Florida Regional Councils Association  
Executive Directors Advisory Committee

February 11, 2016  
1:00 p.m. to 5:30 p.m.

Office of Ronald L. Book  
104 West Jefferson Street, Tallahassee, FL 32301

Dial-in Number: (804) 665-0005/Access Code: 742415#

BUSINESS MEETING AGENDA

1. Call to Order and Approval of the February 11, 2016 Agenda  
   Michael J. Busha, TCRPC, Chair

2. Approval of the January 26, 2016 Business Meeting Summary  
   (Agenda Item Attached)  
   Michael J. Busha, TCRPC, Chair

3. FRCA Financial Report  
   Chris Rietow, ARPC, Treasurer

4. Legislative & State/ Federal Agency Disclosures  
   Executive Directors  
   REMINDER: This includes interaction with state and federal agency officials as well as legislative activities or interaction with legislative members or staff.

5. Chair’s Report  
   Michael J. Busha, TCRPC  
   a. FRCA Path Forward Committee Report  
   b. FRCA Policy Board Membership  
   c. Proposed 2016 FRCA Meeting Dates  
      (Agenda Item Attached)

6. Executive Director’s Report  
   Ron Book, Executive Director

7. January 27, 2016 FRCA Policy Board Meeting: Lessons Learned  
   (Agenda Item Attached)  
   Executive Directors

8. FRCA 2016 Amended Legislative Agenda and New Process  
   Michael J. Busha, TCRPC
9. **Statewide Appropriation Update: Capacity Building for Statewide Job Creation within Florida's Industry Cluster**  
   Isabel Cosio Carballo, SFRC  
   (Agenda Item Attached)

10. **FRCA Website Relaunch and Rebranding Project: Consultant Ranking**  
    Executive Directors  
   (Agenda Item Attached)

11. **Intergovernmental Affairs Director Transition Plan Update**  
    Michael J. Busha, TCRPC

12. **Proposed Growth Management Bills**  
    Executive Directors

13. **Regional Project Highlight Sheets and FY 2015-16 Work Program Summaries**  
    Michael J. Busha, TCRPC

14. **Coastal Resilience - Train the Trainer Program: Update**  
    Isabel Cosio Carballo, SFRC

15. **U.S. Economic Development Administration Capacity Grant/ Purchase Orders and Templates: Update**  
    Scott Koons, NCFRPC

16. **Reports on Statewide and National Initiatives**  
    Executive Directors
   a. I-75 Relief Task Force  
      Brian Teeple
   b. Metropolitan Planning Organizations Advisory Council  
      Austin Mount
   c. National Association of Development Organizations  
      Scott Koons
   d. Florida Chamber Foundation Board of Trustees  
      Scott Koons
   e. National Association of Regional Councils  
      Sean Sullivan
   f. Florida Transportation Plan/Strategic Intermodal Plan Steering Committee  
   g. Florida Greenways & Trails Council/Conservation Initiatives  
      Pat Steed
   h. Florida Defense Support Task Force  
      Pat Steed
   i. Southeast Regional Directors Institute  
      Scott Koons
   j. State Emergency Response Commission  
      Brian Teeple
   k. EFI Stakeholders Council  
      Brian Teeple
   l. Continuing Florida Aviation System Planning Process  
      Hugh Harling
   m. Rural Economic Development Initiative  
      Chris Rietow
   n. Regional Economic Models, Inc. (REMI)  
      Executive Directors

17. **Other Business**  
    Executive Directors

**ADJOURN**
Call to Order and Approval of the December 10, 2015 Business Meeting Summary

FRCA Chair Michael Busha, TCRPC called the meeting to order at 1:15 p.m. The December 10 Business Meeting Summary were reviewed and some revisions were noted by Mr. Scott Koons. There was a motion to approve the summary as amended; the motion was seconded and the summary was approved.
FRCA Financial Report
Mr. Rietow, ARPC, Treasurer, presented an overview of the financials. Fund Balance as of January 25, 2016 was $51,888 and the received income from FY2015/2016 membership dues of $79,550. Mr. Mount inquired if the dues structure had been revised after the dissolution of the Withlacoochee Regional Planning Council. Mr. Rietow stated the dues are structured by formula and have been redistributed accordingly. The Financial Report was approved by consensus.

