



# Council Minutes

August 8, 2011  
10:00 a.m.

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## REPRESENTATIVES PRESENT

Chair, Vice Mayor Bill Dodson, City of Plant City  
Vice Chair, Commissioner Larry Bustle, Manatee County  
Secretary/Treasurer, Mayor Bob Minning, City of Treasure Island  
Past Chair, Commissioner Jack Mariano, Pasco County  
Commissioner Nina Bandoni, City of Safety Harbor  
Vice Mayor Ron Barnette, City of Dunedin  
Commissioner Neil Brickfield, Pinellas County  
Commissioner Victor Crist, Hillsborough County  
Commissioner Al Halpern, City of St. Pete Beach  
Council Member Bill Jonson, City of Clearwater  
Mr. Robert Kersteen, Pinellas County Gubernatorial Appointee  
Ms. Angeleah Kinsler, Hillsborough County Gubernatorial Appointee  
Councilman Bob Langford, City of New Port Richey  
Councilor Bob Matthews, City of Seminole  
Councilwoman Mary Mulhern, City of Tampa  
Council Member Wengay Newton, City of St. Petersburg  
Mr. Andy Núñez, Pinellas County Gubernatorial Appointee  
Ms. Barbara Sheen Todd, Pinellas County Gubernatorial Appointee  
Mr. Charles Waller, Pasco County Gubernatorial Appointee  
Mr. Earl Young, Pasco County Gubernatorial Appointee  
Mr. Ming Gao, Ex-Officio, Florida Department of Transportation  
Ms. Michelle Miller, Ex-Officio, Enterprise Florida

## REPRESENTATIVES ABSENT

Mayor David Archie, City of Tarpon Springs  
Mayor Scott Black, City of Dade City  
Commissioner Woody Brown, City of Largo  
Councilman Sam Henderson, City of Gulfport  
Mayor Shirley Groover Bryant, City of Palmetto  
Mr. Harry Kinnan, Manatee County Gubernatorial Appointee  
Council Member Janice Miller, City of Oldsmar  
Mayor Kathleen Peters, City of South Pasadena  
Council Member David Pogorilich, City of Temple Terrace  
Vice Mayor Patrick Roff, City of Bradenton  
Vice Mayor Ed Taylor, City of Pinellas Park  
Ms. Kim Vance, Hillsborough County Gubernatorial Appointee  
Mr. Todd Pressman, Ex-Officio, Southwest Florida Water Management District  
Ms. Pamela Vazquez, Ex-Officio, Department of Environmental Protection

**OTHERS PRESENT**

Trisha Neasman, Planner, SWFWMD  
Josh Holton, WMNF News Reporter  
Elisa DeGregorio, SVPOPS & Strat. Dir., Tampa Bay Partnership  
Jason Mickel, Planner, SWFWMD  
Todd Pokrywa, VP of Planning, SMR  
Mike Augustine, Sr. Planner, Hillsborough County Planning Commission

**STAFF PRESENT**

Mr. Manny Pumariega, Executive Director  
Mr. Donald Conn, Legal Counsel  
Ms. Suzanne Cooper, Principal Planner  
Ms. Lori Denman, Recording Secretary  
Mr. John Jacobsen, Accounting Manager  
Ms. Betti Johnson, Principal Planner  
Ms. Wren Krahl, Director of Administration/Public Information  
Ms. Jessica Lunsford, Senior Planner  
Mr. John Meyer, Principal Planner  
Mr. Greg Miller, Senior Planner  
Mr. Patrick O'Neil, Senior Planner  
Ms. Amanda Shaw, Senior Planner  
Mr. Avera Wynne, Planning Director

**Call to Order** – Chair Dodson

The August 8, 2011 regular meeting of the Tampa Bay Regional Planning Council (TBRPC) was called to order at 10:02 a.m.

The Invocation was given by Mr. Earl Young, followed by the pledge of allegiance.

**Roll Call** -- Recording Secretary

A quorum was present.

**Voting Conflict Report** -- Recording Secretary - None

**Announcements:** - Chair Dodson

- Councilor Bob Matthews was thanked for providing refreshments.
- The Governor re-appointed Angeleah Kinsler, Andy Núñez, Charles Waller, Kim Vance, and Earl Young to serve as Gubernatorial Appointees to the Council. Congratulations were provided. Bob Kersteen, Harry Kinnan and Barbara Sheen Todd have submitted their filing requirements and are awaiting the Governor's appointment decision.
- In order to encourage Council members to provide brief reports on TBRPC Council meetings to their respective commissions and councils staff has replaced the Action Agenda with a Recap of the Monthly Meeting. The Recap has brief talking points which highlight agenda items and presentations. The Recap will be distributed at the meeting and also emailed to Council members. We hope you will find this a useful tool in relaying information about the meeting to your fellow Commission and council members.
- Regional Planning Councils received two awards for the Statewide Regional Evacuation Study Plan: The 2011 National Association of Regional Council's Achievement Award and the 2011 Florida Planning and Zoning Association Outstanding Public Study Award, recognizing the

Statewide Regional Evacuation Study. Staff that significantly contributed to the study are Betti Johnson, Marshall Flynn, and Brady Smith.

1. **Approval of Minutes** – Secretary/Treasurer Minning  
The minutes from the June 6, 2011 regular meeting were approved. (Crist/Jonson)
2. **Budget Committee** – Secretary/Treasurer Minning
  - A. The Financial Report for the period ending 5/31/11 was approved. (Kersteen/Jonson)
  - B. The Financial Report for the period ending 6/30/11 was approved. (Mulhern/Núñez)
3. **Consent Agenda** – Chair Dodson

A. **Budget and Contractual** - None

**B. Intergovernmental Coordination & Review (IC&R) Program**

1. IC&R Reviews by Jurisdiction - June & July 2011
2. IC&R Database - June & July 2011

Action Recommended: None. Information Only.

Staff contact: John Meyer, ext. 29

3. IC&R #052-11 - Hillsborough County MPO 2011/12-2015/16 Transportation Improvement Program
4. IC&R #053-11 - Sarasota/Manatee MPO 2011-12-2015/16 Transportation Improvement Program
5. IC&R #054-11 Pasco County MPO 2011/12-2015/16 Transportation Improvement Program
6. IC&R #055-11 - Pinellas County MPO 2011/12-2015/16 Transportation Improvement Program

Action Recommended: Approve staff reports.

Staff contact: Greg Miller, ext. 18

**C. DRI Development Order Reports (DOR) - None**

Staff contact: John Meyer, ext. 29

**D. DRI Development Order Amendment Reports (DOAR)**

Due to statutory and contractual requirements, the following report has been transmitted to the state land planning agency and all relevant review agencies in accordance with Rule 29H-1.003(3), F.A.C.

1. DRI # 151 - Crosstown Center, Hillsborough County

Action Recommended: None. Information Only.

The following report is presented for Council action:

2. DRI # 103 - Cooper Creek, Manatee County

Action Recommended: Approve staff report.

Staff contact: John Meyer, ext. 29

**E. Notice of Proposed Change (NOPC) Reports**

Due to statutory and contractual requirements, the following report has been transmitted to the state land planning agency and all relevant review agencies in accordance with Rule 29H-1.003(3), F.A.C.

