

Economic Development/University Community

Com
City Hall

*200 East University Avenue
Gainesville, Florida 32601*



Meeting Minutes

Monday, November 22, 2010

1:30 PM

Room 016, City Hall Basement

*Commissioner Randy Wells, Chair
Commissioner Warren Nielsen, Member
Commissioner Lauren Poe, Member*

Persons with disabilities who require assistance to participate in this meeting are requested to notify the Office of Equal Opportunity at 334-5051 or call the TDD phone line at 334-2069 at least two business days in advance.

CALL TO ORDER

ROLL CALL

Commissioner Poe had a prior commitment and could not attend this meeting.

Present: Warren Nielsen and Randy Wells

Absent: Lauren Poe

EX OFFICIO MEMBER AND STAFF

Ex Officio Members and Staff:

- * *Dr. Bernard Machen, President
University of Florida
Designee: Ed Poppell, Vice President of the University of Florida*
- * *Brent Christensen, CEO
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: Wes Eubank*
- * *TBD - Alachua County Board of County Commissioners*
- * *City of Gainesville Staff - Erik Bredfeldt, Director*

ADOPTION OF THE AGENDA

The Economic Development University Community Committee approved the November 22, 2010 agenda as circulated.

APPROVAL OF MINUTES

100522. Economic Development University/Community Committee Minutes of October 25, 2010 (B)

RECOMMENDATION *Economic Development University/Community Committee approve the Meeting Minutes of October 25, 2010 as circulated.*

DISCUSSION OF PENDING REFERRALS

090872.

Infrastructure Needs and Economic Development Referral to the EDUCC (B)

The Economic Development University Community Committee heard an updated status report from Erik Bredfeldt, Director of Planning and Development Services. Dr. Bredfeldt verbally summarized a memo hand out analyzing an Economic Development Partners meeting progress regarding Infrastructure Needs.

*The memo, addressed to the EDUCC, states the following progress:
At October's regular Committee meeting, the issue of Infrastructure Needs and Economic Development was discussed with community partners from the University of Florida, Santa Fe College, the Council of Economic Outreach (CEO) and the Gainesville Community Redevelopment Agency (CRA).*

It was determined that it would be important mechanically for the City Commission to have partners meet following the Committee meeting to discuss prioritization in order for the Commission to deliberate on this matter in calendar year 2011 in preparation for the next budget and CIP cycle.

A meeting was held with the aforementioned community partners on November 17th and the following issues were stressed:

- ED Infrastructure priorities should be looked at through a geographic filter; specifically, partners indicated that the 2nd Avenue SW Innovation Square District and its immediate periphery should be the chief priority for Infrastructure improvements and investments to accommodate the vision for Innovation Square;*
- Partners feel that provision of primary public utilities (electric, water/wastewater, stormwater management, broadband, natural gas, and reclaimed water) in this 2nd Avenue SW Innovation District and its immediate periphery is of the utmost importance;*
- The provision of mass transit facilities, as well as facilities to accommodate the parking of automobiles, is important as well;*
- In the future, other geographic areas of importance include a larger area inclusive of the GRU Power District, Depot park and the facilities that serve them; the Fairgrounds property in East Gainesville was mentioned as well;*
- Finally, partners should give thought to the continuum the community has in place with respect to land/building inventory in order to serve the life cycle needs of maturing private industry (from incubator to light industrial production).*

Partners were very interested in seeing the planning and provision of Infrastructure issues in the 2nd Avenue SW Innovation District occur in a timely manner to coincide with construction associated with the Innovation HUB as well as future development of the remainder of the former AGH site.

Chair Wells and Commissioner Nielsen spoke to the matter in favor of the progress staff has initiated and achieved.

CRA staff and also, Alachua County School Board member Gunnar Paulson spoke to the matter.

MOTION: Commissioner Nielsen moved to forward this item to the City Commission to 1) endorse the EDUCC's partner summary recommendation as outlined; 2) direct GRU, CRA and Public Works staff to initiate a public infrastructure needs assessment regarding the 2nd Avenue SW Innovation Square District and its immediate periphery and report back to the Commission no later than April 1, 2011; 3) direct RTS staff to analyze short term and long term transit needs to serve this area and report back to the Commission no later than April 1, 2011; 4) direct GRU and GG management to ensure that a leadership team is in place to pro-actively implement the Commission's vision for Innovation Square over time; and, 5) remove this referral from the Committee's pending referral list.

RECOMMENDATION *The Economic Development Committee hear a follow-up presentation by Staff to discuss coordinated provisions of Infrastructure within the community.*

Discussed

040247

EDUCC Information (B)

The Economic Development University/Community Committee heard Erik Bredfledt, Director of Planning and Development Services introduce the Tanner Martin, Intern - Planning and Development Services, who presented an updated peer city research presentation on attributes of the Economic Development Strategic Plan.

