



**ENVISION
ALACHUA**



Envision Alachua Phase III Task Force

**Summary of Task Force Meeting #6
October 14, 2015**

prepared by

MIG, Inc.

October 2015

in support of the Envision Alachua
process convened by Plum Creek



Background

On October 14, 2015, Plum Creek convened the sixth Task Force meeting of Phase III of the Envision Alachua process. Envision Alachua is a community planning process to discuss future economic, environmental and community opportunities in Alachua County on lands owned by Plum Creek. Plum Creek is the largest private landowner in Alachua County, with approximately 65,000 acres. Nearly 24,000 of these acres are permanently conserved. The company's holdings are located throughout northern and eastern Alachua County.

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

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

As part of its revision to the EASP application and in response to County and public input, Plum Creek separated out 1,364 acres of land, located within the Hawthorne Reserve Area, into a separate request for annexation to the City of Hawthorne, accompanied by an application for an amendment to the City of Hawthorne Comprehensive Plan. This land can be ready for use by 2017, and will house the Envision Alachua-Hawthorne Jobs Center, projected to attract 4,000 jobs by completion.

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 sixth Task Force meeting were to:

- Provide an update on the Envision Alachua process and revised Sector Plan application
- Review a draft presentation for public hearings on the Sector Plan
- Discuss communications and action plan

This document summarizes the general discussion comments made by the facilitator, presenters and Task Force members during the October 14, 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

Todd Powell welcomed the group and thanked everyone for coming to the meeting. He noted that this is the third time this year the Task Force has gotten together, and it is important that everyone is on the same page regarding the status of the project. Todd described the status of Envision Alachua as being not that complicated; there is a choice of two futures: we can stay on the current path or select the path where we work together to address the important issues in our community.

He then introduced Daniel Iacofano, Principal and CEO of MIG, Inc. and lead facilitator for the Envision Alachua process. Daniel reviewed the agenda, provided an overview of the meeting and asked the group to conduct self-introductions.

II. Update on Envision Alachua

A. Alachua County Education Compact Update

Daniel introduced Adrian Taylor from the Gainesville Area Chamber of Commerce to provide updates on the Education Compact and Economic Development activities. Adrian reflected on his family, noting that he wants to change the community so his daughter has a better future. These remarks provided a lead-in to an update on the Education Compact that is being shepherded by the Chamber. Adrian reminded us that the purpose of the Compact is to mobilize the community around education and better prepare students for higher education and sustainable careers.

The Compact has three leadership groups:

- Metrics Working Group
- Strategies Working Group

- Stewardship Committee

On October 17th there will be a careers discovery day at Lofton High School in Gainesville. The school has amazing certification programs, and the students are graduating with industry certifications that qualify them for professional positions, or the option of transitioning into Santa Fe College with transferable credits.

B. Transforming Greater Gainesville Update

Adrian also provided an update on the Chamber's "Transforming Greater Gainesville" initiative. The Chamber is currently focused on five "hot projects." These projects are likely to close in the next six months and represent 375 jobs and \$190 million in capital investment. They cross sectors and cover advanced manufacturing, cyber security, software/IT and clean energy.

Susan Davenport, after several months in an interim capacity, is now the official CEO of the Chamber. The Chamber has contracted with Atlas Advertising to do a three-year global marketing campaign. There are companies in the area that are currently exporting to 18 different countries. The Chamber has also been conducting a series of marketing trips. The most recent trip was to Boston over the dates of June 28-30, 2015.

At the latest local event, the Chamber brought in site selectors from around the country. The visits were tied to the Gatorade 50-year anniversary. There were three events bringing in people from Atlanta, New York and Chicago. They all left expressing amazement and awe at the great variety of activities happening in Gainesville.

