Tampa Bay Regional Collaboration Committee Agenda

www.tbrpc.org

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May 14, 2012

Immediately following Council Meeting

1. Approve the minutes from the April 9, 2012 meeting.
   Additional Material: April 9, 2012 minutes
   Staff contact: Lori Denman, ext. 17

2. Collaboration Committee Process
   Additional Material: Chair Bustle's Memorandum
   Staff contact: Manny Pumariega, ext. 17

3. Upcoming Meetings

Tampa Bay Regional Collaboration Committee Minutes

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April 9, 2012
8:45 a.m.

Committee Members Present:
Commissioner Larry Bustle, Chair
Commissioner Victor Crist, Vice Chair
Commissioner Neil Brickfield
Council Member Doreen DiPolito
Vice Mayor Bill Dodson
Mr. Robert Kersteen
Mayor Bob Minning
Councilman Wengay Newton
Mr. Andy Nunez
Mr. Tim Schock

Committee Members Absent:
Commissioner Jack Mariano
Council Member Janice Miller
Ms. Barbara Sheen Todd

The TBRCC meeting was called to order at 8:55 a.m. A quorum was present.

1. **Mission Statement**

Chair Bustle said he would like to discuss a mission statement for the TBRCC and to develop a process that could be recommended to our legislative delegation and the Governor for use to assess opportunities to collaborate on regional endeavors within our region.

Commissioner Crist agreed and said the committee needed to have an organizational meeting to take a look at the mission, the process, and what are we looking for in deliverables and a time-line. When I made the motion I thought a small task force would be put together and we would work with staff to develop a questionnaire and a letter that would be sent out to each municipality and county initially, asking for their input. And, that we would hold at least one public hearing where we would advertise the opportunity for the public and/or our colleagues that aren't members of the regional council to come and offer their ideas. Staff would then compile that data and put together a list and then we would deliberate on it, add to it what may be missing, subtract from the list what wouldn't be reasonable, and come up with some potential opportunities that we would then pass on to some of the organizations in our various counties who are empowered and who are suppose to be cultivating economic action. There are too many think tanks and not enough action. What we need to do is throw on the table some of the things

that have not been discussed. That's how the public sector can be more efficient and effective in working together. Where can we partner? I know in the Hillsborough area, something I have been fostering behind the scenes is the economic development district that will be called Innovation Destination. It is going to incorporate the most challenged northern region of the City of Tampa, the City of Temple Terrace, and the most challenged area of the county, all of which have three things in common - high crime, high unemployment, low income and if there was a fourth, the University of South Florida that is in the middle of it. We are working together to expand the enterprise zone, to expand the CDBG District, to expand and share in law enforcement and policing, and to look at how we can consolidate services in that target area working with the university to go after private sector investment, creating a TIFF, using the TIFF dollars to re-engineer the infrastructure and working as a partnership. These are the kinds of things that are generally taboo when you start talking about consolidation and sharing of resources, but we are all getting to the point where if we don't, we aren't going to be able to provide services.

Chair Bustle said he has had discussions with Manny and Avera. The Council staff will be a big part of our effort and each of us in our own jurisdictions have staff members that can bring something to the table. Certainly that would help a lot. I have a list on this agenda of areas where we could potentially collaborate. One of the first things that we need to do is to reduce that list. Realistically you can't do them all. I would like to come back to that because the list needs to be reduced to maybe 6 items. Once we have picked the areas we think are right for collaboration then our notion was to have a roundtable meeting with the decision makers in the seaports, airports, transportation, etc., whatever we decide. What do you think is right for collaboration? What would be the payoff of collaborating? If you decide that you do want to collaborate, what is the next step? If we can answer those questions for each of the roundtables that are held, then compile that into a report, that would be the effort we are looking for. We could highlight a number of avenues for the Council, and then our individual jurisdictions, and then condense that down into something that is reasonable. It can then go public and it should go to our delegation and to the Governor.

We have an hour this morning and I don't think we can afford to get in to trying to solve the problems today. What we need to do is understand what the problems are and keep our discussion at a high level.

