

Imagine Tallahassee Steering Committee Meeting

Summary Minutes

August 12, 2013

Absent Members: Ms. Karen Moore and Ms. Laurie Hartsfield

Meeting began at 5:34 pm

Agenda Item #1: Recap of the Annual Chamber of Commerce Conference and Presentation

Ms. Kim Rivers began the meeting by giving a brief recap of the Annual Chamber of Commerce Conference held on August 11, 2013. Ms. Rivers discussed the presentation given by Mr. Dale Brill, Consultant with Thinkspot, and reiterated how that question, “What did you do to change Tallahassee?” resonated with the crowd. Ms. Rivers then showed a new Imagine Tallahassee promotion video that was revealed at the Conference. The Committee also discussed memorable speakers at the Conference. One of these speakers discussed the topic of generational relevance and the importance of communication across generational lines. Other memorable speakers were a panel of local businesses owners that discussed the ease of the permitting process in Tallahassee.

Agenda Item #2: Discussion of the Vision Statement Feedback and Revisions

Ms. Rivers shared her thoughts about the Committee’s work to shorten the vision statement and compared it to creating a slogan or “bumper sticker.” Ms. Rivers shared two news articles with the Committee about city slogans and ‘Creative Class Metros’, respectively (Attachment #1). There was discussion on whether the vision statement was meant to be for Imagine Tallahassee or the entire community. County Administrator Vincent Long pointed out that the County and other organizations in the community have their own mottos and vision statements. He also noted that claiming this vision statement was for the whole community might be overstepping the authority of the Committee. After further discussion the Committee agreed that they were considering a vision statement for the work of Imagine Tallahassee that might be adopted by the Sales Tax Committee at a later point. The Committee then turned its efforts to developing a short one to two sentence ‘summary’ introduction for the vision statement developed by WRT and ‘word-smithed’ by Moore Communications.

Agenda Item #3: Approval of Vision Statement

Several of the Committee members had drafted vision statement introductions and presented them to the Committee. A summary of the vision statement presented to the Committee can be found attached (Attachment #2). The Committee discussed suggested changes to each one in turn. The Committee discussed when the vision statement needs to be ready. Ms. Rivers answered that a softball version should be done by the October community meetings, and be finalized when the Committee presents Imagine Tallahassee’s work to the Sales Tax Committee. The Committee then discussed what should be done with the vision statement after that, and several Committee members discussed how the vision statement will be used to inspire the public to vote for the sales tax extension.

After working with language from different versions of proposed vision statement introductions, the final vision statement introduction agreed upon was:

“Imagine Tallahassee inspired by its unique heritage and beauty, empowers and rewards entrepreneurship and innovation, to create and sustain a vibrant community where businesses, individuals and families thrive.”

Our success will be achieved through targeted initiatives and investments on three fronts, setting in motion progress to ensure that:

***Tallahassee Works** - with a vibrant, diversified economy and quality employment;*

***Tallahassee Inspires** - with a unique character, natural beauty, vibrantly diverse culture and energy, warm hospitality and;*

***Tallahassee Connects** - with a balanced and sustainable pattern of development and supporting infrastructure, a range of mobility choices and effective and efficient governance.*

Mr. Kim Williams motioned to accept the final proposed vision statement. Mr. Warren Jones seconded the motion, which was approved by the Committee without opposition. The full vision statement can be found attached (Attachment #3).

Agenda Item #4: Goals for the Steering Committee Retreat on Strategic Directions

The Committee discussed the strategic directions that would supplement the vision statement. Ms. Rivers stated that the Committee should strive to condense the strategic directions from nine directions to five directions.

Ms. Rivers motioned to remove #8 Infrastructure Investment Opportunities from the Potential Strategic Direction list, but to add the broadband investment opportunity to #5 Supporting a Creative Culture and Urban Lifestyle. Mr. Williams seconded the motion, which passed without opposition.

Ms. Rivers motioned to remove #6 Enhancing Community Character from the Potential Strategic Direction list, but to add the increased public art investment opportunity to #5 Supporting a Creative Culture and Urban Lifestyle. Mr. Charles Frazier seconded the motion, which passed without opposition.

Mr. David Coburn motioned to combine #1 Fostering Local Business Development: Creating an Entrepreneurial Ecosystem and #2 Leveraging Tallahassee's Research and Development Capacity. Mr. Williams seconded the motion, which passed without opposition.

The strategic directions, as edited by the Committee, can be found attached (Attachment #4). The strategic directions will be finalized at the Committee's retreat on August 19th before being unveiled to the public at open houses on August 27th and August 28th.

