



ENVISION  
ALACHUA

# Envision Alachua Phase III Task Force

Summary of Task Force Meeting #5  
June 22, 2015

prepared by

**MIG, Inc.**

July 2015

in support of the Envision Alachua  
process convened by Plum Creek





## **Background**

On June 22, 2015, Plum Creek convened the fifth Task Force meeting of Phase III of the Envision Alachua process. Envision Alachua is a community planning process to discuss future economic, environmental and community opportunities in Alachua County on lands owned by Plum Creek. Plum Creek is the largest private landowner in Alachua County, with approximately 65,000 acres. Nearly 24,000 of these acres are permanently conserved. The company's holdings are located throughout northern and eastern Alachua County.

Phase I of the process, which began in June 2011, yielded a community vision, goals and planning principles to guide Plum Creek's decision making as it explores potential opportunities for lands in East County that are suitable for uses other than timber. Phase II resulted in the development of the Long Term Master Plan (LTMP) which serves as the basis for the Envision Alachua Sector Plan (EASP) application. The application was submitted on December 12, 2013 and finalized June 25, 2014. County staff completed its initial review in August 2014 and released its report August 29, 2014. Plum Creek revised the EASP in response to comments and questions received from County Commissioners, County staff, community members and Envision Alachua Task Force members, and will be submitting the revised application to the County on June 25, 2015.

A Sector Plan is a long-range plan (50 years) for a specific geographic area of at least 15,000 acres in one or more local governmental jurisdictions. Local governments—or combinations of local governments—may adopt Sector Plans into their comprehensive plans. Alachua County adopted Sector Plans into its comprehensive planning options in 2012 in anticipation of the Envision Alachua Sector Plan application. Sector Plans are authorized by Section 163.3245 of the Florida Statutes. A Long-Term Master Plan is a vision document that is reviewed by the state and approved by the local jurisdiction. The LTMP includes maps, illustrations and text supported by data and analyses.

During Phase III, which began in Spring 2014, Plum Creek continues to work with the Task Force and the community to improve and refine the LTMP portion of the Sector Plan application. Through the Envision Alachua process, plans for the Detailed Specific Area Plans (DSAPs or zoning) will proceed. A DSAP is prepared for an area within the LTMP of at least 1,000 acres. It includes detailed analyses, policies and identifies the capital improvements needed for future land uses.

The objectives for the fifth Task Force meeting were to:

- Provide an update on the Envision Alachua process and Sector Plan application resubmittal
- Provide an update on the Education Compact and economic development activities

- Discuss Task Force member communication tools and information needs

This document summarizes the general discussion comments made by the facilitator, presenters and Task Force members during the June 22, 2015 meeting. It is intended only as a summary and should not be considered a transcription of the meeting. Meeting materials, information about the process and a videotape of the meeting can be found at [www.envisionalachua.com](http://www.envisionalachua.com).

## **I. Welcome and Introductions**

Todd Powell opened the meeting by thanking everyone in attendance including members of the Task Force and the community. He shared his excitement about the evening's presentation and the revised plan that would be presented. Todd commented that he would also be sharing examples of Plum Creek development projects and what it takes to bring one of these projects to fruition.

He then turned the meeting over to Daniel Iacofano, lead facilitator for the Envision Alachua process. Daniel thanked the representatives from GRU for hosting tonight's meeting. Yvette Carter, GRU representative and Task Force member, welcomed everyone to their community facility and highlighted that the facility is LEED-certified.

Daniel asked for a round of self introductions and then briefly reviewed the agenda. He noted that the main topic tonight will be to present a revised plan that responds to the comments and suggestion received from County staff and community members.

## **II. Update on Envision Alachua**

Daniel briefly reviewed the Envision Alachua vision and goals that were developed through this process. He then introduced a series of speakers who provided short updates on current activities related to Envision Alachua. The first of these speakers was Ian Fletcher from the Gainesville Chamber of Commerce. Ian provided a brief report on the Alachua County Education Compact which was signed by 21 people representing a wide variety of community, education, and business interests in the County.

The Compact's key focus areas are: K-12, Early Childhood Education, Training Academy, Higher Education, and Workforce.

The Compact has six goals:

1. All students graduate from high school
2. All students have access to and are prepared for college and/or career success
3. All students have access to pathways to sustainable jobs and careers
4. All students develop and appreciation for the arts

5. All students develop healthy lifestyle habits
6. All students develop a sense of social responsibility

### **A. Alachua County Education Compact Signing**

The Chamber has met with Santa Fe College, Alachua County Public Schools, United Way and the Education Foundation to discuss potential metrics for the Compact. Fifteen of the signatories were asked to be on the oversight stewardship committee. The Chamber is putting together working groups who will develop strategies for the Compact. They hope to convene an Education Summit in October 2015 to unveil the strategies.

