

# **City of Gainesville**

*City Hall  
200 East University Avenue  
Gainesville, Florida 32601*



## **Meeting Agenda**

**March 07, 2005**

**3:00 PM**

### **Economic Development/University Community Com**

*Commissioner Warren Nielsen, Chair  
Mayor Pegeen Hanrahan, Member  
Commissioner Ed Braddy, Member*

*Persons with disabilities who require assistance to participate in this meeting are requested to notify the Equal Opportunity Department at 334-5051 or call the TDD phone line at 334-2069 at least two business days in advance.*

**CALL TO ORDER - 3:00 PM**

**ROLL CALL**

**ADOPTION OF THE AGENDA**

*The EDUCC adopt the March 7, 2005 agenda as circulated.*

**APPROVAL OF MINUTES**

**041062 Economic Development/University Community Committee (EDUCC) Minutes of February 7, 2005 (B)**

RECOMMENDATION *The EDUCC approve the February 7, 2005 minutes as circulated.*

**DISCUSSION OF PENDING REFERRALS**

**040491 Permit Accessory Dwelling Units By Right in College Park (NB)**

RECOMMENDATION *Mayor Hanrahan moved, Commissioner Braddy seconded, the motion carried to direct staff to make presentation to the University Park Neighborhood Association's annual meeting to initiate discussion and recommendation options to refer back to the EDUCC.*

Legislative History

10/26/04	Economic Development/University Community Com	Continued
11/23/04	Economic Development/University Community Com	Deferred
2/7/05	Economic Development/University Community Com	Deferred

**040496 Arts and Culture Subcommittee (B)**

RECOMMENDATION *The EDUCC directs the City Manager, Kim Tanzer and staff to organize a portfolio of facts regarding potential buildings for artist space use and report back.*

Legislative History

- 11/23/04 Economic Development/University Community Com Discussed
- 2/7/05 Economic Development/University Community Com Deferred

**040171**

**Proposal for Area Between Main Street and 13th Street for the Economic Development/University Community Committee (NB)**

RECOMMENDATION *The City Commission hear a presentation from Commissioner Ed Braddy.*

Legislative History

- 7/12/04 City Commission Referred (7 - 0) Economic Development/University Community Com
- 8/3/04 Economic Development/University Community Com Discussed
- 8/24/04 Economic Development/University Community Com Deferred
- 11/23/04 Economic Development/University Community Com Discussed
- 2/7/05 Economic Development/University Community Com Deferred

**040535**

**Community Strategic Plan for Economic Development (B)**

RECOMMENDATION *The ED Subcommittee recommends staff develop a consortium of interested groups and individuals to create a comprehensive Community wide strategic plan for Economic Development:*

*The EDUCC directs staff: 1) To summarize all the previous economic development studies; and 2) Report back within 45 days with a recommendation of how to proceed with an economic development plan.*

*The EDUCC directed staff to work with the Healthy Community Initiative Task Force (HCI) to formulate*

*the HCI economic development recommendations to the EDUCC.*

Legislative History

- 11/23/04 Economic Development/University Community Com Deferred
- 2/7/05 Economic Development/University Community Com Discussed

**040694**

**City Advisory Boards' Modifications and Consolidation (B)**

RECOMMENDATION

*The EDUCC discuss instituting modifications to improve City Boards' performance including consolidation and elimination of some Boards.*

Legislative History

- 11/23/04 Economic Development/University Community Com Deferred
- 2/7/05 Economic Development/University Community Com Deferred

**040197**

**Reinvesting in East Gainesville (NB)**

RECOMMENDATION

*The EDUCC directs that item 1 will be addressed within the Community Development Department.*

*The EDUCC directs item 2 will continue to focus on GTEC and to solicit for future companies in East Gainesville.*

*The EDUCC directs item 3 to focus on the Gainesville Housing Authority meeting and their joint collaboration.*

Legislative History

- 7/12/04 City Commission Referred (7 - 0) Economic Development/University Community Com
- 8/24/04 Economic Development/University Community Com Deferred

10/26/04	Economic Development/University Community Com	Continued
11/23/04	Economic Development/University Community Com	Discussed
2/7/05	Economic Development/University Community Com	Deferred

**040492 Transportation Modes for Increased Density (B)**

**RECOMMENDATION** *The EDUCC directs that plans for an east-west, UF-Downtown public shuttle circulator will continue, and RTS staff will consider the new route within their 5 year plan.*

**Legislative History**

10/26/04	Economic Development/University Community Com	Continued
11/23/04	Economic Development/University Community Com	Discussed
2/7/05	Economic Development/University Community Com	Deferred

**040487 City Storm Water Regulations Modification; the City and CRA Pursue Regional Storm Water Basins (NB)**

**RECOMMENDATION** *The EDUCC directs staff to contact the City of Gainesville Public Works department to request that they make presentation of an action plan to the EDUCC. The action plan will be an assimilation of the information which initiated the recommendations.*

**Legislative History**

10/26/04	Economic Development/University Community Com	Continued
11/23/04	Economic Development/University Community Com	Discussed

2/7/05 Economic Development/University Community Com Deferred

**040493 EDUCC Communications and Marketing Recommendations (NB)**

**RECOMMENDATION** *The EDUCC directs the City Manager, Economic Development Director and City Clerk to work with subcommittee members to strategize implementing the following recommendations: 1) Hire a Communications - Marketing Director for the City of Gainesville; 2) Develop a City Marketing plan based upon vision; 3) Establish a community marketing partnership; 4) Establish a brand image for Gainesville; and 5) Establish Gainesville as a recognized leader among peer cities.*

**Legislative History**

10/26/04 Economic Development/University Community Com Continued

11/23/04 Economic Development/University Community Com Deferred

2/7/05 Economic Development/University Community Com Deferred

**040626 Gainesville Housing Authority Restructure (NB)**

**RECOMMENDATION** *The EDUCC discuss restructure opportunities of the Gainesville Housing Authority to be a stronger redevelopment partner.*

**Legislative History**

11/23/04 Economic Development/University Community Com Deferred

2/7/05 Economic Development/University Community Com Deferred

**040689 City of Gainesville and Alachua County School Board Public Recreation Facilitation (NB)**

**RECOMMENDATION**

*The EDUCC discuss the structure of a relationship between the City of Gainesville and Alachua County School Board to facilitate public recreation opportunities.*

**Legislative History**

11/23/04	Economic Development/Univ ersity Community Com	Deferred
2/7/05	Economic Development/Univ ersity Community Com	Deferred

**NEXT MEETING DATE**

*The next EDUCC meeting date is April 4, 2005 at 3:00 PM in room 16, City Hall.*

**ADJOURNMENT - 5:00 PM**