Legislative & State/ Federal Agency Disclosures
Executive Directors and staff reported on various legislative and partner agency contacts along with other recent developments of interest to the RPCs.

Mr. Teeple started the conversation stating that he received nine Gubernatorial appointments including ex-officio appointments and a developer for the Enterprise Florida position. Mr. Koons noted the Governor’s office seems to be appointing developers when land use is no longer in the RPC purview. Other Councils have not yet received their new appointments but may be receiving their appointments soon.

Ms. Wuerstle stated that the SWFRPC is settling into their new offices. Mr. Koons stated that all of the counties and cities have approved the new interlocal agreement to add Levy and Marion Counties to the NCFRPC.

Mr. Harling, Mr. Sullivan, Mr. Koons and Mr. Wynne attended the I-75 Task Force meeting held January 25, 2016. It was learned at the meeting that Marion County has decided to remain in FDOT District 5 and would like to be part of the ECFRPC. It was noted Senator Simpson is looking into accomplishing this legislatively. This process has the potential for all RPC boundaries to be re-evaluated. Ms. Brown stated that she has not heard anything about this during the 2016 legislative session.

Mr. Busha stated that the TCRPC will be considering a resolution at its February 19 meeting supporting two bills, sponsored by Representative Harrell and Senator Negron, related to allocating a set portion of Amendment 1 trust fund monies for projects related to Everglades Restoration. Ms. Cosio Carballo said that the SFRC may want to support these bills as well. Mr. Busha noted that RPCs should not make a habit of supporting special legislation unrelated to RPCs and expressed his hope the bills will not become controversial and will not impact RPCs overall.

Mr. Sullivan informed everyone that Mr. Wynne has been working on a medical tourism project that is almost ready to launch.

Mr. Harling stated that he would consider supporting the Everglades bills if it will help increase storage in the northern Everglades and improve the health of the Indian River Lagoon. Mr. Busha stated that if it is in the CERP or the Central Everglades Planning Project, it will be helped by these bills.
Ms. Cosio Carballo stated that she attended a meeting with Mr. Busha at the Department of Economic Opportunity (DEO). She stated the purpose for the meeting was to explore possibilities with DEO related to securing: 1) a statewide, project-related appropriation for all RPCs; and 2) specific project funding for SFRC in support of its local governments.

A draft statewide proposal came out of the meeting with DEO. The proposal concerns statewide job creation capacity building within the support industries of Florida’s Major Industry Clusters. It was commented this current proposal aligns with the Governor’s issues and is consistent with DEO’s Strategic Plan for Economic Development. Ms. Cosio Carballo made it clear this is a FRCA proposal that will advance RPCs economic development work statewide. Mr. Koons stated the group had discussed seeking funds directly from state agencies for projects like this one, but expressed concern about the Governor vetoing anything with funds going to RPCs. Ms. Cosio Carballo said this is not a DEO budget request, and it will be up to the sponsoring legislators on where to house the money.

Mr. Wynne inquired if we can refer to the 10 Comprehensive Economic Development Districts instead of the RPCs in the text of the proposal. After a lengthy discussion, there was consensus on amending the statewide funding request in this fashion. Ms. Cosio Carballo stated they also have a specific proposal for the SFRC to update evacuation clearance times for South Florida. Mr. Busha thanked Ms. Cosio Carballo for her efforts with the statewide appropriation request. The group voted to move forward with the statewide proposal.