Todd added that Envision Alachua was one of the features highlighted when the site selectors were in town, and the visitors were amazed that there was such a substantive project under the purview of one large landowner. Rose added that there has been follow-up from the site selectors since that meeting. They liked the rail site in Hawthorne and were also impressed by the assets that the University of Florida can bring to the table. They also like the cohesion of the community and how the Chamber, UF and private entities like Plum Creek are all active in these efforts. They noted the need for champions to move big projects forward.

C. Update on Youth Engagement Strategies for Envision Alachua

Daniel introduced Juliun Kinsey to give an update on Envision Alachua's strategies for greater youth engagement. Juliun got his marketing certification from Lofton High School in 2009 and has benefited from programs that help youth advance their skills to get into the professional marketplace. His task was to engage young people from the community, focusing on ages 18-35. He began by asking the question, "Do you want to live in Alachua County?" Only those under the age of 35 could respond and

they replied, that no, they look forward to moving away since there is little or no opportunity available for them here. They also believe that the educational opportunities for their kids are limited here. Overall, the response was “No opportunity, no jobs, no idea!” They have no idea what the future holds. They don’t know why they would stay or what the future will be like. They also shared they don’t know anything about Envision Alachua. They described Envision Alachua as “a nice idea.”

He noted that, unless we are getting the word out, people will continue to believe that Envision Alachua is just a nice idea. If we are not reaching the community and the Commission, we will not be able to change people’s perspectives. He thought that the youth engagement effort was effective in conveying the message of Envision Alachua. But there are still a huge number of young people who need to be informed. The message needs to be clear and concise. Once young people are engaged, they can reach farther into their circles and get their voices heard. They must be trained to be advocates.

Rose Fagler asked, what would it take to get youth involved? Juliun replied that Facebook is a great tool. Many of the participating youth “liked” the page and are starting to get involved. There are plans to keep the communication going. There was a request for Envision Alachua representatives to attend and to share the message at their meetings and events—small gatherings, community barbecues, etc.

Vivian Filer asked if those who attended would recruit others to join and grow the group. Juliun’s reply was, “Absolutely!” It was suggested that the print materials are fine, but the information needs to be simplified to help youth better understand why this process benefits them. Every individual has their opinion, so it takes those one-to-one conversations to help people understand the benefits.

Daniel asked Dug Jones and Karen Cole-Smith—based on their experience with Santa Fe College youth, do they have any observations on how to engage young people? The response was that the youth provided written comments which Juliun has collected, so we have their detailed responses. Karen praised Juliun because he is actively engaging youth and he sets a tone of candor in his communications. Vivian Filer commented further that normally there aren’t that many youth attending Commission meetings or participating in processes to be a part of the government. To have them buy in to the process is a big piece of the puzzle. We need to convert them from simply being informed to becoming advocates for the process.

D. Update on Land Use Applications

Daniel invited Tim Jackson, Director, Real Estate for Plum Creek, to provide the next update. Tim explained how, in addition to the economic development and education work, we have ongoing work on our land use applications. The Task Force developed a vision that includes three job

centers plus significant new conservation land. Plum Creek broke these efforts up into two separate applications—the Envision Alachua-Hawthorne Request for Annexation and Application for Comprehensive Plan Amendment (EA-Hawthorne) and the Envision Alachua Sector Plan application (EASP).

Envision Alachua-Hawthorne

Tim gave an update on the current status of the two elements making up EA-Hawthorne.

The City of Hawthorne held three public hearings on EA-Hawthorne on September 1, September 9 and September 15, 2015. The first official public reading of the Request for Annexation is scheduled for November 3, 2015. The second reading and adoption is scheduled for November 17, 2015.

As for the City of Hawthorne Comprehensive Plan Amendment, agency comments are due November 1, 2015, and can be very wide ranging. The County also provides comments, and County staff questioned the appropriateness and legality of the annexation. Plum Creek will work with the City to review the comments and respond.

