



Envision Alachua Phase III Task Force

Summary of Task Force Meeting #3 October 9, 2014

prepared by

MIG, Inc.

October 2014

in support of the Envision Alachua
process convened by Plum Creek



Background

On October 9, 2014, Plum Creek convened the third 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 Plum Creek's Sector Plan application. The final application was submitted on June 25, 2014 and is currently being reviewed by Alachua County staff.

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. 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 will continue to work with the Task Force and the community to improve and refine the LTMP portion of the Sector Plan application. They will also begin planning for the Detailed Specific Area Plans (DSAPs or zoning). A DSAP is prepared for an area within the LTMP of at least 1,000 acres. It includes detailed analyses and policies and identifies the capital improvements needed for future land uses.

The objectives for the third Task Force meeting were to:

- Provide an update on the Envision Alachua Process and applications
- Discuss Plum Creek response to key issues in the application
- Discuss Task Force member information needs

This document summarizes the general discussion comments made by the facilitator, presenters and Task Force members during the October 9, 2014 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 welcomed participants and thanked everyone for attending the meeting. He expressed appreciation to everyone who attended the September Sector Plan workshops hosted by the County, and noted how their participation helped change the conversation to promote continued dialogue on the plan. Todd commented that unfortunately, there continues to be a lot of misinformation, and that Plum Creek will be working with the Task Force members to provide additional information to help them when they are out in the community.

He turned the meeting over to Daniel Iacofano, Lead Facilitator for the Envision Alachua process, who reviewed the agenda and meeting objectives and asked participants to conduct self-introductions.

He then introduced a video produced by Plum Creek that celebrated the company's 25th anniversary and described the company's interest in and commitment to Envision Alachua. Several members of the Task Force were featured speakers. The video can be found in the video library on the project website at www.envisionalachua.com.

II. Update on Envision Alachua Sector Plan (EASP) Application Process

Daniel then asked Task Force members to comment on their experience attending the workshops hosted by the County. More than a dozen Task Force members attended at least one of the four workshops.

Helen Warren commented on people's fears about what this place will look like in 25 years. She noted that we can talk about our vision for the future, but it's not going to happen in five days. Some people are very concerned about having a say in their future. It's hard for people to look 50 years into the future, let alone 5 years.

Rob Brinkman noted that most people want to approach this project as if it were just another housing project; they dismiss the economic opportunity component of the project. He shared a story of a meeting with a local resident, a woman whose children had grown up and moved away from the area. Her family owns three buildable lots in East Gainesville. Her children could move back if they wanted to, but she had to tell her sons that she wasn't sure of what the prospects would be for their children. Rob commented that going ahead with this project would allow this woman to tell her children that there would be opportunities in the future for her children and their kids.

Dug Jones expressed that people have more of a comfort about the near future, but they are concerned over the long term and there is mistrust. He feels we need to lock things down so that future decision makers with less

capability to implement the vision have the direction they need. This project can't happen overnight; it's going to evolve over time.

Lindsay Krieg commented that many people can't understand that economic opportunity and environmental conservation can happen hand in hand. She believes many people are having a hard time understanding that it's not one or the other.

Vicki McGrath expressed surprise regarding the negative comments about the EASP since she didn't feel the plan includes anything to be negative about. She was surprised by the people who expressed they don't want change. People can't expect to continue to have that much land and use that many resources and not expect things to change.

Dorothy Brown requested that the Plum Creek team provide a cheat sheet that includes key facts and answers to questions people ask regularly such as number of acres, water use, etc. The cheat sheet would be a pamphlet that shows the EASP and Alachua County Comprehensive Plan (ACCP or Comp Plan) side by side. It would help someone understand "here's what the Comp Plan gets you and here's what the Sector Plan gets you."

Bill Strassberger noted that he heard a lot of comments about water usage and conservation. People are very concerned about Plum Creek's potential water usage.

Kelly Robinson is new to the process and responsible for Plum Creek's timber lands. He expressed that he was surprised by how many people took Plum Creek's working forests and conservation practices and described them negatively. He heard time and time again from many commenters that "if it's not preservation—it's not conservation."

