



# Northside Business Leaders, Inc.

Post Office Box 28554 • Jacksonville, Florida 32226-8554

Meetings: 2<sup>nd</sup> & 4<sup>th</sup> Tuesday of the month. Time: 11:45A.M. Place: Jacksonville Zoo & Gardens, Samburu Room



Check out our website at: [www.northsidebusinessleaders.com](http://www.northsidebusinessleaders.com)

## “The Northside”

April 2007

### Mark Your Calendar

April 10, 2007

John Bracey “Find Fast Program”

April 24, 2007

Councilman Warren Alvarez and Richard Berry  
RE: New proposed septic tank law

### Birthdays for April

Warren Alvarez	29	Dick Berry	28
Barry Bobek	15	Wayne Chandler	25
Wayne Compton	1	Rod Dixon	8
Richard Fagan	6	Gene Jones	28
Dave Kaufman	18	Jeff Masculine	23
Grady Parker	16	Steve Sell	3
Ray Turner	8	Ellis Warren	10

REMEMBER TO WISH YOUR FRIENDS HAPPY BIRTHDAY

## MEETINGS YOU MAY HAVE MISSED

March 13, 2007

### Upcoming Road Projects North Jacksonville

Charlotte Lombard and Hamid Tabassian with the Jacksonville Transportation Authority



Ms. Lombard and Mr. Tabassian presented current and upcoming road projects in Jacksonville and in particular the East-West Connector from Main Street to New Berlin Rd., Zoo Parkway Project, and the Soutel Drive Project.

<p style="text-align: center;"><b>Zoo Parkway Project</b></p> <p style="text-align: center;"><b>Est. Construction Cost</b> <b>\$49M</b></p> <p style="text-align: center;">Begin 4<sup>th</sup> Quarter of 2007 Completion 2<sup>nd</sup> Quarter 2010</p>	<p style="text-align: center;"><b>East-West Connector Project</b></p> <p style="text-align: center;"><b>Est. Construction Cost:</b> <b>\$9M</b></p> <p style="text-align: center;">Begin 4<sup>th</sup> Quarter of 2007 Completion 2<sup>nd</sup> Quarter 2009</p>	<p style="text-align: center;"><b>Soutel Drive Project</b></p> <p style="text-align: center;"><b>Est. Construction Cost:</b> <b>\$21M</b></p> <p style="text-align: center;">Begin April, 2007 Completion April, 2009</p>
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March 27, 2007

**HOUSING ABSORPTION IN JACKSONVILLE**

Paul Mason, Dept. Chair of Economics, University of North Florida



Dr. Paul Mason, Dept of Economic Development, University of North Florida, spoke at our meeting regarding the future of the North Jacksonville's economy. North Jacksonville is now called "Boomtown" do in part of the growth, housing development, convenient service-related businesses, and employment opportunities. This was a very interesting and informative meeting.

**MEMBER NEWS!!!**  
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March 22, 2007

**COLE ROAD DEVELOPMENT TOWN HALL MEETING**  
Northside Business Leaders Warren Alvarez, Speaking on Spartina Cove



The Town Hall meeting was intended to allow neighbors surrounding the upcoming Spartina Cove 240 unit, townhouse project to ask questions and make suggestions to the city and the developers. Mr. Fleming (Developer) and his aids, John Cross (Planning Department) and his aids, Warren Alvarez (City Council), local residents and the following Northside Business Leaders (Dick Berry, Paul Forte & Ray Holt) attended the meeting.



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***Due to rising vendor costs and expenses, it has become necessary to **raise the price for our luncheons to \$15.00.** We will no longer mail the newsletter each month, but we will instead E-Mail the document to all members. If you do not wish the newsletter E-mailed to you, please let us know immediately. We will have copies available at the luncheon meetings and you can pick one up from Nancy. We apologize for any inconvenience it may cause anyone, but is necessary to keep up with the rising costs.***

We continue to keep Jim Fair in our thoughts and prayers as he recovers from knee surgery. Jim, we hope you are doing well and will be back with us soon.

Please don't forget to let me know when you have news we need to report. We are a big family and we like to know when special attention and thoughts are needed.

FOR SALE: Member shirts for \$35.00. Please let me know if you are interested in purchasing these nice golf style shirts.

