Council Minutes
September 14, 2009
10:00 a.m.

REPRESENTATIVES PRESENT
Chair, Commissioner Bill Dodson, City of Plant City
Vice Chair, Commissioner Jack Mariano, Pasco County
Mayor Scott Black, Past Chair, City of Dade City
Commissioner Nina Bandoni, City of Safety Harbor
Commissioner Ron Barnette, City of Dunedin
Commissioner Kevin Beckner, Hillsborough County
Commissioner Neil Brickfield, Pinellas County
Mayor Shirley Groover Bryant, City of Palmetto
Commissioner Larry Bustle, Manatee County
Mr. Robert Kersteen, Pinellas County Gubernatorial Appointee
Mr. Harry Kinnan, Manatee County Gubernatorial Appointee
Ms. Angeleah Kinsler, Hillsborough County Gubernatorial Appointee
Vice Mayor Bob Matthews, City of Seminole
Mayor Bob Minning, City of Treasure Island
Mr. Andy Núñez, Pinellas County Gubernatorial Appointee
Councilman Karl Nurse, City of St. Petersburg
Mayor Kathleen Peters, City of South Pasadena
Council Member Carlen Petersen, City of Clearwater
Councilman Patrick Roff, City of Bradenton
Vice Mayor Robin Saenger, City of Tarpon Springs
Council Member Suzanne Vale, City of Oldsmar
Mr. Charles Waller, Pasco County Gubernatorial Appointee
Vice Mayor Robert Worthington, City of Gulfport
Mr. Earl Young, Pasco County Gubernatorial Appointee
Ms. Diana Bandlow, Alt., Ex-Officio, Department of Environmental Protection
Mr. Ming Gao, Ex-Officio, Florida Department of Transportation
Mr. Todd Pressman, Ex-Officio, South West Florida Water Management District

REPRESENTATIVES ABSENT
Secretary/Treasurer, Ms. Jill Collins, Hillsborough County Gubernatorial Appointee
Ms. Jane Bittner, Pinellas County Gubernatorial Appointee
Commissioner Woody Brown, City of Largo
Deputy Mayor Bob Consalvo, City of New Port Richey
Council Member Alison Fernandez, City of Temple Terrace
Mr. Julian Garcia, Jr., Hillsborough County Gubernatorial Appointee
Vice Mayor Al Halpern, City of St. Pete Beach
Councilwoman Mary Mulhern, City of Tampa
Councilman Ed Taylor, City of Pinellas Park
Ms. Barbara Sheen Todd, Pinellas County Gubernatorial Appointee
Ms. Laura Woodard, Hillsborough County Gubernatorial Appointee
Ms. Kim Vance, Hillsborough County Gubernatorial Appointee
Ms. Michelle Miller, Ex-Officio, Enterprise Florida
OTHERS PRESENT
John Healey, Planner, Hillsborough County
James Ratliff, Planner, Wilson Miller
Richard Jensen, President, F B Energy
Greg Duff, Project Manager, Boulder Venture South, LLC
Trisha Neasman, Planner, SWFWMD
Shawn College, Exec. Planner, Hillsborough Planning Commission

STAFF PRESENT
Mr. Manny Pumariaga, Executive Director
Mr. Donald Conn, Legal Counsel
Ms. Suzanne Cooper, Principal Planner
Ms. Lori Denman, Recording Secretary
Mr. John Jacobsen, Accounting Manager
Mr. John Meyer, Principal Planner
Ms. Betti Johnson, Principal Planner
Ms. Wren Krahl, Director of Administration/Public Information
Ms. Jessica Lunsford, Senior Planner
Mr. Greg Miller, Senior Planner
Mr. Brady Smith, Senior Planner
Ms. Erika Wiker, Planner
Mr. Avera Wynne, Planning Director

Call to Order – Chair Dodson
The September 14, 2009 regular meeting of the Tampa Bay Regional Planning Council was called to order by Chair Dodson at 10:10 a.m.

The Invocation was given by Mayor Scott Black, followed by the pledge of allegiance.

Chair Dodson asked Council members if the electronic mailing of the agenda packet went smoothly and the consensus was that it did.

Roll Call -- Recording Secretary
A quorum was present.

Voting Conflict Report -- Recording Secretary
No voting conflicts were filed.

1. Approval of Minutes – Vice Chair Mariano
The minutes from the June 8, 2009 regular meeting were approved (Kersteen/Beckner).

2. Budget Committee – Vice Chair Mariano
A. The Financial Report for the period ending 07/31/09 was approved (Black/Núñez).
B. FY 2008/2009 Final Budget Amendment
The Budget Committee met and was presented with the 2008/2009 Final Budget Amendment. The overall budget decreased by slightly more than $54,000 primarily due to the following:

Federal Revenue decreased by $104,000 as a result of Florida Catastrophic Planning and Economic Analysis & Disaster Resiliency projects starting later than was anticipated in the Mid-Year Budget.
State Revenue increased $36,000 due to a modest increase in the DCA-RPC 2009/2010 contract coupled with an adjustment due to the Mid-Year Budget’s conservative estimate.

Fees & Contracts increased $14,000. Several projects, including Statewide Regional Evacuation Study, Community Assistance/Special Projects, DRI, Regional Hurricane Guide & Statewide Exercise Evaluation were added or have increased activity this fiscal year. This increase is partially offset by some reductions in activity for Board Operations, Internal Services, Disaster Recovery Guide, Host Community Relocation Plan & Regional Information Center. Some of these reductions are due to timing between years and will be added to next year’s budget.

Appropriated Fund Balance increased $4,000 to offset the projected additional deficit, primarily due to timing between fiscal years.

Other Revenue/Interest decreased $3,000 because of less projected revenue from the Council’s share of Estuary license plate revenue.

