



Envision Alachua Phase III Task Force

Summary of Task Force Meeting #4
February 24, 2015

prepared by

MIG, Inc.

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in support of the Envision Alachua
process convened by Plum Creek



Background

On February 24, 2015, Plum Creek convened the fourth 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 prepared a 137-page report. Plum Creek is currently updating the EASP in response to the staff comments and questions received from Commissioners and community members. Plum Creek will be submitting a revised application in the next few months.

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 fourth Task Force meeting were to:

- Provide an update on the Envision Alachua process and application review
- Discuss Plum Creek's response to key issues in 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 February 24, 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.

I. Welcome and Introductions

Daniel Iacofano, Lead Facilitator for the Envision Alachua process, opened the meeting and welcomed four new members to the Task Force. They included: Julian Kinsey, Board of the Cotton Club and Marion County Schools; Susan Baird, former County Commissioner and Realtor; Jason Hurst, Front Street Realty; and Yvette Carter, GRU. Daniel asked everyone to do a quick round of self-introductions and then he introduced Todd Powell, General Manager, Real Estate at Plum Creek.

Todd expressed his appreciation to all the members of the Task Force for all the time and effort they have contributed to the process. Todd mentioned a headline in the morning's paper about Sector Plan-related legislation and the subsequent discussion of the bill by Alachua County Commissioners at their meeting earlier in the day.

Todd expressed frustration that this bill had been erroneously associated with Plum Creek. In fact, it was the third of three legislative efforts in the recent past where Plum Creek has been accused of behind-the-scenes, backdoor activities that would influence the approval process for Plum Creek's application. He questioned why anyone would find it rational for Plum Creek to make the substantial, multi-year investment it has made in community engagement, planning and analysis only to undermine these efforts through the activities they have been accused of doing.

He played a video segment from the County Commission meeting earlier that day where the Commission discussed its opposition to the bill, and numerous comments were made alleging that Plum Creek was behind the bill and was supporting the legislation in order to do an end-run around the County review process. During the meeting, Commissioner Ken Cornell commented on the bill and then made a motion requesting that Plum Creek publicly oppose this bill, respond to the questions from the community workshops, and resubmit its application. Todd responded to the Commissioner and confirmed that Plum Creek opposes the bill and looks forward to working with the Commission to achieve a win-win solution with the Envision Alachua application that benefits the community.

He added and clarified that this legislation, counter to comments made earlier in the commission meeting, does not solve all of Plum Creek's problems. Plum Creek continues to work with the County to move the application further and respond to comments made by the Commission, the

87 questions surfaced during the County-sponsored workshops and the 137-page staff review of the application.

He also responded to comments made by one of the Commissioners, who said, "the only two things you can count on from Envision Alachua are development and conservation and the rest of it is fluff and pure public relations." Todd replied that he didn't consider the work of the Task Force to be fluff and public relations. He concluded by encouraging anyone who has questions to pick up the phone and call Plum Creek.

Following the video of the Commission Meeting, Daniel briefly reviewed the meeting agenda and commented on some of the economic and educational activities taking place as a part of Envision Alachua, including the Economic Progress Initiative and the Education Compact that has grown out of our community engagement efforts. Public-private compacts to improve education are popping up all over the country, but no one else has tied together economic development with community development, workforce education and land use planning in the way Envision Alachua is doing. As he put it, this is the "triple helix," the result of community engagement throughout this project, and this is what the Task Force meeting was intended to cover.

Daniel reminded everyone that the Envision Alachua vision includes three elements that combine to create an inclusive future for East Alachua County: Education and Community, Economic Opportunity and Environmental Conservation. He also reviewed the components of the vision, which include: supporting and enhancing the innovation economy so the entire region is economically competitive; creating job opportunities for all from the GED to the Ph.D.; and a major environmental conservation win which completes the "Emerald Necklace and supports regional landscape linkages.