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## **THE FRANCES AND CLYDE MEMORIAL FUND**

### **Contributors to Date**

**John Benso  
Steve Burnett  
Gary Wallace**

**Bob & Debbie Birtalan  
Grady Parker**

**Sidney & Kim Broward  
Les Wages**

**If you have any exciting news or events to share with members, please forward this information to Nancy Burnett by:**

**Fax: 904-714-4596 or E-MAIL [nmb71445966@bellsouth.net](mailto:nmb71445966@bellsouth.net).**

**This is your Newsletter and we want to share your news!**

## **Articles of Interest**

### **FLIGHTSTAR TO EXPAND**

Flightstar Aircraft Services Inc., the major success story on the aviation side of Cecil Commerce Center, may have to share its success elsewhere if the Jacksonville Aviation Authority can't find a suitable way for the company to expand here.

Flightstar, which performs major maintenance and modifications on large aircraft has reached the capacity of the 205,000 square-foot hangar it leases from the authority. Its three production lines for converting Boeing 757 passenger planes to cargo planes are backlogged for a year, and its maintenance production lines are committed almost that long, said Matt Eaton, vice president of corporate development.

Eaton said the company had to turn down work in January because it couldn't do it soon enough.

Since Flightstar moved from a 40,000 square-foot hangar at Jacksonville International Airport in 2005, the number of people working at the company has doubled to about 500. The company would like to continue growing at Cecil, but the authority doesn't have an occupied hangar to lease. Meanwhile, other communities have said they have empty space available.

Eaton said Flightstar needs to decide where it's going to expand in six to eight months and be able to execute that expansion within 18 months after deciding.

Aviation authority Executive Director John Clark said creating space for Flightstar is a top priority. The authority understands helping an existing tenant with a track record for jobs is a more effective economic development tactic than pursuing new businesses to locate at Cecil.

The authority also understands Flightstar is losing business and can't wait long for a solution before it may have to create a second location in another city.

"We hope to definitely be in a position to have an answer for Flightstar and FCCJ in the next six months," authority spokesman Michael Stewart said, referring to a \$10 million commitment by JAA to partner with Florida Community College at Jacksonville on an aircraft painting hangar.

For Flightstar, that answer would ideally involve expanding into a hangar next door, Eaton said. Doing so would create greater efficiency by facilitating flexibility in allocating workers and equipment between hangars. Expanding on the east side of the north-south runways would make sharing resources between hangars problematic to the extent that it would offer no operational advantage over expanding somewhere else. In that case, not having to build a new hangar and reducing the risk of two sites being hit by one disaster could make another location advantageous.

But the hangars on either side of Flightstar are leased – to Fleet Readiness Center Southeast, formerly Naval Air Depot Jacksonville, to the north and The Boeing Co. (NYSE:BA) to the south.

A while ago, the authority pursued having Boeing relinquish its lease with the idea of building a new hangar elsewhere on Cecil's flight line. A reduced workload with the completion of a large military aircraft modification program has left Boeing's hangar with excess capacity.

"We went the highest levels of Boeing asking them to give that space to us," Stewart said.

The authority changed its approach to Boeing, however, after the company became part of the team including L3 Communications Holdings Inc. (NYSE: LLL) and Alenia North America Inc. that is vying for the contract to build the military's next joint cargo aircraft.

A Fleet Readiness Center Southeast spokesman said the command might be flexible regarding the space.

Stewart said the authority has not specifically talked to Fleet Readiness Center Southeast about Flightstar, but has asked generally whether the command could vacate Cecil and move the activities there to Naval Air Station Jacksonville.

JAX BUS JOURNAL 03/02-08/07

## **OUTSIDE CONSULTANT HELPS CVB CORRECT ITS 2020 VISION**

Jacksonville is a name that some outside residents recognize, but tourism industry professionals want it labeled as one of the travel destinations in the nation.

The Jacksonville & the Beaches Convention and Visitors Bureau is re-evaluating its vision and forming strategies that would meet its "Jacksonville 2020 Tourism Vision" plan. The CVB's board of directors hired a third-party facilitator to conduct a survey that weighed the city's strengths and weaknesses and formed six goals that would make tourism a larger part of the economy in 13 years.

Reint Reinders & Associates, a hospitality industry consulting business based in San Diego, surveyed 90 area business leaders and CVB members on topics such as the city's appeal to visitors, its strengths, opportunities, challenges and top priorities. The results, presented at the CVB's board meeting February 16 showed that most participants rated Jacksonville's appeal as average.

The city's greatest strength was its beaches and its greatest opportunity was the convention center, according to survey results. The biggest challenge was a lack of a vibrant downtown.

"I don't think Jacksonville is on the map where people (outside the city) know what Jacksonville is really all about," said Reint Reinders, principal of Reint Reinders and Associates.

Reinders was CEO of the San Diego Convention and Visitors Bureau for 15 years. John Reyes, president and CEO of the Jacksonville CVB, was sales vice president of the San Diego CVB before moving here.

