City of Sanford

Visioning Steering Committee
Meeting Minutes
December 17, 2012 at 5:30PM
City Hall, 300 N. Park Avenue
Steamboat Landing Room, 1st 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
Nicholas Mcray - City Staff Member
Whit Blanton - Project Consultant

Absent: Tom Ball
Thelma Mike

1.) **Call to Order**

Mr. McLeod called the meeting to order at 5:30 p.m.

2.) **Approval of Minutes from October 15, 2012 Meeting**

Robert Kinney stated that there should be an addition to Presenter # 8 on the October 15th minutes to clarify the target area of Goldsboro. Goldsboro was the majority of his presentation that did not make it to the minutes. Staff acknowledged change to be made. Doug Groseclose moved for approval of the minutes with the amended change Seconded by Vice Chair, Lindsay Oyewale and carried unanimously by vote of the Committee.

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

Mr. McLeod introduced Lisa Mosca to the committee. Lisa Mosca added to the introduction stating that she is the Public Information Officer for the City of Sanford, and she wanted to join the meeting to be informed of what is happening with the Vision and Strategic Planning.

Mr. McLeod explained that these meetings are advertised as a public meeting; there may be public attendance. Mr. McLeod added that the committee is now embarking on resolutions and items of business that the City Commission will act upon.
Mr. McLeod recommended the Values and Target areas be the focus of the Committee discussion and with a goal of developing general consensus on these items, not necessarily getting every item each Committee member wanted included.

4.) Review of November 15, 2012 Workshop Summary - Whit Blanton

Mr. Blanton stated the Workshop held in November was an attempt to invite all the community in and give guidance on how the community would like to see the city. Mr. Blanton asked the committee to review the Workshop summary in the packet, which included 8 different breakout tables, each group identified target areas and the issues associated with each target area.

Margie Chusmir asked if there was enough input from the community. Mr. Blanton explained that he was happy with the turn out, the active participation and the diversity over the entire workshop. He added that he has had conversations with Mr. McRay on ways to increase traffic to the Imagine Sanford Website.

Mr. Mcray asked that the board spread the word through whatever channels they may have. Mr. Chang stated that "we need to address the basics" updating the community on what our plans are and the issues that the board is addressing. He indicated that this may be a reason why there has been a lack of feedback and participation from the community. Mr. Blanton responded stating in the strategic plan, there can be a creation of a column that indicates what the city is doing currently and what will happen in the future.

Turner Clayton asked Mr. Blanton once the vision is complete, how will the plan be implemented? How will the city fund it? Mr. Blanton explained it depends on what the specific actions are, the terms of the city's budgeting process and being able to satisfy resources for certain priority items. He added that they must identify who are the partners, and who will help facilitate some of the actions. Mr. Blanton advised that this is a City driven effort but not all of these strategies will entail City funding solutions.

5.) Community Values

Mr. Blanton stated from the workshop he wanted to use the summary and focus group discussions as a basis to establish a concise set of values that will be used as a framework for analyzing the target areas. Also an economic profile, a set of development and program concepts will be completed for each target area.

Mr. Blanton advised that the 2nd public workshop tentatively scheduled for end of January will move toward the strategic plan based on feedback that is received, and will lead to a timeline of specific actions. The 3rd public workshop will be "Priorities" determining how the City phases projects, indicating what should be done first, where the City should be looking for revenue sources, and providing guidance to the City Commission.

Mr. McLeod suggested at the next meeting to have an eye level view of the concepts, by displaying the concepts on the walls, and possibly taking the first 15 minutes of the meeting to walk around and observe. Mr. Blanton and Staff acknowledged this request.

Mr. McLeod explained that the committee must act as one full body over the values and agree, going through each value individually and if there are any specific additions or changes it can be discussed, however any individual concern not addressed as a group should be submitted in writing to Mr. Blanton or Mr. Mcray after the meeting.

Mr. Blanton stated that it was a challenge trying to embed all of the comments into a set of values that embodies the spirit of Sanford. However, they were able to take the input from the Imagine Sanford website, the workshops, focus groups and the deliberations from the Steering Committee and organized the values around 4 pillars.

1. *Connectivity*
2. *Culture* – the eclectic nature of Sanford, diversity, history, arts music it all has a since of authenticity.
3. *Character of the people and environment*- the natural resources, neighborhoods, tough and resilient community, labor pool and educational foundation.
4. *Commerce* - manufacturing core, wide variety of commerce.

There was much discussion on the definition of the City of Sanford's gateway. Mr. Blanton stated that the values could be changed to state that the city values the competitive position and is supported by the gateways into the community, however committee members disagreed. Many Committee members agreed that the City would rather be a destination than a gateway.

Mr. McLeod asked the room if there were any other comments.
Tom Tomlin from Seminole County Economic Development, and a City resident, saluted the Committee for their efforts and the exercise on the target areas. He encouraged the group to think about what should the future of the City look like in terms of the economy.

Mr. McLeod again asked if there were any other comments. Baring none, Mr. McLeod requested a motion to approve the Values as amended by the Committee discussion for inclusion in the recommending Resolution. Doug Groseclose moved to approve the Community Values as amended by Steering Committee discussion. Seconded by Vice Chair, Lindsay Oyewale and carried unanimously by vote of the Committee.

6.) Draft Target Areas

Mr. Blanton explained that six areas have been identified, those areas being sufficiently large to capture a large range of activities. Mr. Blanton added that he would like to get the Committee's endorsements and or recommendation for the target areas. If there are any specifics that the team needs to investigate they can come back to the committee with modifications at the January meeting.

i. *Seminole State College Area*

Mr. Blanton described the Seminole State College area and opportunity it represents for City. Committee discussion focused around coordination with the College to be certain that the City and College plans and visions are coordinated as well as strengthening communication with College.

ii. Mall/ St. John's Pkwy Area

Mr. Blanton described the Mall and St. Johns Parkway area and the varied commerce as well as western gateway it represents. Committee discussion focused on clarifying that there is an emphasis on the light industrial aspect of this area as there is both retail and light industrial in this target area.

iii. SR46 /Sun Rail Station Area

The SR 46/ Sun Rail area was discussed and committee comments included ensuring connections and a potential trail head facility to further multi-modal transportation options were part of future considerations.

iv. 46/ West Goldsboro Area

Committee discussion included clarifying that Goldsboro and Georgetown were included and that mixed income housing opportunities be a focus within this Target area.

v. Downtown /Water Front

Mr. Blanton stated that there has been a discussion on bringing more traffic on Monroe and changing the destination of 17-92 to come down Monroe.

vi. Airport Area

Mr. Blanton stated that the Airport, Lake Mary Blvd and Airport Blvd need to have a more unified focus, creating a connection with the airlines.

Mr. McLeod asked for motion as a second part of the recommending resolution that the target areas be approved as amended by Committee discussion and be presented to the City Commission. Sylvester Chang motioned and Seconded by Vice Chair, Lindsay Oyewale and carried unanimously by vote of the Committee.

Mr. McLeod explained that the next meeting falls on the 21st of January which is a holiday and recommended that meeting be moved possibly to the 23rd with a general consensus of the Committee.

Mr. McLeod asked if there were any other questions, baring none he closed the meeting.

Meeting adjourned at 7:22p.m.