

JSEB Monitoring Committee Meeting



Friday, September 19, 2025, at 2:30 p.m. - 4:30 p.m.
Don Davis Room, 1ST Floor, City Hall, 117 West Duval St

JSEB MONITORING COMMITTEE APPROVED MEETING MINUTES

September 19, 2025

2:30 p.m.

Don Davis Room, 1st floor, City Hall

Committee Members:

Mike Zaffaroni, Trade Association Member, Chair: Present
Roderick Myrick, JSEB Contractor Member: Present
Monique Thompson, Citizen Member: Excused
Kimano Edwards, Citizen Member: Excused
Leslie Campbell, JSEB Contractor Member: Excused
Vacant, Non-JSEB Contractor Member: Vacant
The Honorable Council Member Terrance Freeman, Designated Member: Excused

Advisors:

Gregory Grant - JSEB Administrator, GGrant@coj.net: Present
Shannon MacGillis - Office of General Counsel, SMacGillis@coj.net: Present

Staff:

Ivana Gavric, EBO Office, IGavric@coj.net: Present
Greg Pease, EBO Office, gpease@coj.net: Present

1. Call to Order: Chair Zaffaroni convened the meeting at 2:31 p.m. and the attendees introduced themselves for the record.

2. Roll Call and Verification of Quorum (4 members): Conducted by Chair; quorum not satisfied

3. Approval of Minutes from prior meeting(s): quorum not satisfied; minutes will be approved at next meeting

4. Call for Public Speakers: (*1 speaker – John Nooney*)

John Nooney addressed the committee as a public speaker. He requested a JSEB resolution recognizing UNF efforts in partnership with the Florida Inland Navigation District to acquire land for public benefit. He also referenced recent electric vehicle infrastructure legislation, expressed concerns about the lack of a clear charging plan, and highlighted opportunities for city departments and nonprofits to collaborate on projects that would bring environmental and marketing benefits to Jacksonville. No other public comments were made.

6. Presentations:

Kevin Keller – Risk Management Office (15 minutes) - Availability of Insurance Programs for Small Businesses

Kevin Keller, Property and Casualty Compliance Manager from the City's Risk Management Department, gave a presentation on the insurance requirements for small businesses contracting with the City. He explained that a wide range of insurance agencies are available to assist businesses—from large national firms to small regional brokers—and that most city contractors can obtain the necessary insurance before entering a contract. Keller stated that insurance rarely serves as a barrier to participation for qualified small businesses. He emphasized the importance of using brokers familiar with the city's coverage requirements and provided examples of cost-effective coverage options for small businesses. Chair Zaffaroni thanked Keller for his work and agreed that insurance should not be an obstacle for small firms seeking to grow through city projects.

5. Reports:

A. JSEB Administrator: Status of program goals to date. (10 minutes)

Mr. Grant, the JSEB Program Administrator, reported that the JSEB program continues to grow by approximately five percent each month and currently includes 531 active participants. He described the city's new nonprofit certification initiative, which has already enrolled three nonprofits with fifteen additional applications in progress. The goal is for nonprofits to eventually make up ten percent of the overall JSEB population.

Mr. Grant discussed the city's entrepreneurship centers, which are managed by the Office of Economic Development and supported by JSEB. Since their opening four months ago, the centers have served more than 330 residents and hosted over thirty events. The centers provide training and education that satisfy Chapter 126 program requirements and help entrepreneurs prepare for city contracting opportunities.

B. Equal Business Opportunity Office: status of continuing education, training and mentoring programs, and program marketing and community outreach, including recommended goals, methods to measure goals, and the achievement or otherwise or previously set goals, as to each topic.

He further reported that about seventeen percent of JSEB-certified companies—nearly one hundred businesses—received city contracts in the current fiscal year. Last year, approximately \$106 million in contract awards went to JSEB firms, a figure that represents only internal city department contracts and does not include agency or corporate partnerships. Mr. Grant emphasized that the program has become a major economic driver for Jacksonville's small business community. His team is working to improve the accuracy and consistency of data reporting, standardize procedures, and expand monitoring to include outside agency contracts as well.

The committee discussed the importance of reliable reporting and public transparency. Chair Zaffaroni observed that being able to clearly explain and verify contract data would strengthen the program's credibility with the City Council and the public. Mr. Grant agreed and noted that his office is developing formalized reporting standards to ensure reproducible results.

Mr. Grant also provided updates on high-profile projects such as the Stadium of the Future and the University of Florida's downtown campus. His office meets regularly with project managers to monitor JSEB participation and ensure small businesses have access to opportunities. Similar efforts are being made on other major developments, including the

Doro project, Gateway Jax, and projects managed by Haskell Construction. Mr. Grant said that many of these companies have already paid millions of dollars to JSEB firms, and his office intends to begin publishing this information to highlight their contributions.

The discussion turned to resource needs. Mr. Grant noted that consistent tracking and auditing of JSEB participation require significant manpower or technological investment. He expressed hope that the committee would support future staffing or funding increases to maintain program accountability. Chair Zaffaroni and Mr. Myrick agreed that outreach and matchmaking between prime contractors and JSEB subcontractors should remain a high priority and suggested that the committee regularly spotlight participating JSEB businesses during meetings to share their experiences.

7. Unfinished Business (If Any):

Quarterly Report/Scorecard – Greg Pease

The committee reviewed progress on the quarterly report and scorecard. Greg Pease explained that the report would now include new metrics related to the number of contracts awarded, JSEB participation rates, and entrepreneurship center events and attendance. Shannon MacGillis recommended adding a one-page executive summary to help City Council quickly understand key quarterly developments.

Chair Zaffaroni raised the issue of a vacant committee seat and asked Ms. MacGillis to follow up again with Garrett Dennis regarding the appointment. The committee also reaffirmed its view that the scorecard should serve as a tool for continuous improvement rather than evaluation or enforcement.

8. New Business

Proposed Legislation – OGC - Shannon MacGillis

Shannon MacGillis presented draft legislative revisions to clarify and streamline existing ordinance language. The revisions specify that quarterly reports should be sent to the Mayor's Office and an annual report to City Council, while allowing the committee to hold regular meetings as frequently as desired, with at least one per quarter designated as the official reporting session. The legislation also simplifies the definition of an eligible business by requiring at least twelve consecutive months of operation prior to certification and clarifies revenue thresholds and ownership requirements.

The draft includes a retroactive provision allowing businesses previously denied certification solely for being under one year old to reapply immediately once eligible, without serving a twelve-month waiting period. Ms. MacGillis also noted the need for the committee to elect a Vice Chair at its next meeting.

Chair Zaffaroni and other members agreed that the draft legislation should move forward for introduction by Council Member Freeman rather than being delayed for another committee review.

9. Announcements:

A. Upcoming events (All events with additional details are available on our website JSEB.Jacksonville.gov)

B. Jacksonville Jaguars Stadium of the Future latest bid package information (see attached)

Greg Pease announced that the number of JSEB-related events and opportunities continues to grow, with a full list available on the program's website. He highlighted four new bid packages from the Jacksonville Jaguars that align closely with JSEB capabilities and encouraged outreach to ensure participation. Chair Zaffaroni reiterated the importance of ensuring local small businesses benefit from large-scale public and private projects.

Mr. Pease also reported that the JSEB office currently employs six full-time and one part-time staff members, with plans to hire an additional full-time position.

10. Adjournment: Conducted by Chair

Meeting adjourned 3:36 p.m.