Other Committee Information

Prior to the meeting, several Committee members 'reply all-ed' to a Committee wide email. In the interest of operating in the Sunshine, Attachment #5 contains the e-mail exchange among Committee members. Additionally, a copy of the meeting's materials presented to the Committee can be found under the 'Agenda & Minutes' tab at <http://cms.leoncountyfl.gov/ImagineTallahassee>, for August 12, 2013.

Meeting adjourned at 7:20 pm.

Attachments

1. Articles on City Slogans
2. Draft Vision Statement Introductions
3. Vision Statement, as approved on August 12, 2013
4. Strategic Directions, as modified on August 12, 2013
5. E-mail Disclosure

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City Branding Survey**Slogan & Jingle Survey****Criteria & Methodology**

SLOGANVILLE, USA AWARDS

Approximately 350 city mottos and monikers were nominated from a field of 1,200. They were sent to 100 advertising, marketing, and branding professionals from more than 82 cities across 38 states. To level the playing field, a city could be ranked only once in the slogan or nickname category even though it had several mottos and monikers.

MOVIE TAGLINE SURVEY

Both official and unofficial, as well as past and present, nicknames and slogans were included.

U.S. PRESIDENTIAL CAMPAIGN SLOGAN SURVEY

Informants were asked to rank their top 10 city slogans and top 10 city nicknames based on the following branding criteria:

- **Attributes:** Do they express a city's brand character, affinity, style, and personality?
- **Message:** Do they tell a story in a clever, fun, and memorable way?
- **Differentiation:** Are they unique and original?
- **Ambassadorship:** Do they inspire you to visit there, live there, or learn more?

Nominated slogans and nicknames were given a weighted ranking based on the number of votes they received and the rank they were assigned.

The Top 50 U.S. City Mottos

1.	What Happens Here, Stays Here.	Las Vegas, NV
2.	So Very Virginia.	Charlottesville, VA
3.	Always Turned On.	Atlantic City, NJ
4.	Cleveland Rocks!	Cleveland, OH
5.	The Sweetest Place on Earth.	Hershey, PA
6.	Rare. Well Done.	Omaha, NE
7.	The City Different.	Santa Fe, NM
8.	Where Yee-Ha Meets Olé.	Eagle Pass, TX
9.	City with Sol.	San Diego, CA
10.	Where the Odds Are With You.	Peculiar, MO
11.	Where Your Ship Comes In.	Gulfport, MS
12.	Soul of the Southwest.	Taos, NM
13.	Experience Our Sense of Yuma.	Yuma, AZ
14.	The City Was So Nice They Named It Twice.	Walla Walla, WA
15.	There's More Than Meets the Arch.	St. Louis, MO
16.	Keep Austin Weird.	Austin, TX
17.	Where Chiefs Meet.	Meetetse, WY
18.	City with a Mission.	San Gabriel, CA
19.	Where the Trails Start and the Buck Stops.	Independence, MO
20.	The City That Never Sleeps.	New York City, NY

20.	The City That Never Sleeps.	New York City, NY
21.	The Aliens Aren't the Only Reason to Visit.	Roswell, NM
22.	Lose Your Heart to the Hills.	Kerrville, TX
23.	Take Me to the River.	Vicksburg, MS
24.	We've Got All the Civilization You Need.	Riverton, WY
25.	The Town Without a Frown.	Happy, TX
26.	The Town Too Tough to Die.	Tombstone, AZ
27.	Where the Stars Come Out to Play.	Fort Davis, TX
28.	Rollin' on the River.	Manchester, OH
29.	Named for the Turn of a Card.	Show Low, AZ
30.	More Than Just a Song.	Shenandoah, TX
31.	Where Horses Have the Right of Way.	McKinleyville, CA
32.	Only in San Francisco.	San Francisco, CA
33.	It's Not the End of the Earth, But You Can See It From Here.	Bushnell, SD
34.	Where Nature Smiles for Seven Miles.	Spring Lake, MI
35.	Live Large. Think Big.	Dallas, TX
36.	Real. America. Up Close.	Rapid City, ND
37.	The Richest Place on Earth.	Virginia City, NV
38.	With Time for You.	Richmond, MI
39.	Newark, on a Roll.	Newark, NJ
40.	Where the Trout Leap in Main Street.	Saratoga, WY
41.	Life, Celebrated Daily.	Norfolk, VA
42.	The Natural Place to Visit.	Sitka, AK
43.	People Say We're Old-Fashioned. We Hope So.	Virginia City, MT
44.	Where the People Are Warm Even When the Weather Isn't.	Andover, KS
45.	Where the Bald Eagle Soars and the Carp Drops!	Prairie du Chien, WI
46.	Where History Never Gets Old.	Fredericksburg, VA
47.	The Town That Made Tulsa Famous.	Glenpool, OK
48.	Get 'Er Done.	Havre, MT
49.	Town Without a Toothache.	Hereford, TX
50.	Livable, Lovable Lodi.	Lodi, CA