DRI # 240 - Heritage Harbour, Manatee County

Action Recommended: None. Information Only.

Staff contact: John Meyer, ext. 29

**F. Annual Report Summaries (ARS)/Biennial Report Summaries (BRS)**

1. DRI # 73 - Summerfield Crossings, RY 2010-11 ARS, Hillsborough County
2. DRI # 74 - River Ridge, RY 2010-11 ARS, Pasco County
3. DRI # 78 - Tampa Downtown Development, RY 2010-11 ARS, City of Tampa
4. DRI # 93 - Lake Brandon, RY 2009-10 ARS, Hillsborough County
5. DRI # 95 - Wingate Creek Mine, RY 2010-11 ARS, Manatee County
6. DRI #97 - St. Petersburg Intown Area, RY 2010-11 ARS, City of St. Petersburg
7. DRI #123 - Bay Area Outlet Mall, RY 2010-11 ARS, City of Largo
8. DRI #130 - Cypress Banks, RY 2010-11 ARS, Manatee County
9. DRI #131 - Regency Park North, RY 2010-11 ARS, Hillsborough County
10. DRI #161 - University Center R/D Park, RY 2010-11 ARS, City of Tampa
11. DRI #163 - Cannon Ranch, RY 2010-11 ARS, Pasco County
12. DRI #195 - Gateway Areawide, RY 2010-11 ARS, City of St. Petersburg
13. DRI #208 - The Crescent, RY 2010-11 ARS, Hillsborough County
14. DRI #212 - Hillsborough River Realty, RY 2010-11 ARS, City of Tampa
15. DRI #216 - University Lakes, RY 2010-11 ARS, Manatee County
16. DRI #226 - Busch Gardens S/D, RY 2010-11 ARS, City of Tampa
17. DRI #240 - Heritage Harbour, RY 2010-11 ARS, Manatee County
18. DRI #244 - Cypress Creek, RY 2010-11 ARS, Pasco County
19. DRI #245 - Big Bend Transfer Company, RY 2010-11 ARS, Hillsborough County
20. DRI #246 - Suncoast Crossings, RY 2010-11 ARS, Pasco County
21. DRI #252 - Cypress Creek Town Center, RYs 2009-11 **BRS**, Pasco County
22. DRI #266 - Waterset, **RYs** 2009-11 ARS, Hillsborough 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 # 11-1CIE, City of Holmes Beach (adopted)
2. DCA # 11-1, Manatee County (proposed)
3. DCA # 11-1AR, City of St. Petersburg (adopted)
4. DCA # 11-1ESR, City of Clearwater (proposed)
5. DCA # 11-1CIE/ESR, City of New Port Richey (adopted)
6. DCA # 11-1AR, Hillsborough County (adopted)
7. DCA # 11-2ESR, City of St. Petersburg (proposed)
8. DCA # 11-2ESR, City of Largo (proposed)
9. DCA # 11-1CIE/ESR, City of Safety Harbor (adopted)
10. DCA # 11-1AR, City of Largo (adopted)

Action Recommended: For Information

Staff contact: Jessica Lunsford, ext. 38

**I. Local Government Comprehensive Plan Amendments (LGCP)**

The following report(s) are presented for Council review:

1. DCA # 11-1CIE/ESR, City of Dunedin (adopted)

Action Recommended: Approve staff report(s)

Staff contact: Jessica Lunsford, ext. 38

The consent agenda was approved. (Kersteen/Newton)

**4. Item(s) Removed from Consent Agenda and Addendum Item(s) - None**

**5. Review Item(s) or Any Other Item(s) for Discussion - None**

**6.** Katherine Johnston, Senior Economist, SRI’s International Center for Science, Technology and Economic Development presented “A Regional Business Plan for Tampa Bay.” This study was a joint collaboration with the TBRPC, Tampa Bay Partnership, the Economic Development Administration (EDA), and SRI consisting of over a year of intensive research, surveys, and findings. TBRPC will continue to work with the Tampa Bay Partnership (TBP) and other stakeholders in the implementation activities and will be making changes to EDA’s Comprehensive Economic Development Strategy and the SRPP to carry out the results of the study. Stuart Rogel, President and CEO of the TBP was recognized. Mr. Rogel and Mr. Pumariega, along with their staff, have worked diligently on the Targeted Cluster and Workforce Skills Study. The Executive Summary was distributed.

SRI International is an independent, nonprofit research corporation, founded 65 years ago. Their

headquarters is in Menlo Park, California, near Stanford University. There is a large office in Washington, DC which focuses on policy-related work such as economic development, education, and technology development. An office was opened in St. Petersburg a couple of years ago which focuses on marine sciences research.

Ms. Johnston works for SRI's Center for Science, Technology, and Economic Development which is based out of SRI's Washington DC office. The center has been doing economic development and innovation based development studies and strategies for over 25 years. SRI has a long history of working in Florida. Going back, SRI helped with the design and plan for Enterprise Florida. Over 15 years ago SRI did some of the earliest industry cluster studies in Palm Beach County, and also helped with the reuse plan for Homestead Air Force Base when it closed. Over the last 4 years SRI has done several economic development and industry targeting studies in a number of regions around the state: Northwest Florida region (16 counties), Central Florida/Polk County, Hardee-Highlands-DeSoto Counties, Clay County, and the Tampa Bay region (8 counties).

The project started in May 2010, focusing on two main topics:

1. Industry cluster analysis: Looking at the structure of your economy across the region. What industries do you have that are strong? What has the potential to develop and grow stronger? What assets do you have to support your emerging industries? What issues and challenges may need to be addressed to help your companies and industries grow and become more competitive in the coming years?
2. Workforce analysis: Looking at the types of workers and skills you have in the region, and also the educational institutions that are training those workers. Main focus is on whether the workforce and training programs are meeting the future needs of your key industries, and what types of workers, skills, and training might need to be developed further.

There have been two main outputs:

1. SRI has identified a new set of target industries that have good potential to grow and develop across the Tampa Bay region in the future; and
2. SRI has developed an extensive strategy for the region to pursue in order to grow those industries and develop your workforce.

SRI has done very extensive research and analysis looking at the regional economy, industries, workforce, and higher education institutions. More importantly, we have had extensive interactions with stakeholders all over the region throughout the project - through in-person interviews, focus groups, and surveys. This has helped get on-the-ground insights from people about what is really happening in the region and what the needs and goals are. The Partnership set up a Task Force of stakeholders to help oversee the project, and they have provided more formal feedback at key points in the project and also participated in the decision-making. The main thing to emphasize is that the work has involved rigorous research, but it has also been a very participatory process. Research and details about the work is on the Partnership's website.

The new Regional Business Plan for Economic Development in the Tampa Bay Region was developed by working very closely with the Tampa Bay Partnership, other economic

development partners around the region, and many stakeholders from industry, education, and workforce organizations. The strategy reflects what people like you told us is great and strong about the Tampa Bay region, what needs to be improved, and how you want the Tampa Bay region to evolve into the future.

