

Imagine Tallahassee Steering Committee Meeting

Summary Minutes

June 6, 2013

Absent members: Mr. Eric Barron, Mr. Jim Murdaugh, Ms. Barbara Wills, Mr. Lee Daniel, Ms. Karen Moore, Mr. Jim McShane, and Mr. Stanley Walker.

Meeting began at 5:39 pm

Agenda Item #1: Welcome & Review Agenda

After welcoming the Committee to its second meeting, Ms. Kim Rivers gave an overview of the 'Meetings in a Box' which are available to download from www.imagnetallahassee.com or a hard copy can be requested by emailing Ms. Rivers at kim@inkbridge.com. Ms. Rivers challenged each of the Committee members to engage their organizations via a Meeting in a Box. Results must be turned in by July 20th, 2013.

Agenda Item #2: Community Pop Quiz

Ms. Stephanie Gibbons, with the Thinkspot consulting team, passed out a quiz on data that would be presented along with the preview of the Community Report Card.

Agenda Item #3: Imagine Tallahassee Process/Timeline Review

Ms. Rivers outlined a proposed schedule for Imagine Tallahassee that outlines future Committee meetings and public forums. The proposed schedule is attached (Attachment #1).

Agenda Item #4: Public Comment

There was no public comment.

Agenda Item #5: Our Starting Place: Report Card Overview

Dr. Dale Brill, with the Thinkspot consulting team, began his presentation by reviewing data collected from the May 20th and May 21st community forums. Dr. Brill highlighted what participants identified as important factors that brought them to Tallahassee and/or keep them in Tallahassee. He also discussed the most pressing concerns identified by participants. There was no consensus among the participants of what the most pressing concern was, though the economy was a common response.

Dr. Bill next presented on the Community Report Card, which compares Tallahassee to its peer communities of Nashville, TN, Richmond, VA, Bismarck, ND, and Madison, WI on a wide range of topics. Some of the topics covered included education, economy, and housing indicators. The Committee had many questions and gave the consultant team more direction on data the Committee was interested in reviewing. A summary of the Committee's requests for more information can be found attached (Attachment #2).

Agenda Item #6: Sub-Committee Breakouts

The Committee did not take up this agenda item.

Agenda Item #7: Sub-Committee Report Outs

The Committee did not take up this agenda item

Agenda Item #8: Wrap Up and Next Steps

Staff recommended that the Committee elect a Chairman, as per typical County Citizen Advisory Committee. The Committee discussed electing a Chairman and decided to let Ms. Rivers continue unofficially coordinating Committee affairs. The Committee will be hosting two open forums to continue public input into the visioning process on Monday, June 10, 2013, at the Florida State University Turnbull Conference Center, at 1:30pm and 5:30pm.

Other Committee Information

A copy of the meeting's materials can be found under the 'Agenda & Minutes' tab at <http://cms.leoncountyfl.gov/ImagineTallahassee>, for June 6, 2013.

Meeting adjourned at 7:55 pm.



DRAFT Imagine Tallahassee Schedule

July

- Tuesday, July 9 – Update/Presentation to the County Commission
- Wednesday, July 10 – Update/Presentation to the City Commission
- *Saturday, July 20 - Meetings in a box deadline*
- Monday, July 29 at 5:30p.m. - Steering Committee Meeting at Hotel Duval
 - Presentation of Syntheses (community aspirations and issues) and Draft Vision Statement, Final Existing Conditions Report Card

August

- Sunday, August 11 – Presentation at the Chamber Conference during the breakfast general session
- Monday, August 19 (time and location TBD) - Steering Committee Retreat
 - Final Vision Statement (VPSC endorsement), Discussion of Strategic Directions
- Wednesday, August 28 at 5:30p.m. (location TBD) - Open House
 - Vision Statement/Strategic Direction Validation
- Thursday, August 29 at 2:00p.m. (location TBD) - Open House
 - Vision Statement/Strategic Direction Validation Open House

September

- *Friday, September 13 - Meetings in a box deadline*
- Monday, September 23 at 5:30p.m. - Steering Committee Meeting at Hotel Duval
 - Discussion of Open House Feedback and Draft Vision Plan Presentation

October

- TBD – Update on Draft Vision Statement to the City and County Commissions
- Monday, October 14 at 5:30p.m. - Steering Committee Meeting at Hotel Duval
 - Preliminary Identification of Economic Development Initiatives
- TBD – Public Events re: Economic Development Initiatives

November

- Monday, November 4 at 5:30p.m. - Steering Committee Meeting at Hotel Duval
 - Initial Prioritization of Economic Development Initiatives
- Monday, November 18 (time and location TBD) - Public Event
 - Voting with Dollars on Identification and Prioritization of Economic Development Initiatives

December

- Monday, December 2 at 5:30p.m. - Steering Committee Meeting at Hotel Duval
 - Review of Feedback Received from the November 18th Prioritization Exercise and Finalization of Recommendations to the Sales Tax Committee
- Thursday, December 12 at 12:00p.m. - Presentation to the Sales Tax Committee at the LeRoy Collins Leon County Public Library

June 6, 2013 Imagine Tallahassee Steering Committee Requests for More Information in Community Report Card Report

Education

- Do the rural citizens in Leon County skew the education attainment data?
 - County data vs. MSA in educational attainment data.
 - Reasons why Madison is so advanced.
 - Shift-share analysis for national data.
- Break down graduate degree attainment (Masters vs. PhD).
- Graduations rates compared to other communities.
- Degrees offered compared to industries available in region?
- How many students grew up in Tallahassee and left? Where are they going?
- Longitudinal view of college enrollment; are more people getting higher education because of the recession?

Institutional Relationships

- Information about bridging gap between education institutions and community.
- How do we rank among other capital cities in resources we get from the State (state support)?
- Inventory of Federal and State grants, appropriations, etc.

Employment

- Longitudinal data for growth industries in other communities.
- Breakdown of jobs all jobs using 5-digit NAICS code for all peer communities.
- Narrow down industry by age group, specifically younger group (29 & under).
- Breakdown Public Administration employment.
- Compare average wage vs. state personnel wage for peer communities.
- Compare contributions and benefits over the lifetime of careers in public and private sectors.
- Kinds of economic drivers that we would like to attract to our community.
- Leon County vs. workforce region employment: try to isolate students out.
- Of the workers that live in the county and commute out, where do the workers go, and what is their job?

Economy

- What types of economic development projects/money have been brought in?
- Inflows and outflows of money.
- How many visitors? Why do they come? How long do they stay? How much do they spend?
- What start up's do we have currently?
- How are we doing in tech transfer compared to Gainesville?

Other

- Breakdown of all data by zip code.
- Detailed comments from the public open houses.
- Are our peer communities more rural or urban than Tallahassee?
- Affordable housing:
 - Sheinberg data, FHFC, habitat for humanity, student housing, FL housing coalition (other data besides tally housing authority).
 - Add Alachua County to compare Leon County against other communities with students.
- Median housing costs pre-bubble and post-bubble.
- Poverty level not including student population.
- Compare TLH Airport to other airports along I-10.