

# **City of Gainesville**

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



## **Meeting Minutes**

**Monday, October 25, 2010**

**1:00 PM**

**016, City Hall**

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

*Commissioner Randy Wells, Chair  
Commissioner Jack Donovan, Member  
Commissioner Lauren Poe, Member*

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

## CALL TO ORDER

*Called to order at 1:00 p.m.*

## ROLL CALL

Present: Jack Donovan, Lauren Poe and Randy Wells

## EX OFFICIO MEMBERS AND STAFF

## ADOPTION OF THE AGENDA

*The Economic Development University/Community Committee approved the October 15, 2010 agenda as circulated.*

## APPROVAL OF MINUTES

### **100454. Economic Development University/Community Committee Minutes of August 23, 2010 (B)**

**RECOMMENDATION** *Economic Development University/Community Committee approve the Meeting Minutes of August 23, 2010 as circulated.*

**Approved as Recommended**

100454\_EDUCC Minutes 8-23-10\_20101025.pdf

## DISCUSSION OF PENDING REFERRALS

### **090872. Infrastructure Needs and Economic Development Referral to the EDUCC (B)**

*The Economic Development University/Community Committee heard staff, Erik Bredfeldt, Director of Planning and Development Services, give a brief introduction and overview of the pending referral.*

*Chair Wells, Commissioner Poe and Commissioner Donovan spoke to the matter and then called upon the community partners present to comment on community infrastructure needs which impact Innovation Gainesville and the City's Economic Development.*

*Partners who spoke to the matter are:*

*Ed Poppell, Vice President BA, University of Florida*

*Susan Crowley, Assistant VP - Community Relations, University of Florida*

*Dug Jones, JD, Assistant VP, Santa Fe College*

*Brent Christensen, President and CEO, Gainesville Area Chamber of Commerce  
Linda Reinhardt, University of Florida*

*Staff who spoke to the matter is:*

*Russ Blackburn, City Manager*

*Anthony Lyons, Director, CRA*

*Kelly Fisher, Project Coordinator, CRA*

*Erik Bredfeldt, Director, Planning and Development Services*

*In an effort to move this item forward, the Economic Development University Community Committee determined we need to identify our infrastructure deficits and how to quantify each to reach prioritized goals.*

*Russ Blackburn, City Manager, suggested to start with asking some key players coming from Innovation Gainesville to identify what do we think are the key aspects of Economic Development that needs to be in place. And from those issues that can come back to you and then everybody can add to that. Ultimately, you want to get to if you say that the City can only control the City streets essentially. But if we say that our level of service for streets in the City, to be successful at Economic Development, should be at 80% at C or better and if we measure that 80% is a D, then that tells us that we ought to be trying to channel resources at some point to bring those street where we can get another 10% up to a C level. So then, you begin to quantify what you are trying to achieve from an Economic Development perspective. If we identify one of the key elements of Economic Development is available financial capital, then what does that mean? Do we think that we would absorb in a year 10 million dollars in financial capital? And how much is available in our community? So, there is a gap because there is a million dollars available in financial capital. How do we bridge that gap? I suggest that the first step is having some key players at this meeting come up with what they think are the key Economic Development inputs and bring those back to you and let everybody as a collaboration add to those. Then we can consider, are you right, or did you miss something, or here is something we hadn't thought about. And as a sub sequential step in trying to get to the answer to the question is: What is our Economic Development infrastructure?*

*The EDUCC directed staff to meet with community partners to identify critical Economic Development impact elements and prioritize a list of what we think the City can do and bring back that task product to the next meeting.*

**RECOMMENDATION** *The Economic Development Committee hear a follow-up presentation by Staff to discuss coordinated provisions of Infrastructure within the community.*

### **Discussed**

090872\_Staff Memo\_20100624.pdf.pdf

090872b\_EDUCC Poe Article\_20100624.pdf

090872a\_EDUCC EAB Memo\_20100624.pdf

090872a\_Memo from EAB\_20101025.pdf

090872b\_Draft CIP Report\_20101025.pdf

090872\_EDUCC Memo\_Infrastructure\_20101122.pdf

**040247**

**EDUCC Information (B)**

*The Economic Development University/Community approved staff's request to continue this Strategic Plan presentation to the November 22, 2010 meeting.*

**RECOMMENDATION** *The Economic Development University/Community Committee review a baseline summary report of the City's Strategic Plan for Economic Development produced by Tanner Martin, staff intern.*

**Continued**

040247\_Memo\_20090413.pdf  
040247a\_Goals-Referral-Map\_20090803.pdf  
040247c\_PPt R Adkinson\_20090803.pdf  
040247b\_FL Summary Article\_20090803.pdf  
040724\_Revised ED SP EDUCC Mtg\_20100128.pdf  
040247\_Martin PPT\_20101122.pdf

**REFERRALS**

**MEMBER COMMENT**

**NEXT MEETING DATE**

*The Economic Development University/Community Committee announced the next meeting on November 22, 2010.*

**ADJOURNMENT**

*The Economic Development University/Community Committee adjourned at 3:00 p.m.*