Dr. Karen Cole-Smith, who played a leadership role in ensuring that education was a focus of the Envision Alachua process, was asked to say a few words. Dr. Cole-Smith noted that the Task Force knew that, along with focusing on economic development and the environment, improved education would be critical to success. As businesses come to the county, it is important that educational institutions are working together and are charged with providing the training these companies need so that local people can find good jobs locally and stay here. She noted that it is important to be proactive and take an early intervention approach. There is research that shows that youth decide at a young age if they will graduate from high school. It's important to have programs in place that reach youth at earlier ages, in elementary and middle school. At every level, we need to reach people where they are. Not everyone will go to college and that's okay, but it's necessary to offer technical or vocational training to help those who don't attend college succeed in the job market. She reminded the group that the East County Educators Committee was formed to make sure that East Gainesville is not left out. We cannot marginalize these individuals; we have to make sure that everyone is involved and has access to educational materials and resources. As an example, she noted there are 15 low-income housing developments that don't have access to computers. With more school work needing to be done online, the students who live in these developments are at a growing disadvantage. To address this, the Educators Committee is working in partnership with several groups to make sure that each of these housing developments include computer centers and training.

She continued by noting that we want to make sure that during our planning process, we hear from younger people ages 15-25, so we can learn what they perceive to be the strengths, barriers and challenges they are facing and that will need to be addressed. These are the people who will be directly impacted by the results of this work. It's necessary to have established timelines and measurements so that it's made clear to the community that we will be accountable and follow through, not leave them with broken promises. Education and job training is linked to future opportunities so that local residents can better provide for their families. We have people who are poor, but have access to programs, and we have the middle class which is faring relatively well. It's the people in between—the "near-poor" who are just over the threshold of qualifying to receive services—who need access so

they too can benefit and have economic mobility. Education remains the great equalizer and we are thrilled to see this collaboration move forward.

Todd responded by thanking Dr. Cole-Smith and the group for prioritizing education and being the catalyst for getting it on the community's radar. He noted that we are a cutting-edge community for getting this compact signed.

Susan Baird commented that these educational improvements on the east side help balance educational knowledge and resources throughout the county. On top of that, once you increase commercial and even residential capacity, you have greater numbers, more income and more to work with. With all of those elements put into place, it's going to help bring out more possibility. The community needs to be even more involved to make sure it's understood that this is not just a one-sided conversation—it's going to be complete, with the resources, numbers and money for the entire county to benefit.

### **B. *The Science of Economic Progress***

Daniel commented on Austin, Texas which has experienced significant positive economic growth. However, the City of Austin acknowledges that even with all the economic benefits that occurred there, there were educational deficiencies and not all community members were able to participate. They recognize that they did not fully address this in their approach.

Daniel then introduced what he called "The Science of Economic Progress." He explained that he would give examples intended to show that communities that are successful at attracting economic prosperity follow a consistent model and strategic approach.

First, Daniel briefly reviewed the approach taken by Greenville, South Carolina. They had a sense of urgency created by the decline of the textile industry. The City of Greenville and Clemson University formed an alliance. They identified their key assets including an airport and inland port and the Michelin Tire factory. Clemson contacted BMW and offered to build them a wind tunnel. BMW said they already had one, but what they wanted instead was a degree program that would provide them with well-trained employees. This resulted in the creation of the International Center for Automotive Research. As a result, BMW decided to build a manufacturing plant in the Greater Greenville area. This automotive ecosystem in South Carolina has served to attract other companies and the state now has Boeing, Mercedes, and Volvo located there, forming an automotive cluster. The effort started with a partnership and a dedicated approach, and is taking time. Since 1971, it has yielded 43,000 jobs or about 1,000 jobs per year. These are living wage jobs that employ people with a range of training and education.

He summarized their formula as follows: They had a sense of urgency, created by the loss of a key industry. Local government and local business

people came together in partnership. Higher education played a key role. Local governments formed an alliance so that a win for the region was a win for all. They created a wide spectrum of jobs for those at all levels, GED to PhD. They also created programs that attracted the interest of middle school students, and show young people that they can have a career and work close to home. This same formula has been applied in many other regions. Many of these same components are available here in Alachua County, including the recently launched Education Compact.

