

City of Gainesville

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



Minutes - Draft

April 26, 2017

2:00 PM

GRU Multipurpose Room

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

Committee Chairman Thorpe indicated they had not established a quorum; however members were in route and called the meeting to order at 2:12 pm.

ROLL CALL

Present 9 – Tran, Johnson, Fleming, Davenport, Thorpe, Wells, Glaeser, McGraw and Duncan.

Absent 5 – Webb, Ferro, Bryant, Stockwell, Kaplan

MEMBER COMMENT AND DISCUSSION

S. Wolfe opened by recapping the purpose of the meeting regarding the structure of the days meeting.

Member Glaeser had concerns about the delivery of the final product to the commission. S. Wolfe & Chairman Thorpe delivered clarification on his concerns. Chairman Thorpe had concerns regarding the submittal of the report; Member Wells suggested that the delivery start with a “yes” to make the end product more actionable and harder for it to be turned down.

Member Glaeser agreed with Member Wells on the possibility of polishing the delivery to the Commission.

C. Bush offered a suggestion to make an amendment to the resolution to extend the deadline of the meeting.

S. Wolfe gave detailed information regarding the publishing and delivery of the final product to the members.

ADOPTION OF THE AGENDA

Motion made to adopt the agenda. Passed unanimously.

[160986.](#)

Workshop 7: Connection Points & Deeper Dive (NB)

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

RECOMMENDATION

The Citizen Committee participate in a retreat.

APPROVAL OF MINUTES

A motion was made by Member Fleming to adopt the minutes, seconded by Member Wells and passed unanimously.

A motion was made to adopt the minutes. Passed unanimously.

[161002.](#)

April 18, 2017 Minutes of the Citizen Committee for Implementing the Strategic Framework Meeting (B)

RECOMMENDATION

Committee members approve the minutes from the April 18, 2017 Citizen Committee for Implementing the Strategic

Framework meeting.

The Committee recommended to send item to City Commission.

DISCUSSION OF TOPICS

Deep Dive I

Group 1

Linear Park & Coordinate w/the City

Linear Park Problem Statement –

There is a lack of connectivity from UF to Downtown to South Main; There is no cohesive corridor allocating these urban populations to efficiently connect.

Users & Those Impacted –

Are D/T, UF & D/T residents, UF professors going to Lunch D/T, Campus/DT, businesses

Project –

Linear Park from UF – 13th down 2nd Ave to Main.

Features & Benefits –

Connect population, Park connector & art additive, More green space, more art, more economic opportunity, Connect the populations and enhance community and increase economic activity along the corridor and D/T, Could also increase residential population and activity.

Key Activities –

CRA, Coordinate with CRA and Public Works

Partners –

CRA, Public works, GRU, Autonomous vehicle, UF, UF DC, Private

Key Resources –

PPP/Grants/City & Co funding, WSPD Bed Tax, Yes, Planning, Good Planning and execution tools, Utilities already there

First & Next Steps –

Assign CRA to development plan, Explore budget \$s & WSPD, Set up a project timeline, 2 CRA board approval, Begin construction

Group 2

Coordinate w/ City, County, School Board Problem Statement –

Unrelated efforts & disjointed, Sour relationships and partnerships, Individual agendas & separate agendas and barriers to truly serving people

Users & Those Impacted –

Citizens, Community members,

Project –

Celebrate Gainesville / Community, All work together, Event w/elected officials, dinner, Annual retreat, Council of all, Led by ambassador

Features & Benefits –

Relationship to work together to move this forward, Ideas could get much bigger & be more successful, Public and Private ambassador at County too, Opportunities for greater cooperation, Open up communication & to focus on uplifting the community – capacity, accountability

Key Activities –

Pt. 1 support of those specific ideas, Pt. 2 look at structure that brings together (retreat), Start out socially, party setting to build relationships; strategically set up room mingle get to know, Joint funding public facilities board

Partners –

County, City Of Gainesville, School Board, UF, SFC, Public Private Ambassador, (could become exec. Director of council), Business Community

Key Resources –

Joint funding, City fund for yr1

First & Next Steps –

Ambassador, Private sector funding to sponsor, Lead roadshow of ideas to other entities

Model: North Central Florida Council, Ocala Public Policy Council

Deep Dive II

City Hall/Thomas Center & High Speed Broadband

Group 1

City Hall & Thomas Center as Public/Private Amenities Problem Statement –

Thomas Center (Privatize for greater value) & City Hall (move and build new citizen accessible campus on the East side) are functionally obsolescent & not used for best & highest value for city residents.