Commissioner Crist said if you look at the plan that the Tampa Bay Partnership recently unveiled, it's a good plan but it doesn't go far enough. It doesn't address the areas for partnering and collaboration for the public sector where we could help put fuel toward their efforts for the private sector. As an example, I know you (Chair Bustle) serve on the board of the Port Authority in Manatee County. Did you know that Hillsborough County is building a whole new terminal right next door to you that will run from the interstate all the way over to the water? Five minutes from you. That doesn't make any sense. The sense is that they realize they are being moved out of the downtown district with every day that passes and they have to move in that direction because it will be less expensive to maintain channels. But not to work with Manatee doesn't make sense. You have Pinellas County over in St. Petersburg which is a charming downtown venue, 25 foot deep channel and no opportunities for cruise ships or craft. The two areas of the shipping industry that's growing are your small boutique - shallow draft - ships and your large mega ships that can't fit under the Skyway. There are plans for the Tampa Port Authority to build a huge multi-terminal on the Gulf side of the Skyway on the Pinellas side. That's going to be very controversial in Tampa because they could loose cruise ship business

because the beaches in Manatee and Pinellas would be huge benefactors. What can we do to foster an equitable relationship where we have a fair exchange?

Commissioner Brickfield: Are you talking about a Tampa Bay Port Authority?

Commissioner Crist: Yes.

Commissioner Brickfield: So if that was where we wanted to go, what would we need to do to start going in that direction?

Commissioner Crist: We would look at first how can Tampa and Manatee collaborate? Manatee has a small fledgling port, but they have 1,000 acres of developable commercial land adjacent to it, that has very little environmental impact. Dredging the Tampa channel all the way to Tampa is going to be an environmental nightmare where we could go after more industrial business if we had a deeper channel for bigger ships. Cargo ships go deeper, not higher. Reopening St. Pete with small boutique ship opportunities. It is an option. Looking at the terminal on the westside of the Sunshine Skyway is an option. What would Tampa get in return? Tampa has a Convention Center and St. Petersburg has hotel rooms. We both have arts venues and museum venues. Why isn't there a high speed watercraft connecting the three cities? Bradenton, Holmes Beach, St. Petersburg, City of Tampa. You could connect over at Feathersound or over near Clearwater. There could be transportation from the Clearwater connection over to Clearwater Beach. Buses. Why aren't we looking at how to connect our tourism hubs to make it one tourism market? When a convention comes to town, they may want to stay out at the beach. But how can they get to the convention center in a reasonable amount of time?

Councilman Newton: Transportation will really be the key. We have a demonstration going on from Channelside to the Pier area for water taxi. They want to challenge a bus to see which one gets there the quickest. That's coming up here shortly. They have been talking about water taxis but obviously the people that control those areas didn't want it. It's like a silo type thing, not a regional approach. It would be a lot easier because our roadways, at given times of the day, are so congested that they turn into parking lots. If you are talking about tourism, Channelside to the Pier area, we have Trolley Systems that run concurrently downtown and out to the beach area. You have to have a car in this region. We do have a lot of amenities, but it is hard to get from A to B. And like Commissioner Crist said, if you try to get to Pinellas from Hillsborough in a timely fashion it isn't going to happen.

Commissioner Crist: If you go to Seattle they have the slow craft and they have the fast craft. You can go from Seattle to Vancouver or Victoria or Victoria to Vancouver very very quickly. It's a hover. It can

handle rough water because it rises above the water once it gets going. It can move you very quickly between point A and point B. It would make the downtown St. Petersburg Pier a working pier and there would be a reason for people to go out there other than what is housed in the structure.

Councilman Newton: On the Causeway between St. Pete Beach and Pasadena they do a water taxi from Clearwater. They bring people in for a dinner cruise. I have seen them bring in 15-20 people on a sport type of boat. They go on the cruise and then they take the water taxi back to Clearwater. There are fragments but I don't think it's anywhere near being organized. The benefit is that you get people to ride them.

Commissioner Brickfield: I don't want to leave Ports until we are going somewhere with it. I thought the idea of having a Tampa Bay Port Authority or framework is something worth exploring. I know it's not easy, we would be dealing with PSTA and HART. It sounds great in concept but when you get to how they are actually formulated, it's not like they were just put together. Maybe we should start with the idea - can we get people from each of the three ports to take a look and say, what would we have to do if we needed or had a desire to move here, and what would the opportunities be?