Daniel commented that the County staff comments are not positive regarding the annexation. He asked, didn't they previously indicate that the annexation was a good idea, and were there any thoughts on why that has changed? Tim replied that in the original application, there were several comments from Commissioners suggesting that Plum Creek go ahead and get the Hawthorne Jobs Center moving forward. He indicated he was surprised that County is responding the way they have.

Helen Warren asked for clarification of the County's questioning of the annexation. Tim's reply was that the County was calling out what they thought were problems instead of helping to seek solutions.

Daniel asked how many people attended the EA-Hawthorne public hearings in September. Rose replied that 12 Task Force members attended. Daniel asked those who attended to comment on the meetings.

Vivian Filer commented that she left Hawthorne thinking that they were really buying in. There were a few naysayers, as always, but she felt that EA-Hawthorne was generally supported.

Adrian Taylor reflected that the citizenry of Hawthorne—those who live in the immediate area—were supportive and even excited. He was complimentary of how the City Manager fielded questions.

Pete Johnson commented that a few residents are afraid of change, but that Hawthorne citizens are looking for economic improvement.

Adrian asked how typical it is for a County to oppose a voluntary annexation to a City. Tim replied that in Alachua County, the Boundary Adjustment Act provides direction. In this County, it is typical for the staff to deliver a lengthy report and then for the Commission to deliberate. In this case, the County's opposition is surprising because of the level of information that has been available. Adrian remembered that the Commission previously supported the Hawthorne area moving forward, and asked, don't we have a video record of these remarks? Daniel replied that we are perplexed by their actions.

Daniel asked whether there is any policy or technical reason that would warrant a 180-degree shift in the County's opinion. Tim replied that the County staff comments are very narrow and focus on their interpretation of the requirements.

Vivian Filer asked how this annexation compares to other annexations on the West side of the County. Tim replied that this annexation request compared to others does not nearly have as many opportunities to create "pockets" of land that make it difficult to provide services consistently. It appears our request is being handled by staff inconsistently with other annexations. However, County staff does not set policy, the Commission does. He noted that this is a change from what was stated at the last Task Force meeting. We thought that separating out the Hawthorne land would accelerate the process, but that has not been the case.

Envision Alachua Sector Plan

Tim went on to review the current status of the EASP. The County staff report is scheduled to come out next week. County Planning Commission Public Hearings are scheduled for November 18 and 19, 2015. The County Commission will have a further public hearing to recommend transmitting the application to the State for review in early 2016. The State agency review would occur in Spring 2016, with the adoption hearing potentially happening in Summer 2016.

He explained that the staff report is not expected to recommend that the application be approved. He also noted that Plum Creek and various Task Force members have spent a lot of time with the Commission helping them understand the policy issues that are at play. The Commission has not yet deliberated on these big issues.

Daniel asked Tim to describe what happens in a normal case. Tim explained that typically, staff will perform their analysis based on specific criteria. The Commission makes its decision based on a consideration of the trade-offs, utilizing information from the staff report.

Tim further noted that, in the original staff report, there was nothing positive and no information detailing what would be needed to improve the

application. He expressed hope that the new staff report provides this information.

Tim reviewed the proposed application, and how the EASP is a significant improvement to the current Alachua County Comprehensive Plan (ACCP or Comp Plan). These improvements can be summarized as follows:

- EASP accommodates significant major employment centers to diversify the regional economy, support the UF Preeminence Initiative, and address poverty and underemployment.
- EASP places the employment centers in East County where they will address economic disparity and, specifically, underemployment and poverty in East County.
- EASP permanently protects an additional 22,364+ acres from development and intense agriculture, including 3,538 acres in preservation.

The EASP also includes major policy choices that are an improvement over the ACCP. The first major policy choice is around urban development. Tim showed maps that compare anticipated and proposed additional urban development allowed by the two plans. The ACCP only allows new urban development in urban reserve areas adjacent to the cities. EASP allows new jobs centers on State Route 20 and U.S. Highway 301 in East County.

