

City of Gainesville

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



Meeting Agenda

February 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 February 7, 2005 agenda as circulated.

APPROVAL OF MINUTES

040924 Economic Development/University Community Committee (EDUCC) Minutes of November 23, 2004 (B)

RECOMMENDATION *The EDUCC approve the minutes of November 23, 2004 as circulated.*

040925 Economic Development/University Community Committee (EDUCC) Minutes of October 5, 2004 DRB Special Meeting (B)

RECOMMENDATION *The EDUCC approve the minutes of October 5, 2004 as circulated.*

DISCUSSION OF PENDING REFERRALS

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

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

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
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040171 Proposal for Area Between Main Street and 13th Street (NB)

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

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 Discussed
Development/Univ
ersity Community
Com

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 Deferred
Development/Univ
ersity Community
Com

040197 Reinvesting in East Gainesville (NB)

Explanation: This referral was a result of the Mayor's Transition/Brainstorming Committees.

RECOMMENDATION *The EDUCC discuss the issue of reinvesting in East Gainesville by: 1) Flexibility in codes to rehabilitate or remove dilapidated structures; 2) grow and protect entrepreneurship with an emphasis on creative economy, jobs and how to keep them in East Gainesville, if they succeed; and 3) research funding sources (i.e. HUD) and begin more private/public partnerships immediately to the Economic Development/University Community Committee.*

Legislative History

7/12/04	City Commission	Referred (7 - 0)	Economic Development/University Community Com
8/24/04	Economic Development/Univ ersity Community Com	Deferred	
10/26/04	Economic Development/Univ ersity Community Com	Continued	
11/23/04	Economic Development/Univ ersity Community Com	Discussed	

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 Continued
Development/Univ
ersity Community
Com
- 11/23/04 Economic Discussed
Development/Univ
ersity Community
Com

040487

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

RECOMMENDATION *The EDUCC directed staff to contact and solicit comments from Bruce Delaney, Jay Brown and John Fleming regarding their opinion of the City Storm Water Regulations Modifications and report back.*

Legislative History

- 10/26/04 Economic Continued
Development/Univ
ersity Community
Com
- 11/23/04 Economic Discussed
Development/Univ
ersity Community
Com

040485

Urban Mixed Use Land Use and Zoning District (NB)

RECOMMENDATION *The EDUCC directs staff to make a presentation before the City Commission to define the Urban Mixed Use Land Use designation of zoning districts.*

Legislative History

- 10/26/04 Economic Continued
Development/Univ
ersity Community
Com
- 11/23/04 Economic Deferred
Development/Univ
ersity Community
Com

0404

Planning Agreement with University of Florida and Shands (NB)

RECOMMENDATION

Economic Development/University Community Committee to City Commission: Authorize the Mayor to send a letter to the University of Florida in support of the University including the triangle bounded by Archer Road, Southwest 16th Avenue and Southwest 13th Street in the University Master Plan.

Legislative History

- 10/26/04 Economic Development/University Community Com Continued
- 11/8/04 City Commission Approved as Recommended (6 - 0 - 1 Absent)
- 11/23/04 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

040494

Project Facilitator for Economic Development (NB)

RECOMMENDATION

The EDUCC directs the City of Gainesville Economic Development Director to coordinate incorporation of the project facilitator duties into the Economic Development Department and submit a proposal to the City Commission, regarding City Commission action 9/13/04 agenda items 040426 to direct GRU staff to set aside \$100,000 of combined system contingency

specifically for Economic Development, so that the City Commission may have a discussion as to the efficacy of this proposal.

Legislative History

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

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/University Community Com Deferred

040693 City Commission Extended Terms (NB)

RECOMMENDATION *The EDUCC discuss adding the issue of extended City Commission terms to the March 2005 ballot to allow two consecutive four year terms.*

Legislative History

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

NEXT MEETING DATE - March 7, 2005

ADJOURNMENT - 5:00 PM