

Blueprint Intergovernmental Agency Board of Directors Strategic Plan Workshop Minutes

Date: May 21, 2020
To: Board of Directors
From: Benjamin H. Pingree, PLACE Director
Subject: Summary Minutes to Board of Directors Meeting of March 12, 2020

MEMBERS PRESENT

COUNTY	CITY
Commissioner Bryan Desloge, Chair	Commissioner Elaine Bryant, Vice-Chair
Commissioner Kristin Dozier	Commissioner Curtis Richardson
Commissioner Nick Maddox	Commissioner Jeremy Matlow
Commissioner Mary Ann Lindley	Commissioner Dianne Williams-Cox
Commissioner Jimbo Jackson	
Commissioner Rick Minor	

MEMBERS ABSENT

COUNTY	CITY
Commissioner Bill Proctor	Mayor John Dailey

I. AGENDA MODIFICATIONS

- There were no agenda modifications.

II. CITIZENS TO BE HEARD ON NON-AGENDAED ITEMS

3-minute limit per speaker; there will not be any discussion by the Commission

Speakers:

There were no speakers on non-agendaed items.

III. WORKSHOP / PRESENTATIONS

1. Acceptance of the Workshop Item on the Office of Economic Vitality Strategic Plan and Projects

Cristina Paredes provided a presentation to the Board on the status update of the Office of Economic (OEV) Strategic Plan and projects, which included the development of focused targeted industries and the first ever long-term economic development plan for Tallahassee-Leon County. A vibrant entrepreneurial ecosystem, private sector employment and local gross domestic product increases, unemployment rate decreases, and building the local Experience Tallahassee brand nationally and internationally.

OEV provided business development support through technical assistance, ombudsman, and marketing and engagement. The establishment of the Magnetic Technologies Taskforce and the launch of the Magnetic Capital of the World campaign supported the long-range growth of branding Tallahassee-Leon County internationally. There were currently 168 minority and women-owned small businesses within the Minority Women Small Business Enterprise (MWSBE) Program with combined expenditures by the City-County of \$11.54 million. The Consolidated MWSBE Policies would be fully implemented April 1, 2020, for all three jurisdictions.

Key focus areas for the upcoming two years would be Applied Science & Manufacturing, Technology (the Tech Sector), MWSBE, Creative Economy, and Site Selection. Each focus area would be underlined by Talent Pipeline and Marketing efforts. Furthermore, OEV recommended the consideration of two fund policies: a Future Opportunity Leveraging Fund (FOLF) policy for unforeseen projects and programs and a Competitive Project Fund (CPF) policy for enhancing competitiveness in recruitment of high profile projects. A copy of the presentation is on file at Blueprint Intergovernmental Agency.

Commissioner Bryant questioned the total projected amount of revenue for the 12% allocated to economic development and the balance of that amount based on current commitments, previously approved by the IA Board. Ben Pingree stated that 2014 projections were for \$90-million that was updated in the summer of 2019 and it increased to \$125.7 million. With approximately \$59-million available in unallocated funds.

Commissioner Matlow questioned the spending limitations on FOLF and CPF policies and for clarification on the adoption of key focus areas particularly with regard to helping locally owned businesses. Ben Pingree stated that spending limits would follow those of the Blueprint Procurement Policy that identified thresholds for approval. The key focus areas would not prevent actions such as the recently considered acquisition of 1309 Alabama Street or supporting locally owned businesses.

Commissioner Matlow stated that he was hesitant to provide direction regarding funding until after the discussion and decision on the Convention Center item at the IA Board meeting later that same day.

Commissioner Williams-Cox stated for clarification that the adoption of FOLF and CPF would position OEV to support local businesses at every level. Ben Pingree concurred.

Commissioner Dozier questioned how the IA Board and OEV could hone in on what would make the biggest impact on Tallahassee-Leon County within the economic development space. She acknowledged the interrelated nature of community needs and that more existed than could be supported through the 12% allocated to OEV. The IA Board was faced with the opportunity to address immediate problems, projects, and proposals that provided incremental progress. Or to adopt a honed and strategic

approach to meeting OEV’s mission and the economic development needs of Tallahassee-Leon County.

Commissioner Lindley moved, seconded by Commissioner Jackson, to approve Option 1 and 2 as amended.

Option #1: Accept the Status Report on Tallahassee-Leon County Office of Economic Vitality Strategic Plan, OEV Strategic Planning and Support Key Focus Areas. Amended to include locally owned businesses as another Key Focus Area.

Option #2: Direct staff to draft a Competitive Project Fund Policy and Future Opportunity and Leveraging Fund Policy and bring back an agenda item to the IA Board for further consideration.

The motion passed 10-0.

2. Consideration of Modifications to the Economic Vitality Leadership Council

Cristina Paredes provided a presentation to the Board on the history, current composition, and proposed changes to the Economic Vitality (EVLC). A copy of the presentation is on file at Blueprint Intergovernmental Agency.

Commissioner Dozier requested information on the current and proposed subcommittees to OEV. Cristina Paredes confirmed that the Magnetics Technology Taskforce was the only established committee however, two others were in process: a group focused on Gov-Tech (government technology) and another on the Regional Manufacturing Association. Furthermore, OEV staff participated in and served on Boards with ecosystem partners such as CareerSource Florida and the Career Pathways Program. The also collaborated with the Chambers of Commerce on workforce and attended the Aspire conversations.

