



Envision Alachua Phase II Task Force

Summary of Task Force Meeting #3 April 4, 2013

prepared by

MIG, Inc.

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in support of the Envision Alachua
process convened by Plum Creek



Background

On April 4, 2013, Plum Creek convened the third Task Force meeting of the second phase 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 65,000 acres. Nearly 24,000 of these acres are permanently conserved. The company's holdings are located throughout northern and eastern Alachua County. Plum Creek is considering future uses for its lands that could be aligned with community needs. Phase I of the process yielded a community vision, goals and guiding 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.

During Phase II of the process, Plum Creek is working with a Technical Advisory Group, Task Force and members of the community to determine how to achieve the community's vision and goals that support economic development opportunities, environmental conservation and activities that meet community needs as expressed during the Envision Alachua process.

The objectives for the third Task Force meeting were to:

- Provide an update on planning process and report results of Technical Advisory Group (TAG) Meeting #3
- Review and discuss conservation land use component
- Discuss preliminary land use framework and development prototypes
- Introduce and discuss Economic Progress Initiative

This document summarizes the general discussion comments made by the facilitator, presenters and Task Force members during the April 4, 2013 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.

I. Welcome and Introductions

Todd Powell opened the meeting and welcomed the participants. He described how at this meeting we would be taking our discussions from the 30,000 foot level to see how it would look down at the ground level. He commented favorably on the diversity of viewpoints represented at the meeting and how positive it was that we could all sit down and have a respectful conversation and find the middle ground. Plum Creek hopes this could become a model of how collaboration should be done, and that is in great part due to Task Force members' participation.

He then introduced Daniel Iacofano, CEO of MIG, Inc and lead facilitator for the Envision Alachua process. Daniel opened his comments by highlighting

the emerging land use concepts diagram, which was developed based on the input of all who had participated in developing the vision. He described how at this meeting we would see how the emerging concepts diagram and the vision and goals are translated on the ground. Following this, Daniel asked participants to conduct self-introductions.

Daniel briefly reviewed the agenda. The meeting objectives were to:

- Provide an update on process and schedule
- Provide an update on the Economic Progress Initiative
- Present the Draft Sector Plan Map
- Discuss the potential Land Use Program

Daniel reviewed the schedule of upcoming meetings. The next Task Force meeting has been rescheduled from June 26th to June 25th due to the addition of a community workshop in Hawthorne that same week.

He reminded participants that the outcome of this effort in Phase II is for Plum Creek to develop a Sector Plan application.

II. Review of Results of Task Force Meeting #2, Community Workshop #1 and Technical Advisory Group #3

Daniel briefly reviewed the results of the last Task Force meeting held on January 24th. Some key themes from the discussion included:

- Follow the four corners strategy
- Start in Area B - it's ready
- Work from the edges in
- Be consistent with adjoining land uses
- Link to transportation resources – rail, major roadways, Hawthorne Trail

Daniel also summarized the results of Community Workshop #1 for Phase II. The workshop was well-attended with more than 100 participants. Participants were asked to work in small groups and consider how Envision Alachua helps create opportunities from East Gainesville to Hawthorne.

Participants were asked to discuss:

- What are the potential opportunities?
- What can we do to prepare for these opportunities as individuals and as a community?

The Key Themes from the small group discussions at the community workshop included:

Location

- Area B is ready - zoning, water supply, rail line and existing work force are in place
- Highway 20 and 301 corridors could serve as major arteries for commercial development

Environment

- Work toward achieving the "Emerald Necklace"
- Create conservation areas in a manner that promotes linkages for habitat

Land Uses

- Job creation and economic development are strongly favored
- The open space element can support outdoor recreation-oriented economic activities
- Maintain opportunities for hunting, fishing, hiking and camping; promote outdoor recreation opportunities
- Hospital or health care expansion is desired including retail

Education

- Link education and work force development opportunities to UF and Santa Fe College

Design

- Preserve character of local communities

Equity

- Make sure local community members are not out-priced as land values increase

Infrastructure

- Provide adequate infrastructure for industry and development
- Address water supply and quality

Daniel then reviewed the results of the most recent Technical Advisory Group which was held on March 19. Key themes of the TAG meeting included:

- Use this project to develop a comprehensive water strategy for the region
- Further delineate the potential conservation corridors
- Coordinate efforts on this project with on-going regional transportation planning
- Address a key question: Why Here? Why Now?

III. Status of Economic Progress Initiative

Daniel introduced Dale Brill who provided an update on the Economic Progress Initiative. At the last Task Force meeting, he introduced some new terminology, suggesting that the group consider "economic progress" rather than "economic development." Economic progress looks not just at numbers

of jobs, but also at the types and wage levels of the jobs created. Economic progress links closely to quality of life.

