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MEETING BRIEF

June 16, 2006 --

Chairman Randy Lyon called the meeting to order and invited special guest, The Honorable D. Alan Hays of the Florida House of Representatives, District 25.

Representative Hays thanked the *myregion.org* Board of Directors for what they are doing and said, "The boldness and power with which you are addressing an important issue in our state is very much appreciated."

"Planning for the growth in our state is the most important task before us and it is imperative to do it right," states Representative Hays. "I have completely embraced the idea of regionalism and will continue to do everything I can to enhance the regional concept. To make it work, we have to encourage cooperation between cities and counties, and we need to respect and trust each other."

He also mentioned that Speaker Designate, Representative Marco Rudio, District 111, has asked all residents to help author a book, *100 Innovative Ideas in State of Florida*. He asked the Board to provide names of people who can help host "idea raisers" for Transportation and Land Use and expressed his interest in getting input from all seven counties.

Mr. Lyon thanked Representative Hays for his interest, time and commitment to regional issues and invited him to participate with *myregion.org* on future endeavors. Mr. Lyon then asked the new members of the Board to introduce themselves:

Oscar Anderson, Southern Strategy Group
Kelly Eger, Miller Legg
Tony Jenkins, Blue Cross Blue Shield of Florida (replacing Maureen West)
Phil Laurien, East Central Florida Regional Planning Council
Roger Pynn, Curley and Pynn Public Relations and Marketing Communications
Louis Robbins, Central Florida Hotel & Lodging Association (returning to the Board)

After the introductions, Mr. Lyon then recapped the Community Input Sessions from last week in Polk and Orange Counties. He also noted that the Regional Leadership Council had its second meeting on Wednesday, June 14, with a further note that these combined meetings provide an opportunity for the leaders and citizens in the region to foster discussion on the issues of importance to the region.

Jacob Stuart, *myregion.org* President, provided a welcome and an overview of the agenda. He then summarized meetings that have occurred since the Board last met. The Regional Board of Advisors Event on March 29, 2006, included 336 registered attendees while the subsequent Community Information Sessions held on April 27 and May 23 included 336 and 297 attendees respectively.

Community Information Sessions are structured in two parts: Part 1 - "The Chip Game" – Why have a regional vision? and Part 2 – How do I want my community to grow?

Sessions already concluded in the following counties:



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Lake County	(Complete)	148 participants
Volusia County	(Complete)	163 participants
Seminole County	(Complete)	173 participants
Osceola County	(Complete)	180 participants
Orange County	(Part 1 & 2)	195 participants (one meeting remaining)
Polk County	(Part 1)	78 participants (one meeting remaining)

Remaining Community Input Sessions:

June 20, 2006	6:00 – 8:30 p.m.	Cocoa Civic Center, Cocoa
June 21, 2006	6:00 – 8:30 p.m.	University of Central Florida Alumni Center, Orlando
June 22, 2006	6:00 – 8:30 p.m.	Polk Community College, Winter Haven
June 26, 2006	6:00 – 8:30 p.m.	Hope Community Fellowship, Titusville
June 28, 2006	6:00 – 8:30 p.m.	Florida Institute of Technology, Titusville

Mr. Stuart reported on the Central Florida Regional Leadership Council, which initially met on April 26, 2006, and has since agreed to meet every six weeks throughout the "How Shall We Grow?" 15-month campaign. The Council includes the seven County Chairs and has served as the impetus for the Central Florida Council of Mayors, consisting of 85 Mayors from across the region, which initially met on May 22, 2006, and have also agreed to meet every six weeks throughout the campaign.

Shelley Lauten reported on "What are we learning?" She reviewed the results of surveys that have been collected from session participants. Key topics have centered on:

- Environmental Preservation
- Availability of Recreational Areas
- Water Resources
- Transportation
- Creating Jobs Near Where People Live
- Corridors for Hurricane Evacuation
- Housing and Lifestyle Choices

The overall observations from Part One: "The Chip Game" have also proved valuable. A sampling of the responses include:

- Participants realize "This is not easy!"
- Increasing density has met only limited resistance
- "Build Up, Not Out" has been a common theme
- Increasing infill in existing urban areas is crucial
- When seen visually, the importance of transportation has been obvious
- Preserving environmental connectivity has been important

The Part Two meetings have been sponsored in part by the East Central Florida Regional Planning Council and focus on specific county growth using maps and a chip system that places types of development within the county boundaries, thereby creating mapping scenarios for what their community could look like. Overall observations from the Part Two meetings include:

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- Participants have gravitated to selecting higher densities.
- Some have increased density in existing municipalities while some have chosen to create new high-density communities.
- Several participants have placed open space next to high density to ensure some green space opportunities.
- Many groups have created both transportation and environmental corridors.
- Some groups have chosen to add light rail and new roads while others have chosen to rely on existing roadways.