The Budget Committee unanimously approved the proposed 2008/2009 Final Budget Amendment.

The FY 2008/2009 Final Budget Amendment was approved. (Kersteen/Roff)

3. Consent Agenda – Chair Dodson

A. Budget and Contractual
Hazardous Materials Emergency Preparedness (HMEP) Sub-grant Program

The TBRPC has been awarded a Federally funded Subgrant from the Federal Department of Transportation Hazardous Materials Emergency Preparedness (HMEP) grant fund and from the Florida Department of Community Affairs (DCA) for FY 2009/2010 in an amount not to exceed $60,000. The funding will be for Local Emergency Planning Committee (LEPC) planning activities and support of LEPC efforts to ensure training of public sector hazardous materials response personnel. There is a requirement for in-kind match to this grant which can be met by staff participation, LEPC membership participation, and student training participation. The subgrant period is from October 1, 2009 to September 30, 2010.

Action Recommended: Motion to authorize the Chair to sign the HMEP Subgrant agreement with DCA.

Staff contact: John Meyer, ext. 29

B. Intergovernmental Coordination & Review (IC&R) Program
1. IC&R Reviews by Jurisdiction - August, 2009
2. IC&R Database - August, 2009

Action Recommended: None. Information Only.

Staff contact: John Meyer, ext. 29

C. DRI Development Order Reports (DOR) - None

Staff contact: John Meyer, ext. 29

D. DRI Development Order Amendment Reports (DOAR)
DRI # 248 - Sunlake Centre, Pasco County

Action Recommended: Approve staff report.

Staff contact: John Meyer, ext. 29
E. Notice of Proposed Change (NOPC) Reports
   DRI # 252 - Cypress Creek Town Center, Pasco County
Action Recommended: Approve staff report.
Staff contact: John Meyer, ext. 29

F. Annual Report Summaries (ARS)/Biennial Report Summaries (BRS)
1. DRI # 97 - St. Petersburg Intown Areawide, RY 2008-09 Annual Report, City of St. Petersburg
2. DRI # 123 - Bay Area Outlet Mall, RY 2008-09 Annual Report, City of Largo
3. DRI # 131 - Regency Park North, RY 2008-09 Annual Report, Hillsborough County
4. DRI # 161 - University Center Research & Development Park, RY 2008-09 Annual Report, City of Tampa
5. DRI # 163 - Cannon Ranch, RY 2008-09 Annual Report, Pasco County
6. DRI # 195 - Gateway Areawide, RY 2008-09 Annual Report, City of St. Petersburg
7. DRI # 212 - Hillsborough River Realty, RY 2008-09 Annual Report, City of Tampa
8. DRI # 245 - Big Bend Transfer Company, RY 2008-09 Annual Report, Hillsborough County
9. DRI # 252 - Cypress Creek Town Center, RY 2007-2009 Biennial Report, Pasco County
Action Recommended: Approve staff reports
Staff contact: John Meyer, ext. 29

G. DRI Status Report
Action Recommended: None. Information Only.
Staff contact: John Meyer, ext. 29

H. Local Government Comprehensive Plan Amendments (LGCP)
   Due to statutory and contractual requirements, the following reports have been transmitted to the Florida Department of Community Affairs (FDCA) and the appropriate local government in accordance with Rule 29H-1.003(3), F.A.C.
1. DCA # 09-1AR, City of Dunedin (adopted)
2. DCA # 09-1RWSP, City of Seminole (proposed)
3. DCA # 09-2AR, Pinellas County (proposed)
4. DCA # 09-1AR, City of Safety Harbor (adopted)
Action Recommended: Receive and file.
Staff contact: Jessica Lunsford, ext. 38

   The following report(s) are presented for Council action:
2. DCA # 09-1ER, City of St. Pete Beach (adopted)
6. DCA # 09-1, Manatee County (adopted)
7. DCA # 09-1, City of Zephyrhills (adopted)
8. DCA # 09-2, Manatee County (proposed)
Action Recommended: Approve staff reports
Staff contact: Jessica Lunsford, ext. 38

The Consent Agenda was approved. (Black/Kersteen)
Mr. Ming Gao, Florida Department of Transportation District Seven Intermodal Systems Development

Mr. Gao provided an update on the Florida High Speed Rail project and FDOT’s ongoing effort to submit an application to the Federal Railroad Administration for American Recovery Reinvestment Act funds.

There will be a Public Information Meeting in Hillsborough County on Tuesday, September 15, 2009 at the Florida State Fairgrounds from 4pm to 7pm. Additional Public Information Meetings will be held in Polk County, Wednesday, September 16, 2009 and in Orange County on September 17, 2009. For more information please visit the website: www.floridahighspeedrail.org

In 2000 Florida voters approved a Constitutional Amendment to construct a High Speed Rail system in the state. The Florida State legislature created the Florida High Speed Rail Authority (FHSRA) in 2001. The FHSRA submitted the Draft Environmental Impact Statement (EIS) for the Tampa to Orlando corridor to the Federal Railroad Administration (FRA) in 2003. The Final EIS was later approved in 2005. Because of the significant work completed between 2000 and 2005 the state of Florida has the most ready-to-go corridor in the nation. That puts us in a very good position to compete for federal funding. In 2004 the Florida voters repealed the 2000 Constitutional Amendment.

Current Federal High Speed Rail (HSR) Initiatives started last October when Congress passed the Passenger Rail Investment and Improvement Act. Early this year we had the stimulus package in which $8 billion was set aside for High Speed Rail across the nation. In April, the President added $1 billion a year for the next 5 years in addition to the $8 billion for HSR. That brings the total to $13 billion for HSR across the nation. Applications must be submitted by October 2, 2009.