Dale described some points for consideration in "The Leap to Prosperity."

- Economic progress trumps economic development
- Civic engagement builds social capital
- We can get there from here

Dale then walked the group through a number of concepts, comparing two counties: Alachua County, Florida and Boulder County, Colorado. Boulder County is considered by many to be a community that has a high quality of life and is rich in economic opportunities.

There are some similarities between Alachua County and Boulder County. They are roughly the same size; the population of Boulder County is 241,152, and the population of Alachua County is 209,206. The two counties are also similar in that they are anchored by superior academic organizations, as follows:

Colorado University/Front Range Community College:

- 35,000 students combined
- CU Research Funding (2012): \$815.3 million
- CU Endowment (2012): \$771.3 million

University of Florida/Santa Fe College:

- 66,000 students combined
- UF Research Funding (2012): \$644.4 million
- UF Endowment (2012): \$1.26 billion
- Santa Fe Endowment (2011): \$43 million

He looked at the 5,000 fastest growing companies in US. There are basically two types of entrepreneurs:

- Small businesses - will likely stay the same size
- Entrepreneurial or scalable companies - designed to grow, have spin-offs

Companies on Inc.'s 2012 list of the 5,000 fastest growing companies that are located in these two counties are as follows:

Gainesville

- Firm count: 5
- Revenues: \$16.4 million
- Employees: 142

Boulder

- Firm count: 16
- Revenues: \$192.2 million
- Employees: 818

Dale reviewed a list of best performing cities, noting that in the past year, Boulder moved up from 59th to 15th while Gainesville dropped from 100th to 167th. The index looked at job growth, wage growth, short-term growth and high tech GDP growth. The index was based on outcomes not inputs. Dale showed a chart that compared the Gainesville and Boulder metropolitan areas side-by-side, scoring each on the various indicators, with an average score being 100.

There is a difference of 4 percentage points in the rate of poverty between Boulder and Gainesville, representing what Dale termed a “parity difference” in persons in poverty of 5,600 people. What that means is that if 5,600 people could be lifted out of poverty, the County would save money. Assuming that each person in poverty receives a minimum of \$500 a month from the government, this would translate to a savings of at least \$6,000 per citizen per year.

Boulder County is also more prosperous than Alachua County in terms of median household, mean family and per capita income. If you look at the potential “entrepreneurial payoff” of the five firms on Inc.’s 5000 list in Alachua County, assuming they grew only 10% per year for the next ten years – in the tenth year they’d be making a \$42.5 million contribution to the County’s economy. In the nine years leading up to that time, they would have contributed a cumulative total of \$3.4 billion. You can drill down further to calculate the amount of disposable or taxable income, etc. and get real numbers.

Economic development emphasizes recruitment, with some emphasis on retention. It also gives some attention to entrepreneurship, but only for startups. In fact it continues to be important, and many large, established firms are suffering because they’ve forgotten how to be entrepreneurial.

With economic progress, this way of looking at the different elements is turned upside down. Recruitment becomes a “catalyst” activity, and is re-termed “geo-marketing,” because we’re not just going out and finding people – we’re aligning them with who we are. It’s a lot less expensive when you’re matching firms up to the core capabilities of your workforce, to the research and development going on in your universities and colleges, and to what you aspire to be as a community. You don’t have to work as hard to compensate for what you’re not.

Retention also takes on a new definition. In this new model, it’s a question of what we do to help a start-up stay in the area once they have grown. How do

we keep them from moving to another city? Our efforts here will help us respond to this concern.

The model we're following from here, with social capital at its dead center, is "Transformation Economics." This model consists of looking at the Regional Blueprint, now underway, which gives us a sense of where and who are we really. Comparing who we are now with who we want to be leads to the next step, a sense of strategic prioritization. What is the mix we want? How do we encourage entrepreneurship? What are the tools that are needed? How do we take what has made so much progress over the last ten years and continue to accelerate and contribute to what they're doing? Then we consider developing a platform for this continued innovation – what do we do with elements like transportation, water quality and land planning? Finally, we measure the results and report back to the community on how we're doing. It's important to moderate our expectations – we won't hit it out of the park every time, but the willingness to communicate openly, continue to measure the data, and keep the feedback loop going will help us stay on the right track.

Dale concluded the presentation by reminding the group of what the process looks like – we've got the legacy success from UF, Innovation Gainesville and the Innovation Hub; Envision Alachua in the middle; and our present work with the Regional Tool Kit, which is an effort to move the progress forward. The point we're at in the Transformation Economics process template, having completed the North Central Region Baseline Analysis, is working on the University of Florida Asset Analysis.

Daniel asked for reactions and comments to Dale's presentation.