Honorable Mention

You Can Do Better in Cando.	Cando, ND
Twenty Lakes in Twenty Minutes.	Harrison, MI
More Than Just a Pretty Beach.	Encinitas, CA
Something to Remember.	San Antonio, TX
Twice as Nice.	Texarkana, AR

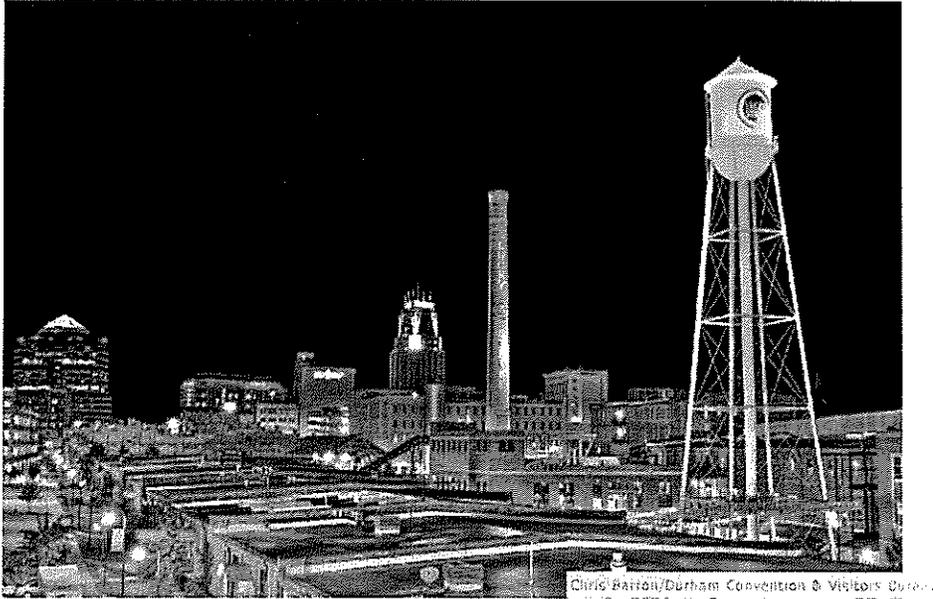
The Top 50 U.S. City Monikers

1.	The Big Apple	New York City, NY
2.	Sin City	Las Vegas, NV
3.	The Big Easy	New Orleans, LA
4.	Motor City	Detroit, MI
5.	The Windy City	Chicago, IL
6.	Beantown	Boston, MA
7.	Bahqdad by the Bay	San Francisco, CA