The reserve areas are located at the edge of the cities; the ACCP envisions that each city is going to grow out. Tim showed on the map where urban development is expected. The development planned by EA-Hawthorne is completely consistent with the existing Comp Plan. The EASP adds the two jobs centers on SR 20 and US 301 that total just over 3,380 acres. These are included because more jobs are needed on the East side and in the County overall.

The next big choice is to consider how to ensure conservation. Generally, the only way to get conservation land is to buy it or to require it. The ACCP only requires conservation on-site. The EASP requires conservation on-site plus an additional 6.6 acres off-site for every acre of development.

The third big policy choice defines how impacts to wetlands can be limited. The ACCP allows wetlands impacts based on the following criteria: a maximum of 0.5 acres per 10 acres, or 535 acres. The EASP allows impacts to no more than 400 acres, and then only if permitted by the St. Johns River Water Management District and Army Corps of Engineers.

Daniel noted that with the current Comp Plan, a future commission could allow for increased wetlands impacts. The EASP locks in the limits.

Tim concluded by once again summarizing the three big things accomplished by the EASP:

- Accommodates significant major employment centers
- Addresses economic disparity
- Permanently protects an additional 22,364 acres

Todd asked: if we wanted to do a 500-acre development within the County without the Sector Plan process, where in the County could this be allowed? Where does this land exist in the County? Tim replied that this land doesn't exist in the current scenario.

Rose noted that we don't have to write a book or share all the details to get the point across. The vision comes down to these three policies. We can ask: Do you actually deal with the underemployment and support UF? Do you want to achieve a conservation goal that we have no money for and at no taxpayer expense? Do you want those job centers located in the area that really needs it and has been left behind?

Tim asked Helen Warren, based on her experience as a City of Gainesville Commissioner, how she would improve this description. Helen responded that she appreciated the matrix showing the policy differences between the ACCP and EASP. She noted that what she kept coming back to was wondering—particularly as Plum Creek has been meeting with community members on-site—are they maintaining the conservation areas and talking about how the conservation goals will be achieved? Tim replied that yes, they have been doing so. In addition, Helen wanted to know when Plum Creek was going to go back and talk to the County Commission. She noted further that we used to celebrate high gas prices, since it would encourage bicycling. She inquired: How are we going to respond to the new residents that are coming in? How do we attract the right kind of jobs for our kids? She sees what's happening on the West side and how all the new communities being built are going there. In contrast, On the East side, we treat every grain of sand as precious. Plum Creek is the only entity who has asked the community how they want the future to go.

Vivian Filer expressed that the bottom line when we talk about the plan, is that we need to ask, "Do you want more jobs?" It's a lead-in to the next question: "Where do you want those jobs to come from?" In order to communicate the import of the plan, you don't need all the complexity, and people can always read up on the full background later. She pointed out that you have to realize we are talking about communicating with people who are disconnected from the community. We can create a fairly simple platform that allows people to see both sides and make an informed decision.

Tim continued his presentation by providing an update on the EASP conservation strategy. In addition to the existing conservation lands, 88% of acres in new uses will be protected from development. Only 12% of the

acreage will be in urban use. The process is that when the EASP goes into effect, all the conservation land gets a deed restriction right away, without waiting for any development to occur. The deed restrictions are then converted into conservation easements. Tim reminded the group that during early Task Force meetings, Charles Lee was advocating for this to ensure we get the full commitment to conservation. With the EASP, conservation comes first.

Tim further explained that once the SR 20 Jobs Center DSAP is approved, 70% of the conservation goes into effect immediately. He then referred to a slide sequence showing how conservation lands will go into permanent protection as the SR 20 Jobs Center DSAP is developed.