Tim Giuliani noted that Dale's presentation uses a new vocabulary to describe these concepts. He expressed confidence in this type of model and approach. He has seen firsthand how this approach is already playing out in the community and how we are starting to have some early successes. The model is only in its infancy and we will start to see some big and impactful numbers. Dale replied that he has seen other communities trying this approach, but they aren't following the model.

Vivian Filer commented that the concept of economic progress is more inclusive than the standard concept of economic development and involves everyone. Dale replied that previously the game has been about "the boats" instead of "the rising tide lifting all boats." He added that Dr. David Denslow will also be doing some modeling to provide additional information and solid data.

Karen Cole Smith noted that the word "progress" is something that people can relate to and that is measurable. Even if we take small incremental steps, people will still be able to see forward movement.

Ken Cornell commented that economic progress translates into community progress. Daniel suggested that we can develop our own qualitative and quantitative measures that show our progress.

Tom Coward noted that when we look at progress in our diverse community, we have some jobs, such as at the University and Shands Healthcare, that have high paying salaries, but we also have lower income people. A lot of people in Gainesville are not participating in the economic progress. Dale responded that statistics can be made to show a variety of things, making it look as though everyone is getting wealthier when in fact the high-end salaries are pulling the number up. Economic progress looks at everyone, not just those at the top end. In order to participate and to benefit, everyone needs to be able to see themselves as benefitting from the economic progress.

Jack Payne commented that, regarding UF as a public university, there is an underlying assumption that conditions are positive. He reminded the group that UF is impacted by federal decision making. The sequestration will have an impact on UF and our other educational facilities that receive funds for research and development.

IV. Review and Discussion of Draft Sector Plan Map

Daniel opened this next section of the agenda with a brief description. He noted that we're moving from the 60,000 acre level down to the more detailed specific area planning level. We will see a format taking shape and some conceptual development of how the development patterns might look as laid out on the landscape.

Tim Jackson, Kittelson and Associates, presented a preliminary plan for 60,000 acres. He reviewed the diagrams and maps that were shown at the previous meeting. He also reviewed the two elements of the Sector Plan: the Long-Term Master Plan (LTMP) which identifies four land uses: urban, rural conservation and agriculture; and the Detailed Specific Area Plan (DSAP).

The Task Force previously agreed that planning for economic activities should focus on the area around Windsor as its first priority, and also that we should work to protect Windsor's rural character. Therefore, the first step in the planning process should be to look at landscape linkages and identify the core of this land's natural features. The Existing Conditions map shows the connected and unconnected wetlands and 100 year flood plain on the approximately 17,000 acres in East County. The core of the conservation network that is part of the framework map should include, at least, connected wetlands as well as those that are more than 40 acres in size. The potential framework map shows the lands that would go into conservation land use and those that would be urban, rural or agricultural. The application will include these proposed uses.

Last meeting, we identified some of the issues and opportunities to be discussed, including:

- Wetlands and flood plains
- Green connections
- How do we address some of the outparcels?
- How do we address the edges of the Windsor area?

Tim explained that he now wanted to show the Task Force some advances in the planning that has been done. Tim reviewed a series of diagrams and maps that showed the land uses previously discussed and the refinements that have been made since the last meeting to reflect the input received from the Task Force and the community.

He noted that last time we talked about linkages, how we would treat the edges at Windsor, and making sure that conservation is the core. He showed how this looks on the potential framework map for East County. Areas highlighted in green would be the conservation land uses. Areas highlighted in yellow, to indicate rural land use, which is how we would treat the edges of Windsor. The land to the east of Lochloosa Creek would be zoned long-term for agricultural use. The lands shown in purple would be some form of urban land use.

Tim reviewed a slide showing the conservation strategy, which includes the existing lands that are already in conservation in the County. By adding the key linkages in the County and create whole sets of green space (connected habitat and open space), we fill in and help achieve the Emerald Necklace.

The next piece of the Master Plan looks at what is allowed within the land uses. We need to identify what kinds of uses are appropriate in each land use category, and we need to do this for conservation, agriculture, rural and urban. This may include, by category:

Conservation would include:

- Preservation
- Silviculture
- Agriculture
- Environmental services
- Mitigation
- Recreation
- Roadway connections

Agriculture would include:

- One dwelling unit (DU) per 40 acres
- Silviculture
- Uses currently allowed in Rural/Agricultural land use

- Environmental services
- Related research facilities
- Recreation
- Roadway connections

Rural would continue the one DU per 5 acres that is currently allowed today, along with:

- Silviculture
- Recreation
- Existing zoning

Urban uses would include the wide variety of uses allowed in the urban cluster, along with agriculture and conservation.