The most important part of any strategy is knowing what you want to achieve. Where do you want to be as a region in 5, 10 or 20 years? SRI identified 4 main goals for the strategy:

1. Help the companies in the Tampa Bay region to grow and become more competitive, and to become more “export-focused.” Export-focused means selling products and services in places outside the immediate region rather than just depending on a local customer base. This is important because it is a sign of robust and competitive industries, and it makes your economy more resilient and less prone to economic cycles.
2. Create more jobs, which is important after the recent recession, and create better jobs with higher wage levels and skill levels so opportunities for workers in the region will improve over time.
3. Diversify the economy. There are a number of industries in this region that are already strong and will probably always be major parts of the economy, things like services, retail trade, tourism, health, construction and transportation. As you look to the future it’s important to develop emerging industries that could become pillars of the economy over time. Having a more diversified economy can also help insulate against economic swings and recession.
4. Work more collaboratively across the eight-county region. This strategy is not meant to duplicate or replace things that are being done at the county level or city level, but to complement and support those efforts, and to pursue things that can’t be done at a smaller level.

The benefits of taking this kind of broad regional approach are:

1. Helps to build a stronger brand image and reputation for the Tampa Bay region.
2. Working regionally helps to expand and leverage the resources you have to work with. This is especially important in the current economic climate when everyone simply has less resources.
3. You need to cooperate to be competitive. We know that counties within this region may compete with each other for a business relocation project or for investment attraction. But we know the most successful regions in the country are places where people have worked cooperatively as a region. When new businesses invest in the Tampa Bay region and new jobs are created, everyone in this region is better off, even if it happens across another county line.

The plan has 16 initiatives for you to pursue as a region. The initiatives are things that you can work on to better capitalize on your assets, address your challenges, help your target sectors and your entire economy grow, and become more competitive. There are three types of initiatives to the plan:

1. Foundational initiatives:  
These focus on addressing challenges that are not industry specific, but that affect your entire regional economy such as: innovation systems, finance and capital, infrastructure, policy/regulatory issues, and quality of life.

2. Workforce initiatives:  
These will help improve the availability and skills of the workers you need to grow your target sectors and promoting overall economic growth.
3. Target Sector initiatives:  
These are pretty self explanatory. They address challenges or capitalize on opportunities that are related to specific industries.

There is a lot of detailed information and action steps behind each of these initiatives. It is important to emphasize that these initiatives do not represent everything that could be done or needs to be done. In this plan we tried to target and prioritize what needs to be done most, what is most likely to contribute to the region's overall goals, and what can best be implemented regionally.

There are three Foundational Initiatives:

1. Develop & Promote a renewed identity as an innovative, integrated regional economy.
2. Build an innovation & entrepreneurial ecosystem.
3. Strengthen business retention & expansion regionally.

All three of these are aimed at addressing key weaknesses or challenges in your region's foundations for economic growth. These are challenges that we heard mentioned over and over again from stakeholders we talked to throughout this project.

The first initiative addresses the issue of promotion and marketing for the region. It aims to do two things: start marketing the region in a more integrated, regionally minded way, and to start building a strong image of the region as a place that is innovative and knowledge driven, and not only about good weather and quality of life. Those attributes are important, but they are not enough to continue bringing in new jobs and investment, especially for the new target sectors.

The second initiative addresses the support system in the region for entrepreneurship and innovation. This initiative aims to do things like establishing a more coordinated structures and information resources for the region's entrepreneur and small business services, incubators, and venture/angel financing since all of these are quite fragmented right now. It also has activities to improve support for businesses applying for major federal research grants, and to support universities in streamlining their technology transfer and commercialization processes.

The third initiative focuses on improving services for business retention and expansion throughout the region, and having better coordination and information sharing across the region about business outreach efforts and needs. This is an important area to focus on because existing firms typically create 30 to 80 percent of all new jobs in the region. It is much easier to keep and grow your existing businesses than to recruit new firms.

The three Workforce Initiatives:

1. Expand partnerships and communication between target sectors and workforce

development system. This initiative focuses on closing the communications gap between industry and education, and proposes setting up a new mechanism for the target industry sectors to share their workforce and skills needs with higher education institutions to ensure that the right programs and curriculum are in place to train the future workforce that these industries will need to be competitive.

2. Increase collaboration among region's post-secondary institutions. This initiative proposes a new regional structure that will improve coordination, collaboration, and information sharing across the many post-secondary educational institutions around the region. The aim is to make sure that new programs are being developed strategically and that efforts aren't being duplicated, and to make sure that the educational assets you have to support the development of the target sectors are being marketed and communicated effectively.
3. Increase awareness about career "ladders" in the target sectors. This initiative is to build up better information about the long term career opportunities in the target sectors, sometimes called career ladders, so that students and workers in the region can understand the future job opportunities that may be available to them and will have the information they need to get the right training and skills for these jobs.

By saying that the Tampa Bay region has four target industries we don't mean to imply that other industries are not important or shouldn't also be developed. In selecting the four industries some of the criteria used is as follows:

- Are there assets, infrastructure, institutions, training/education programs, etc. in the region to support the industry's development and growth?
- Are the projected future growth trends for the industry strong?
- Will it create new and better jobs, and also diversify the economy?
- Does it have potential to grow and benefit all 8 counties in the region, and not just a few?
- Is it something that needs broader regional support to grow and flourish, or something that can't be addressed at the county or city level alone?
- Is it something that reflects the unique assets and attributes of your region and helps you create a unique identity that will set the Tampa Bay region apart from other places around the country?

The Tampa Bay region has a very strong medical and life sciences industry. The life sciences industry is fragmented and there is not a clear definition of the specialties. The first target sector - Applied Medicine & Human Performance - represents a more focused approach to life sciences. We are recommending that you build off of and develop several existing and emerging areas of specialty in the region to become a recognized center of excellence in some specific areas within life sciences.

There are five niches that we recommend you focus on with this sector:

1. Senior Health & Wellness: This build off of some world-class research specialties that already exist in the region or that are developing. This also focuses on making the age demographics in your region an asset by becoming a test-bed for companies and

researchers whose work targets the older demographic and becoming a center of excellence in aging research.

2. **Human Performance:** This niche builds off of existing regional expertise in orthopedic surgery and prosthetics, brain/neurological research, and sports medicine services, and also builds on the region's extensive sports training activities and tourism assets. There are a lot of crossover linkages between this field and research that is being done for senior health & aging. There are even linkages with the defense sector, in terms of conditions affecting soldiers and veterans.
3. **Clinical Trials & Destination Medicine:** This focuses on building a state of the art clinical trials ability in the region. By building a reputation for clinical trials you can then attract high-end destination medicine patients who would travel to the area because of the quality of care and reputation for world class research for specific conditions. The region's well established tourism assets are an added draw. This is essentially "medical tourism," but the different label of "destination medicine" is more appropriate here because people would be coming not to get a cheaper treatment, but to get a better treatment that's not available elsewhere.

Two other niches are: Medical Instruments & Devices and Health IT & Bioinformatics.

There are two initiatives to support this target sector:

1. A series of activities to build up the capacity in the region for clinical trials by streamlining the processes, increasing physician participation, and recruiting researchers with clinical trials expertise.
2. Activities to increase the networking, partnerships, and research collaboration among the scientists, universities, and companies that are working in some of the research fields related to human performance and senior health. This would be done through creating a research forum that would hold networking events, or also creating a virtual or online research forum.

