



Quarterly Meeting Recap

June 23, 2010

Attendees

Kristin Bakke, LEAD Brevard
Joel Boyd, Boyd & Marks, LLC
Stacie DeMonbrun, *myregion.org*
Bill Ellis, Health First
Judy Gizinski, Health First, Palm Bay Hospital
Christopher Keller, Miller Legg
Shelley Lauten, *myregion.org*
James McKnight, City of Rockledge
Christine Michaels, Melbourne Regional Chamber
Vicki Northrup, Greater Palm Bay Chamber
Jim Ridenour, Marriott International, Inc.
Charles Shinn, Florida Farm Bureau Federation
Dr. Ken Stackpoole, Florida Institute of Technology
Jimmy Zhao, Sino America Educational & Culture Exchange Center

The Honorable Pat Bentley, City of Melbourne
Wade Davis, Osceola County School District
The Honorable Stephany Eley, City of West Melbourne
Christy Fischer, City of West Melbourne
Carey Gleason, Florida Institute of Technology
David Lane, St. Cloud Osceola Chamber of Commerce
Jan Lieson, West Melbourne Business Association
James McMillan, City of Palm Bay
Scott Morgan, City of West Melbourne
Travis Proctor, Artemis International Technologies
Albert Sanders, Ichiban Cleaning, Inc.
Brian Spatola, Edward Jones
Karl Theobald, Theobald Construction

Welcome and Introductions (Christine Michaels and Dr. Ken Stackpoole)

Dr. Stackpoole recognized the Executive Board of Advisors members who were in attendance, including:

- Kristin Bakke, LEAD Brevard
- Joel Boyd, Boyd & Marks, LLC
- Travis Proctor, Artemis International Technologies

myregion.org Regional Board of Advisors Update (Shelley Lauten)

Shelley reported that by the end of June, six of the eight Regional Boards of Advisors will be up and running. Those include South East, North West, North East, South West, East Central and South Central.

The Central RBA will be addressed next.

We have not yet identified a business organization to serve as strategic partner for the North Central region.

Stephany Eley suggested contacting City Council members as well as the League of Cities.

In cooperation with:

*Cocoa Beach Area Chamber of Commerce
Greater Palm Bay Chamber of Commerce
Indian River County Chamber of Commerce
Sebastian River Area Chamber of Commerce
St. Cloud Greater Osceola Chamber of Commerce*

In Partnership With:


MELBOURNE regional
CHAMBER of East Central Florida



Report from Super Regional Leadership Conference (Dr. Ken Stackpoole)

Ken reported that four members of the South East RBA attended the Super Regional Leadership Conference on May 27th, including:

- Carey Gleason, Florida Institute of Technology
- Christine Michaels, Melbourne Regional Chamber of East Central Florida
- Travis Proctor, Artemis International Technologies
- Dr. Ken Stackpoole, Florida Institute of Technology

Nearly 500 leaders from throughout the Central Florida and Tampa Bay regions attended the Conference.

The event included delivery of the first payment of \$66.6 million towards high speed rail.

Key messages from the Conference include:

- We need to understand the assets across the region and how they are linked to improve our global competitiveness.
- High speed rail is key to connecting the Tampa Bay and Central Florida regions and will differentiate our region from others in the country.
- The combined GDP of the Super Region is the 10th largest in the country.
- The region is struggling with the threatened loss of the space industry.

Christine Michaels reported that, following a presentation on the space industry, the perceived importance of the industry and its impending challenges increased, illustrating the power of regional dialogue.

Travis Proctor reported that the Conference served as an “eye opening” experience regarding the possibilities of operating as a Super Region and the advantages it will provide.

Shelley Lauten reported that the impetus for the Conference was the need to advance from “talking” about regionalism to “acting.” She also reported that, in a show of regional support, Jacob Stuart made a \$25,000 contribution from the Central Florida Partnership to help fund Hillsborough County’s campaign for a penny sales tax to fund a mass transit plan.

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

Shelley reported on the findings from the Jonathan Barnett/PennDesign Group study that was commissioned in 2009 by the Tampa Bay Partnership and the Central Florida Partnership. The objective of the study was to quantify the value of working on a super regional scale.

