

City of Gainesville

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



Minutes

Thursday, October 24, 2013

2:30 PM

**Santa Fe Center for Innovation and Economic Development (CIED)
530 W. University Avenue, Conference Room DB-125, Gainesville
Economic Development/University Community Com**

*Commissioner Susan Bottcher, Chair
Commissioner Lauren Poe, Member
Commissioner Randy Wells, Member*

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CALL TO ORDER

Joint Meeting of the EDAC and EDUCC Committees.

EDAC Chairperson Charles Howe called the EDAC meeting to order at 2:35PM. The EDAC committee members adopted their agenda and approved the minutes from their last meeting.

Commissioner Bottcher called the EDUCC meeting to order at 2:45PM.

ROLL CALL

Present 3 –Bottcher, Poe and Wells

ADOPTION OF THE AGENDA

The Economic Development/University City Committee adopted the agenda as circulated.

APPROVAL OF MINUTES**130317. Economic Development/University City Committee Meeting Minutes of August 22, 2013 (B).**

Attachments: [130317 Minutes 20130924.pdf](#)

RECOMMENDATION *The Economic Development/University City Committee approve the minutes of the August 22, 2013 meeting as submitted.*

Approved as Recommended

DISCUSSION OF PENDING REFERRALS

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

130238. Implementation of East Gainesville Economic Development Efforts (B)

Attachments: [130238A_SI 2.1_20130822.pdf](#)
[130238B_Meeting Recap Memo_20130822.doc.pdf](#)
[130238C_Retreat Notes_20130822.pdf](#)
[130238D_Maps_20130822.pdf](#)
[130238E_Map_20130822.pdf](#)
[130238F_Incentives_20130822.pdf](#)
[130238A_EDAC Mtg Doc_20131024.pdf](#)
[130238B_Maps_20131024.pdf](#)

Following introductions, Economic Development and Innovation Director Erik Bredfeldt explained that EDUCC has been a standing committee since 2004 to handle policy considerations focusing on Economic Development projects and recommendations to the City Commission for discussion. The CRA and the City of Gainesville are currently focused on East Gainesville and the area around GTEC (Gainesville Technology Enterprise Center). It was discussed that the Hawthorne Road corridor could be repositioned/redeveloped in light of potential Plum Creek development. A map of the Enterprise Zone was presented. Attendees discussed the existing development on Gainesville's east side, including the Shands campus and airport. Both committees agreed that a broad vision for this area is needed.

The committee members discussed the relocation of the existing fairgrounds, as well as other activities in the area including the future of the GCI one-stop homeless center, the dedication of a future state forest, and whether long-term plans were known yet for IFAS. The City is a huge supporter of the Gainesville Regional Airport but the airport is underserved (no hotel, restaurant, etc.). The industrial park has several major employers. CRA Director Anthony Lyons discussed plans for the GTEC area, including development improvements surrounding it that could provide space for GTEC graduates.

Commissioner Susan Bottcher introduced Ted Kellerman from GRUCom. He presented information on GRUCom's fiber network and their strategic plan.

Erik Bredfeldt detailed two recent economic development and innovation announcements including a major capital investment with 150 jobs and a smaller downtown firm with 35 jobs. These are very positive announcements requiring a lot of collaboration.

RECOMMENDATION

The Economic Development/University Community Committee and EDAC members jointly discuss implementation of efforts designed to foster commercial and residential development in East Gainesville.

GENERAL COMMENTS

Parker Van Hart discussed the need for more crowdsourcing as a way to help fund new ventures.

Commissioner Lauren Poe discussed how Gainesville is transforming City government to provide a more open government platform.

Chip Howe stated that EDAC would like to consider what can be done to make the County more competitive and is looking into things like utility rates, land development regulations, etc.

NEXT MEETING DATE

The next EDUCC meeting is scheduled for Thursday, January 24, 2014 at 1:30PM in the Roberta Lisle Kline Conference Center. Members of both committees agreed to hold another joint meeting in 6 months.

ADJOURNMENT

Commissioner Bottcher adjourned the meeting at 4:00PM.