The second target sector is High-Tech Electronics & Instruments. This focuses on research, design, and manufacturing of high-tech components, electronics, instruments, and devices that serve several very different user industries. There are already assets in the region supporting development of this target sector. We are recommending that you focus specifically on three end-user industries: aerospace/defense, marine, and medical. These share workforce needs and technological needs. There are two initiatives in the strategy to support this target sector.

1. Pursue those areas of synergy and crossover by convening people who are working in the aerospace/defense, medical instrument, and marine instrument sectors to explore and pursue areas for new research partnerships and innovations.
2. Propose a number of different national and prestigious research grants that researchers in these fields could apply for, with some regional support to help build the partnerships and resources that are needed to win these kinds of awards. Winning some of these grants can really bolster the region's national reputation for research excellence in the electronics & instruments sector.

The third target sector is Business, Financial & Data Services. This target builds off of the fact

that your region has very strong business services and financial services industries, and a growing IT industry. There are four niches to focus on:

1. Business Process Outsourcing & Shared Services
2. Financial Transactions Processing
3. Data Centers, Disaster Recovery & Data Management
4. Health IT & Bioinformatics

Three initiatives to support the Business, Financial & Data Services target sector are:

1. Focus on corporate shared services opportunities, defining the region's value proposition for shared services and then promoting the region for these kinds of activities to bring in new companies and investments.
2. Similar kind of promotional and business attraction activities, but focusing on the financial management & Transactions processing sector.
3. Focus on promotion and business attraction for business process outsourcing, and working with providers in the region to help grow their customer base.

The fourth target sector is Marine & Environmental Activities. The Tampa Bay region already has strong research capabilities in marine sciences although your region does not yet have a national or global reputation for this field. A lot of the regional activities in the marine sector are still in the innovation and R&D phases and on the environmental side, most activities are still new and fragmented. This is still an emerging sector in terms of its commercial potential. Most of the niches we are recommending for this sector focus on developing commercial and business applications from marine sciences research capabilities that are already strong in the region.

We are recommending what you do with this sector is to capitalize on the research that is taking place here and try to start spinning that into activities that have commercial potential and create jobs. Some of the focus areas of this sector are: Aquaculture, Algae-Based Biofuels and other types of biofuels, Energy Efficiency & Conservation, and Marine Instruments, Sensors, Remote Monitors & Optics.

There are three initiatives in the strategy to support this sector. Most are more exploratory in nature than some of the other initiatives because these are such new and emerging fields.

1. Focus on building up the region's capabilities in aquaculture and biofuels by convening the stakeholders who are working in these fields.
2. Doing a regional feasibility assessment to determine how the Tampa Bay region can really build up and grow its commercial capabilities in these areas.
3. Focus on building up the regional market and demand for energy efficiency products and services. Some of the activities here would be creating better information resources on energy efficiency programs and incentives that are available, doing outreach and educational campaigns, and linking in to some of the federal and state funding and resources that are available in this field.

We've spent the last year doing a lot of rigorous work and analysis to prepare this new strategy

and it's great that the region has invested this kind of time and resources into planning for the future. The plan is only as good as what happens next. The region needs to take ownership of the strategy and make it happen. The strategy is very ambitious and future oriented, but it is also very achievable with the right dedication and support of the leadership here in the Tampa Bay region. How can you help? Participate in a working group to implement initiatives. Get excited about the Regional Business Plan and educate others. Collaborate to help identify human and financial resources.

Stuart Rogel made additional comments. The TBRPC has been front and center through this project and Mr. Rogel thanked Manny and his staff. Without the efforts and guidance you provided to the Tampa Bay Partnership we would not have been able to secure the Economic Development Administration's resources.

Two months ago Mr. Rogel was at the Council meeting discussing the Florida Chamber's Six Pillars, which is the statewide effort of a regional plan for economic development. During that presentation there was a brief mention of the Regional Business Plan and how it ties together on a statewide basis with Enterprise Florida, the Florida Chamber, and other stakeholders who are looking at the future of Florida.

It is very unique to create an eight county regional strategic business plan, focused on industry clusters that are connected. This doesn't happen very often in this country. San Diego took it to another level because they also included Mexico and worked with Tijuana on their regional business plan.

In order to be successful with the Regional Business Plan in the Tampa Bay region we need everyone to be involved. Twenty years ago, the business and financial & data services (Raymond James, Franklin Templeton, Citicorp, Chase, etc.) came to our region because we had the site for them to build on, incentives to help cover the front-end costs, construction techniques, and an available workforce. I came to the Regional Planning Council, I talked to the Mayor, I talked to the Commission and the Chamber, and the Economic Development Council, about the jobs in business & financial data. The university president said they needed to generate more accounting degrees than they had in the past. Everyone did their part to make this work. The same thing will apply here if we are all on the same page in the eight counties. We need the workforce and talent to match up with these industries. The difference today is that we don't need to bring them in this time. Research shows these are businesses that exist here and this is the workforce and the talent that exists here that match up with these industries. What we have to do is accelerate their growth and their support.

We will continue to promote, but we also have the capacity here and that's what the four clusters talk about. It's all about connecting the dots and tying things together. If we are going to be successful, we have to be skilled in our implementation. We created a Steering Committee to help lead this effort. Vinny Dolan is the President of Progress Energy Florida and has led this effort from the beginning and is committed to continuing on. Dr. Judy Genshaft, President of USF, is also part of our Steering Committee. We are putting the team together to populate the working groups for each one of the industry clusters, as well as a working group for the

foundational initiatives and the workforce initiatives. Everyone will be working on the things that are important to them. We also have a Regional Advisory Board that represents the entire region, and different industries. The Advisory Board will meet once or twice a year and will provide input into the plan, and will also understand how the plan is moving forward and if necessary, how to advance that. I encourage you to get involved by either requesting a presentation which we can make longer, shorter, or interactive as we did last week. We took the Board of County Commissioners of Pinellas County, the Board of Trustees of St. Pete College and the School Board of Pinellas County and spent 3 hours talking about how they can advance the Regional Business Plan and why it's good for Pinellas County. Those are the kinds of things that we ask you to be creative about - what would work in your community? What would work for your organization? How can we bring this Plan into play?

We are asking for resolutions of support from the cities and counties and I would ask the RPC to consider this resolution. We will send you a draft form and would request it be executed and sent back. If any of the TBRPC cities and counties would like to pass a resolution of support we can talk about that and talk about making a presentation to share that information with you. It's just a simple way of saying you are on board.

Mr. Rogel closed by saying they are serious about getting the economy back together but we can't do it without everyone being on the same page and understanding where the jobs of the future are coming from, and what we need to do to grow the jobs.

#### Questions & Comments:

Commissioner Crist:

You covered a lot in a very short period of time and I know there is probably a lot more once we take a closer look. It's pretty clear that you did a needs assessment and you touched on an action strategy, but was there any part of this that was a formal resource assessment? Did we take a look at all the various counties' authorities? They are all fairly localized. Are there any authorities that if they were regionalized, it would be a stronger asset such as taking all of our Ports and putting them under one regional port authority? Taking advantage of the attributes that each could bring to the table forming SE U.S. largest port? Or the possibility of a regional airport authority? Where working together collaboratively would maximum our potential in going after more industries in those areas?

