the Brooklyn Waterfront and the entire Southbank.

The bylaws for Downtown Vision, Inc. provide for the Council President or designee as a member of the Board of Directors.

**Policy Impact Area:** Downtown Vision, Inc. operations

**Fiscal Impact:** Anticipated to be minimal.

**Analyst:** Distel