Karen Cole-Smith shared that she heard comments from people who were concerned this is just another plan and another promise. Some people have become disillusioned by past activities that didn't achieve any results. She believes that people want to know how they can benefit from the EASP—now. We need to talk about the incremental progress that will be achieved so people can see the EASP will bring benefits for them in the short term.

Bobbi Walton shared a story about being with a group that asked her for information since "they didn't know enough to be opinionated." She spent 90 minutes talking and dispelling many of the myths they had been told. Bobbi was very satisfied that she was able to provide information and the people were receptive to hearing the facts.

Following the comments, Daniel referred the group to the presentation, and referenced the Envision Alachua Vision and Goals and how the process emphasizes the following:

1. Economically Competitive Region
 - Supporting and enhancing innovation economy for entire region
2. Economic Opportunities for All
 - Creating job opportunities from GED to PhD
3. Major Environmental Conservation Win!
 - Completing the “Emerald Necklace” and supporting regional landscape linkages

The process has three simultaneous initiatives:

1. Economic Progress
 - Recruitment of employers in partnership with UF, Santa Fe College, Gainesville Area Chamber of Commerce
2. Education and Workforce Development
 - East County Educators Committee
 - Education Forum and resulting commitments
3. Land Use Approvals
 - First step: Sector Plan application for conservation and development

He provided a brief review of the Envision Alachua Education Forum That was held on October 1, 2014 at Santa Fe College Fine Arts Center. Participating education and business leaders included the Gainesville Area Chamber of Commerce and the Alachua County Education Foundation. Featured speakers included Dr. Jackson Sasser, President, Santa Fe College, and Dr. Owen Roberts, Superintendent, Alachua County Public Schools.

Participants worked in small groups to identify strategies and make a commitment to collaborate on education, economic development and workforce preparedness for all residents of Alachua County.

III. Update on Envision Alachua Sector Plan: Discussion and Response to Key Issues

Daniel then explained that the County staff report on the Envision Alachua Sector Plan application included a number of topics and concerns. Plum Creek has strategies for responding to all of their concerns. At the heart of the matter are three main issues that County staff and project opponents have focused on, as listed below:

1. Proposed new jobs center in East County outside the urban cluster
2. Suitability of EOMU lands for proposed urban development
3. Funding and burden on County

1. Proposed New Jobs Center

Daniel stated that Alachua County is “a Tale of Two Cities.” There are some striking disparities between East and West County. There is no possible way

to conclude that the disparities are not real. Statistics supporting this conclusion include (provided by Dr. Dale Brill, Thinkspot):

Statistic	West Gainesville	East Gainesville
Average household income	\$82,170	\$45,039
Median household income	\$59,940	\$35,277
Household net worth below \$15,000	26.0%	45.7%
Household income above \$100,000	30.0%	9.9%
Per capita income	\$35,943	\$18,001
Median household disposable income	\$51,411	\$29,816
Average household disposable income	\$65,411	\$38,726
No high school diploma	4.7%	17.8%
No college admission	19.6%	50.7%
Employed in blue collar or service jobs	25.4%	44.7%
Percent eligible free/reduced lunch	44.4% (Zip Code 32653)	78.0% (Zip Code 32640)
Individuals in poverty	10.2% (Zip Code 32605)	31.7% (Zip Code 32641)
Medicaid eligibles	8.4% (Zip Code 32653)	36.5% (Zip Code 32641)
Percent births covered by Medicaid	33.3% (Zip Code 32653)	63.5% (Zip Code 32640)

Daniel then introduced research economist Dr. David Denslow to further detail the economic need for the project, and to explain why it is necessary despite UF's status as one of the county's top research institutions.

Dr. Denslow noted that 80-90% of the economic activity in the County depends on the University of Florida. For a long time it was expanding rapidly. However, he shared some new projections from UF's Bureau of Economic and Business Research that show how this has been changing. Between 1980 and 2010, the population of Alachua County increased by 63-64%, and it's projected to increase by about 22% in the next 30 years. However, the population between 25 and 64 that comprises the majority of the workforce will increase by only 15%, whereas the population 65 and over—largely retirees—will increase by 224%. Most of the jobs that will be created in response to this will be service jobs. The number of high-paying jobs will fall, and competition for those that remain will increase.