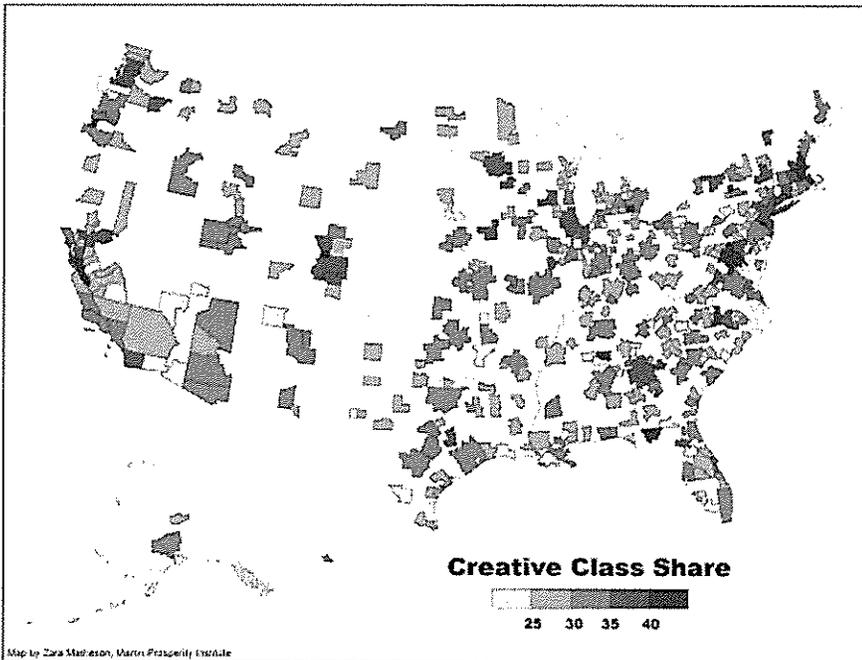


America's Leading Creative Class Metros

RICHARD FLORIDA JUL 09, 2012 25 COMMENTS



The map below charts the creative class across U.S. cities and metro regions. Nationwide, the creative class totals more than 40 million workers, more than a third of the total workforce, including professionals in the fields of science and technology, design and architecture, arts, entertainment and media, and healthcare, law, management and education.



The slideshow below lists the 20 metros with the largest concentrations of the creative class. These new rankings, compiled by my Martin Prosperity Institute colleague Kevin Stolarick, are based on data from Bureau of Labor Statistics.

Durham, North Carolina, where the creative class makes up 48.4 percent of the workforce, tops the

list. San Jose, California, is second, followed by greater Washington, D.C.; Ithaca, New York; and Boulder, Colorado. Rounding out the top 10 are Trenton, New Jersey (which includes Princeton); Huntsville, Alabama; Corvallis, Oregon; Boston, and Ann Arbor. Among the top 20 creative class metros are Tallahassee, Gainesville, Rochester, Minnesota; Charlottesville, Hartford, Bridgeport, San Francisco; Olympia, Washington; Madison, and Burlington.

There are some noticeable absences among the top 20. Greater New York ranks 34th, with 34.9 percent of its workforce in the Creative Class; Chicago is 44th (35.1 percent); and Los Angeles is 60th (34.1 percent).

11. Tallahassee, FL | 40.5%



Full Screen

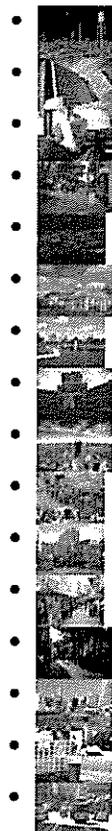




Photo courtesy of Flickr/[StevenM_61](#)

This list of top-tier metros belies the fatalistic notion that geography is destiny. It includes many northern Frost Belt locations, among them Ann Arbor, in the very shadow of Detroit. Greater Detroit, on the other hand, scores a surprisingly high rank of 53rd, which bodes reasonably well for its future. Some of Detroit's suburbs have among the very highest concentrations of the creative class in the nation.

The geography of the creative class has become more uneven over the past decade. Back when I did the initial metro rankings using 1999 data, the highest share of the creative class was about 35 percent. Today, it's pushing 50 percent. There are a dozen metros where it is 40 percent or more, and 34 more where it is 35-40 percent of the workforce. There are 105 metros where the creative class accounts for between 30 and 35 percent of the workforce and 162 where it makes up between 25 and 30 percent of the workforce. On the flip side, there is one metro where the creative class makes up less than 20 percent of the workforce and 48 where it accounts for between 20 and 25 percent.

Ten years ago, the metros with the very lowest concentrations of the creative class were small, mostly tourist destinations. That is still the case today: Myrtle Beach, South Carolina; Dalton, Georgia; Ocala and Naples, Florida; Ocean City, New Jersey, and manufacturing towns in the old Rust Belt, like Elkhart, Indiana; Sandusky, Ohio; and Michigan City, Michigan, all cluster at the bottom of the list. Houma, Louisiana, an oil town, ranks near the bottom as well. Las Vegas had just 22.7 percent of its workforce in the creative class, placing it in the bottom 10 of all U.S. metros.

This post is an abridged and revised excerpt of material from The Rise of the Creative Class, Revisited, from Basic Books.

Top image courtesy of Chris Barron/Durham Convention & Visitors Bureau

Keywords: Jobs, Rankings, Creative Class



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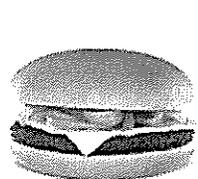
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Draft Vision Statement Introductions Considered by the Committee

Original:

Tallahassee is renowned for its culture of creativity and innovation, unique heritage and natural beauty with a sustainable economic vitality fueled by entrepreneurial partnerships among our universities, local governments, and the private sector.