Chair Bustle: That's exactly what I suggested in my overview. If seaports is one of the areas that we want to look at for possible collaboration then the next thing we would do is have a meeting where Carlos Buqueras from Port Manatee and Richard Wainio from Port of Tampa and the Port Director in St. Pete and members of their respective Port Authorities and decide if it makes sense to collaborate. You have to understand there is a lot of history. This isn't the first time someone has tried to have a regional Port Authority. It hasn't really succeeded because there is competition between the ports of Tampa and Manatee. We have to overcome that and put everything on the table and if the answer is yes, it makes sense to collaborate then everybody is going to have to give in order to have a product that is acceptable to everybody.

Councilman Newton: But Chair Bustle, even with the competition being there, on a case by case basis in 2012 if Tampa and Manatee loose out, who will benefit? It goes somewhere else. When you ask what's in it for us, you have to look at it that way.

Chair Bustle: It's got to be the Port Authority of Tampa and the Port Authority of Manatee and it's just like Commissioner Crist was saying, things have to get across the county line in Hillsborough County and by all measures there should be collaborating or coordinating between the two ports. There are things that Port Manatee can do that Tampa can't do and vice versa.

Councilman Newton: I think the biggest fear, just like with HART and PSTA, is the people who have been doing this for so long and they are

tenured in their organization and they are worried that if you collaborate then they go away.

Chair Bustle: Let's go down my list. Seaports obviously has to be one of the areas. What about airports?

Commissioner Crist: Before we leave the seaports, looking at how we interconnect as well and points of interconnection. Because there are opportunities for transportation interconnection over the water that has not been looked at or studied or considered. The various think-tanks that are out there, they should be looking at all the options. How we connect Tampa, Safety Harbor, St. Petersburg, Bradenton, and the Manatee Port. They all have channels, they all have dockage, they all have infrastructure already in place. There could be shuttles from Safety Harbor to Clearwater Beach, from the Pier to the Gulf beaches, Bradenton to the Manatee beaches. There are opportunities at each of these dockage channel areas where very little infrastructure would have to be invested in. Private sector can operate this.

Chair Bustle: Let's put a check mark beside transportation. What about airports?

Commissioner Crist: I serve on the Tampa Airport Authority. They are looking at a $2.2 billion addition. They are looking at putting together a 40-year Master Plan, and they have hired consultants to put this plan together. A plan that is focused around future needs for air travel for the Tampa Bay region and adding terminals. We've had the Pinellas Airport just as a bird flies, straight across the bay. Wouldn't it make more sense to work the two of them in tandem and share business when and where it's possible? One, to reduce the potential cost, two to capitalize on the available land so that we don't overbuild when we need future expansion opportunities.

Some of the things that could be done here on the Hillsborough and Pinellas side is we have four major hospitals that are nationally ranked for specialties. We have the Bayfront Medical Center-nationally ranked in pediatrics, the Tampa General Hospital-nationally ranked in cardiac transplants, the Moffit Cancer Center, and USF's autoimmune and diabetes research and they want to build a destination hospital for treatment that would be world class. What if these four were co-located and critical masses built for medical treatment? And what if it was around an airport terminal? Whether it is Tampa or Pinellas. What if it was there where you could fly in and fly out? It will take land that would normally be used for expansion of terminals and it would take both airports working together in order to accommodate the traffic, in order to offset the usage of the land. These kinds of things have to be planned in advance and looked at because each of these entities are going to be looking at their

own backyard to build each of these separate facilities, not thinking about the possibility of co-locating and in building critical mass. You get that critical mass and all the other businesses that feed off of it and support it when those businesses begin to build there. What would that mean to Carillon?

Chair Bustle: So we will add airports to the list. How about sports?

Commissioner Brickfield: Are you talking about all airports, or just the big airports?

Commissioner Crist: The three big ones would be the Tampa International Airport, the Pinellas Airport (St. Pete/Clearwater Airport) and Sarasota/Bradenton Airport.

Are we talking commercial passengers or are we talking cargo? Or are we talking about collaboration for both?