Commissioner Dozier moved, seconded by Commissioner Desloge, to approve Option 1 and to include future draft minutes of the EVLC and CAC meetings in the IA Board agenda material, and for the Chair of the EVLC to provide a report at the IA Board meetings also.

Option 1: Accept the modifications to the composition of the EVLC and direct the EVLC to amend its Bylaws, Policies, and Procedures to reflect the modifications at its next scheduled meeting. Direct OEV to submit an agenda item to submit nominees for the new appointments to the IA Board for approval at the May 21, 2020 IA Board meeting.

Noting the value provided by the non-profit sector to the local economy Commissioner Richardson requested to add a representative from the non-profit sector to the EVLC. Commissioner Dozier supported the request and suggested adding a representative from the Institute for Non-Profit Innovation and Excellence. Commissioner Desloge

acknowledged the slippery slope of adding members to the committee; after brief discussion, he withdrew his second.

Commissioner Dozier amended the motion on the floor to include a representative from the Institute for Nonprofit Innovation and Excellence. Commissioner Richardson seconded the amended motion.

Commissioner Williams-Cox encouraged the consideration of diversity and inclusion in the selection process in order to reflect accurately the Tallahassee-Leon County business community.

Commissioner Minor suggested an amendment to the motion to extend term limits. Commissioner Dozier spoke to the efforts of the Board of County Commissioners to ensure the opportunity for new and valuable voices to be included on committees. Noting the mood of the IA Board, Commissioner Minor withdrew his suggested amendment.

The motion passed 10-0.

IV. CITIZENS TO BE HEARD ON NON-AGENDAED ITEMS

3-minute limit per speaker; there will not be any discussion by the Commission

Speakers: None

Lennoris Barber expressed his concerns for the contingency process applied to economically distressed communities under the current Strategic Plan rather than modifying it to address economic development at all levels of society. He also encouraged a stronger MWSBE program through the enforcement of the Disparity Study.

Stanley Sims expressed his concern about the focus on attracting employees from outside of Tallahassee-Leon County and the effects of the COVID-19 on the 32304 community.

Jim Bellamy spoke of Tallahassee as a “hospitality town” and encouraged the IA Board to prepare for it as such. He also encouraged the support for local business through the purchasing and utilizing their goods and services.

COMMISSIONER COMMENTS ON NON-AGENDAED ITEMS

Commissioner Dozier stated that her hope for the Strategic Plan Workshop was to dig into IA Board goals and how to hone in on that. It seemed that the will of the IA Board was to respond to projects as they came forward. That position would underline future decisions and, with two significant proposals anticipated at the IA Board Meeting later that day, could potentially encumber a majority of the 12% economic development funds in the first year of the sales tax for the next 20 years. Should the IA Board decide to move forward on both or either of the proposals, she encouraged a deep dive in both projects, as well as programs and staffing, at the

Budget Workshop May 21, 2020 because the ability to be responsive to future projects would be dramatically reduced.

Commissioner Williams-Cox stated that the original projects did not include all segments of Tallahassee-Leon County. However, the opportunity to course correct and include others through new projects that would support the community through talent retention, for example, that would help residents see themselves in the bottom line as all three governments worked to make all parts of Tallahassee-Leon County desirable to live, work, and play. The answer to resolving poverty was in the local communities. The City, County, and IA Board had to be willing to make and implement bold decisions.

Commissioner Maddox concurred with Commissioner Dozier's comments regarding budgets, staffing, and previous obligations and supported the analysis and discussion at the Budget Workshop in May.

To Commissioner Dozier's point, Commissioner Matlow stated that the Budget Workshop was an opportunity for the IA Board to classify economically distressed communities and revolving loan funds for small businesses as valuable to Tallahassee-Leon County, define their place in the program, and provide funding to them.

Commissioner Bryant also concurred with Commissioner Dozier's comments stating that Strategic Planning is a dialogue, not a presentation. It was also a review of goals and who was accountable for accomplishing them. The mission and vision for OEV was inclusive of the whole of Tallahassee and economic development activities had to be for the entire community. The IA Board needed to be deliberate in moving from goals, through actions to increase the economic base. She encouraged strategic conversations regarding how that would be leveraged throughout communities to eliminate the separation of what seemed to be two Tallahassee's.

Commissioner Richardson also supported Commissioner Dozier's comments and expressed his concern with the tremendous financial commitments the IA Board was poised to make at the next meeting. He spoke of his service over two years to the Sales Tax Committee and Imagine Tallahassee and the efforts by both to be inclusive of residents and comprehensive on issues for the Tallahassee-Leon County community. He did not imagine during that process that the IA Board would allocate 60% of the economic development dollars on two projects in hopes that the benefit extended to the whole community. In his mind, the funds would support targeted industries, locally owned businesses and entrepreneurial efforts, and to address economic segregation and improve opportunities for Tallahassee-Leon County. The IA Board needed implement a strategy to address all parts of the community.

V. ADJOURN

The meeting adjourned at 2:48 p.m.

*The next Blueprint Intergovernmental Agency Board of Directors Meeting
is scheduled for*

Thursday, March 12, 2020, at 3:00 p.m.