Dr. Denslow noted that UF is experiencing less growth in enrollment, and more competition for increasingly limited public support. UF must seek new and innovative funding sources to support its efforts to become a top 10 public research university.

He explained that collaboration between UF, the State of Florida, local residents, local business owners, local governments, and Plum Creek and other local landowners is required to expand the economic base. UF can

augment limited revenue growth from traditional sources by collaborating with business partners, especially within the local labor market. The entire State of Florida would benefit from growth in Alachua County.

As an indicator of Alachua County's economic limitations, Dr. Denslow noted that when it comes to infant mortality, we are roughly at the same level as Chile and Russia.

There have been questions about the difficulty in funding the services that will be needed, particularly given the limited tax base. At the county level, 43% of lands are off the tax rolls (compared to 25% at the state level). By making the land uses proposed in the EASP possible, Alachua County residents stand to gain by increasing the tax base and funding many of the county's obligations such as services, road maintenance, pensions, etc.

This project has also assisted the University itself in becoming more aware of the opportunities that exist. As part of the process, Plum Creek interviewed people across the campus and got them talking to each other, which has spurred cross-departmental collaboration.

Dr. Denslow shared an example of how Caterpillar's expansion of its operations near Athens, Georgia will create something like 3,000 jobs. He also mentioned an article published in USA Today on October 1, "Where the Jobs Are," which highlighted the importance of colleges who can adapt their curricula to the workforce training needs of employers. Santa Fe is one of the top ten community colleges in the country and is very flexible in responding to the needs of employers.

Dr. Denslow noted that there were questions about Plum Creek's ability to generate 30,000 jobs. He shared an example of the UCF Florida Advanced Manufacturing Research Center in Osceola County that is expected to create at least 20,000 jobs in the next ten years. The Osceola County Commission approved the development on August 25 and issued an RFQ (Request for Quotes) for contractors on October 5. National laboratories and major tech companies have expressed interest.

Dr. Denslow also showed a chart of potential job projections for Alachua County over 50 years. The numbers were based on looking at counties across the country with similar economic opportunities located near research universities or other parts of the "knowledge economy." The midline projection, based on those areas that were moderately successful, was for 46,000 jobs over 50 years. The Envision Alachua estimate of 30,000 jobs over 50 years is conservative by comparison—just 600 jobs a year over 50 years. It's a real possibility, but it's a challenge that requires everyone to work together. He stated that he is less pessimistic after the County EASP workshops than some might be. He highlighted the fact that the Envision Alachua process won a Florida state planning award and yet the County staff had no positive comments about the plan. He concluded by saying that while

this plan won't solve all of the county's problems, he is certain it will have a significant impact.

Daniel commented on how government funding for universities across the country is declining, even among the most prestigious research universities. The reality of higher public education is that partnerships are required to provide needed funding. The advanced manufacturing center in Osceola County in which UF is investing could be built here, but it won't happen without the necessary collaboration.

He noted three things that we've been hearing: 1) that there's no need for economic development because the economic disparity in the county is not real—the numbers given earlier disproved that. 2) UF is fine—we don't need to do anything. That's not true either. 3) Even if we do have the economic need, and UF needs our help—we don't need any more industrial land, we have plenty.

To address this third point, Daniel showed a slide which gave driving times between East Gainesville and various important destinations in the county. There is a concern with limiting sprawl, but these lands are not that far away. There is considerably more sprawl happening on the West side, and it creates terrible traffic congestion. Rose shared that it took her 45 minutes to drive from the Town of Tioga to UF—at 3 p.m. in the afternoon.

Daniel showed slides of the Google complex in Mountain View, California and other locations throughout the world as examples of modern industries and the quality of the facilities that are being developed to house them. They use renewable and local resources in a very sustainable way. These are the kinds of projects we're talking about bringing here.