Ms. Johnston:

There are so many opportunities. We touched on that in the presentation in terms of a lot going on and how can it be better coordinated, how can it be streamlined? In terms of our own work, when you talk about looking at resources, our focus was on building up to that point and looking at assets and resources that you have to develop these industries and workforce. The Partnership is actually getting the working groups together with people who will actually make this happen. Those decisions can be made by that group.

Commissioner Crist:

So you are saying it *could* be a direction that could be investigated further?

Ms. Johnston:

Yes.

Commissioner Crist:

I know you touched on this, but when you are talking about the bio-technical medical side of this, USF has a \$438 million NIH grant to pioneer a cure for diabetes. We could be the destination for treatment and research. There are 67 sites around the world but they aren't here. It would take regional thinking in order to do that. Has there been any follow up working with the University to see how to build on that?

Mr. Rogel:

There has been, yes. To the point of regional assets, they are absolutely regional assets that compliment each other. USF is the big engine that will drive this. There are so many great health care opportunities that are ongoing, and private research institutions. There was an article in the paper today on Draper which is another example. Draper came to this community to manufacture a semi-conductor part for a defense contract and they are working on post-traumatic stress syndrome research with USF. There's a private research facility in Winter Haven that do ocular-macular degeneration clinical trials. They have done 63 in the last five years. The Institute for the Aging in Sarasota just announced they would be looking at aging issues and putting research together. There is an opportunity to connect the dots and say, how can we accelerate our research efforts and focus around the university capacity. It's basically a six or seven step plan on how we can be a center for research as a national center, a recognized center in some of these areas. The first recommendation in the Regional Business Plan was to map the assets of the region. We are beginning to do that. Some of your own communities are mapping their assets in their communities. We are working with Pasco County who is doing a manufacturing capacities analysis. Everyone is quickly learning that we need to do this at the regional level, at a minimum. I think we can put ourselves on the map with USF and others, particularly when we partner and follow USF. We want to be best and first and nationally known.

Commissioner Halpern:

As a representative from a beach community, was the absence of tourism an oversight?

Mr. Rogel:

There is a lot of cross-county between these different targeted industries. We put up the idea of applied medicine and unit performance as one of the four major clusters. The concept of destination medicine is an opportunity to tie that to tourism. We do a very good job of tourism, as well as the entire Tampa Bay area. We are the middle of a tourism destination. When we combine that with world class medicine and the research, that puts us on the front end of cures for diseases. Think about the story the beaches in Pinellas County can promote, "come to Tampa Bay where you can get the best medical care and research in the world and you can be at some of the best beaches in the world." We feel that there is an opportunity and we would like to talk with you specifically about how do we tie this medical engine we have in Tampa Bay with the tourism industry? Agriculture is another example. Commissioner Putnam, the Commissioner of Agriculture, looked me in the eye and asked, how does agriculture fit into all of this? When we talked about marine environmental activities and in particular, the aquaculture and algae production, he said that's where he wants to take agriculture in the future. This is not leaving anybody out, but it is looking at these

industries very differently.

Ms. Johnston: We had this conversation extensively as a part of this project. The thing with this strategy is to figure out what the rules are and what the needs are on a regional effort. We are not saying that tourism, construction, transportation and all these industries are not important. They are incredibly important. They are major employers and major engines in the economy but the region needs to think about where the next engine is coming. Bring those along, but bring in new drivers as well.

Ms. Todd: I have three observations. I really think there's an opportunity here for the Regional Planning Council as the conveners of the region to work with SRI or another to get the resources to bring together these different entities, educational group leaders, the different types of industries that have commonalities so that we can get into implementation. I hope you can explore that with Mr. Pumariega because it's non-threatening with the RPC, where if you take it to an industry they would see it as competition. Secondly, in your resource development - did you develop any baseline data?

Ms. Johnston: Yes. A lot of our work was establishing that baseline. The second part of that is, where do we want to be? That's actually something we have been working on with the Partnership. What do we want to see this strategy achieve? What's a reasonable target, how many jobs in five year? Ten years? So you can actually subtract that progress over time.

Ms. Todd: I think most of us here are the kind that like to get beyond the planning and actually see some measurable steps so we could develop this into a program where every year, or every couple of years, we can measure our progress and actually see that we implemented some things of substance. The third question I have for you, I personally have been working with a couple of industries that were interested in developing foreign relations, contacts. Now that the American dollar is weaker there are businesses in other countries that are interested in our exporting to them. I'm thinking that maybe this is something we ought to be taking a more serious look at and see if there isn't some way that we could immediately identify some of the businesses who would fall into some of these categories or manufacturers and then combine those with some of the contacts that some of us are making overseas or in Latin America. There is an opportunity there. I have already seen some right here that are interested in going to Brazil. Have you done any of that exploration? Is that something that we could explore?

Ms. Johnston: Yes, definitely. We talked to a lot of businesses around the region and we had some interesting stories about this. We actually talked to a company that is moving manufacturing back here to the region because of issues. If we want to grow the businesses we have here, how are they going to grow? Where are their next markets? You are right, a lot of those markets and business opportunities for them are going to be exporting overseas.

Ms. Todd: Is the plan on-line?

Ms. Johnston: Yes, and it has all of the details in the plan.

Mr. Rogel: We want to move beyond the talking, that's the next step. I love research, but I love getting things done and that's what the Tampa Bay Partnership is all about. And we definitely will need the RPC. We will be measuring, and that is the first role the RPC can help us with. If you have any thoughts or ideas on anything that is missing, any questions you may have, please contact us. This is about understanding how to get the economy back running, how we can create jobs and a sustainable economy for our region.

Councilman Newton: You said businesses need growth, as long as that's not just monetary growth. We have the biggest history of income tourism tax so that tells you that tourism is coming back. I like how you are going to build on that. A key to why they come to St. Petersburg is sports and the arts. You spoke about cooperation and taking a lead and I see some of that working already. Primarily in St. Pete. I was wondering how far did you delve into education? We talk about having the education and population sustain or grow to attract more businesses, how far did you get in to that?

Ms. Johnston: Education is an essential part of this. To delve into the level that we needed to would be another year long process. But we did address education in the study at the extent that we need to look at how is education an issue for workforce development, how is it an issue for attracting and grow businesses? This will not solve age old problems in this region and you know what the issues are and we do know from people we talked to that attracting high level jobs is a challenge if people's perception is that the education system is weak. Sometimes it's hard to get those engineers and doctors here. In terms of the actual research we did, we focused more on the post secondary level and that was on purpose because again, given the scope we were working on we can't address all the issues. We are looking into the higher education and the programs, output of students, where the programs need to be supported for the jobs in these target industries.

Councilman Newton: When you talk about competition, a lot of these institutions offer the same thing.

Ms. Johnston: That's what we looked extensively at. We have those three workforce initiatives and one of those recommendations are looking at trying to cooperate more across institutions and programs.