Suggestions Considered by the Committee:

As it approaches its 200th anniversary in 2024, Tallahassee is nationally recognized by numerous sources as one of America's leading communities renowned for its culture of diversity, creativity and innovation, unique heritage and national beauty with a diverse and sustainable economic vitality fueled by entrepreneurial partnerships among its universities, local governments and the private sector.

In Tallahassee creativity and innovation combine with our heritage and natural to create a family centric community supportive of an entrepreneurial spirit.

Imagine Tallahassee is a continuous shared community commitment to leverage our individual potential and partnerships, creativity and talent to realize our full economic vitality for all.

Tallahassee thrives to be a creative Capital city, built on engaged entrepreneurial partnerships, shaping sustainable economic vitality for all.

Tallahassee is a community widely known for its unique heritage and culture, natural beauty, beautiful neighborhoods, creativity and innovation with an economic vitality created by strong partnerships among education institutions, government and the business sector.

Tallahassee, a creative community with a unique heritage and beauty, fueled by innovation and an entrepreneurial spirit, as an economically vital Capital where businesses and families thrive.

Final:

Imagine Tallahassee inspired by our unique heritage and beauty, empowers and rewards entrepreneurship and innovation to create and sustain a vibrant community where businesses, individuals and families thrive.



Vision Statement 8-12-13

Imagine Tallahassee, inspired by our unique heritage and beauty, empowers and rewards entrepreneurship and innovation to create and sustain a vibrant community where businesses, individuals and families thrive.

Our success will be achieved through targeted initiatives and investments on three fronts, setting in motion progress to ensure that:

Tallahassee Works - with a vibrant, diversified economy and quality employment;

Tallahassee Inspires - with a unique character, natural beauty, vibrantly diverse culture and energy, warm hospitality and

Tallahassee Connects - with a balanced and sustainable pattern of development and supporting infrastructure, a range of mobility choices and effective and efficient governance.



Potential Strategic Directions

1. Fostering Local Business Development by Empowering an Entrepreneurial Ecosystem and Leveraging Our Research & Development Capacity

WHAT THIS IS ABOUT...

Technology, when coupled with entrepreneurship, represents a critical source of new ideas and new businesses that will drive economic growth. Despite key graduate research centers and a national laboratory, the region has relatively few technology-based commercial and business start-up success stories in recent years. At the national level during the past year, nearly 40% of newly created jobs occurred in companies with fewer than 20 employees. These jobs were created largely because new businesses started up or very small businesses added one or two new people. Due to their small size, these companies are at a distinct disadvantage to much larger companies and have the potential to grow even more with help in overcoming many simple barriers.

THIS STRATEGIC DIRECTION WOULD FOCUS ON...

Increasing investment in R&D in the region and expanding the commercial potential resulting from that R&D activity. Linking innovators with entrepreneurs and developing a support infrastructure that ensures a business friendly environment to provide the information, guidance, and access to resources required to succeed in business.

EXAMPLES OF POTENTIAL INVESTMENT OPPORTUNITIES...

- ✓ Industry collaborations with university and MAG Lab to enhance research activity
- ✓ Linkages between university research activity and entrepreneurs including mentoring and networking opportunities
- ✓ Incubators / accelerators and available commercial lab space
- ✓ Angel capital networks and seed capital funding to support R&D spin-off activities
- ✓ Product ideation and development efforts

- ✓ Independent technology scouting services for small and medium-sized companies
- ✓ Regulatory ombudsman
- ✓ Business planning and market research assistance

WHAT'S ALREADY HAPPENING IN TALLAHASSEE/LEON COUNTY?

- ✗ Completed an inventory on local business development assistance (attached)
- ✗ Incubators: Leon County is currently exploring opening an incubator space at the Amtrak warehouse.
- ✗ Business planning: EDC's Entrepreneurial Excellence Program

2. Competing as an Economic Hub

WHAT THIS IS ABOUT...

According to the US Bureau of Economic Analysis, Tallahassee/Leon County are at the center of a 13-county economic area. About 540,000 people live in an area that extends beyond the metro area to include rural counties of northern Florida and south-central Georgia. As companies outside this regional area consider new site location decisions or as individuals consider new places to live, Tallahassee is not often considered as an option. The reason is that there is a general lack of awareness about what the Tallahassee's special quality of life offers to companies, families, or travelers. Tallahassee also has key infrastructure assets such as I-10, the regional airport, and the railway; however, these assets could be better marketed, utilized, and leveraged.

THIS STRATEGIC DIRECTION WOULD FOCUS ON...

