

City of Gainesville

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



Minutes - Final

February 29, 2016

5:00 PM

Roberta Lisle Kline Conference Room

Promotion of Minority Owned and Minority Oriented Opportunities Special Committee

Commissioner Charles Goston, Chair

Mayor Ed Braddy, Member

Commissioner Harvey Budd, 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 - Meeting called to order at 5:00 PM

ROLL CALL

Present 3 - Chair Goston, Braddy, and Member Budd

ATTENDANCE

*Torey Alston, Office of Equal Opportunity
Gwendolyn Saffo, Office of Equal Opportunity
Sylvia Warren, Office of Equal Opportunity
Sue Brown, Office of Equal Opportunity
Stephanie Seawright, CRA
Michael Beard, CRA
Mark Benton, Budget & Finance
April Shuping, Budget & Finance
Steve Phillips, Parks, Recreation & Cultural Affairs
Jennifer Gelfand, Parks, Recreation & Cultural Affairs
Fred Murry, City Manager Office
Paul Forté, Jr., Human Resources
Glenda Russell, GRU-Community Relations
Yvette Carter, GRU-Community Relations
Teresa Scott, Public Works
Steve Stagliano, GRU-Administrative Services
Donald Shepard, Citizen
Kali Blount, Citizen*

ADOPTION OF THE AGENDA

*The Promotion of minority Owned and minority Oriented Opportunities Committee
adopted the agenda as circulated.*

MEETING MINUTES - No previous minutes

DISCUSSION ITEMS

150637 [150637.](#) **Mayor's Charge of the Committee**

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Discussed

RECOMMENDATION

*Staff recommended the committee: 1) hear Mayor Braddy's
charge and 2) take action as deemed appropriate.*

150638 [150638.](#)

Purpose & Scope of the Committee

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Discussed

RECOMMENDATION

Staff recommended the committee: 1) hear member discussion and 2) take action as deemed appropriate.

MEMBER COMMENT

Commissioner Goston asked Mayor Braddy to provide his vision of the Promotion of Minority and Minority Oriented Opportunities Committee.

Mayor Braddy stated his vision is that we develop everything from inventory of assets to programs that are minority owned and minority oriented and that we can fund and develop better marketing and better partnerships. Commissioner Budd agreed with Mayor Braddy. We need to develop relationships with all the different organizations to help individuals go into business or help them get contracts to go into business. He suggested developing strip shopping centers and get people to occupy those buildings. He thinks the east side of Gainesville is a great business area. There are a lot of things we can do, but the first thing we lack is communicating. If our goal is to improve east Gainesville, the first thing we have to do is get the muscle for east Gainesville. I'd like to know how many people are in that mile and a half radius and I would like to be able to use that data as an effective tool to market that section of town.

Commissioner Goston stated first we have to find out do we have the same impact or the same use of the enterprise zone. He has already approached Debra Butler about doing a Butler Plaza East. He stated that Ms. Butler is very amenable to this idea. People who live on the east side do not want to travel all the way to the west side to shop.

Commissioner stated the old WGGG radio station building is a good location for a business, especially since it is across Waldo road from Walmart.

He suggested that as a group invite the representatives from the Home Builders Association to a meeting and say "We want you to help us make Gainesville a better place to live". Let them help us develop some sites and get some people that are interested.

Mayor Braddy stated he is hearing two things: One is a place-based track – East Gainesville and the other people-based. On the place base piece – we might want to hear from staff as to what is already available in terms of incentives, what are some of the current challenges with the land development code. Can we assemble multiple parcels of land to enable a large scaled development or are we looking at a bunch of smaller scaled projects that might be difficult to assemble large sets of numerous parcels to have a really big project. Also, what else is out there that we don't yet have that we could bring to Gainesville to further spur development incentives in this specific geographic area? As to the people base – I think we need to have an inventory of what we currently have or what are our known assets, and then what are we able to bring and who can we partner with in the community to bring skill sets and opportunities. Mayor Braddy thinks that this committee can create subgroups and ask for the number of people from the Builder's Association and Realtors to serve on the subgroups, we can ask for grassroots-people who have lived in East Gainesville for their lifetime and have seen the comings and goings and investors. Mayor Braddy stated that he thinks that once it all comes together and people see the opportunities here, it will actual follow. The goal of this committee is to help speed that process up. Commissioner Budd commented that the process is too slow.

Commissioner Goston stated he had talked with Michael Beard at the Community Redevelopment Agency (CRA) and he has assembled some ascertainment such as how many people travel down Waldo Road and Hawthorne Road and what is the average income for folks. We are going to have to find some incentives to keep Realtors from trying to sell property to people on the west side. The southeast side of town has a gem, which is a strip of undeveloped land from Williston Road to SE 15th Street, about 20-30 acres. He stated there could be a shopping center or luxury homes out there. There are a lot of great opportunities on the east side. Commissioner Goston stated he has already requested that the EO Director begin to collect names and addresses of existing black businesses. We need to assemble them and meet with them all at one time and let them give us some feedback as to how it can be made easy for them to participate. Commissioner Budd stated his vision is wig stores, clothing stores and fast food restaurants that are not on the east side.