Daniel reviewed a summary of an analysis of available industrial lands that was previously presented by Gerry Dedenbach of CHW. Opponents of the EASP say there is plenty of available industrial land in the county and the analysis confirms that this is not true. The type of compact development we are seeking to attract requires parcels that are at least 500 acres. For the industrial parcels to be viable, they need to have good access to transportation infrastructure including highways, rail and the airport.

Daniel showed a series of slides mapping the assembled lands that are greater than or equal to 500 acres. He then showed a map that identified only the potential industrial lands located within one mile of transportation—they were much fewer and concentrated in East County. Development must be focused on these lands if we are going to create the kind of synergy and economic concentration that has been envisioned as part of the plan.

2. Suitability of EOMU Lands for Proposed Urban Development

Next, Tim Jackson of Plum Creek stepped in to discuss the second major issue, the suitability of Employment Oriented Mixed Use (EOMU) lands for the

proposed urban development. He noted that the first issue of the need for the proposed East County jobs center is the cornerstone that must be addressed. He described how opponents were concerned that Plum Creek's lands were not suitable for development. Tim explained that the suitability analysis is based on soil types and their suitability for agriculture. More than 30,000 acres of land considered to be "unsuitable" have successfully been developed in the County. He showed a number of recent projects that had been approved on soils that were deemed "unsuitable." Solutions have been found for ways to develop these lands appropriately.

He shared an example from Orange County, showing the expanse of soils in that county that were considered poorly drained. Of those acres, over 130,000 have been developed. He brought up the example of the Lake Nona South/Medical City facilities, comparing that site to Envision Alachua Concept Area A. They are both of a similar scale, with 606 acres of wetlands at the Lake Nona site and 688 acres of wetlands in Area A. The Lake Nona plan is in development, with several partners, including UF, working together. Tim's conclusion is that there are numerous solutions to address soil suitability.

Tim also discussed the Strategic Ecosystem Overlay (SEO) that is part of the current Alachua County Comprehensive Plan (Comp Plan). A second suitability issue is the concern that the urban development is located within one of these areas. The Comp Plan requires that up to 50% of uplands in each SEO area are protected. The Envision Alachua Sector Plan will protect over 50% of uplands in each SEO. He described how the SEO was created from high level data. If one corner of a property includes resources covered by the SEO, the entire parcel is subject to it. The County can require up to 50% of the uplands to be undeveloped. Rob Brinkman noted that although this is technically correct, the County often states 50% rather than "up to" 50%.

The Sector Plan application proposes that, in six of the SEO areas, 100% of the lands will be protected. Overall, 70% will be protected across the eight SEO areas. It also proposes that, due to this high degree of protection throughout, it would be workable to protect only 28% of the uplands in the Lochloosa Creek SEO area.

3. Funding and Burden on Existing Residents

Daniel then introduced Linda Shelley, Land Use Attorney with Buchanan Ingersoll & Rooney PC, to provide comments on the third big issue—whether this project will represent a burden on existing tax payers. The answer to this is very simple and straightforward. The EASP requires that infrastructure will be fully funded by the project. It is very common for developers to be required to pay for infrastructure. How this will be done will be more detailed at the DSAP level of the process—no project at this Sector Plan level has the detailed information needed to answer this question. Plum Creek still needs to get approvals and permits before they can determine where facilities such as fire stations will be located. A DSAP is not approved unless it fully takes

care of all infrastructure needs. She noted there appears to be a disconnect in the community's understanding of this issue.

Linda noted that the EASP policies include all of the infrastructure needs they could think of, so that they cover: water; water supply systems; stormwater management systems; roads; transit; sewer; wastewater; parks; schools; fire; emergency operations; EMS; police; and restoration activities for wetlands, uplands and ecological features. She encouraged the group to make suggestions if they can think of anything that was left out.

Helen Warren asked about who would pay for the systems connections for utilities. Linda Shelley responded that in her experience, no utility extends their services without it being paid by the developer. These will be self-contained compact urban nodes that use local energy. The development will be self-mitigating.

Bill Strassberger noted that in his 27 years with an electric utility, the developer has always paid for the infrastructure; taxpayers have never had to pay these costs.