Finally, Daniel described the three simultaneous initiatives that make up Envision Alachua:

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

II. Update on Envision Alachua Sector Plan Application Process

Daniel then introduced Tim Jackson, who provided an update on the EASP application. He reviewed the components of the application and the three goals that will be accomplished:

- Allows major economic opportunity not anticipated in current growth trend
- Places new job locations to address economic disparity
- Permanently protects significant additional lands from development

Tim mentioned the three main issue categories that are in the staff report and that came out of the workshops, as follows:

1. Proposed new jobs center in East County outside the urban cluster
2. Suitability of Employment Oriented Mixed-Use (EOMU) lands for proposed urban development
3. Funding and tax burden on existing residents

He noted that in order to address these issues, it will be necessary to take a deeper look at the EASP application. Revisions to the application are as follows:

- **Continue priority focus on Area A and Area B.** These areas are important to the communities of East Gainesville and Hawthorne, respectively.
- **Update the data and analysis.** County staff made some good points and requested some clarifications, and in response, more information is being provided on transportation, water, wastewater, recreation, fire, etc.
- **Revise the Land Use Map (LTMP).** Consider expanding conservation areas and adding preservation.
- **Revise policies.** Changes are being proposed to clarify that: infrastructure funding will place no additional burdens on existing taxpayers; wetland impacts will be further limited; among others.

Tim then reviewed a potential EASP timeline. Envision Alachua will host Task Force Meeting #5 in May so that the Task Force can be aware of what's in the revised application before it is submitted. The potential timeline is as follows:

- May: Task Force Meeting #5
Revised Application Submittal
- July-August: County Staff Report
- September-October: Public Hearings
- November-December: State Department of Economic Opportunity (DEO) Review
- February-March 2015: Board of County Commissioners Adoption Public Hearing

III. Update on Envision Alachua

Next, Rose Fagler, Manager of Community Relations, Plum Creek, briefly reviewed several examples of the types of companies in need of large development sites and the related jobs that might come to Envision Alachua, including:

- **Intel in Hillsboro, Oregon:** 2,240 acres with 16,000 employees
- **Volkswagen in Chattanooga, Tennessee:** 1,400 acres with over 3,200 employees; \$1.4 billion in taxes paid
- **Amazon in Tampa, Florida:** \$200 million capital investment, over 1,000 permanent employees on 80 acres
- **Caterpillar in Athens, Georgia:** attracted by University of Georgia; 240 acres, with 1,400 employees; estimated \$1.4 billion investment in Athens' economy and spinning off other businesses
- **Bristol Myers Squibb Biopharmaceutical Facility, Devens, Massachusetts:** 89 acres, part of a 4,400-acre site that houses about 3,200 employees
- **University of Central Florida (UCF) and Central Florida Research Park, Siemens Energy Center:** Direct competition to UF, marketed to businesses that desire a "university relationship;" 1,027 acres, 58 buildings, 125+ companies, 9,500 employees; park is already full.
- **Medical City Lake Nona:** 22 miles south of UCF on 650 acres; includes Sanford Burnham Medical Research Institute, over 300 research jobs, \$85 million in construction alone; UF Research & Academic Center next door with \$61 million construction investment. Other related businesses have co-located with a total investment to-date of \$1.3 billion.
- **Florida Advanced Manufacturing Research Center:** Partnership with UCF and Osceola County, several university partners; anchor for 300 acre park, expected to generate 20,000+ jobs, paying \$2 billion in wages in next 10 years

A. Economic Progress Initiative

Rose then introduced Susan Davenport, Vice President of Economic Development from the Gainesville Area Chamber of Commerce and the Council for Economic Outreach (CEO). Susan's presentation, "A Game-Changing Plan," was based on the principle that "the best way to predict the future is to create it." Susan talked about the region's assets and how we can use them to create a future that opens up opportunity across the entire region. The CEO's five-year plan for "Transforming Greater Gainesville" has very aggressive metrics. This plan will close 50 business attraction, retention and expansion projects over five years, representing a combined potential of 3,500 new jobs, \$250 million in capital investment, \$218 million in payroll enhancement, and one billion dollars in new regional infrastructure and game-changing projects.