Tim addressed the issue of the suitability of the land designated for the SR 20 Jobs Center for urban development. Tim shared examples of the due diligence conducted by Plum Creek to determine the suitability. These investigations demonstrated:

- Field verified wetland boundaries in the SR 20 Jobs Center show 1,271 acres of upland for urban development.
- Soil borings in the SR 20 Jobs Center show it is unlikely that road/utility construction will occur deep enough to encounter phosphorus-rich soils. The vast majority of these soils were encountered deeper than 15 to 20 feet below the land surface.
- The geotechnical study shows site development considerations are no different than what has been considered at existing development areas within the Northern Highlands regional geology.

Rose commented that there are some people who firmly believe the Jobs Center sites are not suitable for development, yet these are the same soil types where current jobs are currently located.

Tim reviewed the planned phasing of the EASP and EA-Hawthorne jobs centers. The EA-Hawthorne Jobs Center will be shovel-ready in 2017 and moving forward with zoning next year. The SR 20 Jobs Center will be shovel-ready in 2017. The US 301 Jobs Center to the north won't be developed until 2030.

Plum Creek also assessed what facilities will be needed in five, fifteen and fifty years. This is not required by the Sector Plan process, but Plum Creek provided this information so this issue wouldn't be a distraction. The facilities need assessment included potable water, wastewater, transportation, recreation, public schools, public safety and solid waste facilities.

Tim showed some renderings of what the SR 20 Jobs center might look like. He explained that Plum Creek has had conversations with Jack Payne and UF-IFAS to discuss what might be needed and how these lands could

accommodate those needs. The campus would be integrated into this mixed use facility, much like the existing MIT life sciences cluster.

Tim went on to talk about the EA-Hawthorne Jobs Center and what might be possible there. The plan includes three-million square feet of non-residential development, and one house for every four jobs. The plan is jobs focused and not seeking to emphasize residential development. Plum Creek has started looking at what might fit in the Jobs Center. Tim reviewed a few development examples ranging from 26 to 1,040 acres, and what might fit on the site. Vivian Filer asked if healthcare facilities were included. Tim responded that, yes, they are part of the planned mixed use.

III. What Lies Ahead . . .

A. Upcoming Meetings

Daniel noted a crucial series of meetings are approaching, and it makes a huge difference to have supporters present at these meetings. He reviewed the schedule again, as follows:

- EA-Hawthorne Request Annexation:
 - First Reading November 3, 2015
 - Second Reading / Adoption November 17, 2015
- EASP County Planning Commission Public Hearing: November 18 and 19, 2015

Rose specified that the November 3rd and 17th meetings will be in the City of Hawthorne. November 18th and 19th will take place in Gainesville with the Alachua County planning commission. Plum Creek will send out times and locations for the meetings as they are confirmed.

B. Menu of Actions for Task Force Consideration

Daniel reviewed a brief menu of actions that Task Force members could consider taking to support the applications. These included:

- Talk with your Commissioners
- Write letters to the Commission and the newspaper
- Speak at public hearings
- Inform family, friends and neighbors about the promise and the opportunity
- Bring family and friends to the public hearings and ask them to speak before the Commission

Justin Williams commented that at this point, Plum Creek must feel as if they bought a home and took in a renter, and now the renter has taken over the home. It's easy to feel like you want to shut the door and move on. The group has been involved in this process for a long time. There has been discussion about trade-offs but he wasn't certain how much trading we

should do, since we don't appear to be getting anything in return. His group, the Cracker Boys Hunt Club, would be happy to be the third party designated to help hold the conservation easements.

Justin continued and noted that, regarding the geotechnical study, the County did a study several years back and Plum Creek's studies have discovered the same things the County did. The geotechnical study proves that things can absolutely occur in this area. It's unfortunate that the studies have had to be done twice. He spoke from the perspective of one who has been on the property regularly as a hunter. This experience allows him to confirm that we have had rain, the water drained and it's where it should be. He admitted that it would be great for him personally if nothing changed since he values and uses the lands for hunting, but that can't be the case. He expressed that this is the best plan to help us protect what is near and dear to our hearts. He doesn't think it can be said that the County's plan is any better than this one. Speaking as a representative of Clay Electric, he noted that they stand ready to provide utility service to the area. The property is in their service area, and they are ready and capable to respond.

