



eNews February 15, 2011

## **Downtown In-depth, A Mayoral Forum**

*Presented by: Downtown Council, Downtown Vision and  
The Urban Land Institute of North Florida*

### **WHAT:**

Downtown In-depth is a moderated forum with mayoral candidates on the issues facing Downtown and provides an opportunity to hear directly from the candidates. The forum will be moderated by news anchor Phil Amato of First Coast News.

Audrey Moran - confirmed  
Rick Mullaney - confirmed

Mike Hogan - Candidate  
Alvin Brown - Candidate

### **WHERE:**

AT&T Tower Auditorium  
301 W. Bay Street, Jacksonville, FL 32202

### **WHEN:**

Friday, February 18, 2011  
7:00 a.m. - 8:00 a.m. Networking and Continental Breakfast  
8:00 a.m. - 9:30 a.m. Mayoral Forum on Downtown Issues

### **COST:**

\$10 Pre-registration ([Pre-Register](#))  
\$15 Day of registration

### **DETAILS:**

Pre-registration is encouraged and available online at [Opportunity Jacksonville](#)  
[Free parking](#) available in the Omni Parking Garage (enter on Bay Street), courtesy of  
 AT&T Tower 301.

**SPONSORS:** AT&T Tower 301, Breaking Ground Contracting and Grubbs  
 & Ellis | Phoenix Realty Group

**MORE INFO:**

### **About Downtown Council, Jacksonville Regional Chamber of Commerce**

*Our Council is devoted to enhancing and improving the business climate in Jacksonville through the association of business professionals and the core district of our community.*

*Members enjoy an exceptional networking experience and valuable programs at our meetings, and mix business with pleasure at our social events. We work together to cultivate ideas to grow business opportunities, and improve the quality of life for all our residents. In the process, we help develop business owners and managers into business leaders, while they grow their businesses.*

*Great cities are known for their great downtowns. If you want to be part of the excitement and opportunities at the center of our community, check out [www.downtowncouncil.org](http://www.downtowncouncil.org). The time is now, the place is Downtown.*

### **About Downtown Vision, Inc.**

*Downtown Vision, Inc. (DVI) is a not-for-profit 501(c)6 organization whose mission is to build and maintain a healthy and vibrant Downtown community and to promote Downtown as an exciting place to live, work, play, and visit.*

*Founded in 2000, DVI is dedicated to promoting the Downtown area, building a neighborhood Downtown, serving as a one-stop shop for information on Downtown and advocating the interests of local businesses and property owners. Downtown Vision is the only organization solely devoted to revitalizing Downtown Jacksonville. For more information visit, [downtownjacksonville.org](http://downtownjacksonville.org).*

### **About Urban Land Institute**

*The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, ULI has more than 30,000 members worldwide representing all aspects of land use and development disciplines.*

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## **Downtown Council Breakfast Meeting**

**Meets 1st and 3rd Friday of each month** Place: Currents Riverview Bistro, 841  
 Prudential Drive (The Aetna Building), 2nd Floor Time: 7:30 am Networking & Breakfast, 7:45 Self  
 Introductions and Program

## **March Program opens with Lunch at The University Club**

**Location:** University Club, 1301 Riverplace Blvd., Wachovia Tower  
**Program:** Downtown Development  
**Speakers:** Preston Haskell, President of The Haskell Company

**Hugh Greene, CEO of Baptist Health, and Chamber Chair**

**Date:** March 4, 2011  
**Time:** 11:30 to 1:00 p.m. (LUNCH)  
**Cost:** \$20 members, \$25 guests  
**Parking:** Free with validation at lunch

This is a change from Downtown Council's usual format of breakfast on first and third Friday mornings. Instead we are meeting the first Friday for Lunch as a trial. The third Friday will be held at the usual time and location.

The [Downtown Council](#) meets on the first and third Friday of each month at Currents Bistro on the 2nd floor of the Aetna building 841 Prudential Drive ([Click for directions](#)) on the south bank downtown. Pull into second driveway, get ticket from attendant, and drive into parking garage. Ticket will be validated for free parking at the Council Registration Table. Cost is \$17 for members and \$22 for non-members. Registration and networking at 7:30. Buffet breakfast from 7:40-8:00. We accept checks, cash, MasterCard, Visa & American Express. **REGISTER in ADVANCE [ON-LINE](#) :**



## -DOWNTOWN COUNCIL NEWS and EVENTS -

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Thursday February 9, 2011

### Julia Landon Leadership Magnet Launches Video Productions

One of the best ways to influence the next generation is to give them positive role models and have some fun at the same time. That's just what some Downtown Council members did last week at Julia Landon College Preparatory School.

The middle school is the only Magnet program for Leadership in the State. Each year, students get the chance to practice team-building, and project leadership by creating a video on a topic of global consequence. The exercise requires students to form a production team, select a topic, do the research, write a script and shoot, perform and edit a finished video in competition with the other teams. It is a taste of the challenges small businesses face every day.

Thanks to John Bryan, the Chamber's Area Councils coordinator, the student narrators and actors got a leg up as John conducted a workshop on performance and improvisation. That was followed by Joe Snowberger of PRC Digital Media who ran another workshop showing how the 7 Habits of Successful Teens relates to project management. Steve Kaufmann of SK Public Relations, teamed with Ty Wood, Media Director of the Florida Baptist Convention to help students with storytelling and script writing. And, Ray Hays, of PRC, gave three classes on techniques for shooting and editing video and improving sound recording.

The students will begin to produce their videos over the next several weeks. Then, at about the two-thirds mark in late April, a panel of Downtown Council members will review the works in progress and offer constructive critiques of the pieces. Students will then have an opportunity to incorporate the feedback and lessons learned to improve their videos in the final stages of finishing. The final videos will be submitted to the Downtown Council Panel for final judging in early May. The winner of last year's competition was shown in the student showcase at the Jacksonville Film Festival which the Council also supports.

***If you would like to become involved in the Downtown Council's Education Committee, please contact:*** Cynthia Farmer at [cbell@nova.edu](mailto:cbell@nova.edu), or Ray Hays at [RHays@PRCdigital.com](mailto:RHays@PRCdigital.com). ***Or, attend any Downtown Council meeting and volunteer.***

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**Downtown Council Website** Be sure to visit our website. You can link to our Facebook and Twitter pages. You can read past news stories... and much more. [www.downtowncouncil.org](http://www.downtowncouncil.org)

Site built by our own Downtown Council member Geer Services

[NEWSLETTER ARCHIVES](#)



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### Win a \$50 Gift Card-

All for attending Downtown Council meetings. A new council attendance recognition program for Downtown Council members. Each time a member signs in a meeting his or her name will be entered for a drawing for a \$50 gift card. The drawing will be held quarterly. So, if you attend each meeting in the quarter you will have 6 chances in the drawing. The April - June drawing will be held in July and you must be present to win. Remember to join us for every meeting and please SIGN IN to be eligible.

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## Meet Your 2011 Officers & Board of Directors

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Bonnie Arnold, [Bonnie's Floral Designs](#)

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Downtown Council | 11764 Marco Beach Drive #1 | Jacksonville | FL | 32224