Commissioner Crist: It might be easier to add more terminals for people at one airport and add more terminals to move cargo at another, but when you are doing these feasibility studies don't just look at our own backyard. Look at all of our yards and see what can we do collaboratively. We are now having to compete against other states and other countries. Whether it's shipping or airports. How can we better compete? I'm looking at the Convention Center and seeing that in order to compete against Orlando, we have to regionalize.

Councilman Newton: About sports - when we look at the Rays and people are talking about a regional asset, the main thing now is attendance to try and keep them in place.

Chair Bustle: What kind of collaboration can we envision for sports? The only professional teams are in Tampa. There are no professional teams in Manatee and Pinellas except during spring training.

Councilman Newton: What we need to keep those professional teams in the region is attendance. They come from all over, people drive from as far away as Miami. Yesterday we saw people from Miami who came up to see the Yankees play. Another thing is that a lot of the different series have people attending from out of state to stay for the 3 or 4 games. They stay in hotels, visit museums, eat at restaurants and they fly in to Tampa.

Chair Bustle: Isn't that entering into branding?

Councilman Newton: You have major sports facilities in place but it's going to take a region to support them to have them stay. Obviously when they look somewhere else they look at the possibility of having the entire region come to support them. One of the major functions I can talk to you about in baseball is the 70/30. Everywhere else has a 70% corporate sponsorship that supports the team and 30% public fan base. It's the opposite here. We don't have the corporate support. The whole rationale of doing spring training in Charlotte is why would you do your spring training 10 blocks from where you play your home games?

Chair Bustle: Take it back to collaboration - does that branch to the level of

seaports, airports, and transportation?

Councilman Newton: In sports I think it would. I have friends that stay in Pensacola. They have to drive to New Orleans or Jacksonville to see a game. For our region most of us are about 1 to 1 ½ hours away from getting to any of our sports games, football, hockey, baseball. If none of those were here we would have to travel to Jacksonville or Miami.

Chair Bustle: How can collaboration play in that?

Mr. Schock: I'm not sure it falls into sports itself, but how to get people to those various venues and that goes back into the transportation realm as a point of interest on how to get people from point A to point B. Bringing people from Tampa to St. Pete or Manatee up to St. Pete for the Rays versus various different venues. I think if we get too deep into sports, we are going to get into one of the local sports commissions, we are going to get into the ownership, the agreements between leagues and we will start to get wrapped up into those functions as opposed to simply taking a much more direct role of, there's an easier way and more collaborative way to ensure that there is a flow of commerce.

Chair Bustle: Let's fall that way into transportation.

Commissioner Crist: What we could do in the area of sports is not necessarily combining the various authorities, but each of the cities and the counties could do more in sponsoring pre and post game functions where you build the critical mass of people. Let's say downtown St. Pete decides they are going to have a Buccaneer tailgate party in Vinoy Park and you bring together the food and beverage carts and you work with the private sector to throw one heck of a party. Then PSTA provides the buses and the Pinellas County Sheriff clears a lane of traffic on the interstate and they are at the game fast without even having to pay for parking or try to get a parking spot. Downtown St. Petersburg just benefitted. What if it rotates each month? What if downtown Clearwater is next or Clearwater Beach or Bradenton? What if each of the areas work together to support each of the teams? It could be the same thing for baseball. The teams talk about how to reach the Hillsborough, Manatee and Pasco markets - what if we worked together to do pre and post game functions and move them quickly using our Sheriffs, infrastructure, and buses.

Councilman Newton: I see where Chair Bustle is going, it's going to be hard to pin it with transportation.

Chair Bustle: The Rays have a big promotion organization. They come to Bradenton already and have fan clubs and promotional things. I'm just trying to figure out whether this is something we should be spending time on, or are there other areas that we could have a bigger impact?