Tim then reviewed a slide that showed a comparison of the existing land uses to the future land uses proposed by Plum Creek. Both examples have 22,855 acres in conservation easement. In the LTMP, we would add 25,357 additional acres of conservation easement. There would be 1,736 acres in agriculture (1 DU per 40 acres instead of 1 unit per 5 acres) along with 8,741 acres in urban uses. He noted that the urban lands are not all paved or fully developed. These areas also include recreation, open space and other related uses.

Daniel asked Tim to pause and allow time for the group to digest the information and provide feedback on the maps. He explained that this all fits fairly comfortably within the range of Sector Plans that have been done in the state. This is a 50 year planned build-out. This will not all happen at the same time; it will evolve and be phased in.

Rob Brinkman asked: regarding the research facilities in the agricultural categories - are we talking silvicultural or agricultural research, or are we talking more about a corporate research park? Tim replied that we are thinking more in terms of agricultural research and not a traditional corporate research park.

Charles Lee described his reaction as overwhelmingly positive. He offered a single comment, which was that if you look at the corridors in the northern part of the area, over to the west of the main corridor, there is a group of wetlands that logically create a linkage and create their own parallel corridor. This creates an ecological "fork in the road," an eastern and western portion, and an important linkage could be gained by doing that. The overall balance of conservation and development and approach is going in the right direction.

Daniel noted that, based on a comment received from the TAG, we possibly have a secondary corridor achieved in another location to the south. We can continue to make these refinements as we look at this finer level of integration.

Ken Cornell noted that what struck him was that we spent that last hour talking about economic progress, and we talked about moving a minimum of 70% of land currently zoned rural agricultural into conservation. From the community standpoint, that seems pretty significant.

Daniel reminded the group that we are making the linkages, and there is enough land to do just about everything we have been talking about.

Ed Reagan inquired how the corridor links up to the other conservation areas. Tim Jackson replied that it follows a watercourse and includes all the land that Plum Creek owns in that linkage. There are other lands in the area, but Plum Creek doesn't own them. Ed commented that it begs the question about what will happen there, but it is out of our scope.

Todd responded that, based upon having a corridor that is in permanent conservation, it may be hard to see non-Plum Creek lands used for other purposes. Tim suggested that these lands may become prime targets for conservation land acquisition.

V. Discussion of Potential Land Use Program

Daniel then introduced Fred Merrill, Lead Planner, Sasaki Associates, to describe the land use program. Fred noted that he has the fun job of taking this amazing vision and translating it into a look and feel. Plum Creek has asked Sasaki to take the design concept and provide a little more specificity. Sasaki sees it as economic development meeting conservation. The goal is to take the vision and create a land use program. It's organized around Economic Development, Community and Environment, as presented in the emerging concept area diagram.

Fred explained that we start by developing a land use program. A program is a series of uses and metrics. It includes the types of land uses and how much of each use we are considering. He noted that the concept of economic development we're considering is a very employment-rich concept. It has a jobs-to-housing ratio of 3 to 1, which is the opposite of many plans.

Fred showed a slide reviewing the program as it relates to economic, environment and community uses and related metrics. For each urban land use, it noted the units being considered and the assumptions being made, as follows:

Economic development:

- R&D/Office/institutional: 6,000,000 square feet; will create an estimated 18,000 – 24,000 jobs
- Advanced Manufacturing: 8,000,000 square feet; will create an estimated 6,000 – 12,000 jobs

Community:

- Residential: 10,000 units; gross of DU per acre; 3 jobs per household
- Retail: 1,000,000 square feet; 100 square feet per household
- Schools: 5 schools (based on County student generation rates)
- Civic uses: diverse community supporting uses
- Roads/infrastructure: approximately 15-20%

Environment:

- Recreation and open space: approximately 30-35% open space

He then provided a program comparison with the cities of Madison, Boulder and Huntsville showing the population, industrial square footage and list of industries present in these communities.

Fred then provided a brief comparison with other sector plans in Florida to see how Envision Alachua compares. He notes that most of the other plans have a residential focus, with comparably fewer jobs; our plan is just the opposite. We are larger in terms of the acreage included and overall smaller in terms of the number of homes and non-residential square footage.

Fred briefly reviewed some case studies of agri-technology centers in other communities, as follows:

- Monsanto Learning and Research Center. Most of its 400 acres is used for agricultural research. The building, which is very clean and high tech, only covers 20 acres.
- Du-Pont Pioneer Hi-Bred Agriculture Research Center also shows a similar small building footprint compared to the lands in agriculture.
- The USDA Fruit and Tree Nut Research facility demonstrates how the fields and research facility were developed around the existing wetlands.
- At a smaller scale, Fred looked at Serenbe, Georgia, a 20-acre urban agricultural development.
- In Tampa, Florida, urban hydroponic farms are set on 10 acres.
- Agri-technology: term expresses the idea of silviculture, productive agriculture and light industrial uses all being combined in a modern 21st-century way. He shared some images of facilities that are inspiring this thinking. These are communities where people can live, work, learn and play. There will be some research campus activity – like that at Centennial Research Park at North Carolina State or University Park on the MIT campus in Cambridge. These are high-density, with lots of uses next to each other, creating a lot of interaction and synergy between different sectors.
- He showed some examples from Germany which showed very efficient land use, such as the Laser Factory and Logistics Center, Ditzinger, Germany.