**Chair’s Report**

**Path Forward Committee Report**

Mr. Busha summarized the information contained in the report that will be presented at the upcoming FRCA Policy Board meeting. Mr. Koons asked which committee will authorize the firm used for the rebranding and relaunch of the FRCA website. Mr. Busha stated staff recommendation is to have the EDAC and Path Forward committees review and rank the proposals. Mr. Koons asked about the funds and stated that he thinks we should not accept the gracious offer by TCRPC to pay half of the bill; that perhaps the other RPCs should share in the costs or maybe FRCA can afford to pay the entire cost. Mr. Busha indicated he was comfortable moving forward under the current arrangement and that FRCA can pay its share without a budget amendment. Ms. Steed stated that it is important to have good staff behind the re-brand and re-launch to ensure that the money is well spent. Ms. Steed also stated that FRCA needs a communications person with sufficient time devoted to maintaining and managing FRCA’s website. This could be a contractual service provided by the Florida Association of Counties (FAC). Mr. Teeple stated that any FAC services we contract for need to be fully defined. Mr. Busha stated that FAC is a viable option to meet FRCA’s needs in this area. Mr. Teeple stated that having on-going presence in Tallahassee with our partners is an important function that FRCA needs to continue to support. Ms. Steed stated that could be resolved with active participation by the Executive Directors. Mr. Mount asked if there can be a 6-month trial period as part of the agreement with FAC and it was agreed that this is a good
idea. Mr. Harling stated that we need to remember that they are our members and we cannot harm our relationship with our members.

There was consensus among the group that of all the functions performed under the Intergovernmental Coordinator position, the following three general items were probably the best ones to include in a partnership with FAC to support FRCA’s needs and efforts:

- Monthly Electronic Newsletter
- Update and Maintenance of FRCA’s Mailing List
- Maintenance and Management of FRCA’s New Website

**FRCA Policy Board Membership**
The list was updated and will only be using the spreadsheet from now on.

**Proposed 2016 FRCA Meeting Date**
The calendar was accepted as proposed.

**2016 Legislative Bill Tracking**
Ms. Brown will be taking over weekly bill tracking and reporting.

**Visit Florida Invoice**
The Directors discussed if there is any benefit from Visit Florida. Mr. Teeple said one of the primary reasons FRCA signed up is we have to be a partner with them to receive any funding from them. It was determined to maintain the membership for one more year.

Mr. Busha had asked for each RPC to submit a FY 2015-16 work program list. He asked for everyone to submit their list before the next EDAC meeting on February 11, 2016. Ms. Wuerstle presented a one page “project highlights” sheet which was generated from a request from one of their board members. The feedback was very positive in a meeting they had with Senator Simpson and it was determined that this will also be helpful during the re-launch and re-branding initiative. Mr. Busha also indicated this is something he would like to see all RPCs do.

**Executive Director’s Report**
Mr. Book stated that he had a conference call with Mr. Constantine and there have been no issues regarding counties requesting to opt out of participating with a RPC. He stated he heard about the Marion County request today to join ECFRPC and it will likely have to run through several legislative committees before anything can happen. He went on to say that the Governor’s staff does not have a process to handle the Marion County request. Mr. Book then gave an update on the budget and the reduction in general revenue from the recurring cut in taxes.

**January 27, 2016 FRCA Policy Board Meeting**
Ms. Cosio Carballo asked about the process for allocating Amendment 1 funding. Ms. Brown said the Agriculture and Natural Resources Appropriations staff should be able to advise on the criteria for allocating those funds.
Mr. Busha reviewed the legislative agenda proposed for the Policy Board’s consideration and approval tomorrow. Mr. Teeple asked if the sea level rise language provided is the mirror image of what is being provided by FAC and Mr. Busha confirmed. Busha said that if we want to better engage the policy board in the future on creating FRCA’s legislative agenda, we need to find a way to work more in advance with the Policy Board. Ms. Steed said it needs to be done at the July meeting so that it is ready for session.

Mr. Koons then brought up the mission statement and Mr. Busha stated that it was meant for the Policy Board to choose one of the nine options. Mr. Koons offered a change to FRCA’s existing mission statement for presentation at the Policy Board meeting. Mr. Wynne suggested to let the marketing firm assist with the reworking of the mission statement and it was agreed this was the approach recommended for presentation at the Policy Board.

Proposed Growth Management Bills
Mr. Busha reviewed SB 1190, SB 7000, HB 1361 and HB 1173. It was stated that HB 1361 is a partial companion to SB 7000, but it includes far more extensive amendments concerning existing DRIs. The bill is the last step in dismantling the DRI process. SB 1190 is the companion to HB 1361.