Juliun Kinsey stated that he was encouraged more than ever before, and that it's good to be around people who want the best for the community. He thought that the matrix is a good tool—it's clear and simple and presents something better for the community than the current plan.

Vivian Filer expressed that she was excited and encouraged. She noted that the more clarity she has, the more effective she can be. She commented on the naysayers who attended the Hawthorne meeting and how they talked throughout so that they didn't listen to any of the information or learn about the project. It is important that people read the materials and get educated about the project. She also suggested that maybe supporters could wear a button that says "Do you want a better education? Do you want jobs?" This could be used as a conversation opener.

John Sabine, Resource Supervisor for Plum Creek, noted that foresters are a pretty patient group since what they do is watch trees grow. This process is now moving at that same pace, and not for lack of effort. There are some old Envision Alachua maps in his work area with a timeline showing Commission approval by 2014, and here we are looking at a date in 2016.

Helen Warren noted how the City of Gainesville is continuing to work with the County to create one of the best existing bike trail systems that meets up with the state system. It is important that to have people willing to come together about the area's future, instead of saying no. She stated she is impressed by the conversation we have been able to have.

Dug Jones expressed that he likes the continuing efforts for clarity, transparency and the integrity of the process. Even though there will be

those who are opposed and are less informed, what's being said here is true and ultimately will prevail.

Karen Cole-Smith stated that she is delighted that Juliun Kinsey is engaging youth and getting them involved. She described how representatives from Santa Fe College are going out to middle schools and presenting two possible tracks—a college-bound track and a vocational track. Since most kids decide their path by 9th grade, they are talking to youth in grades 6th, 7th, and 8th grade. We can still influence them and they will get the benefit of many of the things we are talking about. I am very hopeful.

Lindsay Krieg expressed amazement that there is so much pushback. People need to understand that growth happens! Those in power think that growth can only happen one way. She asked if we can get them to look at how other cities, like Austin, are growing. She likes the effort being made to engage millennials with snippets of information and explaining how the plan relates to them. You can start with young people and then engage their parents and get people excited. The possibilities down the road are very exciting.

Adrian Taylor commented that this project has reiterated that we have four major offerings: 1) an opportunity for a shovel-ready piece of land that can be marketed; 2) global marketing—being able to share this opportunity with prospects all over the world; 3) a master plan for the development that is thoughtful, long-term and visionary; and 4) the ability to retain the top tier talent that is produced at our top tier education institutions, like Santa Fe College, the #1 community college in the country. Who wouldn't want what we are offering? In response, he noted that you would be surprised. He wants to know how County officials can be held accountable. The changing rules throughout the review process are disturbing and of great concern. There is a need for ethics and equity. It hints that there are some problems in local government. If they are afraid of what can happen with growth, he suggested that they face it instead of continually changing the rules.

Pete Johnson shared a concern about septic tanks and the fact that our proposal would eliminate 5,000 septic tanks. Water quality is a significant issue and there is nothing being done. East Gainesville homes are on septic tanks. If these were replaced, we would have a powerful impact on Newnans Lake. Analyzing these impacts could show significant results and help gain support from the folks who don't care about jobs, because they have one, but who are concerned about the lake and water quality.

Vicki McGrath expressed concern about how the County's rules have changed throughout the process. She thought that maybe our thorough answers were providing too much information, which then gives them something to pick at. She used the School Board's experience as an example where information was requested of the School Board then used to slow down a plan. She explained that requests for much more detailed information, than can be provided at this point, is being used to cripple the plan.

Bobbi Walton reflected that when this process started four years ago, we brought up the educational element and the opportunities being offered. And we have helped these efforts move forward. She also noted how people believe that our water in the County comes from two different sources, which is totally untrue. She expressed concern that the County has no trouble approving things for the West side, but people living on the East side have to fight for what we can get. She can't believe what a hard fight this has been and she is pleased by the excitement and energy from the Task Force.