The plan consists of four main strategies:

- Strategy 1—Marketing
 - Regional, statewide, national and international marketing efforts for the entire Gainesville region

- Strategy 2—Enhanced Business Development
 - Aggressive business attraction and recruitment by meeting with global target audiences
 - Expanding Business Retention and Expansion program, and related initiatives
- Strategy 3—Regional Growth: Ecosystem Development and Improve Business Climate
 - Working as a region to improve business climate, public policy, etc.
 - Talent alignment and workforce development
- Strategy 4 – Expand Regional Stakeholders and Investor Relations
 - Over 66 businesses, organizations and entities have pledged over \$6 million to insure that the region is able to meet these metrics.

She then reviewed the five target industry sectors including:

- Advanced Logistics
- Advanced Materials
- Agricultural Life Sciences
- Human Life Sciences
- Software/Information Technology

Susan concluded by noting that these are just some of the developments that are underway. This is a broad-based plan, and CEO is taking into account all of the visioning that has been done by the community.

Following Susan's presentation, Daniel briefly spoke about Google's recent expansion of its facilities in Boulder, Colorado, and how Google was attracted to Boulder's high quality of life and quality of employees.

Daniel then asked for comments from the Task Force.

Charles Lee responded that the State of Florida has been doing a lot of transportation corridor planning and some of what they have mapped does not have staying power. However, in working with them, it is becoming very clear that the Tampa to Jacksonville corridor is definitely on their screen. There are some environmental issues, but the idea is to put it along Highway 301, where it will serve as a reliever for Highway 75. It will also become an economic driver that hasn't existed before. He noted that as we move forward, we need to be cognizant that development of this game-changing corridor is also moving forward. We are likely to see task forces and other complimentary groups emerge from that process. This is significant and we should pay attention to this.

Daniel mentioned comments relayed by the Department of Transportation member who participated in the TAG, who described the pending and proposed transportation investments in the area. Daniel noted that the O2O

corridor (Ocala to Osceola Forests) is to the east of the EASP area and would not be impacted.

Susan Baird commented on how UCF has capitalized on this. She is surprised that UF is not sitting around the table and pulling together the economic and educational components of this project. It would increase the prestige of the university and brings jobs to the area in a very controlled manner. The EASP will have 87% in conservation to protect these lands, like Boulder has. The companies respond to who is shovel-ready. She noted that we can be putting ourselves into this position and make this a reality while simultaneously protecting and enhancing what we have. As Susan Davenport said, the best way to determine our future is to create it. This is not fluff or smoke and mirrors.

B. Community Education Compact

Daniel described the movement around the country to emphasize job preparedness and education. He then introduced Ian Fletcher from the Gainesville Area Chamber of Commerce and CareerSource North Central Florida.

Ian described what the Chamber is doing to enhance workforce preparedness and education in the region. They reviewed education compacts from across the country and identified the LA Compact as the model they wanted to follow. He described how they are recruiting business and community leaders to sign the Alachua County Education Compact, and centralizing the business community around education and implementing early solutions to make an investment into the future of the community.

The Compact is focused on K-12 education, and has six goals:

- All students graduate from high school
- All students have access to and are prepared for college or career success
- All students have access to pathways to sustainable jobs and careers
- All students develop an appreciation for the arts
- All students develop healthy lifestyle habits
- All students develop a sense of social responsibility

The Compact's targeted stakeholders include individuals from the following sectors:

- Education Institutions
- Business
- Government
- Philanthropy
- Parents & Family
- Community Based Organizations

Success will be evaluated by a collective impact model, a framework to tackle deeply entrenched and complex social problems. It is an innovative and structured approach to making collaboration work across sectors to achieve significant and lasting social change. It relies on five conditions:

1. A common agenda
2. Shared measurement
3. Mutually reinforcing activities
4. Continuous communication
5. A backbone support organization

With stakeholders and school systems working together based on these strategies, the Compact's outcomes can be reached.

Daniel asked for comments on Ian's presentation.

Juliun Kinsey asked if each of the stakeholders have specific roles and responsibilities. What will be led by government and what will be led by community organizations, faith-based groups, etc.? Ian replied that the beauty of the model is that it's collaborative, and that the group will work collectively to determine this.

