

# City of Gainesville

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



## **Meeting Agenda**

**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  
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

## ROLL CALL

## ADOPTION OF THE AGENDA

## APPROVAL OF MINUTES

[130676.](#)

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

**RECOMMENDATION**

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

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

## DISCUSSION OF PENDING REFERRALS

[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.**

*Explanation: At the recent City Commission Strategic Retreat, a question was raised regarding this Strategic Initiative and whether it needed to be modified to reflect the current workforce environment and the intent of the Commission.*

*Staff requests that the Committee review the initiative and provide any feedback on its substance.*

*Fiscal Note: N/A*

**RECOMMENDATION**

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

**Legislative History**

11/19/13      City Commission      Referred to the Economic Development/University Community Com

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

[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.**

*Explanation:* During consideration of the recent 2015/2016 City budget, the Commission endorsed funding the Florida Institute for the Commercialization of Public Research in the amount of \$50,000.

Since that time, City staff has communicated with Institute management on the parameters of an agreement regarding Institute funding and a related scope of work. The proposed scope of work is represented as a letter from the Institute describing proposed services and is intended to be an attachment to the grant agreement.

The draft grant agreement has been submitted to the City Attorney's office for initial review and the intent is to have the agreement in place effective October 1st.

Staff seeks input from the Committee on the scope of work and a representative of the Institute will be in attendance for further discussion.

*Fiscal Note:* The City Commission has provided initial support for funding of the Florida Institute for the Commercialization of Public Research in the amount of \$50,000 in FY 2015.

**RECOMMENDATION**

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

**Legislative History**

11/19/13      City Commission      Referred to the Economic Development/University Community Com

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

[140214.](#)

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

*Explanation:* At the recent City Commission Strategic Retreat, a new Strategic Initiative, 8.3, was added to capture the City Commission's effort at marketing the community to enhance prospects for the development of the manufacturing and small business sectors of the economy. Additionally, an increment to the FY 2015 budget for community marketing travel was supported by the Commission in the amount of \$15,000.

One effort that has been underway to engage with the community on this topic has been through the Open Gainesville initiative which aims to establish an infrastructure that improves access to City data and fosters

*citizen engagement via the City of Gainesville website.*

*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 within the City.*

*This feedback loop was described to the Audit, Finance and Legislative Committee during a recent update on Task Force activities in July and it was mentioned that this information would be shared with EDUCC at a future date.*

*Fiscal Note: The City Commission provided initial support for funding of this Strategic Initiative in the amount of \$15,000 for future community marketing outreach travel with institutional partners.*

**RECOMMENDATION**

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

**MEMBER COMMENT**

**CITIZEN COMMENT**

**NEXT MEETING DATE**

*Discuss Meeting Schedule*

**ADJOURNMENT**