Bill Strassberg noted that it was great to see all the support for Hawthorne, and suggested that the high level of support may have made the County nervous. The Hawthorne Mayor and City Manager have done an excellent job being champions for the EA-Hawthorne plan. He has seen Hawthorne annex a lot of land and feels that we should keep going.

Dorothy Brown expressed that she is excited about the plan's efforts to improve quality of life and educational opportunities. She is very enthused about the reaction in Hawthorne. She also likes hearing about the efforts of Santa Fe College to help youth get excited about their future, whether it's college or a vocational track. She is a tax professional and knows that many vocational jobs pay extremely well. Through her work she is acquainted with a plumber who makes more than a UF professor.

Scott Koons described the visioning and community planning process as very thoughtful and deliberative with a focus on the long-term. He summarized that after all the data and analysis, it comes down to a handful of policy changes based on value choices. Since Day 1, Envision Alachua has been seeking to balance economic opportunity for all with environmental protection. It also allows us to leverage the opportunities provided by UF. Committing 88% of these lands to conservation is quite an accomplishment, since the current plan allows one residence for every five acres. The Comp Plan and Envision Alachua are two very different paths to the same vision.

IV. The EA Vision – This is what we are working towards . . .

Daniel acknowledged and thanked Tim Jackson for his efforts to condense the hundreds of pages of technical data into a few succinct points that describe a desired future. We have boiled it down to:

1. **Address Economic Disparity** – the rate of poverty and underemployment in East County is far higher than West County; new jobs in East County would bring equity.
2. **Diversify the Economy** – over 85% of all employment in Alachua County is directly or indirectly related to the University of Florida; a more diversified employment base will benefit all people within the County.
3. **Diversify the Property Tax Base** – Because over 45% of the property value in Alachua County is tax exempt, the current tax base is heavily dependent on residential uses. With more private employment, the tax

base will be diversified and costs of facilities and services will be spread over a larger and broader tax base.

4. **Accommodate major new private employers** to collaborate with UF and bring revenues to UF, replacing decreasing state and federal funding, in order to maintain and advance preeminence.
5. **Seize the opportunity now with a single owner** that will permanently protect over 22,364 acres of off-site land from development, including 3,538 acres in permanent preservation, in return for receiving urban development rights on 3,380 acres.

V. Summary and Next Steps

Daniel provided a brief recap and thanked everyone for their continued involvement. Todd highlighted for the group that since this process was started in Alachua County, a project in central Florida at UCF has made major strides and has recently announced their first major partnership with the Harris Corporation, a major defense contractor. There's a reason we are doing this. Envision Alachua is one of the more important projects in the state. We have a major research partner located just four miles away and we have one of the top colleges in the country.

He recounted how he met with Jack Payne and had a great two-day session discussing how to advance the concept of a dedicated IFAS campus. It may involve moving facilities off the main campus and onto the Envision Alachua lands.

Todd thanked the Task Force members and asked them not to get discouraged by things they hear as we move through the County review process. The Envision Alachua process was recognized by the American Planning Association as a model for the state in public engagement. Instead of focusing on the 25 pages of County staff comments, we should instead be proud of the Education Compact that has been signed and advanced. The Education Compact came out of this group's work. Much of the activity being advanced by Transforming Greater Gainesville came out of this process. Envision Alachua is planting the seed, and the more work we do with UF, the more we do to address UF's preeminence.

He called on the Task Force not to be discouraged when the negative staff report comes out. He noted that the diversity we have at the table is what is needed to solve the County's problems. Who would have thought that, for instance, representatives as diverse as Rob Brinkman and Susan Baird would both agree and speak in support of the project! The Task Force should be given credit for many of the successful things happening in Gainesville, and he expressed that he looks forward to continued success.

