



JCCI *FORWARD*
SPRING 2003

FINAL REPORT
Issue Forums and Workshops

Presented to:
JCCI *FORWARD* MEMBERS
JCCI BOARD OF DIRECTORS
CITIZENS OF JACKSONVILLE

Sponsors
The Community Foundation
AmSouth Bank

JCCI *Forward* seeks to involve community-minded people with important issues facing our community. We provide the venue for up-and-coming leadership to be involved, engaged and connected with the existing government and business leaders.

Our mission is to provide a dynamic forum for emerging leaders to discuss community priorities and offer solutions to issues facing Northeast Florida. With an emphasis on developing rising leaders, from the ages of 25 to 45, JCCI *Forward* provides the information, tools and resources needed to develop strong leadership skills and to affect positive change in our community.

Like JCCI, JCCI *Forward* hosts its own community forums and workshops, all with the three-fold aim of studying the issues which are central to our community's growth, providing an opportunity to meet, interact and work with our community's existing leadership structure, and focusing on the skills critical to assuming a leadership role in our community's future.

JCCI *Forward* seeks to empower individuals for action by joining their collective voices and assisting their work through established volunteer and advocacy groups and available leadership positions.

While JCCI *Forward* is supported by JCCI, it is governed by an Executive Committee including a chair, who guides the process. Within JCCI *Forward*, we have several established committees creating opportunities for you to get involved.

JCCI *Forward* was established in July 2000.

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JCCI *Forward's* core program is comprised of two major components. **Issue Forums** offer participants a venue to interact with respected community leaders and resource experts on issues of concern to Northeast Florida's citizens. Participants explore issues critical to the community's growth, seek understanding of related problems, and come to consensus on proposed action plans that can be implemented locally. **Leadership Development Workshops** offer a foundation for leadership skills, an understanding of community trusteeship, and an appreciation for Jacksonville's history and governmental structure.

During the 2003 program year, Issue Forums committee met with key individuals and devised action plans consistent with their respective forum topics. Over 185 individuals participated in the Issue Forums process, which lasted approximately six months. Additionally, over 90 individuals attended the two half-day interactive, workshops on *The ABC's of Public Education: Why Should I Care?* and *An Evening of Etiquette: From Eating to Email*.

# **CONVENTION BUSINESS**

**An examination of its current status and future potential  
This forum explored the various ways the First Coast handles its convention business.**

## **Key Findings:**

- Expanding convention business in Jacksonville will have a very positive economic impact on the city. Convention visitors spend, on average, \$319 per day at their destinations.
- There has been a lack of political will to expand convention business in the City.
- In order to significantly expand its convention business, Jacksonville must do at least three things:
  - Develop a convention center with a minimum of 150,000 square feet of exhibit space, 30,000 square feet of ballroom space, and 35,000 square feet of additional meeting space; expanding the Prime Osborn Convention Center or building a new convention center can do this.
  - Develop the necessary amenities within walking distance of the convention center, including an adjacent hotel with at least 500 rooms, restaurants, other entertainment venues, and adequate parking for the Convention Center and its amenities.
  - Increase the marketing and operations budgets for the City's Convention and Visitors Bureau (CVB); Jacksonville's CVB's budget is much lower than markets of similar and smaller size. Accomplishing these three things will provide Jacksonville with access to an additional 66% of the convention business market.

## **Action Plan:**

- The committee will encourage an independent third-party to examine the findings of the Strategic Advisory Group's July 2001 Report commissioned by the CVB.
- The committee will create a fact sheet to present to the public and the media that outlines the economic benefits of expanding convention business in Jacksonville and the steps necessary to significantly expand convention business in Jacksonville.
- The committee will partner with the CVB to create a presentation of its findings and present the findings to target audiences, including political, corporate and grassroots leaders. The presentation will be designed to educate the target audiences and increase the political will for expanding convention business in Jacksonville.
- The committee will either create a speakers' bureau or support the CVB's future speakers' bureau to give the presentation to community organizations and business and government leaders in Jacksonville.
- The committee will explore whether racial and ethnic minorities have been excluded from the policy-making, executive, and management positions within the convention business industry. The committee will encourage the community and the local convention business industry to address the inclusion of racial and ethnic minorities.