- The Volkswagen Manufacturing Plant in Tennessee shows how one facility can create a range of jobs from GED to Ph.D. The model is no longer the old-fashioned smokestack type of industry. We design things really well in this country; we now need to be able to produce just as well.

At the conclusion of Fred's presentation, Daniel asked for questions and comments.

Tom Coward commented that he is looking at this proposal in a manner similar to how a shopping center is approached. It's assumed that it will have one or two anchor tenants. In this scenario, should we assume that agriculture will be considered one of the anchors? Daniel replied that yes, it could be, and is certainly one of the anchors. Tom continued to say that development would follow the establishment of the anchors. We would then bring in UF and Santa Fe College and the homes would come later. Fred Merrill confirmed that this suggested sequence was likely and that the shopping center metaphor worked well for this process. Daniel reminded the group that the economic development is the purpose of this; these are the anchors that will provide jobs, and the homes will follow.

Daniel asked Jack Payne if it would be possible for the group to envision including some type of IFAS facility. Jack was enthusiastic in his affirmative reply. He described to the group how many areas on UF's campus that are currently sports fields were once IFAS facilities. When land was needed for a building or field, it was easier to convert the existing agricultural lands. He noted that agricultural uses are continuing to be pushed off campus. However, now, in some communities, agriculture is the new "golf course," with people wanting to live near where they can grow their own food.

Tom Coward responded that, as we create this agricultural hub, we might be able to appeal to those who prefer compact development and attract some of the agricultural energy from South Florida back to this area.

Todd responded that consistent with the shopping center metaphor, we want to have multiple anchors. Agriculture is one. Our rail infrastructure serves as another. The conservation acreage provides another anchor and can serve as a draw. One of the reasons our approach flips the housing numbers is that we want to be a jobs importer. Our approach is to understate the residential units proposed on Plum Creek lands so that new residents will look to housing within the local communities and stimulate demand in these areas.

Steve Seibert asked about the 35% conservation in urban areas. Is that in addition to what goes under permanent conservation? The reply is that yes, this is in addition to the conservation areas, and within the urban areas, the 35% would include recreation, open space, stormwater management and related uses.

V. Potential Zoning Master Plan

Tim Jackson continued with a presentation on the potential zoning for the Master Plan. He noted that everything we have talked about so far has taken a look at the full 60,000 acres in a 50-year timeframe. At this point, he wanted to take a look specifically at the lands around Hawthorne, an area that is ready for new development. These lands are along Highway 20 and easily connect to East Gainesville. Highway 20 is a four-lane road, with bus rapid transit planned for some of SR 20. The new jobs in this area would be well-connected to Hawthorne and East Gainesville. We can call this the "Economic Progress Corridor."

Tim then zeroed in on area A and B as a subset of the framework map. He showed a DSAP for these areas that maps how those areas might accommodate the specific uses and be part of the economic progress area defined in the land use program.

Area A would include a mixture of residential and research uses. Roadways would focus on access to and from Highway 20. It would also include agriculture to complement the agri-technology uses.

Area B would emphasize manufacturing. The road network would be connected so that everyone doesn't have to access the area via Highway 20.

Gladys Wright commented that we have Hawthorne Road, as well as a combination of transportation and the railway. Anytime you tap into Windsor, you are touching Rochelle. The roadways have significant capacity so this shouldn't impact those roads too much. Tim Jackson responded that it is important to recognize that this is a new urban place that's trying to fit into the context of the surrounding conservation areas and established communities.

Daniel asked Bobbi Walton if this makes sense for Windsor. Bobbi replied that yes, this makes perfect sense for Windsor. She explained further that the best the Windsor area has previously been offered is a landfill. This would be the best thing to happen for Windsor. Any change for Windsor accomplished through this model will only be positive. This could be a model for so many communities. She added that the Windsor community respects Plum Creek so much for considering this opportunity.

Tom Coward commented that his experience with the County Commission has taught him that Windsor and Rochelle are areas of natural beauty and that we want to maintain that classic rural landscape. Bobbi Walton added that it looks like it did 40 years ago.

Ken Cornell inquired about where schools might be located. Tim Jackson responded that we want to reinforce the existing schools before building new schools. Daniel added that there could be a rationale for providing a new school, depending on the number of new households and school age children.

Vivian Filer commented that we would also need to consider some type of vocational school.

