

Imagine Tallahassee Steering Committee Meeting

Summary Minutes

April 22, 2013

Absent members: Mr. Jim Murdaugh, Mr. Charles Frazier, Ms. Barbara Wills, and Mr. Jim McShane.

Members on conference call: Ms. Anita Favors-Thompson, Ms. Karen Moore, and Mr. Curtis Richardson (later attended in person)

Meeting began at 5:33 pm

Agenda Item #1: Welcome & Introductions

Ms. Kim Rivers welcomed the members of the Imagine Tallahassee Steering Committee (Committee). The Committee members present went around the room and introduced themselves.

Agenda Item #2: Background and Purpose of the Visioning Effort

The background of Imagine Tallahassee was briefly covered as part of Ms. Rivers' opening remarks. The purpose of the visioning effort was covered as part of the project overview with the WRT Consultant Team.

Agenda Item #3: Project Overview with WRT Consultant Team

Mr. John Fernsler and Silvia Vargas with the Wallace Roberts & Todd (WRT) consulting team presented to the Committee about what is a visioning process. Mr. Fernsler also introduced Ken Poole (Center for Regional Economic Competitiveness), Mr. Dale Brill (Thinkspot), Ken Morris (County Economic Development and Business Partnerships), Michael Parker (City Economic and Community Development), and Dale Brill (Thinkspot Inc.) who will be supporting the consultant team.

Ms. Vargas went into more depth about the visioning process that the consultant team would be facilitating. Ms. Vargas also reviewed the role and responsibilities of the visioning process participants (citizens, Committee, staff, and consultants) and a proposed process timeline. The process is tentatively scheduled to wrap up in December 2013.

Agenda Item #4: Review of Sunshine Law, Disclosure Requirements, and Committee Protocols by the County Attorney's Office

Mr. Dan Rigo, Assistant County Attorney, reviewed Sunshine Laws, Florida Code of Ethics, and Public Records Laws with the Committee. Mr. Rigo can be reached by email at rigod@leoncountyfl.gov for any questions regarding Sunshine, Public Records, or Ethics Code law.

Agenda Item #5: Open House/Community Forum Preparations

Imagine Tallahassee will hold an open house on May 20, 2013 at Bethel AME Church, and on May 21, 2013 at the City Hall Commission Chambers. Imagine Tallahassee plans to bring its recommendations on economic vitality to the Sales Tax Committee in December 2013.

Agenda Item #6: Preliminary Visioning Exercise

Ms. Vargas lead the Committee through a discussion of ‘*What does greatness look like in Tallahassee?*’ and ‘*What challenges must we overcome to realize our potential greatness?*’ A summary of the Committee’s responses can be found attached (**Attachment #1: Preliminary Visioning Exercise Responses**).

Agenda Item #7: Next Steps/ Discussion

The Committee will be hosting an open forum to start public input into the visioning process on Monday, May 20, 2013, at Bethel AME Church. A similar public forum will be held Tuesday, May 21, 2013 in the City Hall commission chambers. The Committee also decided that they will try to schedule the more formal ‘business’ meetings on Monday evenings at Hotel Duval.

Other Committee Information

A copy of the WRT presentation and Mr. Rigo’s presentation can be found under the ‘Agenda & Minutes’ tab at <http://cms.leoncountyfl.gov/ImagineTallahassee>, for April 22, 2013.

Meeting adjourned at 7:11 pm.



Vision Plan Steering Committee – Kickoff Meeting

April 22, 2013

Preliminary Visioning Exercise

The following pages list the views and ideas expressed by members of the VPSC in response to two questions. The purpose of the exercise was to stimulate a conversation about what our aspirations are, as a community, and what we may have to address in order to realize those aspirations. This initial conversation will be expanded in a variety of ways to encompass the community as a whole at the Public Open Houses to be held in May and the Community Forums anticipated for June.

1. What does greatness look like in Tallahassee?

- An entrepreneurial capital
- Caring for, investing in and fully including our dispossessed population
- Creating sustainable jobs by maximizing the stakeholders we already have
- Being nationally recognized for our educational institutions as contributors to the welfare of all our citizens through interaction between our major stakeholders
- A place where people want to live because we are a healthy community and care for our natural environment
- Attracting and retaining our best and brightest
- Striking a balance between what Tallahassee has been (our history), what we are today, and where we are going/want to go
- A welcoming, diverse community of choice where people can achieve their educational, professional, business and quality of life goals
- Attaining a diversity of industries with an emphasis on manufacturing and healthcare
- Becoming an importer of jobs through diversification and expanded availability of job opportunities to retain a significant pool of our graduates here
- Becoming known for our thriving cultural community and as a heritage travel destination
- Re-evaluating our comprehensive plan to look at sectors outside the Urban Services Area for growth, development and employment generation opportunities

- A community that people choose for its many quality assets: a center of government, excellence in education, exceptional park system, arts and culture, etc.
- Defining a community identity and a sense of purpose that can be supported and promoted by the whole community
- Winning a national championship!
- Having large industries seek Tallahassee as their home
- Achieving a successful, vibrant year-round tourism economy
- Approaching development in smart ways which preserve what we have of value and improve those areas of the community that need it
- Capitalizing on the commercialization of technology and research from our educational institutions (e.g., incubators)

2. *What challenges must we overcome to realize our potential greatness?*

- Failure to communicate effectively and consistently
- Reluctance to get out of our “silos”
- Inability to keep our talent here – brain drain
- Potential unwillingness to work together – we especially need efforts from our higher education institutions, our school system to collaborate to leverage our educational assets and collective capabilities
- Lack of a seamless community - differentials in the delivery and quality of services to different sectors of the community
- Negative “first impressions” – airport and route from airport into town
- Inability to balance the allocation of our resources throughout the community
- Unwillingness to embrace our heritage and culture to inform our self-identity
- Not charting a course for the long-term future
- Complacency and lack of shared commitment to community investment
- Getting people to invest in our ideas

- Getting all of our constituencies, including our “transient populations” (students, lobbyists, etc.) and those in the community who do *not* belong to a constituency (minorities) to become engaged in this process
- Lack of an identity
- Monitoring regulations to move the vision forward (implementation)