Mr. Nunez: It all goes back and flows through transportation. You cannot separate economic development, collaboration, cooperation,

without a regional approach to mobility, including automotive, airports, seaports, freight, transportation by buses, rail. Everything goes back to mobility. We have a very fragmented approach in the Tampa Bay area, and I brought that up at the last meeting. We have an MPO in Pinellas, and an MPO in Hillsborough, Sarasota and Manatee are combined into one MPO and they have done great work over there. Why can't we have a much better comprehensive and combined approach to planning for transportation, land use opportunities, and how to combine them both to be able to maximize how they relate and how you can benefit both ways? Look at, for example, Metro Planning in Orlando. Seminole County, Orange County, Osceola County, the City of Orlando. You have the Sanford Airport, Orlando International Airport, Disney World, Universal Studios. You have all kinds of players that are collaborating together and making it better. We failed here with light rail, Orlando is getting some. Look at other areas such as Atlanta where you have a regional approach. We don't have a regional approach. We have created TBARTA, for example. Somebody mentioned earlier that the first thing, the first reaction is me, me, me and all you have is HART concerned about what is TBARTA going to do to me. Also you have PSTA expressing the same concern. If we created a Tampa Bay Port Authority, is it going to be the same thing as TBARTA? We have to have a very clear champion to lead this. We have the One Bay approach, we have the Tampa Bay Partnership, can it come from there? Can it come from here? These are the things that we need to discuss here and move forward.

Councilman Newton: A motion was made before we even assembled this committee that brought those things up. There's already been studies done, they have a lot of information already on the books. The MPOs are looking at collaboration/combining and they have an overlay so they won't be doing things in a silo. The same thing with PSTA, we are looking at some of the things we already have in place. And the PPC (the Pinellas Planning Council). They are looking to do that because everyone had their own thing going and no one was coming together. My friends in Pensacola have been doing what was suggested. They have huge parties in their hometowns before they travel because they have to travel 3 to 3 ½ hours each way to go to New Orleans or Georgia. They are also supporting Mississippi and Biloxi.

Chair Bustle: We need to keep this up to a high level because we're trying to solve the small problems and we need to outline what the big problem is that we need to devote our time to.

Council Member DiPolito: The American Public Transportation Association collaborates transit agencies with local links by county and city, rail, etc. so it has every state. Florida makes it with more than 2 million

boarders per year. The areas that make it are Daytona Beach, Fort Myers, Gainesville, Jacksonville, Miami, Fort Lauderdale, Orlando, Tallahassee, Tampa/St. Pete. I think we should follow this format to present the outreach to our community as a whole and how we want to collaborate. People are afraid to join together, whether it be PSTA and HART or the PPC and MPO because they are afraid of losing their top jobs if they join together. We need to show them that they will gain by getting more dollars in our state. They would be creating more jobs because it would be a more dynamic place to live. If we can take that back to our meetings and our communities and encourage everybody that because we are going to combine the PPC and the MPO or HART and PSTA you will actually make more jobs for people.

Commissioner Crist: The prospect of combining the two bus agencies is a lofty one. In the meantime we have two or three agencies and what can we do with the existing resource to be more productive? Why can't HART run buses over to the beaches? Why can't PSTA run buses over to the Convention Center. Why can't both run buses over to Bradenton Beach? These are some of the simple things that we could look at that aren't as controversial as maybe combining the agencies. There are things that we could do now with the resources we have now that aren't that controversial. The agencies aren't wanting to sit down and negotiate and collaborate.

Chair Bustle: We did a little of this in Manatee County and Sarasota. We wound up collaborating and having one bus that runs all the way from south Sarasota to northern Manatee and it was like pulling teeth. There are real problems because buses are different, pay scales are different. Fares are different.

I have four check marks so far - seaports, airports, transportation, sports. What about area branding? What that means is publicity and public affairs marketing, branding Tampa Bay as opposed to Tampa or St. Petersburg.

Councilman Newton: St. Petersburg lost their newspaper so it's all Tampa.

Chair Bustle: The effort we are undertaking here is that you can call it Tampa Bay and that's the thing we have to sell. If you are dealing with markets that are way far away that don't know about downtown Tampa, Ybor City, Anna Maria Island, you talk about Tampa Bay then maybe that's something that needs to be collaborated on.

Councilman Newton: You look at branding I would think just the Bay Area. You have everything it encompasses and touches the Bay. You look at San Francisco, they always say the Bay Area. They're not naming every city.

Chair Bustle: Area branding should be on our list.