Mr. Gao showed a map issued by the Federal Railroad Administration showing the designated high-speed rail corridors. There are a total of eleven (11) corridors in the nation. The map also indicates passenger rail corridors which connect the high speed corridors. The passenger corridors will also be eligible to receive federal funding. (The map can be seen in the presentation posted on the website www.tbrc.org)

FDOT has assisted in putting the application together for the High Speed Rail project. Three pre-applications have been submitted in July; Tampa-Orlando-Miami High Speed Rail corridor; Amtrak service along the east coast; and the Central Florida passenger rail corridor, including the SunRail as well as future the connection to Jacksonville. We have sent two applications already. One was for the Central Florida Corridor and the second is for the environmental assessment and preliminary engineering for the corridor between Orlando and Miami. We are currently putting together the Amtrak application as well as the Orlando to Tampa corridor application.

The Orlando to Tampa corridor begins from the east at the Orlando International Airport
heading west on the Beeline Expressway, and has a stop at the International Drive Interchange where the Orlando Convention Center is located. Continuing on there is a station at Celebration, which is called the Disney station. Some of you may have heard a discussion that Disney wanted a station on their property but they are now rethinking their position. We are coordinating with Disney hoping they will provide a shuttle connection between the Celebration station and their property. The next station will be in Polk County. There are currently two alternatives: One is near the Polk Parkway interchange and the other one is near the county line between Polk County and Hillsborough County. Those locations are still being evaluated and the central office team will make the decision before the application is submitted by October 2nd. The last station will be located in downtown Tampa, south of I-275 between Tampa Street and Morgan Street close to the Marion Transit Center, the Greyhound intercity Bus Terminal and other modes of transportation such as light rail. We are working with the central office team to try and integrate the two station footprints and make sure they all work together.

High Speed Rail will mainly run within the median of I-4. The Department has been setting aside the median to accommodate High Speed Rail as we have been doing construction along I-4. We already have 90% of the right of way. We don’t have the station location right of way, such as the downtown Tampa location. We are in better shape than the other states who don’t have right a ways secured.

Why is the Tampa-Orlando line the most ready to go corridor? It is a short segment of 90 miles which has the right of way within the I-4 corridor. The documents have been done and according to a 2002 study, we have investment grade ridership which means we can issue bonds based on ridership projection. Our team is currently updating those numbers. It is the most affordable segment when compared to other segments in the nation. The total cost is about $3.5 billion which includes the right of way costs. Since we have most of the right of way we are only asking the federal government for the rest of the cost. We can go to construction in two years.

Our central office team is visiting the ridership projection; updating construction costs; obtaining a memorandum of understanding with key stakeholders such as the Orlando Airport; right of way acquisition; develop a procurement plan because we are looking at public/private partnerships; and complete any other ARRA application requirements.

Questions & Comments:
Commissioner Beckner: Do you have an expectation of when you are going to hear back about acceptance of federal dollars?
Mr. Gao: Towards the end of this year or early next year.
Mayor Peters: The RTA was not included. Why did we not consider taking this a little further to the airport?
Mr. Gao: In the original study they only considered having one stop in Tampa and downtown Tampa was identified as the location. The other thing is that anything beyond the downtown location will not be high speed any longer because in order for high speed rail to get up to speed it takes about 10 miles. If you have a stop in downtown you wouldn’t have high speed anymore beyond that point. TBARTA is looking at other types of connections.
Commissioner Mariano: With 90% of the right of way already purchased, does that put us in a much better position than the others for approval?
Mr. Gao: Yes. It is a highly competitive program. It is my understanding that over $100 billion worth of projects have been submitted. Since we had the documents completed, and the design except for the 10% right of way, we feel it puts us in a good position.

Councilman Nurse: Is it fair to assume that California and Chicago are our biggest competition?

Mr. Gao: Chicago is probably our biggest competition. California has 200 miles which is very expensive even if you spend the entire $13 billion you could probably only build a very short segment. In looking at their document, very little has been done.

Chair Dodson: The City of Plant City has submitted their interest for a substation in writing.

Mr. Conn, Legal Counsel, read Resolution 2009-04 in support of High Speed Rail into the record.

Motion to approve Resolution 2009-04 in Support of High Speed Rail Track 2 American Recovery Reinvestment Act funding. (Peters/Barnette)

B. “Social Media: Strategy and Intel” - presentation by Mr. Guy Hagen

Mr. Hagan provided information on Social Media in relation to how local governments are using this technology.

When we talk about Social Media it can mean a lot of things. Social Media can refer to what’s transmitted using on-line social computing such as emails, videos, friendships we make, and motivation of why we participate in on-line social computing. Social Media can refer to enabling technologies such as the smart phone and applications on our IPhones. It can refer to the internet itself, the development technologies that make all of this happen. Social Media can also refer to the actual environments and applications in which social computing and networking takes place. These could be media sharing places such as Klicker, YouTube, blogging and micro blogging sites like Twitter and Tumbler. It could be networking applications like Face Book and My Space.

The topic of my presentation today is strategy and intel. One of my favorite quotes is from an 8th century Chinese General Sun Tzu “strategy without tactics is the slowest road to victory and tactics without strategy is the noise before defeat.” If your organization jumps into social media without a strategy it’s just noise. How do we tackle social media? We start off with levels of implementation and how to cut up the environment of social media. At the most residual level we have Personal Social Media which is the blogging activity that you, as individuals, take part in such as Face Book, Twitter. The next level is your organization, your agency, your government organization and all the people inside the organizational boundaries. The next level is the community. These are the people that are engaged in conversation around your brand. Every organization has a brand, even governmental organizations. These are activists, enthusiasts, these are people who are actively engaged in the topics of your organization. The largest level in our environment is the public and the overall market and the world. It can also be the public in general. Outside of our environment you can see that we can engage in listening activities, where we are receiving information. This is research, intelligence gathering. On the other side we have broadcasting, transmitting. This is talking, sending information out into the social media. When you connect the two you have conversation and it is through this process that you can really leverage the social media.
Some of the objectives that social media has successfully been used for is to build a personal brand, establishing a reputation of expertise in a particular area, for building and leveraging a personal network and how people outside perceive the value of your connection. Social media at a personal level is excellent for staying informed on issues, industry, information professions that are really important to you. And at a government standpoint we have personal social media for fund-raising and campaigning which is very successful.

