

# City of Gainesville

City Hall  
200 East University Avenue  
Gainesville, Florida 32601



## Minutes

Wednesday, March 27, 2013

4:00 PM

Room 016, City Hall

## Economic Development/University Community Com

*Commissioner Todd Chase, Chair  
Commissioner Thomas Hawkins, Member  
Commissioner Randy Wells, 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 Chase called the Economic Development/University Community Committee meeting to order at 4:06PM*

**ROLL CALL**

**Present** 3 - Hawkins, Wells, and Chase

**ADOPTION OF AGENDA**

*The Economic Development/University Community Committee adopted the agenda of the March 27, 2013 meeting as circulated.*

**APPROVAL OF MINUTES**

*The Economic Development/University Community Committee approved the minutes of the August 30, 2012 and January 10, 2013 meetings with corrections.*

**120802.** Economic Development University/Community Committee Meeting Minutes of January 10, 2013 (B)

**Attachments:** [120802\\_Minutes\\_02130327.pdf](#)

**120828.** Economic Development Univeristy/Community Committee August 30, 2012 Special Meeting Minutes (B)

**Attachments:** [120828\\_Minutes\\_Special\\_Mtg\\_20130327.pdf](#)

**DISCUSSION OF PENDING REFERRALS**

*120697 -- Strategic Initiative 2.4. Continue to position the City to take advantage of innovation economy and implement the plan for innovation zone near UF & other surrounding areas*

*120700 -- Strategic Initiative. 2.7. Develop metrics for the Economic Development & Innovation Department*

*120706 -- Strategic Initiative 3.5. Create a more diverse & skilled workforce; retain local talent & recent graduates*

*120710 -- Strategic Initiative 4.3. Develop strategies to ensure the economic, environmental, and social sustainability of the City*

*120711 -- Strategic Initiative 4.4. Formalize relationships to build key partnership opportunities with UF and SFC*

*100267 -- Strategic Initiative 2.9 - Economic Development and Redevelopment  
\*Related to 100758*

*100759 -- EDUCC Information II \* Related to 040247*

## MEMBER COMMENT

*An Economic Development and Innovation office was established in Room 217 at City Hall. Economic Development & Innovation Director Erik Bredfeldt continues to perform dual roles with the Planning and Development Services Department and the Economic Development and Innovation Department. An offer should be made within the next week for the new Building Official. After the new Building Official is hired, Mr. Bredfeldt will research the availability and cost of ombudsman training.*

*Currently Mr. Bredfeldt attends the monthly i2 meetings at GRU and is engaged with the efforts and prospective developers interested in Innovation Square.*

## GENERAL EDI ACTIVITY IN THE PAST 3 MONTHS

### *Qualified Target Industry Tax Refund (QTI)*

*A QTI for Mobiquity was completed in January.*

### *Mindtree*

*A revised resolution for Mindtree will appear on next Thursday's City Commission agenda revising the effective dates of the original resolution (legislative item 120975).*

### *Power District Petition*

*Land use and zoning changes were previously done to accommodate the Catalyst project for Prioria. GRU left additional property in the area and the most recent petition attempts to set the regulatory platform for the property in order to allow something similar to Prioria. The timing of the petition was driven by someone who approached GRU to use an existing building. The building would have been utilized "as is" but the proposed CCD zoning allows up to 12 floors. Members of the Springhill historic district were not comfortable with the proposal. CRA will move this forward in order to reach the Commission's strategic objective. The City Commission previously adopted the master plan for the area.*

### *First Step*

*Mr. Bredfeldt spoke to an individual who wants to start a brewery on South Main Street. He is also working with several companies at the airport park. A First Step meeting was held with SiVance. They are moving forward to consolidate some of their R&D functions.*

### *Manufacturer's Alliance*

*Last month Mr. Bredfeldt attended a meeting regarding skilled workforce. Santa Fe College is taking the lead to put together a manufacturer's alliance with a technical degree to train an individual in a variety of manufacturing opportunities. The manufacturers in our community are small and don't necessarily have the time to steer this alliance. Santa Fe College is willing to create the curriculum and do the training but they will need someone in the industry to train the trainer.*

### *Old Walmart Property*

*Nothing has been received in writing but conversations have taken place with the existing property owner who is interested in redevelopment of the property.*

### *IG 2.0*

*Mr. Bredfeldt will meet with the CEO consultant about IG 2.0 on April 4, 2013.*

*Sign Code*

*The Stadium Club is built but there are some tenant/management issues with a request for a sidewalk café to serve alcohol. There is also a signage issue. Our current code allows for signage around the primary access. There is a potential retailer on the first floor with corporate bank offices on the second floor. Current code would allow the retail space to have signage but not the business upstairs. The corporate office on the second floor wants signage on a different side of the building which is not allowable.*

*Each of the companies moving into Innovation Square will want signage and recognition on the Ayers Building. It is important to profile their presence and necessary to be ahead of the sign code before multiple big-name companies arrive. Mr. Bredfeldt was asked to review the current petition from the Plan Board and determine if it needs minor tweaks or adjustments. If it doesn't address the needs of the Plan Board, the City Commission will need a new referral. Staff will make a presentation April 30, 2013 regarding the Sign Code. Staff will send an e-mail with drawings/proposals of the Stadium Club signage to the Commissioners.*

*GTEC*

*Mr. Bredfeldt has been in contact with Dug Jones at Santa Fe College regarding the future of GTEC. It has been managed by the CRA for the past couple of years. Mr. Bredfeldt will bring an update on the GTEC management negotiations to the next meeting.*

*Economic Development Programs*

*Commissioner Chase was approached by a company who provided feedback on having to search for program information and incentives. The programs need to be prominent and clearly articulated for businesses. The Economic Development website needs to be updated.*

*Parking*

*Skilled workforce and recruiting are our biggest challenges. Recruiters are encouraging candidates to live in Gainesville because not only can you get a graduate degree, but there are jobs available. Mindtree is having huge successes in recruiting to Gainesville. Parking is one of the critical issues for all the square footage we will build for the people recruited to Gainesville. The CDC voted on March 26, 2013 to create a new parking district for I-Square and more on-street metered parking was requested.*

**NEXT MEETING DATE**

*April 30, 2013 at 3:00PM, Room 16*

**ADJOURNMENT**

*Commissioner Chase adjourned the Economic Development/University Community Committee Meeting at 5:28PM*