Councilman Newton: I was listening to a talk show and they spoke to that. They put a lot of bachelor degrees out there for the work group and hang the degree on the wall. Mostly he is targeting different areas that can enhance some of those skills so you can go get that job. PTEC and St. Pete College are something that is needed. Having this type of data and resources to show you what is being targeted is going to be huge.

Council Member Mulhern: The City of Tampa has the Camel's Project which is being built downtown and it is computer assisted medical learning in conjunction with USF. Dr. Sullivan, the person behind this, is an international leader

and her plan was not to just have a research and training facility. What it's going to do is help fund your medical tourism idea because it will be bringing people from all over the world to come and train and learn these medical procedures in Tampa. It's also becoming an incentive for some of the manufacturing and research industries that develop this equipment. She is working with them from all over the world. That's a great thing to pursue, especially in our cities and universities. I think you brought up a good point about tourism. I know you can't target everything and we do have Tampa Bay's Tourism Development Council and that's a great thing about the tax going up. It kind of ties in - I don't know if you would call that import or export when you bring tourists in, but we are definitely importing their dollars. The industries that we started with here, tourism and agriculture, are great things that we need to continue with. I was really glad to hear you talk about manufacturing because our economy nationally has been suffering from not producing actual things. I think for Florida we need to grow and produce and that's how we are going to get our economy on target. Business, financial and data services is a big category and those are actually jobs but we are on our second recession apparently and those loss of jobs and the difficult economy we have had in the last few years are so over reliant on financial services and financial products that aren't actually tangible things. I think your plans are good, but I think there really needs to be a focus on manufacturing and agriculture when you talk about export companies.

Mr. Rogel: To comment on manufacturing, international businesses and ties to tourism - if you go back and look at the four clusters if you were to draw another line it might be to show international activity and manufacturing is really over all the clusters in one way or another. We are focused on the four industries where we think there is a potential for growth and development. We also have to think in terms of manufacturing and how it ties into our industries of tourism and agriculture and construction. The focus is right now, how do you help grow those jobs in those industries?

Council Member Jonson: For local governments, we are putting our budgets together for next year, and one of the things that didn't come out real strong was infrastructure. For us, and local government right now, are there things that we need to make sure that we have in our budget that would help build this?

Mr. Rogel: Go back and look at your own economic development strategies and ask yourselves how these fit, and are they relevant to what we are talking about here? How do you tie to the larger regional economy? What do your economic development strategies tell you in your own community that you need to do to advance those industries and those jobs and those opportunities? In Clearwater you have a very thoughtful economic development strategy that you just received and we worked very closely with your team on the Regional Business Plan. Go back and see what you local strategies say and how they tie back together and then what resources, what support, what do you need to put into your own local

strategy and make sure that they tie with these initiatives. We've had conversations about how we market ourselves as an integrated regional economy. There may be some simple things that we can do. We have an international convention coming up for five days, how can we tell the story to the world about the business opportunities that exist in Tampa Bay? We may have some conversations about how we jointly can do that, how we can work together. If you need help with that or if you want a more detailed workshop, any of us will be happy to provide that.

Council Member Jonson:

Going back to infrastructure, I know the Partnership has been very actively involved with TBARTA and transportation.

Mr. Rogel:

The difference here is that we are going to be asking those businesses what they need to be successful. I'm certain that infrastructure is going to be one of the elements. We all have to support the airport, our own surface transit and transportation needs in the Tampa Bay region. That's been one of our strengths - being able to connect relatively easily. But it is getting harder and harder particularly when these industries continue to grow. Infrastructure will be an important component.

Commissioner Mariano:

I have the pleasure of serving on the Partnership as well as the Planning Council and it has been good to study what both of these organizations do in working together and work on super region projects together and the cooperation is there. Some of our Commission staff was invited to look at the project and it was explained how it all happened and how working together with the City of St. Pete to make it all happen was very impressive to me. I watched how you focused on some of the assets that we do have and one of the fundamental things in Pasco County that we have to work on is, we aren't going to draw too many people from New York or Chicago but we are going to try to work very closely in helping our own businesses grow. In your packet it actually talks about one of our companies leaving to go to another county. Part of our incentives that we have in place was, if you are here we can give you as much credit as if you were coming in fresh. If you are building construction we will give you as much credit as if you were coming in fresh. We adopted ourselves to a whole new way of doing it and we get the economic development plan out of the way in the process. Our mobility fee, I invite all of you if you would like our staff to show each regional picture what we've done we will be happy to show you. Right after we passed it we were down in Manatee County showing them what Pasco County had done. Briefly, what started out to just be taking impact fees and turning them into mobility fees we now took it to another level. We actually are using it as a tax free program for financing our mobility fees, which now replace the impact fees. Anybody coming into the light industrial project or an office project, now have no fees for transportation to pay. Anybody with retail are now competitive with everybody in the region as well. We just want to be competitive and get our fair share. What we've done is set a base line to our taxable value is in the county right now. For anything more that comes in the county is now going to take 67% of their money and run the county on. When you

have businesses that come in they don't take as much from your expenses to run the county. That 67%, we figure the county can run on that and when taking 33% of the money, and when taking that money, that's in our transportation budget. Changing the name from impact fees to mobility fees gives us the flexibility if we want to put money into trailways, sidewalks, buses, transit. We can now do that where as before we were restricted. This is putting us out there. I want to see the whole region grow because if everything goes well in the region, we think everyone will get elevated. If we can put the spotlight on the Tampa Bay region we will all get stronger and with the groundwork that has been laid, I think we are moving in a great direction.

Ms. Michele Miller:

As we look at becoming a center of activity for information as we are currently a center of activity for tourism. I think something that we talked about in the past, but we need to remember is the impact of international travel. One of the things that I saw happen in Orlando is, there are a lot of people who traveled internationally to Orlando for medical services and it worked out because the person that needed the medical services could get those services and other members of the family could do other things that they wanted such as go to attractions and do some very nice high end shopping. When it became difficult to come into the United States and bring the whole family in for a week or so at a time, it was a real downturn in that high end shopping and some of those other activities. So as we look at the medical, bringing people here for medical services, bringing people from all over the world here for information centers, it's just something that we need to continually keep on our mind and address. I realize it's a federal issue, but it's one we need to continue to communicate - that this is an international community that we are hoping to become a part of and we've got to make it easier for internationally people to get here.

Mr. Rogel:

You raise a good point and we've spent a lot of time talking today about jobs and workforce and how we tie this together but so many outputs when you do this kind of policy recommendations and how to address regulatory barriers or policy barriers that prevent us from growing. That's one, a perfect example. How do we band together to be able to address our needs. One of the outcomes from the workshop in Pinellas last week was to see if three boards could put together a common legislative agenda and agree on a couple of items and then take that to our legislative delegation which is 25% of the legislature in the Tampa Bay region. We have a common message and I think we might have a good chance of getting our legislative delegation behind us and if we have our legislative delegation behind us we have a good chance of getting Tallahassee to do something. This is one example, this may be at the federal level where we have to work hard and that may be one of the outcomes when we dig deeper into this. A lot of this is economic workforce but there are a lot of things we can develop out of this and say how can we work together for change.