Rose Fagler added that Dr. Karen Cole-Smith has continued to emphasize education throughout the Envision Alachua process, and that led to the creation of the East County Educators Committee. In turn, its two years of work led to the October 1st Education Forum. She stated that Plum Creek is pleased that the Chamber is taking on this effort and will run with it.

C. Santa Fe College Activities

Next, Daniel introduced Dug Jones of Santa Fe College and the Education Foundation of Alachua County.

Dug shared some of Santa Fe's current credit, non-credit and community activities. He stated that Santa Fe works closely with the community, businesses and K-12 education to make sure their curriculum is informed by practitioners who are actually doing the jobs for which they're seeking to prepare students. It's typically very pragmatic. They also develop and launch new programs in response to opportunities in the area. He shared a few examples of new programs that span the spectrum of jobs. They have many students earning Associate's degrees, and although many are going on to a 4-year degree school, Santa Fe has Associate, vocational certificate and some Bachelor's degree programs. They are currently launching physical therapy assistant, plumbing technology and insurance programs. There is also an engineering technicians' program in the works, which they are currently evaluating to make sure it contains tracks that will be of value to prospective employers. Santa Fe College now offers Bachelor's degrees which are workforce-related and lead to specific jobs—clinical lab sciences, early childhood education, health services administration, industrial biotechnology,

multi-media and video production, and nursing and organizational management, to name a few. There are a few more in the queue, including information systems technology and health informatics, but there's currently a legislative moratorium to make sure the colleges are rolling out these degrees in a collaborative matter.

In terms of non-credit classes, they now offer community and continuing education classes in Hawthorne. This was in direct response to a request from community leaders, whose initial goal was to offer for-credit programs. This can happen as soon as the need reaches the level necessary for Santa Fe to make it sustainable, but in the meantime, they are testing the waters with non-credit course. Over the course of the last year, enrollment was 129 students, almost twice what was expected. They will be offering an additional seven courses. They also met with the Mayor and City Manager of High Springs, which is seeking similar opportunities. They also offered two non-credit workshops in Hawthorne to help people ready to start businesses. Finally, they have a number of community outreach programs in East County, including:

- The grant-funded ReFocus program, which assists young men 18-24 in successful re-entry into productivity
- The Pass program, assisting high school juniors and seniors
- The Prop program, a college reachout program for middle and high school students, focusing on first-generation college students
- Project Turnaround, in partnership with the Alachua County Ministerial Alliance, the Housing Authority and NAACP, provides education in technology in an effort to reduce the digital divide
- Community Services Coalition, a coalition of more than 80 organizations committed to Science, Technology, Engineering and Mathematics (STEM) education. Both Dr. Sasser, President of Santa Fe College, and Dr. Owens, Superintendent of Alachua County Public Schools, serve as ambassadors to this program.

Daniel asked for comments. Dorothy Brown was interested in hearing more about plumbing programs. As a tax accountant, she has seen many plumbers make very high salaries. As she noted, "their brains are in their fingers." They just need the opportunity to learn this trade.

C. University of Florida, IFAS Research and Recruitment Activities

Daniel introduced Dr. Kevin Folta, the Interim Chairman of the Horticulture Science Department, UF IFAS (Institute of Food and Agricultural Sciences).

Kevin expressed excitement at being here. Although primarily a researcher, he is also an administrator and he's very familiar with what's happening in agricultural sciences. He was very excited and commented on why we didn't hear much from other faculty, explaining that many of them had retired or are retiring. He noted that IFAS is currently bringing in more grant money and is not fully staffed. IFAS' facilities are very antiquated—its labs have

yesterday's technology—and they haven't been able to attract the best people to hire.

He stated that what IFAS does for the state is very important—if you are eating blueberries, beef and other foods, it's as a result of advancements made by UF. They have to be able to respond quickly to things like disease, such as those impacting the citrus crops. They need to be able to develop public-private partnerships, which provide an opportunity to work with world-class companies and share expertise in terms of computer capabilities, in-house genome capabilities, etc.

They lack certain specialties; for instance, they don't have a melon breeder. How do they bring in new fruits and vegetables? This type of infrastructure could help bring in these possibilities.

IFAS suffers from promise fatigue and budget cuts. Kevin stated that he will continue to fight to solve these problems. He wanted to clarify that they are interested and engaged. There is also significant interest from corporations that would be willing to try some of these activities.