Reports on Statewide and National Initiatives
- National Association of Development Organizations
  Mr. Koons stated the conference is first week in April and that Thursday and Friday the US Department of Commerce is meeting for the first time in years. He suggested if your region is an EDD you should attend. He also stated that it is permissible to use the economic development planning grant to attend the conference.

- Florida Chamber Foundation Board of Trustees
  Mr. Koons stated they met two weeks ago in Tallahassee in conjunction with Capital Days. He also stated they intend to host town hall type meetings in every county over the next year and a half. They are looking for assistance in identifying stakeholders and venues. Mr. Koons stated the Foundation may be in touch with the RPCs for assistance with finding venues.

- National Association of Regional Councils
  The conference is coming up and Mr. Busha is attending.

- Florida Transportation Plan/Strategic Intermodal Plan
  Ms. Steed stated the Vision and Policy documents have been completed and they are now working on a five-year funding plan. She also said they are releasing a strategic plan this year and the committee meets quarterly.
− Florida Greenways & Trails Council/Conservation Initiatives

Ms. Steed said there are updated opportunity maps, and they did a better job of bringing trail projects in from around the state. New criteria for funding new projects for the SunTrail project has been established. She said that FDOT will be looking at prioritizing projects and will be focusing on projects that have gone through the greenways and trails planning process.

− Florida Defense Support Task Force

Ms. Steed told everyone there is a federal program that links together federal agencies to fund projects. DOD is the lead and the number one project is Avon Park Air Force Bombing Range. The program could mean funding for conservation and environmental protection around the state.

− Southeast Regional Directors Institute

Mr. Koons informed everyone that the annual training conference will be held in Atlantic Beach, FL May 21-23, 2016. It is a great opportunity for directors to meet and openly talk about various issues.

− State Emergency Response Commission

Mr. Teeple stated that the SERC met on January 20th and there was an interesting presentation on pipeline security. Mr. Rietow stated that the Thomas Yatabe Awards were presented during the meeting and it was decided to form a committee to improve and enhance the prestige of the Award presentations.

− Rural Economic Development Initiative

Mr. Rietow stated he gave a shortened version of Ms. Steed's RPC presentation to the REDI group and it was well received; the group was very interested in REMI. Mr. Teeple said his REMI work has increased greatly after giving a presentation at a luncheon of economic developers. It was suggested to have a quarterly report with staff to share reports and best practices.

