

City of Gainesville

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



Minutes - Draft

April 10, 2017

3:00 PM

GPD, Hall of Heroes, 545 NW 8 AV, Gainesville, FL

Citizen Committee for Implementing the Strategic Framework

Fatma Kaplan, Chair

Cary Bryant

Susan Davenport

Gerard Duncan

Dave Ferro

John Fleming

Mitch Glaeser

Gail Johnson

Diyonne McGraw

Art Stockwell

Kevin Thorpe

Quang Tran

Jahmere Webb

Randy Wells

CALL TO ORDER

Called to order at 3:10 PM

Present 13 - Kaplan, Duncan, Ferro, Davenport, McGraw, Fleming, Johnson, Glaeser, Webb, Thorpe, Stockwell, Wells, and Tran

Absent 1 - Bryant

ROLL CALL**APPROVAL OF MINUTES**

[160931.](#) **Citizen Committee for Implementing the Strategic Framework Minutes (B)**

RECOMMENDATION *The Citizen Committee 1) approve the minutes of April 5, 2017.*

Approved as Recommended

ADOPTION OF THE AGENDA

Adopted

[160932.](#) **Workshop 5: Retreat (NB)**

This item requests the Committee participate in a deeper dive into the Committee's big ideas which support implementing the Strategic Plan Framework.

Each committee member first identified their top three items of priority. Afterwards, the items were listed in three tiers of priority. The items listed in Tier 1 included consolidation of Ocala and Gainesville airports, a convention/conference center, adoption/analysis of GNV4all Initiatives, dedicated attention and interest in East Gainesville, and possibility of VoTech Center. Co-Chair Thorpe commented on the importance of resolving the environmental concerns surrounding East Gainesville in order to overcome the challenges of building in East Gainesville. The committee later separated to discuss, share, and contribute ideas surrounding the consolidation of Ocala and Gainesville airports and the conference/convention center.

The presentations included responses found on the Planning Canvas worksheet in order to identify the problem, the users and those impacted by the problem, features and benefits, key activities, partners for collaboration, the project, and key resources.

CONSOLIDATION OF GAINESVILLE/OCALA AIRPORTS:

Problem Statement: Consolidation of the Gainesville and Ocala airports

Users and Those Impacted: Gainesville and Ocala residents, major businesses, frequent fliers, currently unemployed workers. Additional feedback from Alachua County and Marion County residents.

Features and Benefits: Increasing revenue, improved travel times, unity between Gainesville and Ocala. Member Wells later indicated that if we chose to consolidate, we would be saving the FAA (Federal Aviation Administration) money because the agency would only be supporting one airport, instead of two.

Core Component: Mutually agreed upon location for airport

Key Activities: Intense research, discussion and financing options

Partners: University of Florida (UF), Chamber of Commerce, City Commission, County Commission

Project: Adequate and affordable travel for residents and local businesses. Member Davenport remarked that although there is a lot of work, it can be done. Member Glaeser added that including an emphasis to affordable housing by Taccachale or improving the Waldo Road as a corridor would have a significant impact to the area and would be a benefit to the community and businesses. Davenport discussed the Greenville airport where four counties built an airport near the middle. Thorpe mentioned that if Ocala chose not to consolidate its airport, if we chose to relocate ours closer to the Ocala area, we would still benefit from the flow of traffic into the area. Member Wells suggested a large conservation easement, approximately 75 square miles, to continue farms and to answer the question regarding Ocala and Gainesville being a new city.

CONFERENCE/CONVENTION CENTER

Problem Statement: Conference/Convention center

Features and Benefits: Highlighting Gainesville and its restaurants

Key activities: Gainesville would come to life. Establishing a committee and a marketing plan would be really important.

Partners: UF, Chamber of Commerce, Santa Fe College, Builders Association, Developers, City of Gainesville, specifically, Visit Gainesville

Project: Building a facility that would accommodate future conferences. Committee would convene in order to ensure that it happens. While discussion did not end with an exact figure, current maximum capacity is at 350 people.

Key resources: Money and buy-in from community

VOTECH CENTER

Problem Statement: Disconnect between exciting Gainesville and schoolkids in Gainesville. How do we connect these kids with real opportunity, skills and opportunity to earn money? The challenge is how do you get the buy-in from the school board.

Users and those impacted: Interview kids from Reichert House, Youth Build, Job Corps, foster care group homes, kids standing on street corner in Pine Ridge, Southwest and other parts of the community, and non-traditional students with a passion.

Features and Benefits: Create real skill paid opportunities in high school at 16. Excite the student about the non-college opportunity and put money to that. Stipend for middle and high school kids who are not on a college track.