Rob Brinkman expressed that in the environmental community there is an opinion that growth does not pay for itself. It's true that residential development often does not do so, especially with lower-priced homes because the taxes paid are not sufficient. However, the type of compact commercial development we are proposing does pay for itself. Daniel added that while compact commercial development pays for itself, sprawl does not.

Linda Shelley commented that the State has not adequately funded infrastructure and the County has fallen behind. The County is having to raise taxes to keep up. With a project like this, the infrastructure development is front-ended so you can never get behind.

Rob Brinkman added that when this project is built out in 50 years, a smaller percentage of property will be off the tax rolls and the impact of UF's tax-free status will be less.

Rose shared a comment she received from a participant about the City of Hawthorne. The comment stated that the City of Hawthorne requires the developer to build the infrastructure to City standards and then turn it over to the City.

IV. Task Force Discussion – Questions and Information Needs

Daniel brought the presentation to a close and noted that the rest of the time would be for questions, comments or requests for information. He then opened the floor to all Task Force members.

Helen Warren talked about how other communities have done their development in an unsatisfactory way and noted that we don't want to end

up like them. By having this conversation now, we can prevent that from happening! She asked, "What would Florida look like now if we had had these conversations years ago?" There's also a mindset that the only good development is a dead development. People don't want to deal with the future. She pointed out that we are going to have to deal with growth whether we like it or not. We can attract the quality development we want and put conservation protections into place in perpetuity. If we can start putting some concrete deed restrictions in place, we can show people what can happen through this process.

Todd introduced Jim Kilberg, Plum Creek's Senior Vice President of Real Estate, Energy and Natural Resources, and asked him to comment on a quote from Plum Creek's CEO that is making the rounds about Plum Creek not pursuing development but wanting to focus on increasing the value of these lands for its stockholders. The concern is that this will be done at the expense of the community.

Jim said the quote is absolutely true, and that Plum Creek stands by it. Plum Creek is a timber company; they don't pretend to be experts in everything they're trying to accomplish, so they hire the people best qualified to help. When Alachua County asked Plum Creek what they planned for these lands, they wanted to engage the community in a process for talking about the future in a meaningful way. Plum Creek didn't know how to do that, so they spent one year searching for the right team to help them determine the best way to engage the community, and chose Daniel and his firm, MIG. They also have spent a year doing an economic analysis, and that process continues. As part of this, they toured the major research universities throughout the country to learn their best practices for an economic development strategy. Also, Plum Creek has no expertise in vertical development such as offices, retail, etc. This requires specialized skills. Although they have some knowledge of the business, they're not experts and don't have the capability to do this. As a result, Plum Creek determined that they will serve as the master developer so they can ensure that the process is done right. They sought out the best team in terms of design experience, and found Sasaki and Associates. Sasaki has very strong capabilities; their experience includes the design work for the Beijing Olympics. Plum Creek also took people from UF to the University of California Davis to see the first zero net energy campus in the country. Plum Creek will continue to seek out the best possible expertise—the best thinkers and vertical developers—nationwide and bring it to this local project.

He acknowledged that yes, this project will increase the value of Plum Creek's property, because the only way to attract developers and investors is to get the property entitled from lesser-valued timber lands to higher-value employment oriented mixed-use (EOMU).

The EOMU zoning classification is so important because it allows the necessary flexibility to attract high quality developers. They don't know what

the property is going to look like in 50 years, what the community will be like or what the markets will be. This will enable it to attract the jobs that the community needs in a way that will also benefit quality of life.

Todd asked a follow-up question: is Plum Creek going to sell the land the minute we get our approvals? Jim replied that Plum Creek is consolidating its regional offices into one location in Gainesville, and they are here for the long haul. They are a long-term stakeholder here—they have employees with families, and a timber operation that they want to continue well into the future. As for selling these lands right away—he can't imagine anyone offering them a price that would make that possible! This is the most interesting project of his career, and the pinnacle of his career would be to cut the red tape at a groundbreaking here in Alachua County. They would not have invested all of these resources and continued to hire new employees if they were not here for the absolute long term. Plum Creek is not going anywhere.

