

# **City of Gainesville**

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



## **Meeting Minutes**

**Monday, May 2, 2005**

**3:00 PM**

**Conference Room 16, City Hall**

## **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

Present: Pegeen Hanrahan, Warren Nielsen and Edward Braddy

## ADOPTION OF THE AGENDA

## APPROVAL OF MINUTES

### 041250 Economic Development/University Community Committee (EDUCC) Minutes of April 4, 2005 (B)

**RECOMMENDATION** *The EDUCC approve the April 4, 2005 Minutes as circulated.*

**Deferred**

## DISCUSSION OF PENDING REFERRALS

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

*The EDUCC heard presentation from Karen Willis, Public Relations Coordinator in the University of Florida Office of University Relations, regarding the UF Branding & Positioning Project reflecting a Branding, Marketing and Communications Plan with an overriding goal-in-process: To improve the perception of the University of Florida to create the respect it deserves and to close the gap between perception and reality. The University of Florida officers would like to change the UF's current national ranking of 51 as reported in the US News and World Report, to a national ranking in the top 10 among public universities. In January 2005, the University of Florida hired two professional consultants who created a Marketing and Communication Plan to be presented to the UF Board of Trustees at the end of March last month.*

*The EDUCC requested that Ms. Willis keep the EDUCC updated and to contact City staff for the project's cooperative efforts.*

**RECOMMENDATION** *The EDUCC heard staff report that at the May 2, 2005 EDUCC meeting a representative from Jane Adams', UF Communications Officer, office will give a presentation on the new University of Florida Marketing Campaign.*

**Discussed**

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

*The EDUCC heard discussion from staff regarding consultations with the City Law Department to the issues of accessory dwelling units. The EDUCC directed staff to research and bring back to the committee an ownership status report on a specific community area near the University of Florida. The EDUCC directed staff to invite the issues' supporters and opposers to the next EDUCC meeting for open discussion.*

**RECOMMENDATION** *The EDUCC heard discussion and directed staff to prepare a memo designating the pros and cons of permitting accessory dwellings in College Park. Staff will report back to the EDUCC at the next meeting.*

**Discussed**

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

*The EDUCC heard presentation from Alice Rankeillor, Principal Engineer, SMU-Engineering Services, City of Gainesville, on storm water management platform issues which will be summarized within the next couple months at a GRU sponsored workshop to include City staff, Water Management District staff and Community Development staff as discussion participants.*

**RECOMMENDATION** *The EDUCC heard report from staff that at a follow-up meeting Public Works was asked to give a full report to the EDUCC at the May meeting regarding the two recommendations of : 1) setting up the credits and identifying stormwater basins that could be used as revitalization by the CRA; and 2) modification of stormwater regulations to reflect adopt St. Johns County's criteria.*

**Discussed**

**040535 Community Strategic Plan for Economic Development (B)**

*The EDUCC heard staff report of the 2005 Economic Development Summit held on April 27, 2005.*

*The EDUCC heard staff presentation on City of Gainesville/North Carolina Peer Cities Part I report. The EDUCC directed staff to give the Peer Cities Part I data report presentation to the full City Commission at the May 9, 2005 City Commission meeting.*

**RECOMMENDATION** *The EDUCC heard staff's presentation of the Healthy Community Initiative Task Force (HCI), Gainesville Council for Economic Outreach and City staff's corroboration for implementation of the public Small Business Week April 25, 2005 - April 29, 2005, and the 2005 Economic Development Summit April 27, 2005.*

**Discussed**

**040694 City Advisory Boards' Modifications and Consolidation (NB)**

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

*The EDUCC referred staff's modification option plans to the City Review Board.*

**Deferred**

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

**RECOMMENDATION** *The EDUCC heard discussion and directed staff to continue pursuing art district options and give an update at the next EDUCC meeting.*

**Deferred**

**040171 WI FY Proposal and Community Telecommunications (NB)**

*The EDUCC heard staff present a report on the surveying-process status of businesses along University Avenue. Staff will conclude the survey and will report back to the EDUCC at the next meeting.*

**RECOMMENDATION** *The EDUCC heard discussion and directed staff to strategize a method to solicit financial partners for the University Avenue WI-FY community system and report back to the EDUCC.*

*The EDUCC heard discussion and directed staff to make a list of the businesses along University Avenue to Waldo Road and*

*survey each business for participation interest and cost allocation in a WI FY community system. The survey results will be presented to the EDUCC for action.*

*The EDUCC heard discussion and directed staff to explore the broader issues of telecommunication in the area to analyze the voids and identify what opportunities there are available, and report back to the EDUCC.*

**Discussed**

**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.*

**Deferred**

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

**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.*

*The EDUCC directed the RTS staff to report back with their considerations.*

**Deferred**

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

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

**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.*

**Deferred**

**040247 EDUCC Information for Review (B)**

**RECOMMENDATION** *The EDUCC hear presentation from staff on Accelerating Economic Development Through University Technology Transfer. The presentation subject matter provides updated information beneficial to the EDUCC.*

**Deferred**

**NEXT MEETING DATE - August 1, 2005**

**ADJOURNMENT - 4:50 PM**