Mr. Martin explained that in his research approximately 25% of the needed data is readily available from Federal reporting Agencies (Bureau of Labor Statistics, Census Bureau, Bureau of Economic Analysis, etc.). Mr. Martin continued that the remaining data is easiest (and most accurate) for local peer municipalities to gather internally, so we created a survey and emailed it to planning department directors to complete.

The following Cities selected as benchmarks were:

Ann Arbor, MI

Athens, GA

Chapel Hill, NC

Madison, WI - completed survey

Orlando, FL - completed survey

Raleigh, NC

Tampa, FL

Tallahassee, FL

Mr. Martins updated peer city research of the 5 Major Attributes of the Economic Development Strategic Plan are as follows:

INFRASTRUCTURE

1) Ensure adequate transportation (air, road, other) capacity in terms of maintenance and level of service.

Performance Measure: "Expansion of multi-modal transportation opportunities (Inclusive of Bus Rapid Transit and other transit options Pedestrian/Bicycle

improvements); Annual assessment of roadway resurfacing and maintenance; Development and implementation of Airport Master Plan regarding airport enhancements, passenger service and air cargo business development.”

2) Ensure adequate provision of utilities (water/sewer, gas, electric, broadband) to the community.

Performance Measure: “Inventory and availability of utility capacity available to meet the needs of the private sector (water, sewer, gas, electric, broadband) and effect on areas of targeted growth and those with existing deficiencies.”

3) Provide adequate building/land inventory to assist facilitation of private development opportunities.

Performance Measure: “Inventory and provision of available vacant buildings and land properly served via utilities and developable regarding land use/zoning regimen.”

BUSINESS ENVIRONMENT

1) Ensure a competitive cost environment regarding community tax/utility rates and permitting structure.

Performance Measure: “Ad valorem and utility rates; permitting regimen costs.”

2) Ensure a business environment conducive to the growth of new business firms.

Performance Measure: “Growth in firms measured by business tax and non-farm proprietors; capital availability environment.”

3) Provide for a business environment leading to consistent job growth

Performance Measure: “Growth in jobs measured by worker employment data.”

4) Project a pro-active image to the business community regarding interaction with City government.

Performance Measure: “Annual business satisfaction survey/citizen satisfaction survey with business.”

WORKFORCE

1) Maintain and/or improve upon the quantitative measurement of employability.

Performance Measure: “Unemployment rate.”

2) Coordinate with partners to improve upon the technical/community training programs offered by Santa Fe College and others.

Performance Measure: “Implementation of community training programs (Santa Fe College and School Board of Alachua County) and graduates, high school graduation rates (# satisfactorily passing competency test).”

3) Maintain/improve the earning capacity of workers in order to move towards a less severe underemployment situation.

Performance Measure: “Earnings per capita and average wage per job.”

DIVERSIFIED/INNOVATIVE ECONOMY

1) The City will work to diversify its institutional/innovative economic base over time.

Performance Measure: “Percentage of individuals employed in various sectors.”

2) The City will work to develop and expand its taxable property base.

Performance Measure: “Percentage of tax base off rolls; total taxable value of property Citywide and per Community Redevelopment Area (residential, commercial, industrial value breakdown).”

3) The City will work cooperatively with the University of Florida to capitalize on

and capture technology transfer and commercialization opportunities.

Performance Measure: "Number of spin-offs captured at incubators; number of spin-offs absorbed by community."

4) Develop Master Plan specifying: 1) areas targeted for commercial growth and development, and; 2) steps designed to incentivize said growth and development of targeted areas.

Performance Measure: "Identification of Innovation Zones."

QUALITY OF LIFE

1) The City will strive to raise standards of living through economic development activities.

Performance Measure: "Poverty rate, cost of living."

2) Facilitate an environment conducive to development of arts, cultural and recreation activities.

Performance Measure: "Per capita spending on community arts, cultural and recreation activities."

3) The City will provide a safe and secure environment in which economic development activities can be pursued.

Performance Measure: "Staff engagement in neighborhood association and crime watch meetings, crime rate statistics (crime/1,000 residents), per capita provision of police officers."

Chair Wells, Commissioner Poe and Commissioner Neilsen thanked Mr. Martin for his good work and offered constructive suggestions on his presentation mechanics.

RECOMMENDATION *The Economic Development University/Community Committee review a baseline summary report of the City's Strategic Plan for Economic Development produced by Tanner Martin, staff intern.*

Discussed

MEMBER COMMENT

CITIZEN COMMENT

REFERRALS

Legistar titles are listed below:

040247 -- EDUCC Information

050835 -- Gainesville/UF/Santa Fe College Innovation Zone

090361 -- Promotion of Backyard Economic Efforts through City Action

090363 -- Assess Partnership Efforts w/UF, Santa Fe College & Community Entities

090364 -- City Facilitation of Regional Agricultural Economy

090872 - Infrastructure Needs and Economic Development

NEXT MEETING DATE

ADJOURNMENT