Emphasizing the critical role that Leon County plays as the hub of regional economic activity and a destination for visitation. The focus is to promote investment and increased economic activity in the broader region as an indirect way to enhance the role of Tallahassee at the region's center. In addition, building a recognized brand for Tallahassee and supporting the brand with active marketing efforts will make the region more attractive for businesses or individuals considering a move to Tallahassee.

EXAMPLES OF POTENTIAL INVESTMENT OPPORTUNITIES...

- ✓ Developing the region's image and reputation as a great place to live or do business, especially for certain sectors that sell their services or products outside the region
- ✓ Active marketing efforts to increase brand awareness to attract investment and employment opportunities
- ✓ People attraction strategies, including retirees, second-home owners, students, and footloose entrepreneurs/workers who can live anywhere
- ✓ Regional corporate headquarters
- ✓ Expanding the availability of specialized medical care designed to serve the entire economic region
- ✓ Developing specialty retailing designed to attract more people and from a wider area
- ✓ Increasing air passenger service / lowering cost
- ✓ Enhancing regional rail freight service

WHAT'S ALREADY HAPPENING IN TALLAHASSEE/LEON COUNTY?

- ✗ Choose Tallahassee
- ✗ Realignment of EDC staff and services
- ✗ Added direct flights to Washington D.C. and Dallas-FT. Worth

- ✘ Airport Master Plan has been recently updated
- ✘

3. Growing Our Destination Product for Travel and Tourism

WHAT THIS IS ABOUT...

Tallahassee's ability to foster growth relies on the uniqueness of its assets. There is much room for improving the quality of the "product" available for those visiting or relocating to the region.

THIS STRATEGIC DIRECTION WOULD FOCUS ON...

Ensuring that Tallahassee recognizes and invests in the assets it needs to convince travelers and potential new residents alike that it is a place to visit – and perhaps even stay a while.

EXAMPLES OF POTENTIAL INVESTMENT OPPORTUNITIES...

- ✓ Creating opportunities for existing assets to collaborate in marketing and programming
- ✓ Develop more or better venues to enhance visitation for: entertainment, sports and recreational facilities, and conferences / conventions
- ✓ Create one or more signature events or activities (e.g., *South by Southwest* in Austin, *IdeaFest* in Louisville, or *Sundance Film Festival* in Park City, UT)
- ✓ Ensure "destination support" services – from transportation access, quality lodging, and available vendor/supplier businesses
- ✓ Develop recreational opportunities and areas that help complement "destination activities"

WHAT'S ALREADY HAPPENING IN TALLAHASSEE/LEON COUNTY?

- ✘ Tallahassee and marketing our outdoor amenities
- ✘ Capitol Restaurant Week
- ✘ Apalachee Regional Park as a competitive cross country revenue
- ✘ Choose Tallahassee
- ✘ Tallahassee Film Festival?
- ✘ Tourism Signature Event Fund (\$125,000)

4. Supporting a Creative Culture and Urban Lifestyle

WHAT THIS IS ABOUT...

Tallahassee has long been known as a college town or a government town with a rural southern character. Its future success depends on it becoming a community that is attractive to well-educated young adults that are often willing to make location choices based on how well they like a community rather than on where they can find a job. Nationally, demographic shifts such as the retirement of baby boomers and the entry of millennials into the workforce coincide with changing consumer preferences toward more urban, higher density, mixed use and walkable development. Attracting and retaining top-notch talent requires ensuring that there are places for those individuals to play, live, and work.

THIS STRATEGIC DIRECTION WOULD FOCUS ON...

Encouraging redevelopment and infill through regulatory policy and incentives for more compact development within the urban services area. This includes, but is not limited to, developing a vibrant urban setting and infrastructure, reliable mobility alternatives, lifestyle and affordable housing that is emerging in Midtown and the Gaines Street area along with arts and entertainment venues, and polishing the current amenity assets that making living and working in Tallahassee a truly unique experience.

EXAMPLES OF POTENTIAL INVESTMENT OPPORTUNITIES...

- ✓ Redevelopment / infill
- ✓ Code revisions (mixed use, higher density, development standards)
- ✓ Support young professional networking
- ✓ Create a venue for music, film festivals, and other performing arts (e.g., Zilker Park, Austin)
- ✓ Increasing public art
- ✓ Provide trolley service shuttling people between midtown-downtown-university and other mobility options
- ✓ Broadband

WHAT'S ALREADY HAPPENING IN TALLAHASSEE/LEON COUNTY?