Inside the walls of the organization social media can be used to communicate among employees, between employees and managers, at all levels of the organization. It’s very useful for documenting knowledge inside the organization. It’s great for generating ideas on how to run the organization and how to improve customer experience by communicating quickly at all levels of the organization. For establishing a culture within the organization and especially for Human Resources applications such as identifying leaders, improving retention, and identifying new potential employees. The next level is community. Again, we see levels of people and their connection to the organization. This is important because there are people out there that are already talking about the issues that are important to you. They are already talking about your organization and your actions, initiatives. Are you listening to them? Are you participating in that conversation? Is that conversation taking place in a place where you can take advantage of it and leverage it? With the community social media communications can be very useful for support and communication with the public. How can we connect with activists and others instead of being separate and all over the internet? Once you start the dialogue, social media is a phenomenal tool for constantly keeping your finger on the pulse of what the public feels.

Lastly, the largest level is the public and world at large. This is generally used for increasing visibility such as the search engine authorization - how visible is your organization and activities on the web? It is especially useful for collecting intelligence and research on your brand and what is going on with competing regions or agencies. You can track public opinion, you can benchmark your organization versus other regions and organizations, and identify potential issues before they hit the critical mass of the public. And when you are dealing with a crisis, communicating with the public and measuring how effective your efforts are.

You can start small with little successes that you can control, working with people in your organization that are comfortable and are interested in engaging in internet activities. For example, I would like to use a company called zappos.com that use a strategy I call “conversation seeking.” Inside the company leaders ignite employees to talk on a particular issue or subject or whatever it might be that is important to the organization. They know who is on Face Book and Twitter in the organization. The employees text that conversation and talk to their friends and others about the issue. Those friends and those networks connect enthusiasts outside the organization and take it to the world. That is a way to multiply your message through different channels. You build from those successes, piece by piece, until you get to the larger level. This is the most effective, long-term path for social media. When you start making those successes, especially internally, success at one level is leverage at the next level.

Sunshine Law. I am not a lawyer and this is not legal advice. I have however spoken to
a number of city attorneys, and law firms. Don’t assume that social network is private. Information wants to be free and the internet does not forget. The first rule is assume that everything out there, one way or another, will eventually come forward. Think real hard about what is the line between personal communications and organizational communications. Think of whether it is personal or business/official and make sure that everyone inside your organization thinks about it. When it is official, put disclaimers on it. And when it is personal, but you are talking to your business friends, monitor the conversation because when it starts turning official that translates your entire network. Be careful about that.

Social Media is not good about keeping records. Sunshine Law requires you to be careful about the records you keep. In general that line has probably been scratched by making sure that your organization has written policy. If you are sending out an email it is going to last forever.

Keep in mind that every social media has its own strength and weaknesses. You want to have a policy of how to communicate and what serves your purposes best. Twitter is popular right now, but it isn’t great for everything. Sure you can build up 500 friends real quick, but how many of those friends really care? How many are really listening at any given moment? Face Book has much better friends but you can’t search it on the internet. People can’t find what you are saying there. It’s the max that you have to think about.

Smart phone and I Phone apps are available for almost everything. San Francisco has a service for helping people find recycling drop-off centers for batteries and other recyclable items. Utah has a device for helping you work through all of their public services. The City of Pittsburgh has a lot of tools for navigating their city services. Increasingly, governments are looking at smart phone apps to put those services into the hands of the public.

I see a lot of town hall meetings being held electronically. They are increasingly getting popular because they can be accessed in a number of ways. You can access them through smart phones, text messages, on-line, your web interfaces. Large companies like Nike and sports companies like to use l-chat, the chat method. Of course they can also be accessed by telephone. Their advantages are that they are really inexpensive, participation is high because no one has to leave their house and just about everyone can handle the interface.

Text messaging is getting popular for mobile campaigns or newsletters or sending out alerts. More and more people are using cell phones and this can be a strong social media tool.

Looking inside your organization wikis are the number one example. (A wiki is a web page that can be viewed by anybody with a Web browser and has access to the internet. They can be open-ended, collaborative group sites). Governments are using wikis as a self organizing encyclopedia to communicate with their communities. There are a lot of examples of how they are using discussion forums and wikis to help organize and answer questions that the public has about access and services in their community.

Community idea forums are a tool for gathering information. They write an idea and the
community rates the idea and can offer improvements to that idea. This process can save money and time.

Social media is great for keeping on top of things. You can create pipes and feeds to create customized alerts. I try to keep track of about 40-50 blogs and it is almost impossible to read them all. I created customized feeds. I set up key words and key sources for filtering and combined 20 different news sources into a news feed that only talks about the things I want. At Tucker/Hall we created a news feed around TBARTA and ground transportation topics in the Tampa Bay region. This is a good way to stay on top of news in your area of interest.

When you look at the world, there is a lot of information. There are 150 million blogs out there. There are analytical providers that help you keep track of the daily blogs and what is being said about particular issues and what people think about it.

Think carefully and think strategically when you are talking about social media.