To demonstrate how partnerships between educational institutions, government and business can help revitalize cities, Daniel referenced a quote from a story published in Florida Trend in June 2015 entitled: "Higher Education: Economic Engines," as follows: "UCF President John Hitt and USF President Judy Genshaft have aggressively capitalized on their school's economic heft, turning their institutions into economic development engines in their respective communities... In return, they've been embraced by government and business leaders who understand how the schools help create, strong, stable employment bases. The two universities are currently playing big roles in efforts to redevelop the city centers of Orlando and Tampa."

### **C. Update on Plum Creek Development Projects**

In order to show that these are not just empty promises, Todd shared some examples of what can happen when everyone works together. Plum Creek is in the business of supporting economic development, and their portfolio is always changing. He gave the example of how Plum Creek recently completed a \$1 billion acquisition in Charleston, South Carolina after a two-year due diligence process.

Todd reviewed a few recent examples where Plum Creek was active in economic development to give the group a sense of what it takes to get through the approval process. The first example was the North Florida Intermodal Park. Plum Creek has about 2,600 acres in Columbia County, Florida, about 70 miles from Jacksonville. Plum Creek spent five years working through a process with the US Forestry Service for a five-acre easement that would provide access to the east/west CSX freight line connecting them to the Port of Jacksonville. Plum Creek worked to get a McCallum Sweeney Mega Industrial Park certification for the site. This company provides a certification that the site is "shovel-ready" and that every issue has been addressed so they can break ground in 30 days. He listed the full range of topics they needed to review and confirm. Having a certified site is what it takes to land the big fish—they don't want to deal with having to get land use approvals. It took about 18 months to get the approvals for this site. Until we have our land use approvals, we won't be able to get commitments from the larger companies.

Todd then described a project in Georgia, where Plum Creek is the largest landowner, with 798,000 acres in the state. Todd described their megasite—

the Heart of Georgia—and its proximity to the Port of Savannah. They are working on securing rail access and utilities. They have an overall work plan that includes the following steps:

- Identify the 2,000 acre project site (completed)
- Community/Stakeholder engagement (in process)
- Data Collection and Studies (in process)
- Master Planning (pending data collection)
- Third Party certification (in process)
- Phased Construction (pending end-user site selection)

Todd asked the group, why would a business go to the effort of doing all of this work to locate companies? As an example, Volvo recently made a major announcement of a development in South Carolina that will feature \$500 million investment and 4,000 jobs. We know this because Plum Creek owned two of the five sites that were being considered. Volvo selected one of the Plum Creek sites and they will purchase 800 acres. Todd commented that the folks in Charleston are pleased with this land sale. Ironically, contacts in the Greenville, South Carolina area said they were envious of Gainesville because they wished they had a research institution with the power of UF within its city to partner with; Greenville had to recruit Clemson to its town.

#### ***D. Transforming Greater Gainesville Update***

Daniel then introduced Susan Davenport and described her experience and the pivotal role she played in advancing economic development opportunities in Austin, Texas.

Susan provided an update on the Chamber's Transforming Greater Gainesville initiative. Last time Susan spoke with the Task Force, she unveiled the Chamber's five year plan for economic development which started in January 2015. The plan was developed by outside strategists. They seek to add 3,500 jobs to the area over 5 years, with another 2,400 indirect jobs to follow, \$250 million in new regional investment and a \$1 billion increase in game-changing projects around the region.

She briefly described five "hot projects" that are pending. The projects remain confidential until they are approved and greenlighted. The projects in total include about \$100 million in capital investment and 500 new jobs. The Chamber also has one international project, the Bi-National Accelerator Program, and about 70 additional projects in various stages of discussion. So far, the group has done mostly in-region and statewide marketing. A typical response after one of their presentations on Gainesville's assets is often, "Wow; I had no idea." The story is strong, and when the actual intensive marketing begins, we should be able to get results. The Chamber's task force that is monitoring metrics is focused on talent, innovations and opportunity and their related metrics or "community scorecard"—e.g., how it will enhance

the regional economy, community, way of life and economic prosperity for everyone that lives in the region.

She gave a brief review of the 2015 CEO Council Committees which include:

- Advanced Manufacturing Council
- Gainesville Tech Council
- Agricultural Science and Technology Committee
- Regional Partners of Alachua County
- International Council of Gainesville

The Chamber has done outreach to the federal government to get certified as a place where investment in advanced manufacturing would be a good idea. We want to be ready when the opportunities come our way. Also, the Chamber is now an active player in Enterprise Florida and has a seat at the table. There will also be a delegation visiting Boston during June 28-30, 2015.

In closing, Susan shared a brief story about an experience she had when it was announced she was leaving Austin to come to Gainesville. She got a call from a colleague who called to congratulate her and said, "Wow—did you hear about the Plum Creek property? What a great opportunity. You are smart to have taken this job."