Rob Brinkman asked if the mixed use areas, highlighted in red, would include residential. He suggested that there be more residential in Area B near Highway 20.

Vicki McGrath, who represents the school district, shared her agreement with the comment about schools. She noted that there is a fair amount of capacity in the schools in Hawthorne. We already have the infrastructure. Gladys added that we may also need more focus on the vocational education opportunities in these areas.

Tim Jackson continued his presentation, showing how much economic activity might fit on these lands. Area B might have as many as 4 million square feet of manufacturing uses, with 1,100 homes and civic and commercial space. Area A could have as many as 6 million square feet of advanced manufacturing and 4,500 homes. These two sites combined would end up containing over half of the economic development activity.

If you look at Area A, and think about the pie chart which showed 8,700 acres of urban land use - how much of that urban land might be developed rather than open space or agriculture? Tim showed an example in which about half would be in open space, recreation and agriculture, with the other half being developed as office buildings, mixed-use center and related uses. This adds to the quality and character of the land and elevates the value.

Daniel then brought Fred Merrill back to describe what this could look like. Fred continued his presentation by showing a series of slides that included some conceptual and very preliminary designs. He showed a mixed use core concept plan that featured an agri-technology theme. The plan showed a mix of campus areas, residential, collaboration space, gallery, hotel and reception area along with experimental fields.

Following Fred's presentation, Daniel asked the group to respond to a key question which surfaced at the most recent TAG meeting: "Why here, why now?" He went around the room and asked each person to respond to the question and make sure that we are being true to the vision.

Vivian Filer responded that the time is now. We are at a point where East Gainesville has been trying to grow and this is a prime example of how this could be achieved. We need to make sure we don't forget healthcare and the aging population. We know we are planning for our children and for the future, but we also want to take care of ourselves so we can age in place and have a complete community.

Karen Cole-Smith responded with a question. How do we involve the people between the ages of 18-35? We need to hear from them. They will be the leaders when this is coming to fruition.

Vicki McGrath responded to "why here?" by saying that there are so many opportunities. There is enough of a base to have our own character and a great thing going, but it's not so developed that we can't direct it in a positive direction.

Tim Giuliani responded that it is clearly impressive to take all the live, play, work dimensions and make it work for all the generations. He noted that the market will have a say in how all this happens. Having a flexible vision that's big enough is right on track. We need to be flexible so we can adapt as we need to.

Tom Coward replied that he is impressed to see this come to fruition and also impressed with the methods we have used to get people's input.

Brad Pollitt added that there has been a tremendous effort and the results are spectacular. Why here? You have a willing and able owner. It takes a lot to put this kind of effort on and Plum Creek has done it. Our local communities are interested and excited. Addressing transportation and the sprawl on west side - we have so many opportunities. Why now? Look at the economy. We need more private enterprise and more public/private collaboration. It's time for Gainesville to catch the next wave.

Bobbi Walton commented that at age 76, she doesn't want us to mess around since she would like to live long enough to see this happen. The process has been fascinating and well put together.

Karen Cole-Smith described how Dale Brill and Albert White did an informational session at the church. A woman attending said she was very disillusioned, that people hear something great is going to happen in East Gainesville and then things don't move forward. Karen doesn't want people like this lady to be disillusioned or discouraged. We have an obligation to share information and hold people accountable. We need to keep the community informed, share information and let them know the progress we have achieved.

Ed Regan responded by calling out the Panama Canal expansion and how this makes the rail linkage important. Why here? We have a partner willing to take a risk. This is a chance to build a safe community. We made some mistakes in other places. He is impressed by the opportunity for integration with agriculture and the opportunity to address how we design our water and wastewater systems. We can think it through differently and make things liveable and affordable.

Dale Brill shared that as a Floridian, he is tired of apologizing for Florida. He is tired of apologizing for an opportunity that comes so close but didn't finish. He said, "Count me in to help finish the job."

Rob Castellucci commented that as a 28-year-old he feels obligated to speak. He is very excited about this, along with others in his age range. There is genuine interest from his peers.

Pete Johnson called out how through this process, we have pulled our community together and built consensus. He considers this a model for our country and applauds Plum Creek for this effort.

Gladys Wright concurred with many of the accolades. She views this as a comprehensive village that is on a continuum. All of the components that have been addressed will eventually become a reality. Why now? Because the need for East County is there. With this warm, inviting group of people, we are going to see it through.

Charles Lee commented that it's up to Plum Creek. We have a landowner willing to put aside the typical consideration of short-term profit for long-term conservation; that is the truly important nexus we are looking at. The distinction has been that other sector plans done elsewhere in Florida were born out of conflict and controversy. This process is one where the landowner has invited people to the table. We have the opportunity to work on a large enough piece of the land where the decisions can truly make a difference in the community.