Rose shared an article from the UF alumnae magazine, entitled "Explore." In it, Kevin is described as "the Plant Whisperer." Kevin described how they learned that specific colors of light can make a plant change its mind about what it wants to do. It's possible to reprogram the attributes of these fruits and vegetables without chemicals—it would be done entirely with lights to improve crop production, nutrition, prevent disease, etc. Rose reminded everyone of the five industry sectors described by Susan Davenport and asked Kevin to explain how his research can impact technology. Kevin explained that the refrigerators of the future will have colored lights and food will come with a label stating which color light to store the food under keeping it fresher longer. Rose then said that the one main asset UF has that UCF doesn't is IFAS, and it can help not only on the agricultural side, but also the medical and engineering side.

Daniel briefly commented on public-private partnerships as a strategy to help maintain pre-eminence in higher education.

Video Tour of Area A

Daniel then introduced a video that provided a tour of DSAP Area A and an update on the status of these lands. Some folks have described these lands incorrectly as being all wet. That is not the case. The short video gave a tour of Area A led by Greg Galpin of Plum Creek and Dr. Mike Dennis, from Breedlove, Dennis and Associates.

Kevin Thorpe asked a question about how much of the land is in forestry. John Sabine from Plum Creek responded that most of this land will remain in forestry on the Windsor Tract and surrounding lands. Plum Creek will continue to practice forestry and has just wrapped up tree planting for the

year. They grow most of their own seedlings in Georgia and transfer them to Florida. They try to minimize the time the trees are out of the ground, and they plant during the short Florida winter, so it's mad-dash to get the seedlings back in the ground. In 2015, they planted over 1.1 million trees in Alachua County. Kevin asked how what percentage of the total land that's being proposed for development is currently in forestry. Rose replied that all of that land is currently in forestry. John added that they'll keep it in forestry until it is developed. Kevin wanted to know what growth level that land is at—how much is completely full-grown trees? John replied that they manage a variety of ages of trees. Trees grow for about 25-30 years, so these trees are of all ages. Kevin mentioned this was important since this is not just pristine land that's never been touched—it's land that's constantly involved in a production process.

Charles Lee added that wetlands are not monolithic in their character. In Florida, the Uniform Mitigation Assessment Method (UMAM) is used to score and categorize wetlands. The vast majority of Plum Creek's wetlands will not have a high UMAM score, except for those right along the creek. Forestry does not extirpate the wildlife values of the land. It changes things—the land is no longer pristine, but it still provides habitat for wildlife.

D. Update on Other Issues

Tim Jackson provided an update on the Alachua County Fairgrounds. The Alachua County Commission directed the County Manager to come to Plum Creek and ask if Plum Creek had some interest in swapping Area E for the Fairgrounds. Area E is 819 acres and the Fairgrounds site is about 98 acres. Area E connects the Ballou Forest with Newnans Lake Conservation Area, so you end up with about four miles along the northern end of 26 that would all be conservation—it is pine plantation today. The Fairgrounds has some trees but is an active site within the City of Gainesville. The site is well located in terms of having jobs in east Gainesville, and has urban land rights associated with it as part of Plan East Gainesville. Plum Creek is doing some due diligence to see how these lands could be used, so they can start having a conversation about trading these lands. Both Plum Creek and the County will perform their due diligence.

IV. Task Force Discussion—Questions and Communication Tool Needs

Daniel then went around the table to see what comments the Task Force members might have.

Justin Williams commented that this has been a long process, mainly because of the purposeful misdirection of the conversation related to Plum Creek's real and true intentions. He said that it's disheartening that the only approach people generally have is to view things with suspicion. What's kept him engaged in this process is that there is a constant. The message has not changed, it's just been improved. In terms of the videos of the property, he

has spent 44 years of his life on a recreational lease on the property so he has first-hand knowledge. He looks at this process still as being about the next generation. There's a great chance this will be an exceptional generation, having gone through the recession and having the experience of doing without. He is talking about his own 12-year-old son and 15-year-old daughter and how this opportunity might enable them to stay in the area. He noted that Plum Creek is not going to create jobs—they are going to be part of the creation of a property where an employer can come and create jobs.