### **III. Update on Envision Alachua Sector Plan Application Process**

Daniel introduced Tim Jackson, Director, Real Estate for Plum Creek, to present the revised sector plan application that responds to questions and comments received through the planning process. Tim described it as a completely updated plan that is totally focused on achieving the vision and goals of Envision Alachua. Plum Creek has listened carefully and considered the advice provided by the Task Force, community members and County staff to ensure it has responded to their comments. The key advice provided was to be clear and simple and stay focused on what you are trying to accomplish, which is achieving the community vision created through the Envision Alachua process.

This updated application reflects that advice. Tim presented a revised map reflecting the changes, which can be summarized as follows:

- The development area has been reduced significantly
- Conservation areas have been enhanced
- The infrastructure and facilities needs have been confirmed and the language improved so that it clearly states that developers will pay for what they need; there is no taxpayer support involved.

He explained that Areas E and D have been removed from the application. The County Commissioners asked if Plum Creek would consider swapping Area E for the County Fairgrounds site (about 75-100 acres). Plum Creek

said they would be willing to consider the potential swap. Plum Creek also removed Area D, which was the last area to be developed in the previous application. It makes sense to remove the lands and it creates a smaller development footprint.

Area B near Hawthorne has also been removed from the application, and Plum Creek will be submitting an application to have these lands annexed to the City of Hawthorne. The County Comp Plan anticipates that lands in this area would be annexed to the City and they are already in the Urban Reserve area for Hawthorne, so there is no reason to delay efforts on these lands while waiting for a decision on the larger plan. This area is now referred to as the EA (Envision Alachua) Hawthorne Jobs Center.

It's clear from the map and application that the focus is the approval of the SR 20 Jobs Center (formerly Area A). The US 301 Jobs Center (formerly Area C) has been maintained in the plan, with no development taking place until 2030 to keep the focus on the SR 20 Jobs Center and the Hawthorne Jobs Center.

Tim described how conservation was enhanced in the updated application. He noted that the Lochloosa Creek Corridor has been widened and enlarged and the land use has been changed from conservation to preservation. This means that lands in preservation will be managed solely for their natural resource value. There will be a management plan prepared for these lands by the County, and the management of these lands will be paid for by the development. He further explained that Plum Creek did a detailed soils survey to look at how suitable the soil is for urban development. This was in response to some concerns expressed about the potential release of phosphorous when the land is developed. The survey confirms that the clay layer is 15-20 feet deep, further down than thought by those concerned. It won't be necessary to penetrate that layer to develop the area, so the soil is suitable for urban development. Plum Creek has also field verified the wetlands footprint, which is a bit broader than what was originally mapped by several hundred acres but much less than shown on the County's map.

Plum Creek will continue to advance the Hawthorne Jobs Center as it advances the Sector Plan application. He reminded the group that there are now two separate documents with related review processes. The Sector Plan application goes to the County, and the annexation of lands for EA Hawthorne, aka the Hawthorne Jobs Center, will be processed as an amendment to Hawthorne's Comp Plan.

Tim showed a slide comparing the acreage in the previous and current applications, as follows:

	2014	2015
<b>EASP</b>		
Total Acres	60,133	52,745
Max Developed Acres	7,608	3,380
<b>EA-Hawthorne</b>		
Total Acres		1,363
Max Developed Acres		809
<b>Conservation</b>		
Existing	22,865	22,865
New	23,219	22,364 (3,538 Preservation)

Tim then showed some conceptual sketches of what the SR 20 Jobs Center could look like.

Daniel paused and asked the Task Force for questions and comments. He prompted them by asking, "How does this live up to the vision?"

Rob Brinkman replied that he likes annexing into the City of Hawthorne and getting things moving, which this plan expedites. He also appreciates the larger green buffer. He asked for an explanation of the difference between preservation and conservation. Tim responded that lands designated as Preservation are managed solely for their resource value and are not forested unless that activity is specifically designated in the management plan. Conservation lands would continue to be forested, and the application removes the ability to do intense agriculture or develop residential at a density of one residence for every five acres. Plum Creek would put practices in place that are consistent with those in the easements used by the Water District, and create an enforceable deed restriction. Rob commented further that he likes that the development is concentrated south of 26. This moves development out of the Santa Fe River watershed, which is the water body that needs to be improved.

Dorothy Brown commented on the buffer near Windsor that was expanded. This is right in the area where some of the more vocal opponents live, and may be enough to satisfy them.