Ms. Lauten also reported that the campaign has its own Strategic Communications Committee that is focused on reaching critical mass about "Creating a Shared Vision for Central Florida." A newly formed Speaker's Bureau includes 45 leaders and citizens in the region "trained" in the "How Shall We Grow" message who are speaking to various segments of the community. Additionally, the blog at www.howshallwegrow.org is beginning to elicit some discussion and a new *myregion.org* website will debut on July 3, 2006.

The work on the campaign continues as we complete this round of Community Input Sessions and begin amassing the collected data to implement the scenario planning process this fall.

Dr. James Wright of the University of Central Florida gave a presentation to the Board on behalf of METROPLAN Orlando concerning a recently completed report on the Regional Demographics and Implications for Regional Transportation Planning. The full report is available on the *myregion.org* website. Some of the overall findings include:

- Central Florida could experience a rapid overall population increase, reaching 7 million residents by 2030-2035 instead of 2050;
- An increase in the age of population (currently at 19%) is projected to reach 33% by 2050 putting increased demands on our elder care system
- Hispanic population is the fastest growing subgroup; repercussions for future infrastructure

John Koenig made an announcement that effective immediately, the new CEO for O-Force would be Jim Schott, the former Orange County Public Schools Superintendent. O-Force is committed to The PRISM Project (Promoting Regional Improvement in Science and Math). A coalition of eight Central Florida school districts are launching a joint effort to improve student performance in math and science. Mr. Schott will replace Mr. Koenig on the Board.

Mr. Stuart announced that Board Member Laura Boisvert of Progress Energy was recently appointed to an Orange County Committee looking at Workforce Housing. Ms. Boisvert remarked that this work is crucial because it is becoming more difficult for employees in this region to own a home.

Ray Gilley provided a few details about the Burnham Institute, which is considering the region for expansion of their company. Central Florida is currently competing with St. Lucie County and Naples. The Institute would help provide high-wage, high-tech jobs and it was suggested that the work being done here (*myregion.org*) conveys a positive message to organizations looking to move to Central Florida - that we are being proactive about addressing concerns of the region. A decision is expected in next 6-8 weeks.

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Randy Berridge reported that Seminole County recently partnered with the University of Central Florida at \$300K annually for three years for an incubator in the county. The City of Orlando and Orange County are also creating incubators with UCF.

Commissioner Carlton Henley stated that Seminole County has the highest per capita income in Florida and the highest per capita housing cost in the region. Government agencies are among the lowest wage payers in the region. He suggested that they look at themselves, not just private businesses, for increasing salaries. Seminole County has since increased the beginning wage salary from 12K-21K for non-trained workers. It also increased salaries for the educated government workforce as well. He challenged the Seminole School Board to look at salaries for teachers that "would keep good teachers in the classroom."

Commissioner Catherine Hanson said that Lake County is also re-evaluating their pay scales.

Linda Chapin reported that the Water Management Districts are going to start working on a five-county project to evaluate the water situation in the region. Citing the collaborative work of *myregion.org*, she recommended that they add Volusia and Brevard Counties to the study.

Dierdre Macnab commented that transportation is fundamental in directing growth and a current Bill on the Governor's desk asks for a \$2 surcharge on rental cars. This is the first step to bringing local public transportation choices to the level needed for the region.

Margot Knight remarked that Orlando ranks last in the private sector in terms of what is paid to help raise money in the non-profit sector. The region has always been proud of having low non-profit sector expenses, but the non-profit industry is having difficulty keeping quality employees because it can't compete with private businesses.

Dr. Kevin Sherin made the Board aware that one of our quality of life issues is clean air. The air quality in Orlando has decreased over the last few years while population increases will have future implications. He believes that this speaks to the need for other transportation options.

Mark McHugh reported that the Orlando/Orange County Convention & Visitors Bureau has recommended increasing the Tourist Development Tax a sixth cent (maximum allowed by law). The first two years will go to the CVB for advertising and marketing. For years 3-12, half will go to marketing and half will go to public facilities and venues with CVB repaying up front money. Then from year 13-30, it will be split 50-50 for facilities and marketing.

Mac McLouth remarked that there is a lot of technology coming on board that will help with future solutions for transportation issues.

Commissioner Jack Myers said that Polk County implemented a step raise plan last year at 7.5% for employees and emergency management. He also went on record, as saying a stadium and arena are important to all regional citizens.

Mr. Lyon provided closing remarks and reminded the Board that the next meeting is scheduled for August 11, 2006, returning to the Hyatt Regency Orlando International Airport.