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<td>Barbara Sheen</td>
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<td>727.743.5110</td>
<td><a href="mailto:barbsheentodd@gmail.com">barbsheentodd@gmail.com</a></td>
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</tr>
<tr>
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<td>Tim</td>
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<td>Honorable</td>
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<td>Treasure Island</td>
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<td>Honorable</td>
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<td><a href="mailto:marinebuzz1@me.com">marinebuzz1@me.com</a></td>
<td>TBRPC</td>
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<tr>
<td>Dubois</td>
<td>James</td>
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<td>772.519.2680</td>
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<td>TCRPC</td>
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<td></td>
</tr>
<tr>
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<td>Peter</td>
<td>Honorable</td>
<td>Gubernatorial Appointee</td>
<td>Vero Beach</td>
<td>772.226.1440</td>
<td><a href="mailto:poebryan@irogov.com">poebryan@irogov.com</a></td>
<td>TCRPC</td>
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</tr>
<tr>
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<td>Michael</td>
<td>Mr.</td>
<td>Gubernatorial Appointee</td>
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<td>561.701.1523</td>
<td><a href="mailto:michael.davis@wantmangroup.com">michael.davis@wantmangroup.com</a></td>
<td>TCRPC</td>
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<td></td>
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<td></td>
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<td>WFRPC</td>
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<td>Smith</td>
<td>J.D.</td>
<td>Mr.</td>
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<td><a href="mailto:lds.strong@navy.mil">lds.strong@navy.mil</a></td>
<td>WFRPC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Proposed FRCA 2016 Meeting Dates**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>DAY</th>
<th>DATES</th>
<th>MEETINGS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>T</td>
<td>26</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Tallahassee-Ron Book Office</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Policy Board Reception 6:30 – 8:30 pm (Doubletree Hotel Salons A&amp;B)</td>
<td>Room Block: Aloft Hotel</td>
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<tr>
<td></td>
<td>W</td>
<td>27</td>
<td>Policy Board - Partners Meeting: 9:00 am to 3:00 pm</td>
<td>Duval Hotel, Opal Room</td>
</tr>
<tr>
<td>February</td>
<td>Th</td>
<td>11</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Tallahassee- Ron Book Office</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>12</td>
<td>Partners Meeting: 9:00 am – Noon, City Hall, Tallahassee Room.</td>
<td>Room Block: DoubleTree</td>
</tr>
<tr>
<td></td>
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<td>Reservation Link: <a href="http://doubletree.hilton.com/en/dt/groups/personalized/T/THLAPDT-RCF-20160211/index.jhtml">index.jhtml</a></td>
<td>Room Block expires 1-22-16</td>
</tr>
<tr>
<td>March</td>
<td>Th</td>
<td>10</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Tallahassee- Meeting Room</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>11</td>
<td>Partners Meeting: 9:00 am – Noon, City Hall, Tallahassee Room</td>
<td>TBD by Rana Brown</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td>NA</td>
<td>Not Meeting</td>
<td></td>
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<tr>
<td>May</td>
<td></td>
<td>NA</td>
<td>Not Meeting</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Th</td>
<td>30</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Room Block: Hyatt Regency Orlando,</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>1</td>
<td>Partners Meeting: 9:00 am – Noon</td>
<td>Meeting Room to be confirmed</td>
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<td></td>
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<td>NOTE: FAC Annual Conference, June 28-July 1 at Hyatt Regency Orlando</td>
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</tr>
<tr>
<td>July</td>
<td>Th</td>
<td>7</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>TRBPC Conference Room,</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>8</td>
<td>Policy Board Meeting: 9:00 a.m. – 3:00 p.m.</td>
<td>Room Block: Hilton St.Pete Carillon Park, St. Pete, FL</td>
</tr>
<tr>
<td>August</td>
<td>Th</td>
<td>18</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Room Block: Diplomat, Hollywood,</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>19</td>
<td>Partners Meeting: 9:00 a.m. – 12:00 p.m.</td>
<td>Rooms to be confirmed through Melanie Howe</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>NOTE: FL League of Cities Conference August 18-20 at Diplomat, Hollywood, FL, Attn: Melanie Howe</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Th</td>
<td>29</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Room Block: Hyatt Regency Grand Cypress, Orlando,</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>30</td>
<td>Partners Meeting: 9:00 a.m. – 12:00 p.m.</td>
<td>Room to be confirmed- see Melissa Roberts at Chamber</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>NOTE: FL Chamber’s Future of Florida Forum 9/28-30 Hyatt Regency Grand Cypress, Orlando, FL</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>M</td>
<td>24</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Meeting Room/Room Block: Hutchinson Island Marriott, Stuart – Meeting room and room block to be confirmed</td>
</tr>
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<td></td>
<td>T</td>
<td>25</td>
<td>Partners Meeting: 9:00 am – Noon</td>
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<tr>
<td>November</td>
<td></td>
<td>NA</td>
<td>Not Meeting</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>T</td>
<td>6</td>
<td>Business Meeting: 1:00 pm – 5:30 pm</td>
<td>Tallahassee - Ron Book Office</td>
</tr>
<tr>
<td></td>
<td>W</td>
<td>7</td>
<td>Partners Meeting: 9:00 am – Noon</td>
<td>City Hall, Tallahassee Room – Confirmed, Room Block: DoubleTree to be confirmed</td>
</tr>
</tbody>
</table>