Justin Williams explained that he married a Hawthorne girl 18 years ago and therefore also married into her family. He has two kids and would like to see them live and work here. He would like his family and friends to be able to have opportunities that enable them to stay in the area. He noted that we have a great opportunity to save the town of Hawthorne. We have a landowner willing to offer a lot. The question shouldn't be "Why now?" It should be "Why not now?" We can provide a lot for many people.

Mike Dykes gave kudos to Plum Creek. He commented that unfortunately, through this process, everyone has discovered his group's "secret" (the hunting lands used by the Cracker Boys Hunt Club), and it tears them up a little bit, but they are nonetheless behind this process. He explained that he has three boys and unless things change, they will likely have to go someplace else to work. He expressed that it is exciting that we can serve people with skill levels from the GED to the Ph.D.

He added further that, as a Hunt Club member for the 40 years that the club has been on Plum Creek lands, he has found them to be an exceptional landowner. We can take a green area and develop a site that makes sense. Why not now? We are ripe for the harvest.

Ken Cornell responded that he is significantly vested in this community. He has two boys, both attending the University of Central Florida, and he would like them to have opportunities here. Plum Creek is providing an opportunity, and we have an obligation to stay competitive. What are the industries that will be competitive? We have the assets to attract them.

Vivian Filer expressed her agreement with the comments made.

Dug Jones also expressed agreement, noting that the process considers what's been done successfully along with our community assets.

Lindsey Krieg added that we can't continue to grow unless we can keep the brain power we have in the area. She is tired of seeing her friends leave the area after one to two years since there are no opportunities for them to stay and grow.

Rob commented on the question, "Why Here?" He noted that there are many people who aren't familiar with land use and planning, and believe you can put whatever you want wherever you want. People skip right over the point that while they may have ideas on where something should be, it's also necessary to take into account who owns the land. With Plum Creek, we have a motivated and willing land owner. Why Now? The economy has been bad, but the market is starting to recover. It's far better to plan ahead before we start turning dirt. Along with rail and highways, we also have an airport close by. That's another asset we should keep in mind.

Bill Strassberger noted that there is a reason some of our roads were four-laned. The Department of Transportation knows that more traffic will be coming from Tampa. It's a great place to for these activities to be located. The Task Force and Technical Advisory Group did their due diligence.

Dr. Jack Payne expressed enthusiasm with the project and mentioned a recent conference where Plum Creek was on the agenda along with scientists from around the country. Conference attendees were discussing how we would feed 9 billion people while addressing the ecological services that agricultural lands provide and considering how we will provide food safety. We need leadership and new ways of thinking. This process is a microcosm of how we think about and how we will approach the answer to these questions. This is a great lesson in democracy and social justice. We need to step up to the plate and be outspoken.

Steve Seibert commented that he has been around a long time and seen many programs. He hasn't seen one like this that demonstrated such a commitment to community engagement, and he hasn't seen another process where the community has been as committed. We have an opportunity, with the agri-technology concept, of doing something that has not been done in the country, and possibly in the world. We can possibly change the game. But we still have a Sector Plan application that needs to be approved. We

need to stand up and make sure this happens. Let's carry this ball across the line.

VI. Summary and Next Steps

Daniel thanked everyone and asked the group to give themselves a round of applause. He extended his appreciation for their participation. This has been a great meeting and the participation has been tremendous.

This concluded the third Task Force meeting of Phase II of the Envision Alachua Planning process. The next meeting will be held on June 25, 2013 at 6:30 p.m. at the UF Hilton, 1714 SW 34th Street in Gainesville.

A meeting wallgraphic and attendance roster of Task Force members are attached at the end of this document. No comments were submitted by members of the public.

SECTOR PLAN

- ▷ RESEARCH PARK IN AG AREAS...
- ▷ WINDSOR OK
- ▷ SCHOOLS
 - VOCATIONAL CAREER/TECHNICAL
 - UTILIZE EXISTING SCHOOLS 1ST / THEN CONSIDER

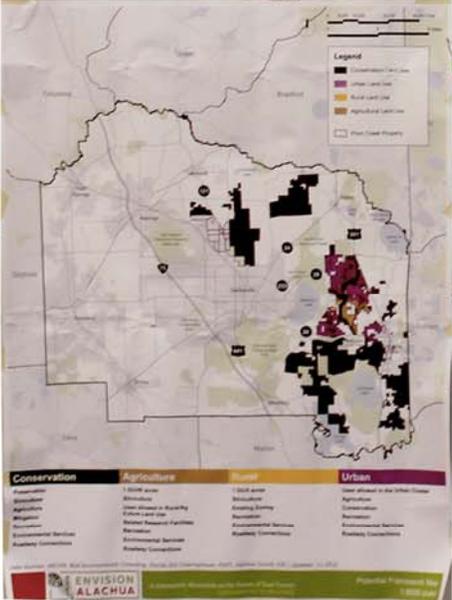
ECONOMIC PROGRESS !!
ALL INCLUSIVE APPROACH