He also noted that it's important to understand that water in the ditch beside the road doesn't mean wetlands.

Justin commented that he recently lost his mother and it has changed how he approaches things. He believes that it's important to be truthful. Honesty is something that is in short supply. He feels that it's good to be part of an honest process, and that it's a shame to see that process smeared by those who dislike that it's not their process.

Dr. Gladys Wright stated that she wants to applaud the Task Force. The process has been transparent. People tend to gravitate toward negativity, and the misinformation is because there is a lack of knowledge. She encouraged the Task Force to continue to hold their heads up high and continue to do a good job. She loves the collaborative efforts, and applauds the Chamber for getting on board with the emphasis on education.

Bill Strassberger expressed that he appreciates the dedication from Plum Creek, and hopes that future generations appreciate it as well. The Highway 301 project is happening—Clay Electric has already moved facilities, power lines, utilities, etc. A truckstop is coming, others are looking at it, and it would be great if the area were ready for that to happen.

Scott Koons noted that the key is balance and that the best way to improve someone's quality of life is to improve their economic circumstances. The process brings together substantial partners to create the area's future and balance economic opportunity with quality of life.

Yvette Carter said that she is excited to be part of the Task Force. She's a former East Gainesville resident and her family still lives there. She's new to the team but not the process, having attended many events, and is excited to see community input.

Jason Hurst expressed that he feels fortunate to be in this room and be part of this initiative. He's probably one of the few people not from Alachua County, but he got his first job in Gainesville, met his wife here, etc. He noted that it's a great time to be part of Gainesville, and it's great to see overall growth but he'd like to see it distributed more evenly.

Lindsay Krieg described the difference between Boulder and Gainesville, noting that they have the benefit of the mountains, but that this area has great natural resources. Somehow, however, this area is still losing people. She expressed that we have all the opportunities to make it happen. Her biggest frustration is all the negative comments. People can't understand what they can't see or touch. This is a long-term plan and she wishes it could happen tomorrow. It's truly a game-changer for this community.

Susan Baird stated that the best charity you can give anyone is a good job. After leaving the County Commission, she was looking for a place to be involved. She is sorry that Plum Creek has been doing things right and has nonetheless been penalized for it, but noted that they're tough—they can take it. The due diligence that they do is really important. It's about trade-offs in terms of what is being given up and what will be delivered. It's about balance; development is all moving toward the west side, and we need to move more over to the east. She noted that this process is going to happen with or without us. She hears the emphasis on education, and wonders what motivation students will have if there are no jobs.

John Sabine said that Justin's comments struck a cord with him as it relates to suspicion. He initially was skeptical himself, but can tell you the passion seen from Rose and Todd is real.

Brad Pollitt expressed his agreement with what has been said. He thanked Plum Creek for a transparent process, being open to ideas, and for putting on this effort. He's been involved with Innovation Square and urban redevelopment in Gainesville, and sees a greater mission for all of North Central Florida. Gainesville is growing from a college town to a university city, and growing pains are tough. He appreciates Plum Creek staff for sticking with it and showing professionalism, and believes we will get there.

Pete Johnson noted that we are either going to do something for our children or not. The people attacking this process have no vision for the future of their children. He likes the opportunities he has had here and would like his kids to have opportunities so they could stay. He expressed that he would be so proud if every kid who grew up here could stay here. That's why he is on this Task Force, because he believes we can do something for the future, for our community and society.

Karen Cole-Smith stated that we have a choice; we can be positive or negative. She is going to use her time to talk about how education is going to be a powerful force that will impact East Gainesville. She suggested that Envision Alachua should make a commitment to giving some type of quarterly report to the community, so people see it as something that is happening right now, not something that won't happen for 50 years. We should let the community know that we are making progress and moving in the right direction and that their opinions matter, providing information and accountability as we move forward.

