

myregion.org
Board of Directors
MEETING BRIEF

February 9, 2007 --

myregion.org President Jacob Stuart opened the meeting and welcomed Board Members, guests and visitors. He reviewed some of the media coverage surrounding the How Shall We Grow? campaign. He displayed the Florida Today front-page article with the headline "Your Turf, Your Terms" followed by a full page inside story about the community preferencing.



Chairman Randy Lyon introduced New Board Members as well as a number of special guests. He reflected on the fact that our work today will impact our young people the most, particularly welcoming two high school students from Osceola County who are doing a semester-long research paper on the How Shall We Grow? campaign.

New Board Members: The Honorable Welton G. Cadwell, Lake County Commission; The Honorable Helen Voltz, Brevard County Commission; The Honorable Patricia Northey, Volusia County Council; and Mr. Dale Lindon, Ginn Development Company, LLC.

Mr. Lyon also recognized all of the community partners and colleagues (now totaling nearly one hundred) who have helped to spread the word about "How Shall We Grow?" by sharing the survey with their families, friends and organizations and providing links on their websites and newsletters.

Jacob Stuart reviewed the meeting agenda that includes highlights of some of the best practices already underway in other parts of the region, video kits that are being developed based on the recent television programming, as well as the selection process and security measures that are being implemented as a result of recent activity.

"How Shall We Grow?" is a segment of the broader *myregion.org* that has had overwhelming attention in recent months. And, it is now gaining state and national attention for our region. While the electronic survey is important, there are other ways to gauge public opinion. For *myregion.org* these include the Central Florida Council of Mayors, the Regional Leadership Council of county commission chairs, and the *myregion.org* Board of Directors. Also being established is a Policy Framework Committee that will include these partners, as well as the Central Florida School Boards Coalition, whose work will be to determine and develop the Shared Vision for Central Florida.

Phil Laurien of the East Central Florida Regional Planning Council, provided a presentation on a best practice on community visioning underway in Tavares, Florida, called "Tavares Station" and the resulting community conversation taking place to consider future zoning, development and design preferences.

Jacob Stuart introduced a summary video of the How Shall We Grow? initiative produced by WMFE-TV and WKMG. He then walked the group through the "live" survey instrument online.

He also reviewed with the group a draft of a Policy Framework document and asked the members of the Board of Directors to review and provide feedback.

A briefing on the electronic surveying process was presented to advise of concerns of cheating on the survey. A technology consultant has been engaged to investigate and stipulate what is being

myregion.org
Board of Directors
MEETING BRIEF

done to ensure the authenticity of the survey results. Todd Rader with Avacent Consulting provided a report on his examination and a summary of the audit recommendations was distributed to the Board for action. The recommendations were as follows:

1. Retain web server logs going forward
2. Address cookie vulnerability
3. Consider not posting live survey results
4. Consider engaging a statistician to review survey results pre-cookie changes verses post cookie change

The Board of Directors stipulated that they are satisfied with the direction that the staff has taken and unanimously approved three of four recommendations made by Avacent Consulting. Voted down was the recommendation "to consider not posting live survey results." The Board agreed that the process should "remain transparent" from start to finish.

Phil Laurien made a presentation on a proposal for *myregion.org* to participate with the East Central Florida Regional Planning Council on a Comprehensive Economic Development Strategy. Local communities used to be able to apply for federal development funding, but they will now have to go through regional planning agencies to acquire those dollars.

Parts of its requirements are to describe projects aimed at solving economic development problems with the projected number of jobs to be created. In order to apply, a strategy committee must be engaged to work with the RPC that are diverse and geographic consisting with approximately 14 members in an intense time frame of work.

He provided a summary of projects in other communities like Portland and Tampa that have used similar federal dollars. What if we redeveloped East Colonial Drive to include six story buildings with streetcar lines running to the downtown center? This would also serve Baldwin Park, save on water usage, stimulate the economy. School capacities could be expanded, and existing capacities for infrastructure could be more efficiently expanded.

He asked for a vote of support for the proposal that must be completed by August. A motion was made to support a subcommittee to work with the RPC that was unanimously approved.

There is an existing economic development committee that will serve as the foundation for the RPC project that certainly will be enhanced and expanded as needed based on interest from Board Members to ensure a balance of geography, industry, etc.

The Executive Committee has been tasked with presenting a report on whether to extend the "life" of *myregion.org* beyond 2007. Because of the intensity of the How Shall We Grow? process, they have been unable to complete that task and will come back with a report at the next Board Meeting.

James Payne recognized the fact that Joel Hass was not in attendance most likely because of the critical work being done in support of the tornado victims across the region. He wanted to acknowledge that important work.

The meeting adjourned at 2:30 p.m.