There's a tremendous tourism opportunity in Jacksonville's Downtown, especially the waterfront, which could generate more activity, Reinders said. "Tourism does not have to be a dirty word. If Downtown was more of a nightly event, then it could be seen very much as a quality of life."

A similar plan was used by the Sand Diego CVB when it set its vision for 2010.

When Reinders joined the CVB in 1991, San Diego had 30,000 hotel rooms that generated \$30 million in bed taxes. Now the city has 55,000 hotel rooms and \$140 million in bed taxes. "There's no question that Jacksonville has the same potential," he said.

The Jacksonville CVB formed six goals for the 2020 vision that included repositioning the city's brand, convention center development, increasing marketing funds and support for tourism, reviewing tourism infrastructure and creating a hospitality service mentality, Reyes said.

The problem with the vision was that it was more of a mission statement in that it describes what an organization does and not what it should be, he said.

The current CVB vision said it promotes the city as a "preferred meeting and leisure destination to drive economic growth, expand employment and improve the quality of life." The San Diego CVB's vision is to be "the most desirable destination."

The Jacksonville CVB wants tourism to be a larger piece of the economic pie, said Dennis Pate, chairman of the CVB's executive committee and executive director of the Jacksonville Zoo and Gardens, "South Florida is dominating that pie." Part of that would be requesting more marketing dollars to promote the city nationally. Jacksonville is set up for becoming a significant destination, but on the other hand it's a third-tier spot in the Southeast tourism market, Pate said. Orlando, Tampa, Savannah and Atlanta are among the area's top tourism competitors. "We want to at least be in the second tier."

JAX BUS JOURNAL 03/02-08, 2007

### **BILL COULD EASE FLORIDA'S SHORTAGE OF PHYSICIANS**

Federal legislation that increases the number of Medicare-supported residency training positions could ease Florida's shortage of physicians. But why physicians are choosing not to practice in Florida has yet to be determined.

The bill filed by U.S. Senators Bill Nelson, D-Fla., and Harry Reid, D.-Nev. On February 14 expands the number of training positions for physicians in 24 states with shortages. Florida tops the nation with a proposed 347 new positions.

Residencies can be held at any hospital that meets certain standards. Florida has six statutory teaching hospitals, including Shands Jacksonville.

"When someone graduates from a medical school in Florida and leaves the state, there is a really good chance they won't return," said Dr. David Vukich, professor and chair of emergency medicine at the University of Florida. Vukich operates out of Shands Jacksonville.

Florida faces several problems when it comes to retaining physicians, and the bill filed by Nelson is intended to confront some of them.

"There are a lot of variables that go into this," said Jon Cooper, acting legislative director for Nelson. "Some of the big factors are the lack of residents, the growth of Florida's population, the age of Florida's population and physician retirements."

Florida has also been known in recent years as a hot bed for medical malpractice suits filed against physicians. The state ranks fifth in the nation for medical malpractice costs, according to a study by the Florida Office of Insurance Regulation.

"One of the reasons these physicians are leaving is because of medical malpractice in Florida," Vukich said. The tort climate here is still not a good one."

Tort reform legislation passed in 2003 and a Florida constitutional amendment passed in 2004 have helped to reduce malpractice losses.

Another view of the physician shortage is that there might not be a shortage of physicians in general, but of a certain kind.

"I don't believe there is a physician shortage, just a shortage of primary care physicians," said Brian Klepper, president of the Center for Practical Health Reform, a non-partisan, nonprofit organization focused on health care issues and based in Atlantic Beach. "Reimbursements are crazy for PCPs. If you look at numbers on the incomes, there is a severe financial penalty that is place on PCPs, particularly in small practices."

## TODAYS CHUCKLES

### Three things to think about:

- 1 Cows
2. The Constitution
3. The Ten Commandments

Cows: Is it just me, or does anyone else find it amazing that our government can track a cow born in Canada almost three years ago, right to the stall where she sleeps in the state of Washington? And, then track her calves to their stalls. But they are unable to locate 11 million illegal aliens wandering around our country. Maybe we should give them all a cow.

The Constitution: They keep talking about drafting a Constitution for Iraq. Why don't we just give them ours? It was written by a lot of really smart guys, it's worked for over 200 years and we're not using it anymore.

The Ten Commandments: The real reason that we can't have the Ten Commandments in a courthouse is that you can't post "Thou Shalt Not Steal," "Thou Shalt Not Commit Adultery" and "Thou Shalt not Lie" in a building full of lawyers, judges, and politicians – it creates a hostile work environment.