Steve Seibert commented that he believes this is an improved plan and he was curious about any response that had been received so far. Tim explained that few people have seen this since they were waiting to share it with the Task Force. Plum Creek did share the revision with the Hawthorne Chamber and it was enthusiastically received.

Susan Baird highlighted that the developable area has decreased by about 40% in the application. There are 3,380 acres in the County and 809 acres in Hawthorne, totaling less than 3,500 acres. It's better to start smaller and focus on something that has a higher probability of success. In the previous approach, Areas D and E were included because we didn't know where

market demand would be, and we wanted to have flexibility and options. In the revision, we decided to focus on where we needed to be—which is where the jobs centers are. By removing this flexibility, the focus is placed on the jobs centers. Sue pointed out, however, that when you become so strict in your land uses, the buildable part becomes so expensive and harder to develop—she’s concerned about giving up so much room for potential expansion. Tim responded that they feel very comfortable that the 30,000 jobs fit in these footprints and will provide for the quality of life and diversity of jobs and homes that will make it a desirable place to be.

Jack Payne commented that he is really impressed with the plan. He was impressed with the first plan and this one is even stronger.

Tim then reviewed the schedule for the submittal of the revised Sector Plan to the County and the potential schedule for County review.

June 2015	Submit Revised EASP Application
July-August 2015	Alachua County Staff Review of Envision Alachua Sector Plan Application (EASP)
Sept-Nov 2015	Alachua County Planning Commission and Board of County Commissioners Public Hearings
Nov 2015 – Jan 2016	State Agencies’ Staff Review of EASP
January 2016	Task Force Meeting
Feb -April 2016	Final Public Hearings on EASP
May 2016	Task Force Meeting
Fall 2016	Submit Detailed Specific Area Plan/Zoning Application

He also reviewed the schedule for the Hawthorne application process:

June 2015	Submit Applications for EA-Hawthorne
July-August 2015	City of Hawthorne Staff Review of Annexation and Comprehensive Plan Applications
Sept-Oct 2015	Alachua County Planning Commission and Board of County Commissioners Public Hearings
October-Nov 2015	State Agencies’ Staff Review of Comp Plan
Nov-Dec 2015	Final Public Hearings Annexation and Comp Plan
January 2016	Task Force Meeting
January 2016	Submit First Application for Zoning

Rob Brinkman noted that the final vote on the plan is in April, so it is not near the 2016 elections. However, this effort will continue to be a political issue.

#### **IV. Update on Envision Alachua Communications Tools**

Daniel introduced Rose Fagler to discuss Envision Alachua communications activities. Rose explained that along with our team of consultants, we have a large group of citizens willing to volunteer and table at community events.

We had received requests for our volunteers for fewer and simpler materials. We responded by distilling our information down to a fact sheet and booklet and a one-page “cheat sheet.” Copies were provided to all meeting attendees.

Rose briefly showed the recently updated project website, [www.envisionalachua.com](http://www.envisionalachua.com), and how it has been reconfigured to make information easier to find. She also showed the new advocacy website at [envisionalachuaforbiz.com](http://envisionalachuaforbiz.com), linked from the Gainesville Chamber website, which describes the business case for Envision Alachua. The sites include a place to sign up and commit to taking action. We want to make sure people have the facts and make sure we address the misinformation that is out there. Rose told the Task Force that if they have a need for any additional information, they should please contact her. At Rob Brinkman’s suggestion, the materials will be shareable via the Envision Alachua Facebook site.

## **V. Task Force Discussion**

Daniel asked Adrian Taylor to open the Task Force comment period by saying a few words from the perspective of his various roles in the community. Adrian shared that it has been his honor to be involved in this process. The Envision Alachua process began with maps and statistics, but it has grown into a plan crystallizing the ideas of what the County can look like over 50 years. It has also challenged the conventional beliefs that one to two percent growth is the only option. This process has challenged the idea that the growing economic chasm is the norm and is acceptable. Instead, we can capitalize on our assets and align them. Adrian shared that he received a call from a woman asking him if he really believes people will come to Gainesville. His response is yes—we highlighted and identified why companies should come here and why they will come here. This process has been successful because it has forced and created community connection where everyone sits around the table. People are not standing on a dais arguing, they are sitting at the table together with an equal voice and an equal place. Through this process, we have had intelligent conversations about how we can move forward. Comp Plans are drafted with a regional focus, and no one gets excited about them. The working parent or person on the way home from a service industry job did not have input into the Comp Plan. This process, however, has reached out and included these people.

John Sabine from Plum Creek said he would use his time to provide a brief update on the forestry work going on. Plum Creek is currently in the middle of harvesting, working on a few scattered blocks. They are doing thinning and final harvesting in some areas and setting up these sites for replanting by this December or January. This is work that is done by contractors—small business owners.