Some of the notable findings include:

- If we want to be globally competitive, we need to think and act differently. We are trying to facilitate a 21st century economy with a 19th century civic architecture.
- 50% of Florida legislators service a county located in the Super Region so, collectively, we have a strong voice in Tallahassee.

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Central Florida



- We are the first Super Region in the country to have high speed rail so it differentiates us from other areas of the country.
- The assets in our Super Region could be leveraged to create new opportunities. (Example: medical tourism)
- In order for our Super Region to compete globally, we need to link economic development to transit and the environment.
- If we do not change our current patterns, by 2060, a majority of roads in our Super Region will be failing.

Shelley reviewed the proposed high speed and commuter rail routes for the Cape Canaveral and Melbourne/Palm Bay areas.

Stephany Eley commented that South Florida has the most powerful economic impact in the state because they work and vote together.

Space Industry Task Force (Christine Michaels)

Jeff Bispham was not in attendance at the meeting but he asked Christine Michaels to pose a question to the group regarding the newly announced Space Industry Task Force. The Task Force will be led by Commerce Secretary Gary Locke and NASA Administrator Charles Bolden and has been charged with “constructing an economic development action plan by August 15, 2010.”

President Obama has pledged \$40 million to expand the area’s economic base, identify emerging opportunities and train space workers. RBA members are asked to provide suggestions on how the funds may be put to the best use.

Recommendations cited during the meeting include providing seed money to entrepreneurs, expanding and linking technology incubators and capitalizing on international space station work.

RBA members are asked to forward suggestions directly to the Task Force via its website:
www.nasa.gov/spaceforcetaskforce

Water Strategy (Shelley Lauten)

Shelley asked RBA members to review the following “problem statement” and provide her with comments:

“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.

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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.”

The briefing book prepared by ULI will be posted on an FTP site so that all RBA members can access. Information on the FTP site will be circulated shortly.

Shelley provided a preview of the Water Workshop that will be taking place in Orlando on July 15-16. Chris Keller and Stephany Eley will attend on behalf of the South East RBA. Other RBA members are welcome to attend. Information regarding the Workshop will be circulated shortly.

Closing (Dr. Ken Stackpoole)

Ken asked all RBA members to provide input on the following questions regarding the communication strategy for the “*Connecting for Global Competitiveness – Florida’s Super Region*” initiative:

- To whom should Shelley present the information?
- What is the “ask” for our local leaders?
- Who are the doubters?
- Who are the potential allies that are not in the conversation?

The League of Cities and Space Coast EDC were recommended. Stephany Eley will assist Shelley in scheduling a presentation to the League of Cities.

Ken asked all RBA members to consider issues that should be advanced to the Executive Board of Advisors. Those issues will be discussed at the next meeting RBA meeting on September 29th.

Topics mentioned include the Space Industry and transporting cargo.

Shelley reminded everyone that we should be focusing on issues that impact the entire region and not those that are limited to the South East RBA.

Next Meeting

Wednesday, September 29

11:30am – 1:30pm

Melbourne Regional Chamber of East Central Florida

1005 East Strawbridge Avenue, Melbourne

321-724-5400

In cooperation with:

Cocoa Beach Area Chamber of Commerce

Greater Palm Bay Chamber of Commerce

Indian River County Chamber of Commerce

Sebastian River Area Chamber of Commerce

St. Cloud Greater Osceola Chamber of Commerce

In Partnership With:





Action Items

All RBA Members

1. Provide recommendations to the Space Industry Task Force via the organization's website (www.nasa.gov/spaceforcetaskforce)
2. Review the water problem statement and provide comments to Shelley Lauten
3. Recommend groups to which Shelley Lauten should speak regarding *"Connecting for Global Competitiveness – Florida's Super Region"*
4. Recommend issues that should be advanced to the Executive Board of Advisors

Stephany Eley

1. Coordinate presentation regarding *"Connecting for Global Competitiveness – Florida's Super Region"* for the League of Cities
2. Attend Water Workshop

Chris Keller

1. Attend Water Workshop

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