Juliun Kinsey, a new Task Force member from Santa Fe College, asked about the status of Plum Creek's lands. Todd replied that Plum Creek owns about 65,000 acres in the county. However, the application doesn't include the 4,000 acres that are in the cities of Gainesville and Hawthorne. Most of the acres in Gainesville are in conservation. Across the state of Florida, Plum Creek owns approximately 420,000 acres. Julian shared that he tuned into the third Alachua County workshop on Channel 12. His opinion was that it's easy for us to see the 50-year vision, but people want to know what will happen in 5-year increments.

Helen Warren asked about the Strategic Ecosystem Overlay. She recalled that earlier in the presentation, it was mentioned there are 8 areas identified in the SEO on Sector Plan lands, and that 6 of these areas would be 100% in conservation—is that correct? Daniel confirmed that yes, it is correct. Helen inquired further about the location of these lands and Tim replied that some of these are north of the city limits. Helen noted that they have been focusing on the first development taking place in the areas around Hawthorne—when people ask whether it can be moved to some of the areas further north, can we reply that no, those areas will be placed into conservation? Tim confirmed this, and Rose Fagler further noted that the new conservation on the map (indicated in dark green) should be thought of as never being developed.

Rob Brinkman expressed frustration that the Envision Alachua plan was being referred to as the Plum Creek Sector Plan and not the Envision Alachua Sector Plan. He dislikes that, and noted that the opposition is trying to associate the plan with an "evil developer" instead of with the community planning process.

He was also frustrated by the continued reference to East County as a swamp. It's totally not true! He recommended that Plum Creek take people

on tours, as well as show photos and video so people could see the true nature of these lands. Rob noted that he knows many of those in the opposition well, based on his previous affiliation with the Sierra Club. He described them as totally opposed to growth. He further commented that any change to your property will likely increase its value—that's why people do it. The opponents are critical of the plan because Plum Creek will make money, as if this is a really bad thing. The people who want to keep things the way they are, already have it made. But there are many people in the community who are not in that position.

Adrian Taylor commented that he appreciated hearing about the comparable development as a way to help others better understand the project. He requested that we provide a "before and after" trend analysis of these projects—what was the tax base like, what was the educational system like, etc. This will help better inform people. This project is imperative, since the Gainesville Area Chamber of Commerce has up to 70 project requests—opportunities for job growth and investment—but we don't have suitable sites to accommodate them. The region suffers from a lack of visionary thinking. He suggested that we can address this by the way we vote. We need visionary leadership like Helen Warren and Pegeen Hanrahan. We need to demand these types of leaders.

Scott Koons responded from the "30,000-foot" perspective that the mission of the Regional Planning Council is to improve quality of life. The principal way to improve quality of life is to provide a livable wage job. Economic development and environmental quality are not mutually exclusive; in fact, this plan allows us to accomplish both. We can have well-planned development while putting 87% of the land in conservation.

Vicki McGrath asked questions about the statistics used to present the disparity between the East and West side. Daniel replied that the source material for this information will be identified and passed on to the Task Force.

Bobbi Walton commented that this process has been a great opportunity to see how we don't need to "stand by our plan." The process is helping people to understand what the Comp Plan doesn't do. This process has opened a lot of people's eyes regarding the difference between the EA Sector Plan and the Comp Plan.

Dorothy Brown expressed that she has lived here since 1960 and has been hearing since then how the East side would be improved. The East side has always been dumped on.

Lindsay Krieg was very complimentary of those who work on the plan all the time. After the one County workshop she attended, she was really frustrated by the many inaccuracies that have been spread and how the lack of knowledge breeds fear. Between the results of fear and inactivity, we have two different constituencies to mobilize.

Bill Strassberger noted that the presentation on the resource analysis was very helpful, and he can use that information to educate people he interacts with. He continued by saying that there are jobs coming to the region that we are missing out on because we are not ready. For instance, General Electric recently announced 500 new jobs in natural gas turbine technology.

Juliun Kinsey added that he is excited to be here. He is a graduate of the only career tech high school in the county and is excited about the prospect of more career opportunities at this level.