## **Community Leaders and Resource Experts:**

Larry Bail, Insurance Committee for Arson Control  
Al Battle, Downtown Development Authority  
Jeff Bloom, World Golf Village  
Randy Evans, CSX and Jacksonville's CVB  
Glenn Hastings, St. John's County's CVB  
John Kiddy, The Jacksonville Landing/Rouse

Bruce Lucker, Senior PGA Tour  
Jim Pritchard, Prime Osborn  
Kitty Ratcliffe, Jacksonville's CVB  
Cheryl Schreiner, Helms Briscoe  
Andrea Smith, Sawgrass Marriott  
Bob Stone, Restaurant Association

# **FINANCIAL LITERACY**

## **The Basics from Budgets to Bankruptcy**

This forum explored the importance of financial literacy to the *Forward* generation by understanding the basics and educational opportunities available.

### **Key Findings:**

- Financial literacy is passed from generation to generation. People overestimate their own understanding of finances and underestimate the influence they have on the generation that follows them.
- Financial literacy is the primary reason many people consider predatory lending practices as a source of viable credit. People do not understand the long-term financial impact of short-term financial decisions.
- Education is an equalizer in the world of financial information. Financial literacy increases the likelihood of recognizing the early warning signs of financial pitfalls.
- The State of Florida requires only 12 hours of financial literacy training in 12 years of public school education. There are a variety of financial literacy programs available, many are free, but they are relatively unknown.

### **Action Plan:**

- The committee's primary course of action will be to propose ongoing financial training of the JCCI *Forward* participants.
- The committee will complete the training for the FDIC's *MoneySmart* program and the NCEE's Financial Fitness for Life program.
- The committee will conduct "Train the Trainer" sessions for interested JCCI *Forward* participants.
- Trainers will present the program to community groups and schools.

### **Community Leaders and Resource Experts:**

Dan Edelman, Presser, Lahren & Edelman  
James Gilman, Financial Advisor  
Janet Hamer, Jump Start Coalition  
Tyler Jordan, State Farm Insurance  
Delores Kesler, ATS Services  
Dawn Lockhart, Family Counseling Services

Jim Pilkington, FDIC *MoneySmart*  
Matt Spencer, 1<sup>st</sup> Security Funding  
Diana Swartz, Family Counseling Services  
Bill Thompson, Family Counseling Services  
Janet Thurston, Bankruptcy Attorney  
Debra Yates, Internal Revenue Service

# **PUBLIC EDUCATION**

## **What should be the role of City government and the Mayor in public education?**

This forum explored the existing, potential, and desired roles of City government and the Mayor, and assessed their impact on public education.

### **Key Findings:**

- There is no formal role for the Mayor and the City government in public education.
- There is a lack of coordination and communication between the leadership in city government and the leadership of the school district. There are also many different efforts by private sector stakeholders in public education; however, these are all separate efforts rather than a comprehensive initiative.
- There has always been a clear relationship between socio-economic factors and the success rates of children in public education. Poverty, affordable housing and economic development are areas that the Mayor and City government can provide support for the community, which will positively impact the school district.

### **Action Plan:**

- The committee's primary course of action is to create a report that calls for the need to discuss bold, visionary changes and provides starting points for those discussions.
- The committee will present the report to the JCCI Education Study committee, The Duval County School Board, Superintendent John Fryer, Jacksonville's City Council and the newly elected Mayor of Jacksonville. Members of the JCCI *Forward* Issue Forum will be provided with the report and encouraged to present to organizations beyond those listed above.
- The committee will provide copies of the report to the Jacksonville Regional Chamber of Commerce and JCCI to be disbursed accordingly, and respectively, to civic organizations, the media, and the general public. The committee will link the report to the JCCI *Forward* website.

### **Community Leaders and Resource Experts:**

Kris Barnes; Chairman, DCSB  
Matt Carlucci; Mayoral Candidate  
John Delaney; Mayor of Jacksonville  
Lad Daniels; Jacksonville's City Council  
John Fryer; Superintendent DCPS  
Nat Glover; Mayoral Candidate

Tommy Hazouri; Mayoral Candidate  
Rick Mullaney; General Counsel, City of Jacksonville  
Keith Myers; Mayoral Candidate  
John Peyton; Mayoral Candidate  
Ginger Soud; Mayoral Candidate  
Mike Weinstein; Mayoral Candidate

## Leadership Development Workshops

### **The ABC's of Public Education: Why Should I Care?**

**October 4, 2002**

The half-day seminar included an introduction by **Peter Rummell** from The Alliance for World Class Education, a screening of the new documentary on local public education by **Deborah Gianoulis**, a guided tour of Spring Park Elementary by Principal **Barbara Short**, over an hour in the classrooms as teachers aides followed by lunch and a panel discussion moderated by WJCT's **Leah Fleming**. The panelists included **Clint Pyle**, mentor from St. Joe Company, **Jean Aikens**, 2002 Duval County Teacher of the Year, Tom Shouvin, SAC Representative and Sarah Janus, PTA Representative.