Questions & Comments:
Mr. Pressman: What is the key behind search engine authorizations?
Mr. Hagen: The short answer is once you have relevant content and constantly update the content so you can’t just put up a billboard website.
Mr. Pressman: The key then are links. When you say content you mean content on the site?
Mr. Hagen: Yes. Not just changing, but additional content. Web 1.0 is your billboard as a website. Web 2.0 is something that would be additional content added to the billboard.
Council Member Petersen: Is that something that the average person can do? Or, would you hire someone?
Mr. Hagen: Obviously you have to have a little bit of initiative and interest. It’s not hard to do if you use a graphic interface where you can drag and drop and set up filters. They can be relatively easy, but it helps to have someone who can guide you through the process.

Mayor Minning: One of the challenges in our community is to develop a mode of communication. We have found it extremely difficult to reach those folks who are technologically deficient. How do we reach them? How do we get them on board?
Mr. Hagen: Keep in mind that there are different communications and applications. Ages 46 and up are the fastest growing demographics on Face Book, Twitter, and social networks. Fastest growing doesn’t mean largest. You can use telephone technology and work toward the future. For example, you have a web site, harvested cell phone numbers, you build up a database that you can integrate and text a newsletter, or send an email.
Ms. Kinsler: When you are talking about organizational information I think the challenge with a lot of organizations is having the technology on hand. What happens when you don’t have the technology in place to touch people where you can be connected to the
government and the people and bring it all together? What would be the fundamental basic that you can have for communication that is acceptable?

Mr. Hagen: In terms of the technology infrastructure? Access to the web.
Ms. Kinsler: In other words, it’s almost not acceptable today not to have access to the web.
Mr. Hagen: Pretty much, yes.

Power Point presentation(s) can be found at www.tbpc.org/councilagendas/councilpresentations.htm

7. Council Members’ Comments
Chair Dodson thanked Vice Mayor Matthews for providing refreshments.

8. Program Reports
A. Agency on Bay Management (ABM) – Chair, Mr. Robert Kersteen
The Agency last met on September 10, 2009. The main topic of the meeting was Offshore Drilling in the Eastern Gulf of Mexico. A panel of speakers was assembled and included:
Ms. Shahra Anderson, aide to U.S. Senator Bill Nelson;
State Representative Rick Kriseman;
Mr. Doug Morris, American Petroleum Institute;
Mr. Doug Daniels, Florida Energy Associates;
Dr. Robert Weisberg, University of South Florida College of Marine Science; and
Mr. D.T. Minich, St. Petersburg/Clearwater Area Convention & Visitors Bureau.

Ms. Anderson expressed Senator Nelson’s stance against drilling off the Florida coast; she quoted various sources in support of his position. She noted the negative impacts on tourism and national security.

Rep. Kriseman described the recently proposed legislation and the last minute amendment proposed to allow drilling in waters 3-10 miles off the coast. He expressed his opposition to drilling off the coast of Florida and suggested that the U.S. should be increasing use of alternative fuels and green measures to reduce our dependence on oil.

Mr. Morris described the various drilling methods employed, including directional drilling and multiple drills from a single platform. He said that there is an average of 3,800 barrels of oils spilled in the Gulf each year from all sources, compared to 980,000 barrels entering Gulf waters via natural seeps. He explained that while the US is pursuing alternative fuels and conservation, oil will continue to be an important part of our energy mix for many years to come and that reduced dependence on foreign oil is imperative.

Mr. Daniels said that the state needs an energy policy. He described the oil business as a new industry for Florida which would create thousands of jobs, fund civic programs, and be environmentally sensitive. He said that oil produced within Florida waters would be transported only by pipeline to existing refineries in Alabama and Louisiana. He pointed to Cuba’s plan to drill within 45 miles of Florida’s coastline, with less environmental controls, as a concern.

Dr. Weisberg also expressed the need for an energy policy based on thermodynamics - recognizing the energy possible from the various natural sources. He showed models of Gulf of Mexico water circulation and explained why Florida’s beaches are cleaner/whiter than Texas beaches - an upwelling current. He explained that oil in eastern Gulf waters
would be swept down into the Florida Straits and up the east coast.

Mr. Minich expressed grave concern that the tourism industry of west Florida, which is a major source of jobs and state revenue, would be lost if the beaches were degraded by oil/tar balls and visual pollution from drilling rigs. He questioned the use of "jack-up" rigs which are being touted for oil production in the eastern Gulf and pointed to an ongoing spill in the Timor Sea off western Australia from the same type of rig.

There were many comments from the audience, most of which were in opposition to any drilling off the coast of Florida. Questions concerned a variety of issues, but primarily:

- the definition of a "significant" spill by the U.S. Minerals Management Service;
- catastrophic incidents related to hurricanes;
- effects of the 1993 oil spill;
- need for alternative sources of energy;
- on-shore facilities that could be expected in Florida;
- the bases of estimated state revenues, job creation, and other promised benefits to Florida; and
- the source of support for lobbying efforts to pass legislation in favor of drilling.

Questions & Comments:

Vice Mayor Saenger: There was information from the St. Pete Times yesterday, September 13, 2009, in the Perspective section. The people who were on the panel were referenced in the article. A few things concern me. One is the fact that Doug Daniels said we didn’t have to worry about any pollution in Florida because everything was going to go to Texas. He was not properly informed because we had the oceanographer from USF say the current would take it right to the Keys and up the east coast of Florida. Secondly, there was a man on the phone who was making comments who turned out to be a lobbyist from Texas. The presentation requires more information and in-dept discussion. The City of Tarpon Springs has passed a resolution against offshore drilling because obviously we depend on our waterfront tourism. I spoke with Representative Kissman and asked him about what steps to take next to have our voices heard up against very powerful lobbyists and he suggested sending another resolution or letter of support. I would suggest to local communities to take a stance and have your voices heard.