Rose noted the many activities Juliun is active in and that, since he is in his twenties, he helps represent the younger professionals in the community. She believes with people like him involved, our future is in good hands. Rose continued that they were concerned that after the County workshops, Task Force members might be impacted by the negativity and feeling defeated but, she heard otherwise. At the County workshops, Envision Alachua had at least 50%—and sometimes 70%—supporters in the audience. She expressed that Task Force and supportive community members helped change the conversation. She advised them, however, to remember this is a marathon—take care not to burn out!

Rose mentioned the Education Forum and noted the number of people working on solutions for our community. She thanked Karen Cole-Smith for her insistence on including education in our three main goals.

Karen Cole-Smith described a new project that is being funded with help from Plum Creek—Santa Fe College’s ReFocus program. It focuses on helping young men (age 18-24) with training, acquiring a GED, and developing needed skills with the goal that they will complete some type of certification or training that helps them get a job. This project is helping to make a difference in their lives.

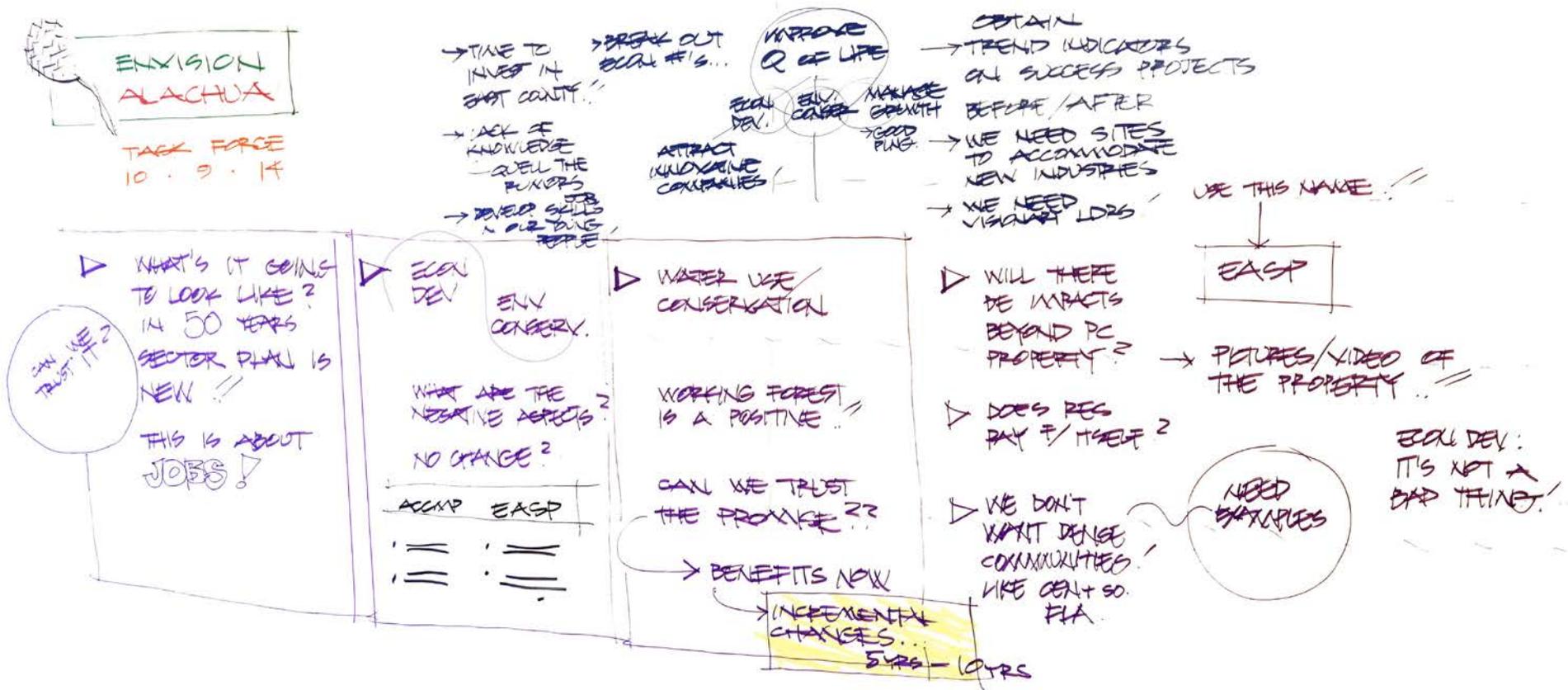
V. Summary and Next Steps

Daniel made some closing comments about our desire to deliver on the promise we have signed on for, and reviewed a potential timeline for the rest of the Sector Plan application process, as follows:

