

City of Gainesville

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



Minutes

Thursday, November 8, 2012

3:00 PM

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

3:15 PM

ROLL CALL

3 Present - Commissioner Chase, Commissioner Hawkins, Commissioner Wells

EX OFFICIO MEMBERS AND STAFF

Ex Officio Members and Staff:

- * Dr. Bernard Machen, President
University of Florida
Designee: Ed Poppell, UFDC
- * TBD
Gainesville Area Chamber of Commerce
- * Dr. Jackson Sasser, President
Santa Fe College
Designee alternate: Dug Jones J.D., Assistant VP for Economic
Development, Center for Innovation & Economic Development
- * President
University of Florida Faculty Senate
- * Student Government President
University of Florida Student Government
- * Student Government President
Santa Fe College
- * Dr. Dan Boyd - Alachua County School Board
Designee alternate: TBD
- * ED Director - Alachua County Board of County Commissioners
- * City of Gainesville Staff - Erik Bredfeldt, Director

ADOPTION OF THE AGENDA

*The Economic Development University Community Committee approve the
November 8, 2012 agenda as circulated.*

Adopted

DISCUSSION OF PENDING REFERRALS

Develop Strategies to Support Local Small Businesses (B)

*The Economic Development University/Community Committee heard a brief
description of the agenda package featuring the FY2011-2012 Strategic Initiative 2.9
- Development strategies to support local small businesses by Erik Bredfeldt, Director
of Planning and Development Services. After the introduction of Shaad Rehman,
CRA Business Development Coordinator, the Economic Development
University/Community Committee heard a presentation on this strategic initiative 2.9.*

*Mr. Rehman provided an overview of activities that have been going on in with
respect to this initiative. In the back up you do have the actual initiative and the goals*

as reflected on the first presentation slide. Initiative 2.9 is about development strategies to support local small businesses. And we developed, with consultation this group as well as the sponsoring Commissioner Wells and Commissioner Henry, to define some desired outcomes. We felt we want to see a strengthen of eco system that is in place to support small business development and to foster long term viability. We want entrepreneurs to have easy resources and an understanding of local regulations impacting business development. We presented to EDUCC back in FY11 an action plan and three ongoing components of that action plan: 1) Strengthen marketing of existing business development resources; 2) Develop new resources to support local small business development; and 3) Strengthen opportunities to do business with small local and diverse businesses.

Mr. Rehman highlighted each of the Ongoing Action Plan as follows in regards to what staff is working on and current other activities.

1) Marketing of Existing Resources involved activities as follows.

- a. Continued outreach to business community and continued to reach out to our partners such as the Chamber and the Alachua County.
- b. Connection to tech start-up ecosystem through connection like GAIN and Start-Up Weekends and connection with SEED, etc.
- c. Developing marketing materials for Economic Development Finance programs so when we meet with business owners and entrepreneurs we can give them a list of all the different programs that they can be eligible and we want to make sure that information is easy access.
- d. Attended events such as North Central Florida Reverse Tradeshow to connect vendors with opportunities to do business with the City and CRA.
- e. Marketed loan programs – Closed 2 Grow Gainesville Fund loans for Southern Charm and one for The Top for some renovations to increase their space.
- f. Increased marketing of Façade Grants program – 10 active projects as displayed on the CRA website.
- g. Increased inquiries due to Prioria and Southern Charm by referrals.
- h. CRA projects are driving interest (Bridge, Depot Building, Roads).

2) Develop New Programs

- a. High Wage Job Creation Incentive
- b. Company Relocation Incentive
- c. Retail incentives under development
- d. Commercial space/incubation opportunities - Depot Building, CRA Building, Catalyst Project
- e. Continue to explore new opportunities

3) Procurement

- a. CRA Local, Small, Diverse Initiative
 - i. Proactive approach to building partnerships
 - ii. Telling the story of our impact
- b. Shared process with Equal Opportunity office for possible organization-wide implementation.

Mr. Rehman shared the program success stories with local companies as Southern Charm Kitchen, Sushi Chao, Sweet Berries (frozen custard), the Hart Building, The Tops, Shadow Health and Prioria Robotics.

Commissioner Chase, Commissioner Hawkins, Commissioner Wells, and citizens Ed Poppell, Director of Economic Development at Innovation Square, and Edgar Campa-Palafox, Alachua County Economic Development Coordinator, joined in discussion of offering suggestions to improve the program's local outreach.

Mr. Poppell introduced an interesting point of discussion frequently overlooked in economic development projects' initial critical decisions, the matter of commercial parking logistics and demands. Commissioner Chase, Commissioner Hawkins and Commissioner Wells commented on the importance of parking pre-planning.

Erik Bredfeldt, Director of Planning & Development Services, verbally framed various current Planning projects impacting local economic development..

Erik Bredfeldt commented that follow-up from this EDUCC meeting would be to submit to the Committee at the finish the Business Incentive Guide and to forward the Economic Development Director job description as well..

MOTION: Commissioner Hawkins moved, seconded by Commissioner Wells, that the Economic Development University/Community Committee pick up the Special Event Parking referral from the CDC referral list.

*3 Ayes: Chase, Hawkins, Wells
The MOTION passed.*

RECOMMENDATION

The Economic Development University Community Committee hear a presentation from staff regarding the issue of developing strategies to support local small businesses.

Approved as Recommended

MEMBER COMMENT

Commissioner Chase reviewed the fact that the City Manager is in the process of recruiting an Economic Development Director and CRA Director and he would like to see the Economic Director significantly involved in the CRA at some point. Erik Bredfeldt commented on the Economic Director job description requirements which includes the ombudsman role. Commissioner Hawkins commented that the CRA should perhaps remain a direct report to the City Manager. Commissioner Wells commented that there is perhaps ample talent locally or internal staff to hire for the Economic Development Director. Erik Bredfeldt handed out the Economic Development Strategic/Action Plan the City Commission adopted two years ago for the Committee's review and consideration prior to the December meeting regarding direction for the new position of Economic Development Director.

Commissioner Wells discussed the importance of the City establishing a one stop center for startup businesses which would be able to fill a gap and accommodate incubation office space.

Commissioner Hawkins: a) inquired as to the status of hiring a Building Official; b) stated that there are options to the four day work week; and c) commented on the City's sign code stating that general citizen feedback indicates that we need to improve and review for a faster track.

Commissioner Chase commented support for the QTI program (State-City-County) and we need organize to find a way of more outreach solicitation locally.

Commissioner Wells led discussion of Portable Potty alternatives in the neighborhood across from the stadium during University of Florida game days.

CITIZEN COMMENT

Edgar Campa-Palafox, Alachua County Economic Development Coordinator, spoke to the matter and wanted to bring forward the focus to local foods in terms to economic development. And that the food sectors offer a lot of opportunity within the surrounding counties.

Mr. Palafox additionally commented, the City Commissioners should do what they can to keep local skilled labors and local machinist that are currently here in Gainesville.

REFERRALS

Legistar Titles:

080483 -- Status Update on the City Commission Strategic Initiative to formalize relationships with other community partners, especially UF and SFC, in regards to the downtown area and the innovation zone

080466 -- Status Update on the City Commission Strategic Initiative to continue to position the City to take advantage of innovation economy and identify plan for innovation zone near University

100267 -- Strategic Initiative 2.9 - Economic Development and Redevelopment

**Related to 100758*

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

NEXT MEETING DATE

Wednesday, December 12, 2012 4:00 PM

ADJOURNMENT

5:08 PM