Councilman Roff: I would like to share a little personal knowledge of the drilling industry. I’m from Pennsylvania where we invented the drilling industry. The problem with the drilling industry is not the big spills, it’s the constant little spills that are undetected. It’s a very messy business and it drifts constantly. That is my biggest fear. It won’t be the big ones that everyone reads about, it will be the million little drips that go on all day long for months at a time and you know what happens when oil hits water, one drop pans out. This is a very serious issue. I’m not against oil, but I just don’t think it’s a good idea for Florida.

Vice Mayor Worthington: The City of Gulfport has also prepared a resolution and we will take that up tomorrow night at the City’s meeting. The Suncoast League of Cities had a meeting Saturday and they are going to
bring a resolution forward to the membership to oppose the near shore oil drilling, with the three mile limit they are proposing. Also, the Florida League of Cities Environmental & Energy Commission had some of the same features and lobbyists at our meeting two weeks ago. I think every little community needs to take a stand on this and research it. The frightening part is not necessarily an oil rig but the on shore pollution because of the large infrastructure they need to support the oil rigs. It’s going to cause bigger problems.

Mayor Peters: Senator Jones is also a strong advocate. If we want both sides, the House and the Senate, Senator Jones is a very strong advocate who can assist in getting our voice heard.

Council Member Petersen: I agree, we need to do a lot of thinking on this issue. Anybody who is telling you that the technology is state of the art, please look at what is happening off the coast of Australia right now using current technology. They are contending with a huge spill with this technology that they say will be used in the State of Florida. Also, to remind everyone, in the county of Pinellas the tourist industry is $6 billion a year. Please keep that in mind.

Mayor Peters: Right now there is a demonstration and they were supposed to be not only showing the pictures of the oil spill that is happening off Australia, but they are also finally getting the information for the economic impact for such a spill. This is the exact same rig that they want to use off our coast and it is leaking at the pipe. They said it couldn’t happen when, in fact, it has. They are finding out it is a much bigger magnitude.

Commissioner Barnette: Wording of resolutions is something that is very important in terms of mustering strength. On the other hand having a myriad of different versions can often create some confusion. I was wondering if there was a model or standard template resolution format that people can look at? We are referencing different facets of this already.

Vice Mayor Worthington: Gulfport looked at various resolutions from cities and copied Treasure Island’s resolution.

Commissioner Barnette: It is disconcerting though to have eighteen different versions going to the delegation.

Councilman Nurse: The City of St. Petersburg passed a resolution last week.

Mayor Minning: I can make Treasure Island’s resolution available to everyone and ours is very similar to the resolution the Barrier Island cities have passed. The Big “C” Barrier Island Government Council is currently in the process of putting together the resolution which will be endorsed by each city. To classify as a major spill takes 1,000 barrels, and that is 42,000 gallons. We are not so much concerned with major spills as a couple of hundred here, a couple of hundred there, and tar balls on the beach and pretty soon our tourist economy is sorely affected.

Ms. Kinsler: My only question is that since it appears the majority of us are in agreement can we do our own resolution?

Chair Dodson: That’s a consensus matter. I think the board sets its own issues and if we come to a consensus on that we can certainly do a
Commissioner Mariano: Pasco County passed a resolution back in February or March. The resolution talked about the damage that was done to the oil rigs from Katrina and Rita. It turned out that the new rigs did not cause that damage. I was uncomfortable with that resolution for that reason. The other thing that was on the resolution talked about no matter what we do for oil drilling it’s not going to reduce the dependency on foreign oil. Those two things I had trouble with. The Florida Association of Counties just had an energy workshop with similar panels, pros and cons. Right now the Energy Commission has taken everything into account and they know the legislature is going to take it up, but they are not sure what they want to do about their position. The scariest thing is the new oil spill in Australia. It is the new technology and the same that is used in the Gulf. I sent this information off to Representative Weatherford who will be Speaker of the House in a couple of years. I want him to take a look at that issue and he has now been alerted to it. He sent me an email saying this is something they will look at as well. I’m just not sure what I want to do yet, but I do know the concerns we are all talking about and they are my concerns as well. I just don’t want to see mis-statements in a resolution that I can’t get behind.

Mr. Kersteen: The excuse the oil industry used for the big spill off Australia was that it is under huge pressure. They don’t have to pump it. Who can tell me that there isn’t this pressure out in the Gulf? I don’t know. That’s another unknown. They can’t shut it off because it’s under huge pressure.

Commissioner Mariano: That scares the heck out of me.

Ms. Kinsler: Obviously this is a hot topic for us. If we don’t want to do a resolution at this point maybe we could do a letter of interest about our concerns, and then do more research. I don’t know where it is right now in the legislature. I’m not a politician but I think we should take some interest and do something.

Vice Mayor Saenger: Commissioner Mariano, that was discussed too about what happened in western Australia. It was a domino affect and once a couple of features failed then all the rest of them failed too. There was no way to stop it. The fellow from USF said you cannot use technology to make sure nothing will be perfectly safe.

Commissioner Mariano: I don’t want to see anything like that spill. That would be disastrous. One thing that concerns me is the resolution talked about drilling off the coast. Cuba can drill 45 miles off of Key West. If Cuba is going to drill out there I don’t think they will use the precautions that we would enforce. If they are going to drill 45 miles off our coast, I want to put another thing right next to it so if something bad happens then maybe we will have the resources to protect what’s going on out there.

Vice Mayor Saenger: They said Cuba is partnering with Russia and China to drill.