2014	
October 21	Alachua County Board of County Commissioners Work Session
2015	
February—March	Planning Commission Public Hearing
April—June	Board of County Commissioners Public Hearing
July—September	State DEO Review
October—December	Board of County Commissioners Adoption Public Hearing

He closed with a video that was prepared by a community volunteer, Heather Surrency. She is a member of the "I Support Plum Creek" group. The video can be found on the I Support Plum Creek Facebook page. Following the video, Daniel thanked everyone for their participation and adjourned the meeting.

A meeting wallgraphic, attendance roster of Task Force members and comment cards submitted by members of the public are attached at the end of this document.



**Envision Alachua Phase III
Task Force
Meeting #3 – October 9, 2014**

Appendix A: Roster of Task Force Members

*** denotes in attendance at October 9, 2014 meeting**

Jane Adams

Vice President, University Relations
The University of Florida

Dr. Dale Brill*

Founder
Thinkspot, Inc.

Rob Brinkman*

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

Dorothy M. Brown*

Windsor Resident

Robert Castellucci

President, CEO
RoomSync

Dr. Karen Cole-Smith*

Executive Director
Community Outreach and East Gainesville
Instruction
Santa Fe College

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

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

Julium Kinsey*

Santa Fe College
Call Center, SFC Chat

Lindsay Krieg*

UF Health
Director of Volunteer Services
Shands Hospital

Charles Lee

Director of Advocacy
Audubon Florida

Vicki McGrath*

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
UF Health

Ed Regan

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

Steven Seibert, J.D.

triSect Innovates

Bill Strassberger*

District Engineer
Clay Electric

Adrian Taylor*

Vice President of Regional Initiatives
Gainesville Area Chamber of Commerce
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*

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**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 Liaisons to the
Task Force****Kelly Robinson***

Senior Resource Manager

John Sabine*

Resource Supervisor

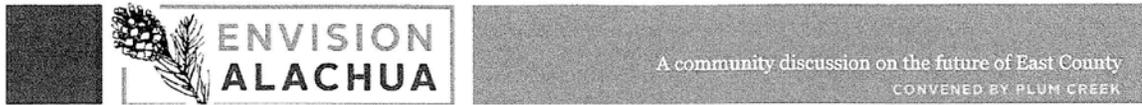
MIG, Inc.**Daniel Iacofano***

Principal & Lead Facilitator
MIG, Inc.

Joan Chaplick*

Principal
MIG, Inc.

Appendix B: Public Comment Cards



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

*How Do you COMMUNICATE This/These FACTS
To the county Commission?*

Name (optional): *E. Vause*
Please print

Please turn in this card to a project team member at the end of the meeting.
Thank you for participating in the *Envision Alachua* planning process!

www.envisionalachua.com



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

*I would like to know how to address the intention of
misrepresentation of the EASP specifics by some
individuals. Like 5ac lots ^{1/2} 20 ac lots. AFTER hearing
"FACTS" which are NOT true from a public official many
people don't believe the truth.*

Name (optional): _____
Please print

Please turn in this card to a project team member at the end of the meeting.
Thank you for participating in the *Envision Alachua* planning process!

www.envisionalachua.com



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

*City of Hawthorne Requires
Developer to Build All INFRASTRUCTURE
according to City STANDARDS then turn over
Those water/sewer/INFRASTRUCTURE to City*

Name (optional): *Ellen House Alt*
Please print *Manager*

Please turn in this card to a project team member at the end of the meeting.

Thank you for participating in the *Envision Alachua* planning process!

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