Bobbi Walton said that she and Justin see a lot of the same negative people, and it breaks her heart. She is currently involved in planning Windsor's Zucchini Festival. She spent her day listening to the County Commission meeting. She expressed that it broke her heart to hear the suspicion and conspiracy theory. She would hope that the Commission would keep their minds open instead of dividing the community. She noted that some people in support are afraid to speak out. She would like to ask the County to be more positive when they are speaking. Today, when she heard their accusations of Plum Creek, she knew what they were saying wasn't true. She hopes that someone who is at this meeting will communicate that to the County.

Dug Jones expressed that when he sees some of the interesting things happening in other communities that don't have the opportunities this area has or the benefit of an open, transparent process, it makes him optimistic that once we turn the corner, we will ultimately have something game-changing that we'll all be proud of it.

Rob Brinkman expressed his thanks for the video tour of Area A. When he hears people talk about these lands being swampland, his response is that by those standards, the whole state should be considered swampland. He's optimistic and feels that "no" is not a good answer. It's not possible to say "no" and make this go away. The Commission has brought up some ideas such as the Fairgrounds. Others are surfacing useful ideas as well, and this is what is needed instead of attacks. This is going to be a long process, and he hopes the Task Force doesn't have to stay in existence for the next 50 years! He stated that the group just has to keep at it and speak out.

Dorothy Brown stated that she has been here 55 years, 42 of them in Windsor. She loves the land and loves riding through the St. Johns River Water Management District land. On the other hand, she feels very strongly about quality of life. She has been blessed with a home and job that allows her to enjoy her 10 acres. But there are people in Hawthorne who are not similarly blessed. Hawthorne has a good, energetic mayor and some active people. Why don't they have quality education yet? Don't they deserve it? Hawthorne also doesn't have enough jobs—there are people almost at the end of their rope. She wonders why people can't understand that it's just as appropriate to have good jobs and education on the East side of the County as on the West side. There are people blocking what Plum Creek is trying to do for the East side of the County and she can't understand this.

Charles Lee expressed his thanks to Plum Creek for stating their opposition to SB 832, not because he had any thought that they had any role in proposing the legislation, but because it was the right thing to do. He knew, given the lobbying firm behind it, that it was not Plum Creek. He has been showing Plum Creek's maps to others who are trying to do Sector Plans and has been encouraging them to do what Plum Creek is doing. Some of those

companies don't want to do what Plum Creek has done and they are trying to water down the Sector Plan process.

Tim Guiliani said that Brad Pollitt hit on an important point about the maturity and growth of the region. The plan Susan Davenport described is a hundred percent increase over what's been done previously. The Education Compact is a national model. Now it falls on our County government to ensure a fair, equitable process to ensure that our plan can be improved and benefit the community instead of being something political.

Vicki McGrath noted that it seems there is less opportunity for great planning as there is less viable land. She has been to Boulder and loved its pedestrian aspects. Gainesville is wonderful but lacks the connectivity and density that holds the community together. She believes this plan could work beautifully. She has seen this happen—she grew up in Argentina where an automobile factory was built 55 years ago. She visited there not long ago and it's a thriving community with one of the best schools in the county. She thinks it could happen here.

Juliun Kinsey expressed he is excited about the Education Compact, which is needed and needed now, and also that Kevin Folta has introduced us to the possibility of a new kind of refrigerator. He appreciated the video of Area A and the point that the land is already being used for timber and is not pristine. He loves seeing how the school district is addressing early childhood and how Santa Fe College is addressing community needs through education that meets the job requirements of our region.

Kevin Thorpe described that he grew up in a great home with his dad and brother. He looked up to them. He stated that people have held onto the notion that UF is the economic engine of our community and that it is unsinkable. He found it interesting that the area is losing researchers because of antiquated facilities. The athletic department is struggling with recruiting for the same reasons. The chickens are coming home to roost. If we don't change we are going to continue to struggle. The County has a half billion dollar infrastructure backlog and the proposed sales tax measure failed. He's heard that government shouldn't play a role in job creation and that it's the role of the private sector. He pointed out—how much more private sector involvement can you have than the largest landowner in the region leading the effort in this County?

VI. Summary and Next Steps

Daniel thanked everyone for their inspiring and motivational comments. Envision Alachua is always looking to improve and do better and uses this energy to power that effort. This has been an extraordinary meeting.

