

# City of Gainesville

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



## Minutes

**Wednesday, August 27, 2014**

**5:00 PM**

**Roberta Lisle Kline Conference Room #16**

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

*Commissioner Randy Wells, Chair  
Mayor-Commissioner Pro Tem Todd Chase, Member  
Mayor 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**

*Commissioner Wells called the meeting to order at 5:06PM*

**ROLL CALL**

*Commissioner Wells, Commissioner Chase and Mayor Braddy*

*Guests: Commissioner Hinson-Rawls, Dug Jones, and Jamie Grooms*

**ADOPTION OF THE AGENDA**

**Adopted**

**APPROVAL OF MINUTES**

**130676.** Economic Development/University City Committee Meeting Minutes of October 24, 2013 (B).

**Attachments:** [130676\\_Minutes 10-24-13\\_20140827.pdf](#)

**RECOMMENDATION** *The Economic Development/University City Committee approve the minutes of the October 24, 2013 meeting as submitted.*

**Approved as Recommended**

**DISCUSSION OF PENDING REFERRALS**

*The minutes are a summary of the meeting are are not a verbatim discussion. A copy of the meeting recording will be provided upon request.*

**130498.** **Strategic Initiative 3.5 - Work collaboratively with community economic development and workforce partners to attract, retain and nurture a diverse and skilled work force in order to strengthen the City's overall human capital capacity.**

**Attachments:** [130498\\_Strategic Initiative 3.5\\_20140827.pdf](#)

*The Commissioners agreed at the Strategic Planning Retreat in June 2014 that it was critical to work with community partners to attract, retain and nurture a diverse and skilled work force in order to strengthen the City's overall human capital capacity.*

*The City Job Fair is scheduled for Tuesday, September 9, 2014. Commissioner Yvonne Hinson-Rawls invited the Economic Development and Innovation Director Erik Bredfeldt to join the Job Fair task force.*

*Committee members recommended that Erik Bredfeldt reach out to the Builders Association to possibly sponsor training classes as the number of construction jobs is expected to increase. Other cities may have apprenticeship programs that the City could use as a model. Dug Jones, Vice President of Santa Fe College, stated that*

*Santa Fe College could design short term classes specifically for the building trade.*

*Dug Jones reported that GTEC is currently full, however Optym will move to their new offices on Tower Road in December. There is an open house event planned at GTEC on September 30th.*

**RECOMMENDATION**      *The Economic Development/University Community Committee review Strategic Initiative 3.5 and provide any feedback.*

**Commissioner Chase made a Motion to direct the Economic Development and Innovation Director to reach out to the local Builders Association and other community groups to partner with the City for training opportunities specific to the building industry; and to identify the potential funding and fiscal impact.**

**Motion Approved by Consensus.**

**130493.**

**Strategic Initiative 2.4 - Position the City to take advantage of the Innovation Economy and implement the plan for the Innovation Zone near UF and other surrounding areas.**

**Attachments:**      [130493\\_Florida Institute Contract Development\\_20140827.pdf](#)

*The City Commission provided initial support for funding of the Florida Institute for the Commercialization of Public Research in the amount of \$50,000 in FY 2015. Jane Teague has provided staff with the scope of work.*

*Jamie Grooms, CEO of the Florida Institute for the Commercialization of Public Research, explained that the Institute is a non-profit organization that supports new company creation based on publicly-funded research. The Institute has a proven, two-pronged approach to include company building and company funding programs, ensuring that the most promising start-ups receive the support and capital they need in order to grow. With funding from the State of Florida through the Department of Economic Opportunity, and through the generosity of mentors and donors, the Institute helps build the companies that are solving some of today's toughest challenges.*

**RECOMMENDATION**      *The Economic Development/University Community Committee to receive a presentation and direct staff as appropriate.*

**Discussed**

**140214.**

**Strategic Initiative 8.3 - Develop coordinated strategy with UF, Chamber and other stakeholders to market manufacturing and small business development.**

*At the recent City Commission Strategic Planning Retreat, a new strategic initiative was added to capture the City Commission's efforts at marketing the community to enhance prospect for the development of the manufacturing and small business sectors of the economy. Mayor Braddy requested that an elected official and a staff member participate in outreach marketing trips. The City Commission provided initial support for funding of this Strategic Initiative for future community marketing outreach travel with institutional partners. The Economic Development and Innovation Director Erik Bredfeldt will keep the committee members informed of marketing opportunities so that elected officials can make travel plans.*

*Erik Bredfeldt gave a presentation about Engage GNV. Specifically, an Engage GNV topic has been formulated that utilizes the framework of the joint Chamber of*

*Commerce and City of Gainesville Small Business Development task force to provide a feedback loop for the community regarding prospects for small business development in the City.*

**RECOMMENDATION**

*The Economic Development/University Community Committee to receive a presentation and direct staff on Engage GNV or Strategic Initiative 8.3 generally.*

**Discussed**

**MEMBER COMMENT**

*Discussion topics for future EDUCC meetings include:*

- 1. Ed Poppell suggested bringing CRA, Public Works, RTS, and Parking (garage and decals) together to discuss the coordination of plans and activities involving parking plans, bus passes, the garage, and transportation;*
- 2. The conference center;*
- 3. Consider a proposal for new small business licensing fees (possibly waiving the first year fees) to encourage owners to formalize their company, grow and hire employees; and*
- 4. The second building for GTEC.*

**CITIZEN COMMENT**

**NEXT MEETING DATE**

*Committee members recommended the next EDUCC meeting be held in October 2014.*

**ADJOURNMENT**

*The meeting adjourned at 6:30PM.*