

# City of Sanford

## Visioning and Strategic Plan Steering Committee

### Meeting Minutes

January 23, 2013 at 5:30PM  
City Hall, 300 N. Park Avenue  
Utility Training Room, 1<sup>st</sup> floor

**Present:** Chris McLeod - Committee Chairman  
Lindsay Oyewale - Committee Vice Chair  
Turner Clayton                      Doug Groseclose                      Robert Kinney  
Sylvester Chang                      Steve Newton                      Paul Benjamin  
Gene Kruckemyer                      Ada Reneau                      Margie Chusmir  
Tom Ball  
Nicholas Mcray - City Staff Member  
Whit Blanton - Project Consultant

**Absent:**  
Thelma Mike

#### 1.) Call to Order

Mr. McLeod called the meeting to order at 5:33 p.m., following the Pre-Meeting Target Area Concept Review in which staff set up maps/graphics and boards for informal review. The pre-meeting gave opportunity for questions and informal one-on-one discussions with consultants and City Staff.

#### 2.) Approval of Minutes from December 17, 2012 Meeting

Mr. Mcray explained that the Visioning and Strategic Plan Steering Committee Board operates and follows the guidelines of the Sunshine State Meeting Laws. Minutes are published to the public which include a brief summary of the meeting, capturing the actions and Motions if any, as mirrored by the City of Sanford Commission Meetings.

Lindsay Oyewale moved for approval of the minutes from the December 17, 2012 meeting. Motion seconded by Robert Kinney and carried unanimously by vote of the committee.

#### 3.) Introductions and Chair's Report - Chris McLeod

Mr. McLeod asked the committee to adhere to the guidance of Mr. Blanton as he directs the meeting. The information given at the meeting will build into the next stage.

#### 4.) Target Area Concepts -Whit Blanton

Mr. Blanton introduced the staff of the Renaissance Planning Group who accompanied him to the meeting to help answer questions asked by committee members regarding the target area design concepts; Dawn Welsh-Urban Designer, Maurico Castro-

Urban Designer and Dave Stamm- Economic Developer. Mr. Blanton stated that all three have played a key role in the design concepts i.e. maps, graphics, boards.

Mr. Blanton asked the committee to provide feedback on the overall theme and target area concepts for continued refinement and modifications. The modifications will be presented at the January 31<sup>st</sup> Community Workshop at the Civic Center.

Mr. Blanton focused on each target area for approximately 10 minutes, beginning with the City Wide Vision map explaining the key economic aspects. Mr. Blanton expounded on the Corridors of Focus, Catalyst Opportunities, Development Opportunities and Gateways/Community Identification Locations for the following target areas: Seminole State College Area, Airport Area, Waterfront/Downtown Area, SR 46/Goldsboro Area, SR 46/SunRail Station Area, and the Mall/St. Johns Parkway Area.

Mr. Blanton advised the 3<sup>rd</sup> community workshop tentatively scheduled for March will be regarding "Proprieties". The community will give feedback on several concepts and create a time line on items that can be accomplished when the Commission adopts the design concepts.

## **5.) Other Business**

Mr. Blanton asked the committee to spread the word regarding the January 31<sup>st</sup> Public Workshop at the Civic Center. Mr. Blanton stated staff would like to get a response from a more diverse group, citizens other than the downtown residents and business owners. The concepts will be on the mind mixer Imagine Sanford website. The website will allow visitors to the site to review the concepts, bullet points and narratives to get more responses. The next Vision and Strategic Plan Meeting will be held Monday, February 18, 2013 at 5:30.

## **6.) Adjourn**

Meeting adjourned 7:06 p.m.