Ms. Seawright stated she heard everyone's comments and asked what the committee wants CRA to do. She is positive that between CRA and Community Relations and other offices, they have the addresses and information of the businesses. Commissioner Goston stated he thinks there needs to be a meeting between Ms. Carter, EO Director and CRA and the information needs to be consolidated. At that point letters need to be sent to businesses inviting them to somewhere and the committee can sit and talk with them.

EO Director stated there have been many areas of interest discussed. You talked a lot about attracting businesses to east Gainesville, investment, communication, some of this was discussed at the Equal Opportunity Committee meeting, along with a few other topics. He thinks it touches a few other departments outside of CRA, GRU, Community Affairs and Economic Development. Mr. Alston stated his recommendation would be, as staff, to bring back to you an update in many of these areas mentioned (number of minority businesses, information on the types of incentives and opportunities for attracting local businesses, and communication), and after hearing the updates then, assuming there will probably be next steps, how we engage the realtors, builders and investors then he thinks once you hear where we are with the departments involved, then, he thinks you can make probably a better decision on how you want to move forward.

Commissioner Goston stated the main fear we have to dispel is the history of "minorities don't have a shot".

Commissioner Budd suggested putting on some workshops. This was suggested to him by Congresswoman Corrine Brown. She said it is a great way to communicate. He said we have to ask, "What is our goal or where are we going"? He stated we have to have a goal.

Commissioner Goston stated the first thing is to allow the departments to work together to synchronize an opportunity to sit down together. He believes there should be a press conference put on by himself, Commissioner Budd and Mayor Braddy. Then, the businesses need to be identified and sent letters, and then the workshop should be conducted. He suggested a place big enough such as Springhill Missionary Baptist Church or Mt. Carmel Church. They are large and can house everybody. We can find out the needs of the businesses.

EO Director, Torey Alston, stated that Mark Benton and Steve Stagliano have been

working on spending forecast. They have had a lot of conversation about opportunities and our hope is that we will have a template to show you. Commissioner Goston asked how soon we can do the workshop. Mr. Alston stated that there is already a template in place and a design is already put together and he thinks it should be 30 – 45 days. Commissioner Goston asked if it would take that long. Commissioner Goston stated he was trying to pick a time to have a press conference. Mr. Alston stated he was referring to a time for the workshop, which is separate. Commissioner Goston stated that 30 days after the press conference will be the workshops.

Commissioner Goston stated that he thinks if we can have a press conference and show this is a unified by the city, it will have the greatest impact. He wants everyone in the room to be present at the press conference so that the community will see the city has bought into it.

Mayor Braddy asked in terms of the workshop is it more for minority businesses that Commissioner Goston wants to work for the City? Commissioner Goston answered the City, County, and UF. Mayor Braddy stated another element he would like to see as a part of this vision and a part of this committee is for minority owned businesses who may not work with the city what can we do to help those? We need ongoing workshops on how to sustain your existing businesses and how to grow your business. We also need the entrepreneurial element for businesses that have not yet started. We need to add another element of mobile workshops that will go to the neighborhoods. Partner with Santa Fe CIED and the housing authorities. Commissioner Goston stated he thinks we will have to go through the churches because they would have the most expedient communication process to get people there and we will get a better turnout.

Assistant City Manager Fred Murry stated he experienced that when he was on the east side and having to go to the west side to a financial institution.

Mayor Braddy asked where are we at in terms of the direction. Commissioner Goston stated he is looking at the timeframe and how quickly we can meet again and make a presentation. Then we can go ahead and give the press conference. Commissioner Budd asked if the Look East Campaign ready to go and if they can get a preview of that as soon as possible. Mr. Beard stated he will check when he return to the office and let him know.

Mr. Alston volunteered to facilitate and lead internal the press conference piece and the other extended one is prior to the next meeting the various staff updates, we will have some conversation and will work with the committee for guidance. He asked if it is the intent for this meeting to take place monthly going forward. Commissioner Goston stated he would like for this committee to move forward as soon as possible. He wants to see Mr. Alston work close with Ms. Carter, Ms. Seawright and Mr. Beard and any others. We want to see the city move forward. You can get direction from any of the committee members. Commissioner Budd suggested meeting on a monthly basis. He stated we need to create a timeline and list what the goals are.

Mayor Braddy stated he would like in addition to enterprise zone, we need to know the full scope of all possible incentives. Mr. Beard stated he believe we should reach out to developers first.

CITIZEN COMMENT

Kali Blount, citizen, stated that he does not foresee the developers and builders coming on board with developing East Gainesville unless they are required to do so. Commissioner Goston stated there are quite a few builders that would love to work with us because they see it as a great opportunity.

Commissioner Budd stated that Rick Howell brought up to him that he was interested in developing east Gainesville.

Donald Shepherd, citizen, stated that his vision is the same as the committee. He stated the businesses that were taken out of east Gainesville needs to be put back. Commissioner Goston stated people were dissuaded not to come to the east side of town and that needs to be flipped.

NEXT MEETING DATE - April 4, 2016

ADJOURNMENT - 6:40PM