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Board of Directors
MEETING BRIEF

April 28, 2006 --

Chairman Randy Lyon called the meeting to order and shared that the passion and enthusiasm of these Board Members enhance his role as Chair of this exciting project. He was recently asked to share the *myregion.org* story with the Association of Architects who were awed by the information. He thanked all the Board Members for continuing to share the message.



Mr. Lyon then asked the new members of the Board to introduce themselves:

- Colonel Walter Augustin, Marine Corps Systems Command
- Mr. Gary Earl, Workforce Central Florida
- Mr. Alex Kane, Heritage Green
- The Honorable Michael McLean, City of Lake Mary and Chair of Envision Seminole
- Mr. John Paccione, Jones Lang LaSalle
- Dr. Kevin Sherin, Orange County Health Department
- Mr. Charles Shinn, Florida Farm Bureau Federation

New members, joining us at our next meeting include: Mr. John Caron, Olive Garden, Mr. Louis Robbins, Central Florida Hotel and Lodging Association and Mr. Michael Snyder, Orlando-Orange County Expressway Authority. Returning to the Board is Ms. Maureen West, Blue Cross Blue Shield of Central Florida.

Jacob Stuart, President of *myregion.org*, referenced the upcoming Orlando Workforce Housing Summit on May 5, as well as sample invitations to additional Community Information Meetings on May 23, similar to the overwhelmingly attended (500+) sessions on April 27. He also highlighted upcoming Board Meetings. Special guests then introduced themselves to the Board.

Mr. Lyon provided a review of the Central Florida Regional Leadership Academy and the commitment of its graduates. He asked Linda Chapin to provide her insight on the experience with the Academy and her leadership as co-Dean. She was convinced that if we can engage the community in that kind of energy and commitment, we would be well on the way to regional success.

Mr. Lyon then asked several of the Academy Participants to share their perspectives. Mr. Rick Blucker, Unites States Air Force, was privileged to be a part of the experience. He has been watching this process for some time and he related it to the book, *The Tipping Point*, about what connectors do and how you start an epidemic of people singing the same tune leading to community movement.

Mr. Shannon Elswick, Orlando Regional Healthcare, likened the experience not as bringing pieces of a quilt together, but actually reweaving the fabric of our region.

The Honorable Catherine Hanson, Lake County Commissioner, related that her take away was that so many of the ideas identified were so do-able and some are already underway. "Green

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printing” the seven jewels into a connected regional asset is truly a possibility.

Polk County Commissioner Jack Myers’ highlight was the song that Ms. Margot Knight, United Arts of Central Florida, Inc., performed at the culmination of the Academy (she gave an encore performance!). Ms. Knight, acknowledged the vocabulary that is so reflective of the arts and culture asset. She reminded the Board that they are not just board members at the meeting, but are also advocates in their circles of influence.

Project Director, Shelley Lauten, asked the group for their comments regarding the March 29 Central Florida Regional Visioning Process kickoff. A discussion regarding the polling results of the Guiding Principals followed, as well as their ranking of importance and do-ability (see attached).

Mr. Stuart commented that the polling results from the kickoff are now being presented to new groups of people and without the strong base of information that the Board Members share, the responses become very different. This reveals that significant amounts of communication and education of the community must take place. One specific suggestion from the Board was to change the language for Principle 9 to “Create safe, walkable neighborhoods.”

Commissioner Teresa Jacobs provided perspective from the Smart Growth Alliance. Vocabulary is so very important in the community conversations and that they must be conducted in a very open-minded environment. People take a different perspective when they are looking fifty years into the future. Dense development, compact design, village centers may be interpreted differently by different groups of people. Dense design = safe and secure communities. Development of a regional vocabulary will make a significant difference.

Demographics of the community meetings are being tracked by several criteria: public, private, civic sectors, age, etc. Moving the meetings into communities as well as electronically will remove the barriers of location through the website, blogs, etc. Forced choices through electronically based software (conjoint analysis) will also enable the data to be interpreted. Knowledge is power and the more we present the information the more understanding will occur. Engage and embrace.

The order of the values statements is also important in the presentation. Out of sixty tables at the community information session on April 27, not one table agreed on the same top five values. Twenty-one additional community input meetings will present the Chip Game that was first presented in January. As people begin to “place” where four million new people will go, the customer will learn just how hard the task is. The lesson you learn is that if you do not engage, someone else will be making your decisions for you. Each county will host a meeting to present the Chip Game and then a second round of two meetings (in each county) will present the software program, Paint Your Region, where participants will actually begin to “see” the results of their decisions on the future.

It was suggested that visual representations of the language would help the public understand the terminology. The response was that, this is exactly what Paint Your Region will do.

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However, if the visuals are displayed earlier on, this will better facilitate the discussion. Mr. Lyon recognized that the Architects Association might have those visuals available for our use. Safety, connectivity, walkability of environmental and living spaces required in development can positively change the outcome.

There is a feeling in Clermont (Lake County) that the development is being pushed on them. Elected officials participated in the Community Information Session and note it will be interesting to see the type of response that comes forward. The current mindset is currently against growth. In looking fifty years out, if the same tools currently being used are not adapted, the result will be the same. Clermont wasn't planned it just happened.

In Utah, pulling together two large landowners helped to guide the discussion because they are usually the ones who win out. It was pointed out the developers "respond to the market" using local projections. It's not the "if you build it, they will come" mentality. Collaborative modeling by groups of developers is becoming very successful.

Mr. Stuart reported on the Central Florida Regional Leadership Council, a gathering of the seven county chairs in an historic event. He asked The Honorable Catherine Hanson to comment. She reported that it was a great beginning, being only the second time that they have ever come together – the first when The Honorable Mel Martinez served as County Chair for Orange County. The Honorable Jack Myers said that he realized the importance of bringing the elected officials and school board members together in a similar way in Polk County. The willingness to cooperate is a key favorable message to voters. This gathering will now lead to a similar meeting of the region's mayors.

It is critical for those involved in this effort to continue through May 2007 with a final presentation of a regional plan to the new Governor of Florida, along with new Cabinet Secretaries. Mr. Lyon requested that the demographics of the community meetings be posted on the web or distributed to the Board so that they can target groups that need to be approached and included.

Mr. Lyon recognized that we are pioneering, and are being watched across Florida, and the nation. Commissioner Jacobs noted that elected officials don't know the right thing to do with any certainty. They want to hear from the citizenry so that they can be educated on their wishes for the future, to have political "cover" to do the right thing, and the realization that not all elected officials will support a regional vision.

A question was asked about what Board Members should do in support of the Community Information Meetings. Electronic invitations will be sent to the Board who can then forward them on to new groups of the public, creating a grass roots communication strategy to build critical mass. Making reservations on the web is critical. Links on all of the county websites was also suggested, as well as web casting the sessions on the county television channels.

The next meeting of the Board is scheduled for June 16, 2006, returning to the Hyatt.