- × KCCI and Town & Gown initiatives
- × Established a new trolley service in the downtown area
- × Network of Young Professionals
- × Music Venues: Cascades Park Amphitheater and Kleman Plaza
- × Investing in the multimodal district to increase alternate modes of transportation (sidewalks, bike lanes, etc.)
- × Creating sense of places: Gaines Street, Midtown, Lake Jackson Town Center
- × Cultural Plan Committee
- × Civic Center renovations and untapped potential here

5. Investing in Human Capital to Meet the Evolving Workforce Needs

WHAT THIS IS ABOUT...

While a large proportion of Tallahassee residents have well-paying jobs in local and state government, the universities and local businesses, Tallahassee also has a segment of the population who are poor with limited access to higher education and health care. In survey after survey, businesses today point to their workforce as one the most important assets they have. Employee payroll is often the biggest investment that a company will make each year, and it is critical that the business' talent pool is operating at full efficiency. Like many other places, Tallahassee companies indicate that they cannot find the skilled talent needed.

THIS STRATEGIC DIRECTION WOULD FOCUS ON...

Addressing the twin challenges of companies unable to recruit and retain the talented, trained workers they need and the many students and jobseekers with little understanding of the opportunities available to them, or the skills needed to prepare for bright careers. This also includes addressing the needs of Tallahassee's underclass and ensuring equitable access to opportunity for prosperity.

EXAMPLES OF POTENTIAL INVESTMENT OPPORTUNITIES...

- ✓ Education / academic excellence at the Pre-K to post-secondary level
- ✓ Providing a more systematic system of career counseling available to individuals from middle school throughout their work life.
- ✓ Developing post-secondary education curricula that more closely match employer demands
- ✓ Enhancing the quality and availability of career and technical skills training at the secondary and post-secondary level
- ✓ Developing work ready certification processes Providing better intelligence about career and job opportunities to students and jobseekers
- ✓ Retaining young professionals in Tallahassee after college graduation
- ✓ Developing a healthy workforce through awareness of food and fitness, as well as increased access to healthcare

WHAT'S ALREADY HAPPENING IN TALLAHASSEE/LEON COUNTY?

Ken Morris - Re: Imagine Tallahassee: August 12th Steering Committee Meeting

From: Charles Frazier <charles@sda-solar.com>
To: "tallythomas@comcast.net" <tallythomas@comcast.net>
Date: 8/11/2013 9:56 AM
Subject: Re: Imagine Tallahassee: August 12th Steering Committee Meeting
CC: Timothy Edmond <tim@theedmondgroup.comcastbiz.net>, CMR Team <CMR_Team@l...

Tim and Dr. Murdaugh,

I agree. The majority of comments seem to be about being inspirational, brief and effective.

Perhaps we all can provide some key words we think could frame it best based upon our objective?

Then with the help of looking at some winning vision statement examples ... be in a position to have a productive meeting tomorrow?

Charles

On Aug 11, 2013, at 9:19 AM, tallythomas@comcast.net wrote:

Tim, I agree..the vision statement presented looks more like an action plan than a vision..Lindsay, I did not send my comments to all the members, and I would appreciate if you could forward them to all..thanks, ted thomas

From: "Timothy Edmond" <tim@theedmondgroup.comcastbiz.net>
To: "JIM MURDAUGH" <MURDAUGJ@tcc.fl.edu>, "Lindsay Jordan" <JordanL@leoncountyfl.gov>
Cc: "CMR Team" <CMR_Team@leoncountyfl.gov>, DaJones32301@yahoo.com, "Jim McShane" <Jim.McShane@wfplus.org>, "LEND A KLING" <KLINGL@tcc.fl.edu>, "Pat Gramling" <Pat.Gramling@HCAHealthcare.com>, "Anita Favors Thompson" <Anita.Favors.Thompson@talgov.com>, "KATHY BLACKLEY" <BLACKLEK@tcc.fl.edu>, "brian cook" <brian.cook@HCAHealthcare.com>, cabaide@aol.com, charles@sda-solar.com, christic@kingdomfirstrealty.com, DanielLee@leoncountyfl.gov, davidramsay3@gmail.com, dcoburn@fsu.edu, ebarron@fsu.edu, hmartin@nettally.com, HollowayS@leoncountyfl.gov, "Jay Townsend" <Jay.Townsend@talgov.com>, karenm@moore-pr.com, kelly@morethanbuildings.com, kim@inkbridge.com, kim@marpan.com, "larry robinson" <larry.robinson@famu.edu>, "laurie hartsfield" <laurie.hartsfield@kccitallahassee.com>, mbaldwin@refugehouse.com, "Michael Parker" <Michael.Parker@talgov.com>, MorrisK@leoncountyfl.gov, PascuaJ@leoncountyfl.gov, "rev walker" <rev.walker@hotmail.com>, rmiller@inn-park.com, sdick@talchamber.com, sean@pittman-law.com, steeva8@aol.com, tallythomas@comcast.net, "warren jones" <warren.jones@tmh.org>, willsb@leonschools.net, "Cristina Paredes" <ParedesC@leoncountyfl.gov>, "Ken Poole" <kpoole@crec.net>