Commissioner Crist:	It should be one interactive web site for the Tampa Bay market where people could be directed to it and all the advertisements that Visit Florida and everyone else does. If there is any advertising that goes out with public dollars, there is a bug in there that shows the interactive web site for the region. Secondly would be an interactive DVD. I know we have the Republican Conference coming, I run an ad agency, I've done it for 30 years, I ask to see how they are branding and marketing the Bay Area. They showed me the goody bag and all the stuff they are throwing in the bag. Frankly, that isn't going to do it. There wasn't anything to bring the brand together. There needs to be a better unified message that showcases all we have to offer. I just learned about the aquarium out on Clearwater Beach and I'm going to probably get out there within the next two weekends. If we had more uniformed/unified marketing of all these things there would be greater awareness.
Chair Bustle:	What about education?
Mr. Schock:	I see commercials obviously for the City of Clearwater, City of Tampa, etc. Is there any coordinating entity already in existence? You have local Chambers that are for cities, is there a Tampa Bay Metro area?
Councilman Newton:	That would be more like the universities. I saw in Phoenix how they got together with surrounding universities to draw in different manufacturers and do things for the universities. That would be a networking thing. We have USF St. Pete.
Chair Bustle:	There is a host of educational universities throughout the region but does it make any sense to include this on our list of possible collaboration?
Commissioner Brickfield:	Do we have anyone here from a school board or from a college on the Regional Planning Council?
Chair Bustle:	We have Harry Kinnan from Manatee County.
Mr. Pumariega:	They changed the statute and one of the gubernatorial members now has to be from a school board. Mr. Kinnan is the only one so far.
Chair Bustle:	I'm looking for things to eliminate and this may be one that we can eliminate.
Mr. Nunez:	I agree. You want to have something as your initial effort that will be visible, that will be successful, and that will get everybody engaged and get everybody involved.
Councilman Newton:	That can go more into your branding if you are trying to accent some of the educational opportunities within the region. The presentation we got from Tampa Bay Partnership touched on education and they identified all the educational opportunities that we have in the region.
Mr. Nunez:	And all the other items that come after education - cultural venues, parks and recreation, convention and tourism, all that goes right under branding.

Chair Bustle: So we will take that off the list. Are there other topics that we should include? I put a separate category for hospitals and I don't know whether you want to have that as a separate item.

Commissioner Crist: The prospects at looking at how we can work with each of the leading hospitals in their area of leading specialty to create a medical hub that's centralized. That's where we would look at the hospital issue. The other one under "other" would be jails. We have the Pinellas County jail, we have the Hillsborough County jail, we have a Manatee County jail, we have a Pasco County jail. We are going to have issues with jail overcrowding eventually. We may find space in one, but another one may be out of space. Why don't our Sheriffs better coordinate and pool those resources where they can trade space or lease space where we aren't having to build new beds sooner than we would need to? Why not interlocal cooperation? Our Sheriffs should be talking and pooling those resources.

Chair Bustle: The biggest problem with a regional approach would be transportation, getting from one place to the other. A deputy has to take a prisoner to the place where they are going to be confined or arraigned and then that deputy has to either turn him over to the corrections folks or stay with him. This is particularly true with juveniles. The deputy becomes a babysitter until such time as the juvenile is either incarcerated or turned over to their parents. We are looking at that in Manatee/Sarasota.

Commissioner Brickfield: And you can't transport a juvenile in the same van that you have an adult prisoner in.

Councilman Newton: I can tell you that in Lakeland there is a lawsuit about housing juveniles on the same property in order to save hundreds of thousands of dollars a year.

Chair Bustle: I think jails is probably a valid one to keep on the list.

Commissioner Crist: When you figure 6 mos. to a year, those that have already been sentenced that are serving out their time, they aren't moved around as frequently. Those are more of the beds that I was thinking about than the immediate overnight stays. It would free up more overnight stays if they were able to move those longer term people.

Chair Bustle: What do you think about homelessness? One of the criticism about devoting your resources to solving homelessness is that if you build it, they will come. But on the other hand, if you collaborate regionally and say there is no advantage to going to Palmetto or Bradenton compared to St. Pete or Tampa then maybe we could achieve some beneficial results. I have been told that there is a known route that people travel. They go here for a week or two weeks and then they go someplace else for a couple of weeks. They are gaming our system.