Vice Mayor Matthews: Is it possible for the staff to put our legislative members for the state on our web site so they can be emailed easily?
Mr. Pumariega: The Regional Directory is on the web site.
Vice Mayor Matthews: With all of our House and Senate leaders? Everyone is asking for their email addresses.
Mayor Peters: The governor has suggested that this be brought up at a special session which is coming up October 5th, I believe. I think if you are going to take a position it needs to be taken soon.
Council Member Petersen: I have a few points to make. Anyone who is doing research on this needs to ask one question, why aren’t we tapping those existing leases instead of new oil? Secondly, we don’t have that much oil off our coast and so, are we willing to risk a $6 billion tourist industry in Pinellas County for a possible $2 billion? We not only have to worry about the spills and tarballs, but also the visual portion. Do we want oil rigs off our coast!? We will be able to see them.
Mayor Minning: Senate President Jeff Atwater came out with an announcement on Saturday that he will not bring oil or gambling up at special session. At the session we had towards the end there were a number of comments and numbers being thrown out about the frequency and the volume of spills and the gentleman from the American Petroleum Institute passed out a publication called “Analysis of US Oil Spillage,” published August 2009. For your information the rate of spillage is 2 per 100,000. According to Fishkind studies there is a potential of 6 billion barrels of oil reserved off the coast of Florida. If you divide 6 billion by 100,000, multiplied by 2, that’s 120,000 barrels of spillage. We should treat this factually. There is no safe technology. This is about the panhandle, Apalachicola west, Destin. That’s where the focus is. And off of Cuba, if they drill they drill. There’s nothing we can do about that and there’s not much down there from a geological standpoint.
Vice Mayor Worthington: The City of Gulfport has also written a Point Paper that I distributed at the ABM meeting. I have a copy for the Chair if you would like. The Point Paper is not opposing oil drilling in the Gulf, it’s opposing near-shore oil drilling. They are proposing to drill within 3 miles of shore, but they have the technology to drill ten miles or so out from the oil rig so that would potentially put them underneath the hard ground of the state. The money they are talking about, the billions of dollars coming back to the state, that isn’t going to happen unless they drill and find oil. There’s no guarantee that the state is going to get anything. What one of the speakers at ABM said, is that the reason they haven’t drilled on all the acreage they have available out there is because they are making money by leasing this acreage and selling shares of possible oil. They want more land so they can sell more shares. They’re not drilling, they are just selling shares of our land and we don’t get any of that money. We don’t get anything unless they actually put down a well and find something.
Chair Dodson: Mr. Kersteen, there seems to be a very strong consensus and
Mr. Kersteen:

The meeting was an informational gathering session only, there would be no vote taken at that meeting. We assembled a lot of information that can be used as the basis for a resolution.

Chair Dodson:

Maybe it would be appropriate for your committee (ABM) to take up the thought of the appropriateness of a resolution to be served on this board after the Executive/Budget Committee sees it at their next meeting.

Mr. Kersteen:

I’m sure we can make a special meeting. Staff and I will discuss. I would be very supportive if the resolution has the right information. Again, those things I talked about were things I was uncomfortable with but I can tell you that I get greater discomfort having the new rig out in Australia with the new technology leaking and they can’t fix it for two months. To me that’s completely unacceptable. That point alone would carry a resolution at 100%. Let’s take a look at what happened, study it, and then talk from there. The only way the state would get revenue is if they are between three and ten miles. Part of the reason they don’t drill at some of these is because leases are for three months out of a year. I didn’t get a good reason for why the leases are structured that way. I still have a tremendous amount of questions before I could say one way or the other, I do want to have this looked at. As far as the resolution goes, I think you have enough leverage based upon what’s going on in Australia to push something forward. I would like to see it as we move along. I think we should probably have a presentation so we can all see it and ask our own questions.

Mr. Kersteen:

I agree.

Chair Dodson:

Within the structure of the Regional Planning Council, their committees assemble information and then provide that information to the full Council before the session.

B. Clearinghouse Review Committee (CRC) - No Report

C. Local Emergency Planning Committee (LEPC) – No Report

D. Emergency Management - No Report

E. Legislative Committee – Chair, Mr. Julian Garcia, Jr. - No Report

F. Regional Planning Advisory Committee (RPAC) – No Report

G. Economic Development – No Report

H. Regional Domestic Security Task Force (RDSTF) - No Report
9. **Other Council Reports - Chair Dodson**

On August 25th the Council hosted a Workshop on Senate Bill 360 at the Quorum Hotel in Tampa. The workshop included a distinguished panel of invited speakers who shared their thoughts and opinions on the newly enacted legislation. There were approximately 200 in attendance. The audience was given the opportunity to submit written questions or to ask their questions directly to the panel. The panel included: Secretary Tom Pelham, Department of Community Affairs; Janet Bowman, Legal Council for the Nature Conservancy; Don Conn, Legal Counsel for the Tampa Bay Regional Planning Council; Land Use Attorney Ron Weaver; and Federal and State Lobbyist Louis Rotundo. Each panelist made a brief comment regarding Senate Bill 360 and participated in the question and answer session with the audience. Representative Glorioso indicated there will most likely be a glitch bill. For more information a recap is available on the web site www.tbrpc.org. Click on the link for the SB 360 Workshop.

10. **Executive/Budget Committee Report – Chair Dodson**

**Proposed NARC Conference Host Plan:**

In your agenda packets you received a Proposed NARC Conference Host Plan. This morning the Executive/Budget Committee voted to approve the proposed plan and forward a Letter of Interest to the NARC Board of Directors to host the 2012 annual conference.

When we attended the June 2009 National Association of Regional Councils’ meeting in Denver the TBRPC was approached to consider hosting the 2012 NARC Annual Meeting.

In order to host the conference we need the support of board members, and our member governments. The Host organization has a commitment to raise sponsorship dollars in the amount of $60,000. The proposal to obtain those revenues are based on a format of getting contributions from each of the municipalities and county governments within the Regional Council. Additional funds would be solicited from the private sector and once the selection of the site is finalized the city that would host the conference would be asked to contribute an additional amount of money. Each of these contributions are conservatively stated and it is felt that there is a lot of confidence that we could arrive at the amount of money necessary to host this function, provided each member jurisdiction supported it.