**Updated 1/22/2016**

**Facilities/Room Block Contacts:**

- Aloft, Kara Byrd, kara.byrd@alofttallahassee@tallaght.com, 850-577-5905
- DoubleTree Tallahassee, Michele Thomas – Room Block, Michele.thomas@hilton.com, 850-521-6006 or Jeri Madden, Jeri.Madden@Hilton.com
- FL Chamber Foundation, Melissa Roberts, mroberts@flfoundation.org, 850-521-1217 ( Hyatt Regency Grand Cypress-book through Melissa)
- Florida League of Cities, Melanie Howe, mhowe@flcities.com, 850-222-9684 (Diplomat – book through Melanie Howe)
- Hilton St. Pete, Carillon Park, Molly Murphy, molly.murphy@hilton.com, 727-540-0050/ 954-2019
- Hyatt Regency Orlando, Kelly Williams, kwilliams@fl-counties.com, 850-922-4300
- Ron Book Office, Renee Lemonier, 850-224-3427
- Tallahassee City Hall, Dorothy (Dot) Johnson, Dorothy.Johnson@tal.gov, City of Tallahassee Facilities
- Hutchinson Island Marriott Beach Resort & Marina, Candice Jinks, Candice.jinks@marriottsales.com, (772) 225-6803
Florida Regional Councils Association
Policy Board Partners Meeting

January 27, 2016
9:00 AM - 12:00 PM

Hotel Duval, Opal Room
415 North Monroe Street
Tallahassee, Florida 32302

AGENDA

9:00 – 9:30 am Continental Breakfast and Networking

9:30 – 9:45 am Call to Order, Welcome and Introductions
Honorable Lee Constantine, Seminole County, ECFRPC, FRCA President

9:45 – 10:30 am Florida League of Cities, Florida Regional Compact Initiative
Commissioner Tod Mowery, TCRPC introduced Honorable Kristin Jacobs, State Representative, District 96

10:30 – 10:45 am Florida League of Cities Update
David Cruz, Esquire, Legislative Advocate

10:45 – 11:00 am Florida Association of Counties Update
Eric Poole, Assistant Legislative Director

11:00 – 11:30 am Florida Chamber Foundation’s Cornerstone Project
Jerry Parrish, Chief Economist & Director of Research

11:30 – 12:00 pm Florida’s Economic Outlook
Amy Baker, Coordinator, Florida Office of Economic & Demographic Research

12:00 – 12:15 pm Closing Comments/ Adjourn for Working Lunch
Honorable Lee Constantine, Seminole County, ECFRPC, FRCA President

12:15 – 12:45 pm Lunchtime Key Note Address
Honorable Jack Latvala, Senate Appropriations Chairman, District 20

12:45 pm BUSINESS MEETING CONVENES
POLICY BOARD BUSINESS MEETING AGENDA

12:45 - 12:50 pm  Call to Order
Approval of the January 27, 2016 Policy Board Agenda
Approval of the July 10, 2015 FRCA Policy Board Business Meeting
Summary
Honorable Lee Constantine, Seminole County, ECFRPC, FRCA President

12:50 - 1:00 pm  Appointment of Nominating Committee for 2016-17 Policy Board
Honorable Lee Constantine, Seminole County, ECFRPC, FRCA President

1:00 - 1:15 pm  Executive Director's Report
Ronald L. Book, FRCA Executive Director

1:15 - 2:00 pm  Path Forward Committee Report
Barbara Sheen Todd, TBRPC - FRCA 1st Vice President and Path Forward Committee Chair

2:00 - 2:10 pm  FRCA Financial Report
Chris Rietow, ARPC - FRCA Executive Directors Advisory Committee Treasurer

2:10 - 2:40 pm  Draft FRCA Legislative Agenda
Michael Busha, TCRPC - FRCA Executive Directors Advisory Committee Chair

2:40 - 2:50 pm  Proposed FRCA Mission Statement
Michael Busha, TCRPC - FRCA Executive Directors Advisory Committee Chair

2:50 - 3:00 pm  Other Business
Honorable Lee Constantine, Seminole County, ECFRPC, FRCA President

3:00 pm  Adjourn
In order to support Florida’s economic development vision as articulated in the Florida Strategic Plan for Economic Development (released 2013), and improve and sustain employment and job growth in Florida, this program will fund implementation resources for use by state, regional, and local economic development entities for the purpose of developing and documenting a strategic statewide picture of Florida’s industry clusters and their supporting relationships, assets, and opportunities at the local level. This statewide picture will highlight opportunities to support business development and job creation throughout the state with special emphasis on identifying opportunities for business expansion in the smaller and rural counties in need of economic investment and job creation.

