

Free Bird Team Meeting Highlights

August 23, 2019

1. Welcome/Introductions

- a. Attendees: Danny Martel, Pam Rauch, Sam Mousa, Paul Harden, Susie Wiles, Marty Fiorentino, Sherry Ambrose, Jim Bush, Thomas Bean, Dave Reuter (Dave on conference call).
- b. Introductions/background of new Free Bird Team participants was provided.

2. Review Meeting Highlights/Action Items from Meeting of August 8, 2019

- a. All efforts at this time are focused on preparing a response to the ITN
- b. The Deal Team is working on the ITN and the first draft is expected next week. First draft will include the Charitable, Community Engagement and Economic Development components.
- c. Mark Allen and Ryan Tyson are assisting Martel and Rauch with the polling instrument; should have first draft for review by next Tuesday, 8-27-19.
- d. The Deal Team is in process of reviewing various engineering firms for water consultancy; considerations of technical competency and political involvement are being reviewed.
- e. Contact with Jim Gilmore resulted with Gilmore flying in a different direction than Team Free Bird.
- f. Rauch to ask Munz to contact Dave Reuter to flush-out his involvement with JEA and to discuss his potential future involvement with Team Free Bird.

3. Individual Milestone Team Activity/Organization

- a. Discussed the timing and other outreach activities to Public Officials and others
- b. Discussed the need for outreach to communities outside of Duval County, but within the current service territory.
- c. Agreed to have Marty and his associates register as lobbyist effective immediately. Paul is already registered. Sam and Susie to register upon the submission deadline of the response to the ITN, expected on 9-30-19.

4. Invitation to Negotiate--Review/Discussion

- a. The Economic Development and Community Engagement Plans were not discussed; to be reviewed and discussed during review of draft ITN.
- b. Initial indication was that no formal questions to the ITN would be submitted. Free Bird Team discussed the reconsideration of asking formal questions during the ITN solicitation process to ensuring a level playing field on ambiguous and/or subjective criteria. Deferred item to Deal Team for this conclusion.
- c. Rauch advised that the Kathy Chambers has been hired; received positive feedback from Team Free Bird.

5. Charitable Giving

- a. Thomas Bean discussed Charitable Giving and shared the following:
- b. Focusing priority on STEM education, but also considering secondary needs such as: United Way; MOSH (??); Jax Zoo; NFLT (??); FCYMCA; Clara White Mission; Changing Homelessness; Habijax; K-9 for Warriors; First Responder Foundations. (?? - Questionable)
- c. Harden to work with Sam, Susie, and Marty to identify those charities of greatest interest to City Council members.

6. Community Reactions/Feedback

- a. All seemed to be relatively quiet on Community Reactions/Feedback, other than isolated/unorganized opposition by citizens.
- b. Agreed that Team Free Bird should not hesitate to advise in passing conversations that the ITN is expected to generate some 17 to 20 responses

7. Communications Update:

- a. Political: Reviewed as highlighted above
- b. Community: Rauch and Bush to participate in Jax Chamber Leadership trip to Las Vegas
- c. Community: Company and Jags to co-sponsor events at Jag football games
- d. Community: Company to host a stadium suite for two (2) Jag games (10/27/19 and 12/08/19)
- e. Media: Reuter making visits or reaching out to various media outlets. Laying groundwork that there will be no comments on the record by the Company. No surprises by media that the Company is very interested in the ITN. Reuter sees no trending activity to date. Reuter advised he is okay with providing Company education/background, but strictly off the record. Reuter to reach out to Mellissa Ross of WJCT.

8. Assigned Action Items:

- a. Polling Instrument to Team for review/comments (Martell/Rauch)
- b. First draft of ITN to Team for review/comments (Martell/Rauch)
- c. Identify charitable organizations with close ties to City Council Members (Harden, Mousa, Wiles, Fiorentino)
- d. Reach out to Melissa Ross of WJCT (Reuter)

9. Next meeting September 23, 2019; 9:30 am to 12:00 pm, same location