Sent: Saturday, August 10, 2013 7:25:28 PM

Subject: RE: Imagine Tallahassee: August 12th Steering Committee Meeting

AND BRIEF! One sentence, no more than two.

Timothy D. Edmond, CEO
 The Edmond Group, LLC
 Licensed Real Estate Broker
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Tallahassee, FL 32301
O 850.893.9900
M 850.528.5676
tim@theedmondgroup.com

From: JIM MURDAUGH [MURDAUGHJ@tcc.fl.edu]

Sent: Friday, August 09, 2013 7:37 PM

To: Lindsay Jordan

Cc: CMR_Team@leoncountyfl.gov; DaJones32301@yahoo.com; Jim.McShane@wfplus.org; LENDA KLING; Pat.Gramling@HCAHealthcare.com; Anita.Favors.Thompson@talgov.com; KATHY BLACKLEY; brian.cook@HCAHealthcare.com; cabaide@aol.com; charles@sda-solar.com; christic@kingdomfirstrealty.com; DanielLee@leoncountyfl.gov; davidramsay3@gmail.com; dcoburn@fsu.edu; ebarron@fsu.edu; hmartin@nettally.com; HollowayS@leoncountyfl.gov; Jay.Townsend@talgov.com; JordanL@leoncountyfl.gov; karenm@moore-pr.com; kelly@morethanbuildings.com; kim@inkbridge.com; kim@marpan.com; larry.robinson@famu.edu; laurie.hartsfield@kccitallahassee.com; mbaldwin@refugehouse.com; Michael.Parker@talgov.com; MorrisK@leoncountyfl.gov; PascuaJ@leoncountyfl.gov; rev.walker@hotmail.com; rmiller@inn-park.com; sdick@talchamber.com; sean@pittman-law.com; steeva8@aol.com; tallythomas@comcast.net; Timothy Edmond; warren.jones@tmh.org; willsb@leonschools.net; Paredes, Cristina; Poole, Ken

Subject: Re: Imagine Tallahassee: August 12th Steering Committee Meeting

I will reiterate what I and others said at the last meeting. I believe vision statements should be aspirational and inspirational and written in future tense.

Thanks,
Jim

On Aug 9, 2013, at 4:35 PM, "Lindsay Jordan" <JordanL@leoncountyfl.gov> wrote:

> Steering Committee:

>

> Happy Friday! In preparation for Monday's Steering Committee Meeting we have been working diligently to revise the draft vision statement to incorporate all of your comments and feedback. The new and improved streamlined Draft Vision Statement reads as follows (...drum roll please...):

>

> Tallahassee is renowned for its culture of creativity and innovation, unique heritage and natural beauty with a sustainable economic vitality fueled by entrepreneurial partnerships among our universities, local governments, and the private sector.

>

> Attached is the detailed statement, again with your changes and comments incorporated. We have kept the three focus areas but have tweaked them to: Tallahassee Works, Tallahassee Inspires and Tallahassee Connects.

>

> To aide in our discussions Monday, staff has compiled vision statements from other communities and also statements from various entities in our community for your review.

>

> Finally, we have put together a list of possible Strategic Directions. We will review these on Monday, time permitting. Please review these and begin to think about prioritizing and refining. We will likely need to narrow the number to no more than 5 total that we can dive head first into during the retreat on the 19th.

>

> Thank you and looking forward to a productive meeting Monday, August 12th 5:30 at Hotel Duval.

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>
> Can YOU Imagine Tallahassee?!

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> [cid:MVBKNGBOBNKT.IMAGE_1.jpeg]

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> <ATT00001.jpe>
> <Vision Statement.pdf>
> <Vision Statements from LOCAL Institutions.pdf>
> <Vision Statements from OTHER COMMUNITIES.pdf>
> <WRT - Potential Strategic Directions .pdf>
> <8-12-13 Imagine TLH Agenda.pdf>