All Council presentations: [www.tbrpc.org/council\\_members/council\\_presentations\\_2011.shtml](http://www.tbrpc.org/council_members/council_presentations_2011.shtml)

7. **Council Member Comments** - None

8. **Program Reports**

A. **Agency on Bay Management (ABM)** – Chair, Mr. Robert Kersteen

The full Agency met on July 14<sup>th</sup>, and there were several important items presented and discussed.

◆ Dr. Ernst Peebles, of the USF College of Marine Science, provided an update on Deepwater Horizon oil spill impact investigations being conducted by staff and faculty of the College. He said that oil remains in solution in the Gulf, and is detectable in the tissues of certain fishes, but not at levels that cause any human health concerns. Evidence of repeated exposure to oil over many years is also detectable in fishes that are attracted to structures in the Gulf.

◆ Mr. John Coates of the Florida Department of Environmental Protection described the recent emergency involving discharge of seawater and eroded gypsum through the liner and the gypsum stack of the Piney Point facility. The contractor constructing the new berth at Port Manatee was disposing of the dredged material in two of the gypsum stack, then sending the decant water to another cell to clarify before returning the water to the bay. Within 2 weeks of starting the dredging a failure in the cell liner occurred, allowing seawater to flow into the gypsum stack, ultimately eroding a flow way through the gypsum and sending 169 million gallons of nutrient-rich water to Bishop Harbor over a 3-week period. Since the breach, the liner has been fully inspected and the stress fractures in the extrusion welds have been repaired. Dredging and use of the storage cells has resumed.

◆ Ms. Libby Carnahan, the new SeaGrant Extension Agent for Pinellas County, presented background on the SeaGrant program and described the focus areas of the program, including Seafood production & safety, Sustainable and resilient communities, Healthy coastal and marine systems, and Climate change. She will be the new SeaGrant representative on the Agency on Bay Management.

This Thursday, August 11<sup>th</sup>, the Agency’s Habitat Restoration committee and Natural Resources/ Environmental Impact Review Committee will meet jointly. All are invited. On the agenda are:

- = The Big Island Gap Seagrass Mitigation Project, constructed for the runway safety area at the St. Petersburg-Clearwater International Airport. A 3-acre area was prepared and seagrass planted at the location just north of the Howard Frankland bridge in Pinellas County.
- = The NOAA Oyster Reef Construction Project, partial mitigation for the habitat loss associated with the 1997 Mulberry Phosphate, Inc. phosphoric acid spill into the Alafia River. Design is underway on the project to be constructed off Spoil

Island 2-D at the mouth of the Alafia River.

= A Marine Habitat Wave Barrier Project at MacDill Air Force Base, proposed to reduce the erosional effect of high tide periods and storm events along a portion of the base's southeastern shoreline. ABM input has been requested.

**B. Clearinghouse Review Committee (CRC) - No Report**

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

**D. Emergency Management - No Report**

**E. Legislative Committee – Mayor Scott Black, Chair**

The legislative comments were provided by Chair Dodson.

The Regional Planning Councils hosted six growth management implementation regional workshops with the Department of Community Affairs. I know that some of our members attended the workshop in Sarasota on June 21<sup>st</sup>. Secretary Billy Buzzett and the other presenters discussed the 2011 legislative session and its impact on DCA and the State's growth management programs. Some of the workshop highlights:

- DRI Program is still intact and will be examined in the 2012 Legislative Session.
- RPCs Statutory Authority has not changed. RPC's are still required to review local plan amendments, however, under the new law the RPC comments shall be limited "to adverse effects on regional resources and facilities identified in the SRPP and on extra-jurisdictional impacts.
- SB 2157 establishes the Department of Economic Opportunity and HB 7207 is the Community Planning Act. Recently the Governor appointed Doug Darling to head the new Department of Economic Opportunity.
- Local Governments have opportunity to remove concurrency requirements if their comprehensive plans are amended accordingly.
- FDOT no longer can established the level of service for the Strategic Intermodal System Facilities as it pertains to concurrency.
- Local Governments must allow developers to use proportionate share for mitigating transportation impacts under concurrency. Developers are no longer liable for contributing to deficient transportation facilities.

The semi-annual meeting of the Florida Regional Councils Association Policy Board in Orlando took place on June 24, 2011.

- Matt Chase, Executive Director of the National Association of Development Associations (NADO) reported on Regionalism: A National Perspective. He discussed several initiatives under consideration by Congress.
- Commissioner Doug Smith, President of the Florida Association of Counties,

discussed the association's initiative and priorities for the upcoming year. Manny has been invited to participate in the Vision for Florida's Future Session of the FAC Board Retreat later this month.

- Ron Book, Executive Director, Florida Regional Council's Association, discussed the state budget and other policy issues that were addressed during the past legislative session. He told the group that a group of directors will be participating in a number of meetings in Tallahassee beginning with Billy Buzzett. Our goal is to re-communicate the role of the RPCs and find out the role that the state anticipates out of the RPC's under the new administration. He mentioned we may need to call a special meeting of the FRCA Policy Board. Barbara Todd was also in attendance and may want to add to my comments.

Chair Dodson further stated that this is a critical time for RPCs and we need to stay together as a group. The recent trends of Federal Agencies aligning their funding streams and looking for regional partners to carry out their programs locally; Growth Management reform in Florida; and Local and State Agency downsizing may create opportunities.

Over the past 35-40 years the RPCs have proven to be proficient at re-inventing themselves with each new challenge that they face.

Ms. Todd: There is a big concern all over the state that there needs to be a better understanding in Tallahassee as to what we do. As you can tell from the presentation today, regional planning councils are very significant, and probably one of the most important things we need to do is communicate that to our legislators so they understand and we get the support that Manny and his staff need.

Councilman Newton: One thing I didn't know is that the eight counties represent 1/4th of the legislature.

Mr. Pumariega: We hope that the meetings taking place in August and early September will help us find out what the new role, or additional roles of RPCs will be under the new administration. Staff is committed to continuing to be entrepreneurial and to remain flexible, adaptive, and embrace the new challenges we have before us. Hopefully these meetings will be positive and the RPCs will be included in the proposed Governor's budget in October as we traditionally have had statewide support from the legislature. I mentioned at the June meeting that the RPC funding was in the state budget that was presented to the Governor. However, along with entities such as TBARTA, we learned the day before the budget was to be signed that the Governor intended to veto our funding. We are moving forward with the goal of being included in the budget. Staff has been busy this summer in seeking funding opportunities outside the state system, and we will continue our goal to have a sustainable region. Staff has been seeking additional funding that advances our mission. Mr. Wynne will tell you more about those efforts.

Mr. Wynne: We have three different federal initiatives that the Council

is making application to. Some are already filed and others are upcoming with fast approaching deadlines. We have had an Electric Vehicle grant for the Space Coast from Daytona Beach, across I-4 down to Sarasota County, the Space Coast to the Gulf Coast. This is for planning for electric vehicles and being plugin ready. We have partnered with ECotality, one of the larger charging infrastructure companies in the United States. They are based out of California and Arizona. They put together the application. If we were funded we would have about \$90,000. We also have partners from Space Coast, Clean Cities Coalition and Get Ready Central Florida.