Users & Those Impacted –

Public, Businesses, Citizens

Project –

Much better experience across all platforms.

Features & Benefits –

Provide revenue to the City Provide better work environment for City Staff for better interdepartmental collaboration, Provide better Gov't accessibility for Citizens,

Enhanced PPPs

Key Activities –

Hire Planners, Designate Champions, Encourage & locate investors, Hire project Managers, Committee Oversight

Partners – Business and Investors, City Of Gainesville East GNV leaders, CRA, UF

Key Resources –

Project generates a pool of resources to provide funding

First & Next Steps –

Identify Planners, Coordinate with CRA, Private Business Leaders – PPP, Engage East GNV leaders to help with proposed site location.

Group 2

High Speed Broadband Access (every home & every business) Problem Statement –

Cost, Speed, Limited competitiveness w/o internet access, Reliability

Users & Those Impacted –

Citizens, Downtown Area, Businesses, Innovative class

Project –

Be one of the few communities in the country to provide this service to all citizens, [beta test in Eastside and Downtown], [what can we do to skip the next evolution]

Features & Benefits –

Enhanced competition, Greater investments, increased accessibility, Annexation competitive advantage

Key Activities –

Require shared use of conduits for new homes, Identify existing infrastructure & technical capabilities, Evaluate other technologies that could help as a solution (relay system) identify and beta test to see benefit & create a model for the city

Partners –

GOOGLE (re-engage), GRU, AT&T, COX, Public Works Traffic Mgmt Center

Key Resources –

Grant funding [FTC], GOOGLE

First & Next Steps –

Pull together a group of brilliant minds to evaluate existing infrastructure & identify the next evolution, Select beta testing sites

Model: Kansas City, Fals City (Richardson County) \$25 M grant

Deep Dive III

Group 1

One Band/One Brand & Hiring Ex-Felons incentives
One Band / One Brand Problem Statement –
Funding Collaboration, The community does not have a unified brand
Users & Those Impacted –
Everyone
Project –
A true Gainesville experience or interest in experiencing Gainesville.
Features & Benefits –
Develop & deliver through multiple channels/pathways a unified brand message
throughout our region
Key Activities –
Brand overpasses/intersections, Downtown banners/ markers throughout town, All
businesses use brand, Slogans used on the radio/TV/Social media, Create common
“Gainesville language”
Partners –
City Of Gainesville, County, Alachua Co. School Board, Chamber of Commerce, UF/
Santa Fe/ St. Leo, Non-Profits, Community Foundation, BCC, List of those included
in Legislative local delegation hearings
Key Resources –
Joint dollars to develop to PPP
First & Next Steps –
Visit GNV – lead coordination, All partners participate, Engage public thoughts,
Allocate bed tax dollars to fund, Endowments for “art type” projects.

Group 2

Hiring Incentives for Private Businesses Problem Statement –
Hard for people to get away from their pasts, Chronically unemployed (ex. felons,
veterans, disabled), Barriers and disqualifying questions on applications (significant
part of the community)
Users & Those Impacted –
Veterans, Former felons, Disabled Mental health
Project –
Create a structure [non-profit] to help hire those in need to succeed, Part of change
of culture needed to stop humiliating.
Features & Benefits –
Panel/board [private] with layers, Immediate benefit to citizens, Incentives to private
business to hire, City could also adjust hiring practices
Key Activities –
Relate trainings to offerings at Vo. Tech, Resume, interviewing, Interpersonal skills;
Job readiness
Partners –
County, Career Source, Private Businesses, GRACE Marketplace, Job Corps,
United Church of Gainesville, Josiah T. Walls Law Association, Youth Build, BOLD,
House of Hope
Key Resources –
Federal Grant funding, Career Source re-entry, Program Grant
First & Next Steps – Establish/ host conversation w/ Career Source, Re-entry grant
use of funds, Lead by EO office

CITIZEN COMMENT

Comments made by citizen present at meeting. Donald Shepherd Sr. commented
that the meeting was good. He added that these are a lot of good points and that
actions should be taken. He aslo added that he agreed with a lot of the suggestions.

NEXT MEETING DATE

Time to be determined; tentatively between May 8th, 2017 and May 19th, 2017.

ADJOURNMENT

A motion was made by Member McGraw to adjourn, seconded by Member Wells and passed. Meeting adjourned at 6:01pm.