



Orientation Meeting Notes

June 29, 2010

Attendees

Dennis "Rick" Acquaro, Acquaro & Wakeman
Doug Baxter, Flagler County Chamber of Commerce
Cheryl Coxwell, International Speedway Corporation
Jayne Fifer, Volusia Manufacturers Association
Betty Holness, Volusia County
Karen Jans, University of Central Florida
Shelley Lauten, *myregion.org*
Harriet Lewis, Ph.D., Konesens Research
Philip Maroney, Root Organization
Ray Salazar, United Way of Volusia-Flagler Counties
Dr. Robert "Bob" Williams, Daytona State College

The Honorable Adam Barringer, City of New Smyrna Beach
Wayne Clark, City of Port Orange
Stacie DeMonbrun, *myregion.org*
Rick Fraser, Center for Business Excellence
Joni Hunt, Embry-Riddle Aeronautical University
Patrick Kelly, Flagler County Chamber of Commerce
Thomas Leek, Cobb Cole
Shannon Lewis, City of Port Orange
Larry McKinney, Daytona Regional Chamber of Commerce
Derek Triplett, Hope Fellowship Church

Welcome (Larry McKinney)

Larry opened the meeting by thanking all of the board members for their service and noting that everyone's collective participation in the *myregion.org* Regional Board of Advisors presents a great opportunity for the region. He then recognized Ray Salazar, who also serves on *myregion.org*'s Executive Board of Advisors.

Overview of myregion.org (Shelley Lauten)

Shelley provided an overview of *myregion.org* by explaining that Jacob Stuart, then president of the Orlando Regional Chamber of Commerce and current president of the Central Florida Partnership, recognized in 1997 that government, civic and business leaders of the region needed to think differently in order to compete more effectively. At the time, Orlando and Tampa had submitted a joint bid to host the 2012 Olympics but the bid was rejected in the first round because our transportation network could not support the influx of people. This served as an impetus for leaders to begin thinking in new and different ways.

myregion.org includes seven counties (Orange, Seminole, Osceola, Brevard, Volusia, Lake and Polk). The driving force behind *myregion.org* is the economy, not the lines on a map. Shelley reviewed the six regional priorities necessary to make us globally competitive. They include: economic leadership, education, environment, quality of life, smart growth and fragmentation/collaboration.

Regional leaders agreed on the issues and the need to work together but they first needed information about the region. Phase I of *myregion.org* was to compile comprehensive research about the region.

Phase II centered on creating regional consensus about the issues of utmost concern to our citizens, including the four "C's"...conservation (natural resources), countryside (agriculture and open spaces), centers (places to



live, work and play) and corridors (transportation). The centerpiece of Phase II was “How Shall We Grow?,” an 18-month campaign to create a shared growth vision for Central Florida.

myregion.org is not an advocacy group. Rather, its purpose is to build consensus among regional citizens and leaders.

Shelley reviewed the eight economic centers that make up our region. The centers are based on population and economic activity, rather than the lines on a map.

In 2009, it was determined that the existing structure for *myregion.org* did not adequately facilitate regional dialogue. Therefore, a new structure was put into place that expands the system of regional leaders to more than 400 people. Each of the eight economic centers will have its own Regional Board of Advisors. There will be a two way dialogue between the Regional Boards of Advisors and the Executive Board of Advisors. This new structure allows *myregion.org* to expand its reach and talk to more leaders.

Shelley invited members of the North East Regional Board of Advisors to recommend additional area leaders to serve on the board.

Shelley then reviewed our 13-county Super Region that spreads from coast to coast across Central Florida. The Super Region includes 7.1 million residents, making it the 7th most populous area in the country. Its collective gross domestic product of \$256 billion makes it the 15th largest economy in the world. Fifty percent of Florida legislators represent one of the counties located in the Super Region. There are many current opportunities for working as a Super Region, including high speed rail, space, biomedical and tourism.