Another opportunity that we are working on fits in with the Marine and Environmental Services mentioned in the presentation earlier. One of the subcategories from the presentation is energy efficiency and conservation. To that effect, we are making application for a Department of Energy SunShot Roof-top Solar Market Transformation Challenge grant. The idea is to work with local governments and make sure that the permitting processes are streamlined, and that it is easy for the companies to do roof-top solar installation; work with the power companies to make sure net-metering is simple to do - net metering is if you have excess power generated from your solar that it can be put back on the grid and you get credit for that. The four aspects that we will be dealing with are: Permitting, Net metering/interconnection, financing options, and planning & zoning. We would also work with local governments to deal with how you do the siting of these since some don't like the way they look. The application is due at the end of August and we are partnered with the Southwest Florida RPC for close to \$100,000.

We are going to repackage our HUD Sustainability Grant from last year. The Tampa Bay region was given a preferred status as the only region in Florida with that designation. We are the only ones on the map for HUD and we think we have a good chance. TBRPC will be the lead applicant working with MPOs and local governments. The amount for TBRPC over three years is \$375,000, plus some administrative fees. Previously the MPO was the lead applicant and this year TBRPC is the lead.

Those are three significant projects and we should get word on them in the September-October time frame.

Chair Dodson:

What is the full value of those three funding initiatives?

Mr. Wynne:

For the first year it would be approximately \$300,000. The second year would be about \$125,000 and \$125,000

- in the third year. It doesn't fit neatly into fiscal years.
- Chair Dodson: The first year initiative would help recover the funding deficit and offset the loss of \$270,000 of RPC funding.
- Council Member Jonson: To follow up on the Electric Vehicle grant, is there any opportunity to address natural gas filling stations? Clearwater has put in one, and just like electric it could be an opportunity for regional cooperation.
- Mr. Wynne: Get Ready Tampa Bay currently is just a plugin electric vehicle program. However, after we began the initiative representatives from People's Gas asked us that very question. We are considering a Clean Cities designation, and make application for that. If we are successful in getting that designation there are federal dollars to help with the planning for those types of things. Clean energy, TECO's biggest company, is working in the region right now. They are putting in a facility at Tampa International Airport, they are working with the Hillsborough County schools to put in a station as well. We haven't made contact with Clearwater Gas, but if we pursue this application we certainly will contact them.

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

**G. Economic Development - No Report**

**H. Regional Domestic Security Task Force (RDSTF) - Ms. Amanda Shaw, RDSTF Planner**

The Regional Domestic Security Task Force's Interoperable Communications Committee had their Functional Exercise, Region 4 ClearComm on June 15<sup>th</sup>. This functional exercise was developed with RCC Consultants, Inc. At the direction of the Region 4 Interoperable Communications Committee. Representatives on the planning team came from diverse agencies across the eight county region. Participants were asked to operate under the following assumptions:

- A Category 5 Hurricane had made landfall in Hillsborough County. Sustained winds were at 160 mph, storm surge was 20 feet, and hurricane force winds were over a 50 mile diameter.
- 1000 people were missing and at least 500 were injured.
- Commercial cellular networks, internet, and the public switched telephone network were down.
- Hundreds of thousands of residents are without electricity and water.
- There are electrical fires at the Port, the airport, and three local factories.
- Damage to facilities at the Port have caused thousands of gallons of hazardous materials to be dumped into Tampa Bay.

The exercise location was at the Tampa Port, Cruise Terminal 3 with additional space for equipment, if necessary.

The objectives of the exercise were to:

- Practice multi-agency/multi-jurisdictional response to a regional incident.
- Obtain completed ICS217(a) forms in electronic format from each county in the region.
- Establish Unified Command and an ICP to manage incident using National Incident Management System/Incident Command System (NIMS/ICS).
- Activate a Communications Unit Leader (COML) who establishes an interoperability channel plan, completes an ICS 205 and conducts a briefing.
- Demonstrate the ability to establish initial incident communications and then establish command and tactical nets, based on the ICS 205, to support responding jurisdictions and agencies.
- Validate National Emergency Communications Plan (NECP) Goal 2 for Counties that have not completed this task. By 2011, 75% of non-UASI jurisdictions are able to demonstrate response level emergency communications within one hour for routine events involving multiple jurisdictions and agencies.
- Identify opportunities to improve Region 4's Regional Tactical Interoperable Communications Plan (TIC-P).

Major Strengths from this exercise are:

- Initiated and implemented Incident Command System (ICS).
- Established and maintained communications with the Emergency Operations Center.
- Demonstrated basic multi-band interoperability using VHF, UHF, and 800 MHz.
- Demonstrated the ability to provide telephone and data capabilities on the incident scene.
- Demonstrate interoperability between local agencies, Florida Division of Emergency Management, Immigration and Customs Enforcement, Port of Tampa, Hillsborough County Schools, and the United States Coast Guard.

Areas for Improvement:

- Developing and implementing a standard radio programming template for all eight counties so that all radios are uniformly programmed with the necessary mutual aid channels and ensure consistent channel naming.
- Refine the existing TIC-P and Standard Operating Procedures (SOPs).
- Educate leadership and command staff on the role of COML and how to utilize this position and other interoperable communications assets and resources.
- Conduct regular audits, preventative maintenance, and testing of interoperable communications equipment.

RCC Consultants, Inc. Wrote an After Action Report and Improvement Plan which they presented to the exercise planning team. Final approval of the document is pending. The RDSTF Planner and members of the RDSTF Interoperable Communications Committee will share responsibility for completing the tasks on the improvement plan. An observer wrote that, "overall the exercise was very successful with great participation from all the counties that make up the Region."

Future Projects:

- Each region will discuss their Interoperable Communications Exercise at the upcoming Interoperable Communications Summit on August 16-18, 2011. The Summit will be held in St. Petersburg. AARs/IPs will be approved at that time.
- The Interoperable Communications Committee will soon begin planning another exercise, tentatively scheduled for Spring 2012. Most likely communicating from their home agencies rather than everyone coming to one place. They would like to see how well they can communicate staying in their home agencies and trying to establish communication and patches from there.

We will be receiving funding to update the Tactical Interoperable Communications Plan.

**9. Other Council Reports - Strategic Regional Policy Plan (SRPP) Evaluation and Appraisal Report (EAR)**

Staff presented the Draft Evaluation and Appraisal Report on the Strategic Regional Policy Plan at the Council meeting on June 6, 2011. With Council approval the Draft EAR was distributed for state, regional and local review. The review and comment period ended on July 22<sup>nd</sup>. The process to amend the SRPP to include recommendations identified in the EAR will now begin. An area of emphasis will be incorporating the recommendations of the One Bay vision. The time table for the SRPP amendment is flexible but will likely take 6-12 months.

Motion to approve the Final SRPP EAR passed unanimously (Kersteen/Bustle).

**10. Executive/Budget Committee Report – Chair Dodson - No Report**

The next Executive/Budget Committee meeting will be held on Monday, September 12<sup>th</sup>, 2011 at 9:00 a.m.

**11. Chair's Report - None**

**12. Executive Director's Report - None**

Adjournment: 11:59 a.m.

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William D. Dodson, Chair

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Lori Denman, Recording Secretary