Key activities: In junior high, child should be observing the workers in their environment, visiting the high school students in the shop classroom and observing the skills at work. By tenth grade, the student should be doing their classroom work to graduate, as well as the work skills.

Partners: Everyone who has a technical job should be involved, i.e. City of Gainesville, county, UF, Sante Fe, GRU, School Board of Alachua County, existing schools, and Career Source.

Key Activities: Coding/Programming Skills.

Problem Statement: Employability at 16 years of age

Resources: Local businesses owners with technical jobs, UF, Sante Fe, City of Gainesville, Alachua County Commission

(Gainesville) GNV 4 ALL

Problem Statement: Education, Health, Housing, Transportation, Families, Jobs, Criminal Justice System, and Social Changes and Disparities

Users and Those impacted: Children under the age of 12 who are charged with nonviolent crimes, families with limited resources, and areas of Gainesville with little recreational activities

Project: Greater Equity

Features and Benefits: Identify a proclamation that supports children under the age of 12.

Key activities: Coordinated efforts between city, county, school board, and private sector. Implement an age limit for tobacco users to 21 years old. For children who are arrested for nonviolent crimes or misdemeanors, implement a carpool concept similar to GNV4all Initiatives.

Partners: Rotary clubs, non-profit organizations, CareerSource, Exactech and faith-based communities

Key Resources: Money, networking accessibility, public relations
Member Duncan remarked that GNV4all wanted to address the inequity and disparities throughout Gainesville. Community centers could house state-of-the-art technology, provide programming, workshop training, and seminars. Families would benefit from the programs if they were within walking distance. University of Florida has looked at it in their strategic plan as well. Some recommendations have already been adopted or in the process of being adopted.

PUBLIC/PRIVATE AMBASSADOR

Problem Statement: A massive disconnect between how government view and how things should get done from the private sector's experience. There's a burden and hindrance in the communication that occurs between the two sectors. The person/department would coordinate the efforts of the relevant parties. The ambassador would bring the relevant parties to the table to work together to tackle the problem.

Features and Benefits: Sharing of resources, saving of time and money, receiving better, enhanced outcomes.

Project: This individual has to be really outgoing and able to approach the different

departments. As an example, Member Fleming mentioned in Norfolk, the gentleman answered to the commission and it was more of a CRA function. In Greenville, the same role was accomplished in a job position. The key trait is that this individual is thinking about the big picture of the city and understanding the pieces, identifying the individuals, departments, or citizens that should be brought into the project.

Key activities: Messages, marketing and educating public on how this can be a benefit.

Partners: Everybody and Anybody

FOCUS ON EAST GAINESVILLE

Problem Statement: recognition that Eastside has been neglected in some critical ways. Specifically, the lack of business opportunities, the condition of the schools, the deteriorated housing stock, the lack of 24-hour/urgent care facilities. What is the reason for the problem? Is it race, the perception or proximity to poverty, delay in UF to discover East Gainesville, regulations and hurdles from government mandates, or a combination?

How do you address it? Incentivize businesses to invest in the area or create demand for Eastside to fulfill, ie. major business, University of Florida, or City Hall. Public sector cannot do this on its own, but we can learn from good examples.

Features: Construction jobs, long-term employment, sales tax, property tax, change in perception. It will first attract local investment, then external investment.

There is a concern that needs to be addressed regarding the community's appearance of apathy.

Key Activities: Drop all development fees for 30 days. Emulating Depot Park or University/13th as catalyst development. Engage the heart and money of the private sector with naming rights, anonymous donors, and philanthropy.

Member Wells remarked that there is a concern with the wetland/stormwater barrier.

Partners: Public-private partnership because the public sector cannot do it alone.

Member Ferro remarked that what is going to help the issue is to raise the socio-economic status of the area. Commercial businesses are looking at demographics that are available to others to drive their business decisions. Member Wells summarized the issue as this: businesses will not go to East Gainesville unless they know that customers exist and there will not be customers there unless the people of East Gainesville have better jobs. The key factor is the average household income. If you cannot raise the household income with better jobs and access to transportation to go to those jobs.

RECOMMENDATION

The Citizen Committee 1) participate in a retreat.

Discussed

MEMBER COMMENT

CITIZEN COMMENT

Donald Shepherd

NEXT MEETING DATE

Next meeting is scheduled for Tuesday, April 18, 2017, Regional Transit System (RTS) Bldg, 34 SE 13 RD, Gainesville, FL at 2 PM.

ADJOURNMENT

Meeting adjourned at 7:07 PM.

Adopted