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

MOVING FORWARD....

LIKE WATCHING TREES GROW!!

▷ LAND AREA IS SUITABLE... WE HAVE A GOOD PLAN!!

▷ USE THE MATRIX
↳ WHY THE SECTOR PLAN IS BETTER

▷ KEEP IT SIMPLE!

▷ ENGAGE OUR COUNTY MEMBERS
↳ INFORM

▷ BE TRUE TO THE PROCESS

▷ CONTINUE:
· CLARITY
· TRANSPARENCY
· INTEGRITY

▷ CONTINUE TO ENGAGE YOUNG PEOPLE

▷ EXAMINE OTHER CITIES... HOW THEY HAVE DEVELOPED

▷ NOTE: "SHovel-READY"

- BY 2017
- BY 2019

· MASTER PLAN, NOT A PIECEMEAL DEVELOPMENT.

▷ HOLD OUR COUNTY STAFF - COMMISSION ACCOUNTABLE.

▷ TIME TO ELIMINATE SECTOR TASKS!!

▷ TIME TO FOCUS ON THE EAST SIDE!

▷ KEEP UP THE EXCITEMENT - ENTHUSIASM!!
↳ ESPECIALLY HAWTHORNE.

▷ A BALANCED PLAN

WE HAVE A CHOICE!!

Envision Alachua Phase III
Task Force
Meeting #6 – October 14, 2015

Appendix A: Roster of Task Force Members

* denotes in attendance at October 14, 2015 meeting

Jane Adams

Vice President, University Relations
The University of Florida

Susan Baird, MBA

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

Rob Brinkman

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

Dorothy M. Brown *

Windsor Resident; Accountant, Richardson
& Ellison CPA

Yvette Carter

Interim Community Relations Director
Gainesville Regional Utilities

Robert Castellucci

President, CEO
RoomSync

Dr. Karen Cole-Smith *

Executive Director
Community Outreach and East Gainesville
Instruction
Santa Fe College

Susan Davenport

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

Mike Dykes

Officer, Cracker Boys Hunt Club
Senior Project Manager, CH2MHILL

Vivian Filer *

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

Eric Godet

President & CEO
Godet Industries

Jason Hurst

Associate Director
Front Street Commercial Real Estate Group

Pete Johnson *

Principal, Goalmasters; Former Board
Member
Gainesville Regional Airport Authority

Dug Jones*

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

Nona Jones

Chief External Affairs Officer
PACE Center for Girls

Julian Kinsey *

Media Sales Associate
Cox Communications

Lindsay Krieg *

Director of Volunteer Services
UF Health

Charles Lee

Director of Advocacy
Audubon Florida

Vicki McGrath*

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

Chris Moran (alternate for Dr. Jack
Payne)

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

Dr. Jack Payne

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

Brad Pollitt

Vice President of Facilities
UF Healthcare

Steven Seibert, J.D.

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

Bill Strassberger *

District Engineer
Clay Electric

Adrian Taylor *

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

Kevin Thorpe

Senior Pastor
Faith Missionary Baptist

Bobbi Walton *

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

Helen Warren *

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

Justin Williams *

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

Robert Woody

Chair, Board of Trustees Santa Fe College;
Former Deputy Secretary, Florida
Department of Juvenile Justice; Former
Director of Jails, Alachua County Sheriff's
Office

Dr. Gladys Wright

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

Ex Officio Member

Scott Koons *

Executive Director
North Central Florida Regional Planning
Council

**Participating Task Force Members
Representing Plum Creek**

Todd Powell *

General Manager, Real Estate
Plum Creek

Rose Fagler *

Manager Community Relations
Plum Creek

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

John Sabine*

Resource Supervisor
Plum Creek

MIG, Inc.

Daniel Iacofano *

Principal & Lead Facilitator
MIG, Inc.

Joan Chaplick *

Principal
MIG, Inc.