In June of 2000 our organization was honored to host the 34th Annual Conference & Exhibition entitled Regional Visions for the 21st Century. The conference was a success; well attended and proved to be a great opportunity to showcase our region and planning best practices. We would like to express our interest in hosting the conference in 2012, which will also be the 50th anniversary of our organization. The timing is appropriate and I believe it would help showcase our region.

My request today is for consideration of the proposal, and if you support the proposal we will send a Letter of Interest.

Don Conn, Legal Counselor, read Ms. Collins’ statement into the record:

*As a long-time member of the TBRPC and board member of the National Association of Regional Councils’ (NARC) Policy Board, I would like to offer my support for hosting the 2012 NARC Conference in the Tampa Bay area. I request that the Tampa Bay Regional Planning Council members approve a request to submit a “2012 Host Plan” to NARC. A*
“Letter of Interest” to host the 2012 annual conference to the NARC Policy Board would be appropriate.

If the motion carries and passes in the Executive/Budget Committee and the Full Council, I will be honored to present the Letter of Interest to the NARC Policy Board at their October 8th, 2009 meeting.

Sincerely,
Jill Collins
TBRPC Council Member
NARC Region V Board Member

Don Conn also read the Letter of Interest into the record.

Stephen Cassano, President
National Association of Regional Councils
1666 Connecticut Avenue NW, Suite 300
Washington, DC 20009

RE: Letter of Interest to Host the 2012 National Association of Regional Councils
46th Annual Conference in the Tampa Bay Region

Dear President Cassano:

The Tampa Bay Regional Planning Council would like to submit this Letter of Interest to Host the 2012 National Association of Regional Councils (NARC) Annual Conference in the Tampa Bay Region.

In June 2000 our organization was honored to host the 34th Annual Conference & Exhibition entitled Regional Visions for the 21st Century. The conference was a success; well-attended and proved to be a great opportunity to showcase our region and planning best practices. Once again, we would like to express our interest in hosting the conference in 2012 which will also be the 50th anniversary of our organization.

The Tampa Bay Region meets all of NARC’s requirements for hosting the annual conference and is a proven destination for national conferences and meetings. Within the region we have several venues which meet the criteria for the size of the conference as well as easy access to one of the top airports in the world, Tampa International Airport. With a record 351 days of sunshine a year, the Tampa Bay Region is also known as a worldwide tourist destination which would allow attendees an endless selection of activities for the leisure time.

We are currently gathering the support of our member governments and working toward a formal proposal to the NARC Policy Board at the February National Conference on Regions. Further, hosting the 46th Annual National Association of Regional Councils’ Conference would be a memorable capstone to our organization’s 50 years in regional planning.

Thank you very much for your consideration. For further information please contact Manny Pumariega, Executive Director.

Sincerely,
William D. Dodson, Chair
Motion to support and approve sending a Letter of Interest to the NARC Policy Board to host the 2012 Annual Conference (Kersten/Núñez)

Chair Dodson mentioned the next steps to be taken are: Ms. Collins will take the Letter of Interest to the next NARC Policy Board Meeting in October. They in turn will offer TBRPC a formal invitation to be the provider for the 2012 national conference. What will be asked of you, as a member of the TBRPC, is to secure from your jurisdiction a resolution that supports the financial contribution that will be asked to make. Beyond that, a NARC Committee will come to the Tampa region and the process of preparing for that conference will begin, utilizing staff’s assistance.

Executive Director’s Evaluation:
The Executive/Budget Committee responded to the annual questionnaire for the Executive Director’s review. Mr. Pumariaga received an exemplary review. His abilities have once again been demonstrated in a forthright and professional manner. Everyone that responded to the questionnaire extended the highest remarks and the highest points that he could receive. One of the biggest obstacles and one of the biggest setbacks our organization could have faced early this year, on a financial basis, was the retention of our tenant Help A Child. There were a lot of discussions and a lot of negotiations that went on to retain that tenant. There was a strong possibility that we could have lost that tenant. Not only would we have lost that revenue stream, we would have been faced with a very large portion of this building remaining open. Had we needed to seek a new tenant we would have likely had to reduce the rent and we would have had a space that would cost us additional funds to reorganize for a new tenant. None of those things occurred.

Under Manny’s leadership the Council has once again had a number of accomplishments over this past year such as: the ongoing efforts and progress of the One Bay Initiative; the revision and the adoption of our Administrative Rules; the recent SB 360 Workshop; the awarding of the EDA Grant for the Disaster Resiliency Study; the grant from the State Division of Emergency Management for the Catastrophic Plan for the Tampa Bay Region. Manny and his staff have worked diligently to implement the Council’s mission in a fiscally responsible manner.

Mr. Pumariaga thanked staff for their excellent, high quality work, under extreme fiscal restraints year after year, and for producing good quality work. I would like to thank the board for supporting the staff.

11. Executive Director’s Report
There will be a Legislative Committee before the Council meeting on October 12th, at 9:00 a.m. We will touch base on the off shore drilling and if you like, we can try to bring together a panel in October to speak at the Council meeting. Keep in mind, from a staff standpoint, we may be asked to comment on facets of off shore drilling as a part of our official intergovernmental review function so we need to be cautious with what kind of resolution we would process through the Council. It may be a better course to submit a letter with the Council’s concerns.

12. Chair’s Report - None

Next meeting, October 12, 2009 at 10:00 a.m.
Adjournment: 11:59 a.m.

William Dodson, Chair

Lori Denman, Recording Secretary