Yvette Carter expressed that she was honored to be on the Task Force and a part of this “movement.” She was active as a community member and now is

a member of the Task Force. This revised application was significant to address the barriers and naysayers so this process can move forward.

Bill Strassberger expressed that he was thrilled to hear about what's happening in Hawthorne. After living and working in the area, he is happy to see the positive support for the annexation and the ability to attract industry.

Dug Jones expressed that he believed Adrian's comments covered the points that are most important to him. Even though the process has taken four years so far, he still thinks it has been four years well-spent. The process featured a great deal of discussion. Some pieces have not been as cordial as everyone would have liked, but they have also provided opportunities for people to be heard and that feedback has been integrated into the plan and responded to. He would love to see this wrapped up soon, and thought that even if it takes a few more years, there will be a good outcome.

Dorothy Brown was pleased with the results and noted that she believes East County is the prettier side of the county. She expressed gratitude for being blessed with an education and a good job. She said it's looking like East County will get jobs and education.

Lindsay Krieg commented that it is great to see that there is still excitement and people continuing to come to the table to talk about the future. She expressed that the behind the scenes work is amazing and she can't wait to see it come to fruition.

Juliun Kinsey agreed that East County is the more beautiful side of the county. He likes the idea of adding a bike trail that provides access to these beautiful resources. He is excited about the Education Compact and the fact that it includes accountability. The vision and messages are more clear now than ever before.

Dr. Karen Cole-Smith asked Juliun if he could hold down the fort 30 years into the future. Juliun responded with an enthusiastic yes—the younger people will take the movement forward. Karen then noted that we always hear about what is to come, and we haven't given enough credit to what has already been accomplished.

Rob Brinkman expressed that he is honored to be a participant and hopes the process will reach resolution. He's also excited to hear about the Education Compact and involving younger people who will be around to see this come to fruition. He noted that we have a lot of good prospects and it's up to this community.

Scott Koons shared that he works for an organization that works to improve the lives of people in the region by protecting the environment and bringing economic development. The unique opportunity with Envision Alachua is that there is a single landowner; most of these processes are piecemeal. He

appreciated that more than 90% of these lands will be protected, and that the revised plan focuses even more on jobs in East County and the region.

Susan Baird hopes we will move forward sooner rather than later. She noted what has happened with Waldo's School system, and that we can see the issues that Hawthorne is having. We now have a clear path forward and can work to minimize education and wage gaps. Previously, we have only seen retail jobs being created, not livable wages. The better the education the better we can attract employers. She thanked Plum Creek and the Chamber, and noted that the City of Hawthorne has stepped up and said that it's time for something to happen.

Jason Hurst expressed that this is an amazing thing to be a part of. He said, "Thank goodness we have some visionaries who have a larger view." He asked, why do we always seem to hone in on the west side? He stated that as a real estate professional, this gives him an opportunity to talk about the east side and Envision Alachua. He is one of the younger people who will stay involved and see this through.

Rose Fagler thanked Ian Fletcher for his work on the Education Compact and the Chamber for their leadership.

Kevin Thorpe expressed that he is honored to be involved. There has been so much tangible, concrete progress. He hopes that the application will withstand the scrutiny of the naysayers, and is convinced that we are close.

Susan Davenport commented that there are places all over the country who would love to have an opportunity like this region has, and that we are fortunate to see it through.

Jack Payne noted that over the past years, the emphasis has been on jobs, environment and wetlands. He is excited to see the emphasis on education—it is the great equalizer and it also raises the quality of life for the community, by giving us an educated electorate that makes good decisions about the County's future.

Steve Seibert stood and spoke for a few moments to comment on two things. The first comment involved a project that reflects how important this group and community has become, and that in some ways, we have already won.

At a Hunger Summit a year ago, Florida's Commissioner of Agriculture said that 300 kinds of crops are grown in Florida, and there is no reason that any kid should go to bed hungry in this state. We have to talk to some communities to better understand what hunger means. Steve suggested that they include East Gainesville and Envision Alachua Task Force members. They conducted a series of interviews with community members including Adrian Taylor, Karen Cole-Smith and Kevin Thorpe. It was a very rich conversation. These kinds of conversations rarely occur, and the Task Force