NEW WAYS OF THINKING ARE REQUIRED



STRONG COMMUNITY PROJECTS ON LONG TERM VISION

KEEP PEOPLE INFORMED
NEED PRIVATE SECTOR MANAGEMENT!
WHY HERE WHY NOW
KEEP IT FLEXIBLE
TECH PORTS



- ▷ BOOSTER SUPPORT EX. COMMITTEES
- ▷ PROVIDE F/ OUR FUTURE GENERATIONS
- ▷ REMAIN COMPETITIVE
- ▷ RETAIN BRAINPOWER



- ▷ E.G. ... WE'RE WAITING
- ▷ PLACES F/ 18 - 35 YR OLD SENIORS
- ▷ MANY OPPORTUNITIES
- ▷ LIVE WORK LEARN PLAY
- ▷ ABLE/WILLING OWNER
- ▷ RESPECT F/ LOCAL CONTEXT
- ▷ INFRA... (WILLING TO PAY!)
- ▷ CHANCE TO BUILD A SAFE COMMUNITY
- ▷ A COMPREHENSIVE VILLAGE... OUR COUNTRY NEEDS THIS NOW

Envision Alachua Phase II Task Force Meeting #3 –April 4, 2013

Appendix A: Roster of Task Force Members

*** denotes in attendance at April 4, 2013 meeting**

Jane Adams

Vice President, University Relations
The University of Florida

Dr. Dale Brill*

Economic Progress Coach

Rob Brinkman*

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

Dorothy M. Brown

(alternate for Bobbi Walton)
Windsor Resident

Robert Castellucci*

Vice President, Marketing
RoomSync

Dr. Karen Cole-Smith*

Executive Director
Community Outreach and East Gainesville
Instruction
Santa Fe College

Ken Cornell*

Realtor, Cornell & Associates

Tom Coward*

Retired Alachua County Commissioner &
Retired Lincoln High School Teacher

Ed Dix

Realtor, Developer
Edix Investments, Inc.

Mike Dykes*

Officer, Cracker Boys Hunt Club
Senior Project Manager, CH2MHILL

Vivian Filer*

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

Tim Giuliani*

(replacing Brent Christensen)
CEO
Gainesville Area Chamber of Commerce &
Council for Economic Outreach

Eric Godet

President & CEO
Godet Industries

Dr. Richard Hilsenbeck

Director Conservation Projects
The Nature Conservancy

Pete Johnson*

Former Board Member
Gainesville Regional Airport Authority

Dug Jones*

Associate Vice President of Economic
Development
Santa Fe College

Nona Jones

Community Relations Director
GRU

Lindsay Krieg*

Bariatrics Educator
Center for Obesity Surgery & Treatment

Charles Lee*

Director of Advocacy
Audubon Florida

Vicki McGrath*

(replacing Terry Tougaw)
Alachua County Public Schools
Director, Community Planning

Dr. Jack Payne*

Senior Vice President
Institute of Food & Agricultural Sciences (IFAS)
University of Florida

Brad Pollitt*

Vice President of Facilities
Shands Healthcare

Ed Regan*

Energy and Utilities Consultant
Retired, Assistant General Manager, Strategic
Planning, GRU

Steven Seibert, J.D.*

The Seibert Law Firm

Bill Strassberger*

District Engineer
Clay Electric

Adrian Taylor

Pastor
Springhill Missionary Baptist Church

Kevin Thorpe

Senior Pastor
Faith Missionary Baptist

Bobbi Walton*

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

Helen Warren

(replacing Robert Hutchinson)
Agent, Prudential Trend Realty
Audubon Florida, Alachua County Chapter

Justin Williams*

Officer, Public Relations, Cracker Boys Hunt
Club
Information Technologies, Clay Electric

Dr. Gladys Wright*

Retired Principal
Alachua County School Board

Ex Officio Members

Rick Drummond

Interim County Manager
Alachua County

Steve Lachnicht (alternate for Rick Drummond)

Director
Alachua County Growth Management

Scott Koons

Executive Director
NCF Regional Planning Council

**Participating Task Force Members
Representing Plum Creek**

Todd Powell*

Senior Director Real Estate
Plum Creek

Rose Fagler*

Manager Community Relations
Plum Creek

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

Jon Rashleigh*

Senior Resources Manager
Plum Creek

MIG, Inc.

Daniel Iacofano*

Principal & Lead Facilitator
MIG, Inc.

Joan Chaplick*

Principal
MIG, Inc.