In 2010, *myregion.org* is focusing its efforts on the following projects:

- Regional Water Strategy
- “*Connecting for Global Competitiveness – Florida’s Super Region*”

Regional Water Strategy (Shelley Lauten)

Shelley provided an overview of the Regional Water Strategy project currently underway. The Congress of Regional Leaders’ number one priority, which arose from *myregion.org*’s “How Shall We Grow” campaign, is the development of strategies for reducing consumption, sharing available water resources and developing alternative water supplies across the region. Toward this end, the Congress established two goals – to create a regional water strategy and avoid the use of public money to litigate water issues.

The Regional Water Strategy Committee drafted a problem statement to articulate the issue facing Central Florida. RBA members are asked to review the statement and provide feedback to Shelley.



Problem Statement

“Although adequate sources of water in the form of groundwater, surface water (including seawater), and wastewater reuse are available to meet Central Florida’s anticipated future needs, each of these sources of water has its own limitations on the ability to provide an environmentally sound and economically sustainable water supply.

The problem we face is how we should plan together as a region to conserve, reuse, and equitably apportion our water resources at a quality level sufficient to protect the environment and meet future population, industry, and agricultural demands.”

Regional Water Workshop

A blue ribbon panel of local, state and national experts will participate in an intensive Regional Water Supply Workshop on July 15-16 to develop recommendations to reduce consumption, share available water resources and develop alternative water supplies across the region.

Shelley invited members of the North East Regional Board of Advisors to attend. Stephany Eley and Chris Keller will represent the RBA.

“Connecting for Global Competitiveness – Florida’s Super Region” (Shelley Lauten)

Shelley reported on myregion.org’s “Connecting for Global Competitiveness” project. myregion.org commissioned a study by the PennDesign Studio to explore the value of operating coast-to-coast as Florida’s first Super Region. The study revealed that, by connecting these economic centers through a transportation network, linking existing industries such as tourism with emerging industries and focusing on environmental conservation, Florida’s Super Region can increase its ability to compete with leading regional and global economies throughout the United States, Europe, Japan, Korea and China.

High speed rail will differentiate our region from others in the country.

Our challenge going forward is to adapt our current government structures (based on federal, state and local) to our 21st century economies (based on global, regional and neighborhood).

Shelley is currently conducting presentations throughout the region to share the results of the study. Shelley invited RBA members to provide the names of groups that would benefit from such a presentation.

Benefits of myregion.org (Open Discussion – Responses from Board Members)

Shelley asked each RBA member to explain the benefit they receive or hope to receive by participating on the board. Following are the responses:

- Regional thinking is vital to our future
- A better understanding of each other’s issues and problems
- Everyone is re-examining their business model; this is great timing



- Very few segments will thrive if we don't think regionally
- With limited resources, people are returning to bad habits of not working together
- Hearing the interests of others
- An improved quality of life
- Ecological concerns
- Being personally involved in solutions
- We are behind the curve on transportation and water issues
- Add value to the group by helping people connect and spreading the word
- Working with seven other Regional Boards of Advisors and tapping the collective brain power
- Creating consensus about the needs and the concept of working together
- Educating people to create excitement about regionalism
- Opportunity for region to do positive things; Opportunity to participate in the process
- New model – not business as usual – need a creative, regional approach
- Helps get our perception out of the weeds and “see the big picture”
- Research provided by *myregion* is phenomenal
- Inter-connectiveness/interdependencies for economic development
- Learning from each other will allow us to be better leaders
- Excited about possibilities for graduates (50% of graduates are engineers and they don't stay in the city...they need economic development to stay)
- Excited about initiating conversations in the same room

Future Meetings (Shelley Lauten)

The agenda for future meetings will include the following:

- Discussion of the Regional Water Strategy and “*Connecting for Global Competitiveness – Florida's Super Region*”
- Discussion of regional issues to be advanced to the Executive Board of Advisors

Closing (Larry McKinney)

Larry thanked everyone again for their participation and encouraged current board members to provide Larry with the names of other area leaders who may be interested in participating.

Future Meeting Schedule (Larry McKinney)

September 28, 2:00pm-4:00pm

Attendees: North East Regional Board of Advisors

Location: Daytona Regional Chamber of Commerce

December 10, 9:00am-11:00am

Attendees: Executive Board of Advisors and All Regional Boards of Advisors

Location: Orlando Chamber of Commerce