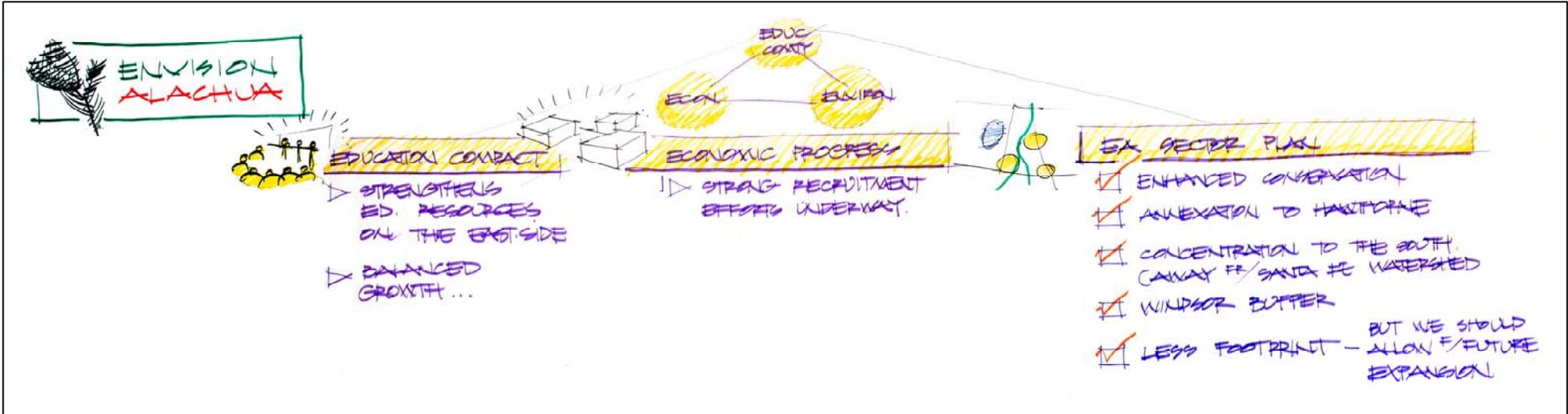
has helped open the doors. He particularly liked one quote from Adrian, which arose when they were discussing how hunger is about more than money; it's about mobility, culture, families having time to cook, many other issues. Adrian said that it's important to have a place where people can explain the context of their lives and Envision Alachua has allowed that to happen.

Secondly, he addressed the question asked earlier as to what Task Force members think the process. He described an agricultural analogy from a poem by Robert Frost entitled "Build Soil." The poem states that sometimes you have to plow your crop under in order to build soil so your next crop will be stronger and better. Sometimes we take our crops or our ideas to market too quickly. Over the past four years, Envision Alachua has been building soil. We've been building relationships and ideas. Beginning with discussions at the first meeting about the importance of water conservation, we started the whole process of bringing in experts to help build a water ethic. We've had deep conversations about hunger and poverty, and creating economic development in places where it hasn't previously existed. We've been building soil, and this concept is now ready to be taken to market.

## **VI. Summary and Next Steps**

Daniel thanked everyone for their participation and attendance and called Todd for some closing remarks. Todd noted that the needs addressed by Envision Alachua are real today, whether this is a 30 or 50 year plan, we are working behind the scenes and starting to plant the seeds for our future now. He expressed that he was eager for the applications to be approved, but pointed out that is not the end of our work—we have plenty to do to make this a reality. He looks forward to announcing the first jobs that this project will provide—especially for those who need work—and to getting ready to break ground.

Meeting wallgraphics and an attendance roster of Task Force members are attached at the end of this document. Members of the public were invited to submit comment cards, but none were received.



**Envision Alachua Phase III  
 Task Force  
 Meeting #5 – June 22, 2015  
 Wallgraphic #1**

## TASK FORCE . . . .

- WE HAVE CHALLENGED THE STATUS QVO
- GIVE A "HIGH 5" TO THE FOREST WORKERS
- LASER FOCUS
- HAWTHORNE → STRONG!
- COUNTY FEEDBACK / RESPONSE
- EDUCATION + JOB = OPPORTUNITY F/ALL.
- READY F/THE NEXT STEP.
- ADD: BIKE TRAIL (L.L. CREEK)
- LEADERSHIP PIPELINE - NEX GEN / CELEBRATE WHAT'S ALREADY HERE, TO!
- COUNTY: MUST STAY INVOLVED.
- SUPPORT: ECON DEV (+) ENVIRONMENTAL PROTECTION
- SOONER THAN LATER - GOOD JOBS (NOT RETAIL)
- WOW! TAKE F/THE EAST. SIDE.
- WE'RE CLOSER TO THE "XOPENING"
- WHAT AN OPPORTUNITY
- EDUCATION IS AN EQUALIZER . . . .
- NEW CONVERSATIONS ARE HAPPENING . . .