The workshop was a success with over thirty-five of Northeast Florida's emerging leaders attending. The Leadership Development Workshop was made possible by the generous sponsorship of **The Haskell Company**. Other sponsors include Camara's Catering, The Community Foundation, First Student Bus lines, Food Services Depot, The Schultz Center, Spring Park Elementary and WJCT.

### **An Evening of Etiquette: From Eating to Email**

**April 3, 2003**

The evening seminar included a cocktail hour hosted by "Mr. Faux Pas" aka Michael Stewart of BellSouth, a guided tour with **Juanita Ecker**, President of Professional Image Management, through a four-course meal at the River Club. Ms. Ecker followed the dining etiquette with an hour session on business etiquette including cell, meetings, and email. The session was followed by a conference call with **Leticia Baldrige**, author and former Chief of Staff for Jacqueline Kennedy.

The workshop was a success with over thirty-five of Northeast Florida's emerging leaders attending. Other sponsors for the event included AmSouth Bank, The Community Foundation, Darryl Powers Salon, Kuhns Flowers, Michael Haley Designs, The River Club of Jacksonville and The Write Touch.

### ***Stay Tuned...***

As this year of JCCI *Forward* has drawn to a close, the JCCI *Forward* Executive Committee is already planning its next series of Issue Forums and workshops. Topic selections for next year's Issue Forums are slated for July 2003. Current JCCI *Forward* members and the general public are encouraged to participate in the 2003-04 events and activities. More information can be found on the JCCI website at: <http://www.jcci.org/forward>.

## 2002-2003 JCCI FORWARD COMMITTEES

### Executive Committee

Carla Marlier; Chair  
Earl Johnson Jr.; Chair-elect  
Bob Snell; Past Chair  
Mike Israel; Fundraising Vice Chair  
Mitch Velasco; Recruitment Vice Chair  
Fionnuala Geoghegan; Social Vice Chair  
Jill Johnson; Social Vice Chair  
Brian Smith; Leadership Development Workshop Vice Chair

### Communications & Technology Committee

|                   |              |                |
|-------------------|--------------|----------------|
| James Holt; Chair | Amy Crockett | Bobby Phillips |
| David Abraham     | Ray Egbert   | Paul Saunders  |
| Michael Brown     | Antonio Lima | Amy Whitaker   |
| Perri Cohen       | Jay Magee    |                |

### Fundraising Committee

|                    |                |               |
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| Mike Israel, Chair | Dave Goldstein | Liz Masterton |
| Robin Appino       | Steve Kelly    | Trace Milam   |
| Michelle Barth     | Davis Knight   |               |
| Dan Davis          | Antonio Lima   |               |

### Issue Forum Leadership

#### Convention Business

Bill Kwapil, Chair  
Vitina Pellot, Co-chair

#### Financial Literacy

Martin Harrell, Chair  
Dawn Gilman, Co-chair

#### Public Education

Jim Varian, Chair  
Lee Brown, Co-chair

### Leadership Development Workshop Committee

|                    |             |                 |
|--------------------|-------------|-----------------|
| Brian Smith; Chair | James Holt  | Chris Kuhn      |
| Vanessa Boyer      | Joe Johnson | Circe LeNoble   |
| Lindsey Brock      | Mia Jones   | Jennifer Millis |
| Perri Cohen        | Nancy Kilgo | Annelise Wilcox |

### Recruitment Committee

|                           |            |                 |
|---------------------------|------------|-----------------|
| Mitch Velasco; Vice Chair | Lisa Felts | Caroline Miller |
| Ray Egbert                | Jill Jinks | Pat Ponder      |

### Social Committee

|                          |                       |               |
|--------------------------|-----------------------|---------------|
| Jill Johnson; Vice Chair | Janice Johnson Alicia | Justin Terry  |
| Amy Crockett             | McKenzie              | John Thompson |
| Fionnuala Geoghegan      | Jhanina Santiago      |               |

### Staff

Lois Chepenik; JCCI Executive Director  
Chandra Mitchell, Administrative Assistant  
Jennifer Parsons, Communications Director  
Michelle Simkulet, Program Director