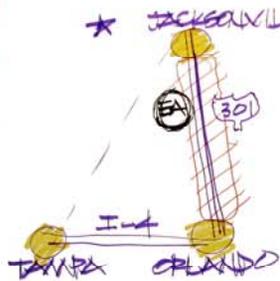
Todd closed the meeting and thanked everyone. He stated that Plum Creek wanted to give the group the latest information. He expressed that he feels their pain—everyone wants this to happen more quickly than 50 years. He

closed with the thought that this plan has nothing to do with an approval—it's already happening. The efforts of the Chamber, the Education Compact—it was born out of this process. In a lot of ways, Plum Creek is not going anywhere. The staff lives here and they own 15% of the County. He expressed appreciation for everything the Task Force does and brings to the process, and that Plum Creek will continue to fight the good fight.

A meeting wallgraphic and 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 did so.



TASK FORCE



★ JACKSONVILLE
★ WE NEED UP HERE!!

★ F/THE CONTRACT:
↳ WHAT POLICIES ARE NEEDED?
↳ GOVT

★ SANTA FE COLLEGE:
• CREDIT;
• NON-CREDIT PROGRAMS
• ALL ARE ALIGNED W/JOB GROWTH.

★ WETLANDS ARE NOT UNIFORM IN QUALITY.

★ MOVING BEYOND SUSPICIOUS...
↳ THE MESSAGE REMAINS THE SAME
↳ PLAN FUTURE GENERATION

★ HOLD OUR HEADS HIGH

★ BALANCE OF LIFE



★ CONTINUE THE COMM. ENGAGEMENT.

★ BALANCE GEOGRAPHICALLY

★ RETAIN OUR YOUNG PEOPLE

★ BEST THING F/OUR COUNTY!!
↳ DUE DILIGENCE
↳ TRADE-OFFS
↳ JOB → MOTIVATE

★ THANK YOU F/A TRANSPARENT PROCESS!
↳ STICK W/ IT!!
↳ STAY PROFESSIONAL
★ EDUCATION AS A POWERFUL FORCE!!
↳ PROVIDE REGULAR PROGRESS REPORT.

★ STAY POSITIVE!

★ GAME-CHANGING!

★ "NO" IS NOT THE ANSWER!

★ BRING IDEAS FORWARD!

★ HAWTHORNE NEEDS THIS!
↳ QUALITY EDUCATION
↳ WHY BLOCK THIS??

★ PROTECT THE INTEGRITY OF THE SECTOR PLAN PROCESS

★ WE WANT A FAIR, EQUITY PROCESS!

• PASSION
• CED CONTRACT
• NEW REPR/DEVELOPER
• THE VIDEO
• EARLY CHILDHOOD-K12/SFC

★ UP: STRUGGLING IN RECRUITING!

**Envision Alachua Phase III
Task Force
Meeting #4 – February 24, 2015**

Appendix A: Roster of Task Force Members

* denotes in attendance at February 24, 2015 meeting

Jane Adams

Vice President, University Relations
The University of Florida

Susan Baird, MBA*

Broker/Senior Vice President
Bosshardt Realty Services, LLC

Dr. Dale Brill

Founder and Obsessive Thinker
Thinkspot Inc.

Rob Brinkman*

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

Dorothy M. Brown*

Windsor Resident

Yvette Carter*

Community Relations Coordinator
Gainesville Regional Utilities

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 of Conservation Projects
The Nature Conservancy

Jason Hurst*

Associate Director
Front Street Commercial Real Estate Group

Pete Johnson*

Former Chair
Gainesville Regional Airport Authority

Dug Jones*

Associate Vice President of Economic
Development
Santa Fe College

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*

UF Health
Director of Volunteer Services
Shands Hospital

Charles Lee*

Director of Advocacy
Audubon Florida

Vicki McGrath*

Director, Community Planning
Alachua County Public Schools

Dr. Jack Payne
Senior Vice President
Agriculture and Natural Resources
University of Florida

Ken Peng
Ken Eats Gainesville

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.
Founding Partner
triSect, LLC

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
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 Member

Scott Koons*
Executive Director
NCF 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.