



NORTHEAST FLORIDA REGIONAL COUNCIL
Comprehensive Economic Development Strategy (CEDS)
Steering Committee Meeting
April 24, 2009

MINUTES

The second meeting of the Comprehensive Economic Development Strategy (CEDS) Committee was held on Friday, April 24, 2009, at 9:00 am, at the St. Johns County Agricultural Center, 3125 Agricultural Center Drive, St. Augustine, FL 32094.

9:10 Welcome / opening of meeting: Chair Milissa Holland

9:15 Brief discussion concerning the update of the CEDS strengths, weakness, goals and objectives presented at the March 27, 2009 CEDS meeting: Brian Teeple

- Review of strengths, weaknesses, goals and objectives – posted on website
- Staff still working on “massaging” strengths, weaknesses, goals and objectives
- Subcommittees

9:20: Overview of the Program / Project subcommittee: Brian Teeple

- Has met twice: April 14th and April 20th

9:25 Discussions: Brian Teeple

- Coquina Coast Cooperative (sustainable, potable water)
- Intermodal system (region)
- Technology interconnectivity: high speed fiber optics – LAMBDA optical rail

Note: **National Lambda Rail** is a high-speed national computer network infrastructure in the United States that runs over fiber-optic lines, and is the first transcontinental Ethernet network.

- Don Winstead: Florida Office of Economic Recovery; Special Advisor to the Governor (Crist) for the implementation of the Federal American Recovery and Reinvestment Act of 2009
- Inland ports

Note: "An Inland Port is a physical site located away from traditional land, air and coastal borders with the vision to facilitate and process international trade through strategic investment in multi-modal transportation assets and by promoting value-added services as goods move through the supply chain". — Center for Transportation Research, University of Texas

- Regional Information Center
- Business incubator
 - Access to capital
 - Access to venture capital
- Need for a “research and design champion”
 - Science and technology
- Second stage business development
 - We do a good job of getting companies started, but not a good job and getting them to the next level.
 - We do not have support for when a company passes the \$1 to 2\$ million annual sales amount, or the 20 to 30 employee mark
- Arts and Culture - promotion
 - We do not communicate the arts and culture attributes of Northeast Florida
 - There is stimulus money to support the arts

- Regional branding

Why do people come to Northeast Florida: We do not have a regional identity. We need to define a regional vision.

- Tourism “We know what we don’t want to be”; “Florida without the hassle”
 - Ecotourism
 - Heritage (history)
 - Medical
 - Charm
- Workforce development
- Inland port
- Connect to UF (cluster for nuclear science)
- Agriculture cluster (marketing and processing; restaurants certifying locally grown products with the placement of a plaque.

- Research and design cluster promotion

- The NERR

Note: **The National Estuarine Research Reserve System (NERR)**

is a network of protected areas established for long-term research, education and stewardship. This partnership program between NOAA and the coastal states protects more than one million acres of estuarine land and water, which provides essential habitat for wildlife; offers educational opportunities for students, teachers and the public; and serves as living laboratories for scientists.

The Guana Tolomato Matanzas National Estuarine Research Reserve encompasses approximately 55,000 acres of salt marsh and mangrove tidal wetlands, oyster bars, estuarine lagoons, upland habitat and offshore seas in Northeast Florida. It contains the northern most extent of mangrove habitat on the east coast of the United States.

- Marineland

- The region needs regional economic development leadership
- The region needs a third-party, neutral economic development entity to stem from CEDS
- Cross boundary revenue sharing and project support: *We already do this with emergency services*. There is a lot of inter-jurisdictional competition
- There needs to be a link between research and technology to commercialization
- 1,000 Friends of Florida Road Diet: Transit is the key to promoting economic development

What's Next

- Continue with the subcommittees
- Filtering of the project list
- Fitting projects into programs
- Start on draft document

10:50 Chair Holland adjourned the meeting