This program will identify key industry cluster businesses already in Florida, the key suppliers to their business and their location, and create opportunities to link the economic development entities directly with those out-of-state suppliers.

It will generate two unique outcomes critical to Florida’s future economic development:

- The program will result in the creation of an invaluable new resource that currently does not exist: the first statewide industry cluster map and analysis that includes and documents supplier relationships and out-of-state suppliers to Florida’s existing and emerging industry clusters.
- Guidance to counties, municipalities, and economic development organizations related to the best use and leverage of their economic and community development funds to attract industry cluster suppliers and supportive businesses to their community.

Many relationships, assets, and opportunities important to businesses and Florida’s critical industries cross local and regional boundaries or extend outside of Florida. These assets have never been captured by other inventory efforts, but will be the focus of this program. Successful statewide and regional community and economic development requires a greater-than-local perspective but, at the same time, local intelligence gathering from entities that know and understand local business and industry landscapes. This program will fund local intelligence gathering uniformly across the state to develop a strategic statewide picture of Florida’s industry clusters and supporting relationships, assets, and opportunities. Each region will ask the same questions and returned information will be analyzed by the administering entity to avoid “apples to oranges” data collection.

Local entities do not have the funding to support these activities on their own, and the state does not have the manpower, local knowledge, and statutory mandate to create this inventory. Economic Development Districts, with their regional focus and statewide coordination function,
are uniquely positioned to spearhead and administer this effort and provide the needed information, coordination, and analysis.

This program will fund locally-executed research, surveys and interviews of Florida’s businesses. This research is an essential requirement for creating a strategic statewide industry cluster analysis. The interviews and surveys will be conducted by regional or local economic development entities. The collected and analyzed information, when used by regional and local economic development entities, will support the identification of potential strategic investments locally and across regions to advance community and economic development.

This program will develop a greater understanding of the state’s industry clusters and their suppliers’ locations and needs, and opportunities to support business and job creation throughout the state, particularly in smaller and rural counties proximate to industry clusters. This information will provide guidance to counties, municipalities, and economic development organizations related to the best use and leverage of their economic and community development funds to attract industry cluster suppliers and supportive businesses to their community.

The technical support administration, survey questions development, information analyses, and dissemination of the collected information and analyses will be managed by the South Florida Economic Development District as the lead and contract manager, with work carried out by each of the state’s ten economic development districts. The collected and analyzed information will be shared with regional and local economic development entities including the Department of Economic Opportunity, Enterprise Florida Inc., Career Source Florida, Inc., the Florida Economic Development Council, and state and regional stakeholders.

To support the program, an advisory committee made up of the above entities will assist with the development of the survey, coordination of implementation partners, analysis, and dissemination of the collected industry cluster supplier information.

The information output from this program will support the federally-mandated updates to each economic development district’s Comprehensive Economic Development Strategy, the five-year update to the Florida Strategic Plan for Economic Development, and other planning efforts that consider industry clusters in their development.

This program will directly implement strategies Two and Nine of the Florida Strategic Plan for Economic Development. These strategies direct Florida to develop and implement a statewide strategy to develop regional talent and innovation clusters using global best practices to strengthen Florida’s leadership in expanding and emerging talent and innovation clusters, and to help transition established clusters to serve new markets.
Appropriations Request: $2 million to support statewide activities in coordination with the ten economic development districts.

For additional information, please contact:

Isabel Cosio Carballo
Executive Director
South Florida Regional Council
954 985 4416; cell 954 240 3012
isabelc@sfrpc.com
AGENDA ITEM 10

FRCA Website Relaunch and Rebranding Project: Consultant Ranking

1. Bayshore Solutions
2. Broad-based Communications
3. Ideabar
4. Pennisi and Company
5. Roar Media

(This item will be sent in a separate email)