

Imagine Tallahassee Steering Committee Meeting

Summary Minutes

July 29, 2013

Absent Members: Ms Anita Favors-Thompson, Ms. Laurie Hartsfield, Mr. Brian Cook, Ms. Barbara Wills, Ms. Christic Henry, Mr. Timothy Edmond, and Mr. Ted Thomas.

Meeting began at 5:35 pm

Agenda Item #1: Presentation: Community Forum/Meeting-in-a-Box Results

Mr. John Fernsler, Consultant with WRT, reviewed the public input results from the May Community Forum and Meetings-in-a-Box. Over 700 priorities were identified across the categories of Culture/Character/Quality of Life, Economy, and Functionality. Some of the synthesized priorities identified include: destination/attraction/events; arts & culture, community character; regulation/policy; and business attraction.

Mr. Fernsler also reviewed what a vision statement is before revealing a draft vision statement for the Committee's review.

Agenda Item #2: Protocol for Vision Statement Revisions

Many of the Committee members expressed that they felt the draft vision statement was comprehensive and well written, but were concerned about its length. There was general agreement that the vision statement needed to be more concise for marketing purposes and so that it could easily be understood by the general public. Ms. Karen Moore offered the services of Moore Communications' marketing experts to try and develop a more concise vision statement. Each Committee member will also consider the draft vision statement for revisions. The Committee will spend the next several meetings considering the vision statement, as discussed below in *Next Steps*.

Agenda Item #3: Review of Data Book Table of Contents

Ms. Stephanie Gibbons, Consultant with Thinkspot, reviewed the draft Data Book table of contents. She discussed the need to distill that information to focus the information on areas that the Committee could impact through economic development, such as education and the cost of living. The draft table of contents represents the distilled information, although the exhaustive research done by Thinkspot and County staff is available at the Committee's request.

Agenda Item #4: Next Steps

August 12th – consider revisions to draft vision statement.

August 19th – finalize vision statement and develop strategic directions.

August 28th & August 29th – Public open house to receive input on the vision statement and strategic directions.

Other Committee Information

A copy of the meeting's materials, including the draft vision statement, can be found under the 'Agenda & Minutes' tab at <http://cms.leoncountyfl.gov/ImagineTallahassee>, for July 29, 2013.

Meeting adjourned at 7:02 pm.