Envision Alachua Phase III  
Task Force  
Meeting #5 – June 22, 2015  
Wallgraphic #2

## Appendix A: Roster of Task Force Members

**\* denotes in attendance at June 22, 2015 meeting**

**Jane Adams**

Vice President, University Relations  
The University of Florida

**Susan Baird, MBA\***

Broker/Senior Vice President  
Bosshardt Realty Services, LLC;  
Former Alachua County Commissioner

**Rob Brinkman\***

Chair of Citizens Advisory Committee to  
MTPO, Former Chair of Suwannee St. Johns  
Sierra Club

**Dorothy M. Brown\***

Windsor Resident; Accountant, Richardson  
& Ellison CPA

**Yvette Carter\***

Interim Community Relations Director  
Gainesville Regional Utilities

**Dr. Karen Cole-Smith\***

Executive Director  
Community Outreach and East Gainesville  
Instruction  
Santa Fe College

**Susan Davenport\***

Interim President  
Gainesville Area Chamber of Commerce &  
Council for Economic Outreach (Founding  
Partner)

**Mike Dykes**

Officer, Cracker Boys Hunt Club  
Senior Project Manager, CH2MHILL

**Vivian Filer**

Chair, Cotton Club Museum & Cultural  
Center  
Retired, Santa Fe College and UF Healthcare

**Eric Godet**

President & CEO  
Godet Industries

**Jason Hurst\***

Associate Director  
Front Street Commercial Real Estate Group

**Pete Johnson**

Principal, Goalmasters; Former Board  
Member  
Gainesville Regional Airport Authority

**Dug Jones\***

Associate Vice President of Economic  
Development  
Santa Fe College  
Center for Innovation & Economic  
Development

**Nona Jones**

Chief External Affairs Officer  
PACE Center for Girls

**Julian Kinsey\***

Credit Recovery Specialist  
West Port High School  
Marion County School District

**Lindsay Krieg\***

Director of Volunteer Services  
UF Health

**Charles Lee**

Director of Advocacy  
Audubon Florida

**Vicki McGrath**

Director, Community Planning  
Alachua County Public Schools (Founding  
Partner)

**Chris Moran** (alternate for Dr. Jack  
Payne)

Special Assistant for Communications to the  
Vice President of IFAS  
Institute of Food and Agricultural Sciences  
University of Florida

**Dr. Jack Payne\***

Senior Vice President Agriculture and  
Natural Resources  
Institute of Food and Agricultural Sciences  
University of Florida

**Ken Peng**

Ken Eats Gainesville

**Brad Pollitt**

Vice President of Facilities  
UF Healthcare

**Steven Seibert, J.D. \***

Founding Partner triSect, LLC  
Former Executive Director, Century  
Commission for Sustainable Florida; Former  
Secretary, Florida Department of  
Community Affairs

**Bill Strassberger\***

District Engineer  
Clay Electric

**Adrian Taylor\***

Pastor  
Springhill Missionary Baptist Church  
Vice President, Gainesville Area Chamber of  
Commerce

**Kevin Thorpe\***

Senior Pastor  
Faith Missionary Baptist

**Bobbi Walton**

President Community Service for Windsor,  
Retired, CH2MHILL and Environmental  
Science & Engineering

**Helen Warren**

City of Gainesville Commissioner; Agent,  
Prudential Trend Realty; Audubon Florida,  
Alachua County Chapter

**Justin Williams**

Officer, Public Relations, Cracker Boys Hunt  
Club; Employee Relations Training  
Specialist, Clay Electric

**Robert Woody**

Director of Community and Business  
Development, CareerSource North Central  
Florida; Chair, Board of Trustees Santa Fe  
College; Former Deputy Secretary, Florida  
Department of Juvenile Justice; Former  
Director of Jails, Alachua County Sheriff's  
Office

**Dr. Gladys Wright**

Retired Principal, Chester Shell Elementary  
School, Alachua County School Board

**Ex Officio Member**

**Scott Koons\***

Executive Director  
North Central Florida Regional Planning  
Council

**Participating Task Force Members  
Representing Plum Creek**

**Todd Powell\***

General Manager, Real Estate  
Plum Creek

**Rose Fagler\***

Manager Community Relations  
Plum Creek

**Plum Creek Resource Liaisons to the  
Task Force**

**Kelly Robinson**

Senior Resource Manager  
Plum Creek

**John Sabine\***

Resource Supervisor  
Plum Creek

**MIG, Inc.**

**Daniel Iacofano\***

Principal & Lead Facilitator  
MIG, Inc.

**Joan Chaplick\***

Principal  
MIG, Inc.