Councilman Newton: I can tell you when they allocate funds to help the homeless or

for the homeless, you have each different municipality get the same amount of money to service that population. That population crossing over is overwhelming one area and the money didn't come with them. That's a good thing to have on the list because we do have a correlation in Pinellas County and they are trying to get more strategic services, like a one stop shop if you will. That is what Pinellas Safe Harbor was doing.

Commissioner Brickfield: The first one is utilities. Every government has a room full of people who are processing utility bills. This is crazy. We all have the same software and we are all multiplying how many gallons you use by the rate of gallons. This is a function that any one government could perform for all the governments if you just had the data sent to you. I bet if we went back, every one of us would find a big budget for utility and utility billing and this is something that we might be able to combine and make easier.

The second one is health insurance. Every time we talk about combining the pool, I'm always told that we will make our rates go up. It's impossible that anybody I join with is automatically going to make our rates go up because ours are pretty expensive already. I bet half of the governments are using United Health Care or Wellcare. If we put all these governments together we would have a massive pool to draw from and we would have buying power like no other.

Councilman Newton: The property insurance also. We are paying an astronomical amount just in case something might happen, but there again, like you said, if all the people were combining we could probably get a better fixed rate that's more affordable.

Chair Bustle: I have about eleven subjects at this point, which is more than we started with.

Commissioner Crist: You didn't mention parks and recreation. We have a lot of parks that are adjacent. How can we better collaborate where we can have connectability? The canoe routes, the biking routes, the jogging routes - the various components in each of them, how can they be better connected so that we have a connection of natural resource opportunities?

Mr. Schock: There's another point there within the parks and recreation, such as Fort DeSoto and how we collect parking fees. Utilizing FDOT's system (Sunpass) going over the Skyway Bridge, coming over from Hillsborough using the Crosstown, I think they have come up with a decent methodology now but it's requiring an interagency agreement with FDOT to figure all this out. As those become more prevalent - we are looking at how do we get people not only in to the parks but the parking and fees associated with them - how do you garner those, how do you bill for them, what is the most efficient way? Fort DeSoto is a big

place, they have 900 spaces spread out around the park. I think you can likely drop some meters in together where you have area branding for the parks and recs and the convention center and other functions that are around.

Chair Bustle: I like the idea of keeping parks within the area of the branding category.

Commissioner Brickfield: I would be excited if we had one directory of all the parks and beaches in the greater Tampa Bay area. That would be an improvement.

Chair Bustle: We are talking about eleven or twelve areas here that have potential for collaboration. The next item is to decide where we go from here. We talked about having an individual meeting for each one of the categories and to that meeting would be invited all of the decision makers that are involved with those particular endeavors. We mentioned having the port directors and port authority members. Does this group want to participate in those roundtables as well? If that's true then we will proceed with trying to set up these things and figure out who the stakeholders are.

Commissioner Crist: How do we get them to move off the mark? In some of these areas they aren't going to want to cooperate openly.

Chair Bustle: I thought of that and that's a good question. How do you tell the port director I want you to go to this meeting and I want you to be open minded and I want you to be in the mood of collaboration? And he says, wait a minute - I don't work for you. I'm busy that day. I don't know how you will get them to attend a meeting.

Mr. Pumariega: Maybe we can start with the state port association. They have conducted a statewide port study and maybe we can get our feet wet with this topic. We can have someone from Tallahassee do a presentation and give us an overall picture of where they are looking at Florida moving as far as ports are concerned.

Chair Bustle: The American Association of Port Authorities and they had a meeting in Mobile this summer. I don't know. The problem we are dealing with is locally. How do you get local stakeholders to sit down in the same room and talk about collaboration?

Commissioner Crist: Bring the economic development think tanks in, formulate a strategy and a recommendation, then tell the ports that we are going to move with this and tell them we will give them an opportunity to comment or not. That would be like stirring up a hornets nest. I know when I was in the legislature and I couldn't get industries to come and sit down at the table to talk about necessary reform, I would do a bill and then they came to the table real fast.

Councilman Newton: You might want to get the Tampa Bay Regional Assessment Report and look at how we could benchmark this against some of those.

Chair Bustle:	The sequence of events, does anybody have a problem with what was outlined here? Holding individual roundtable meetings, answer those questions, compile the results, present to the Full Council, and then present the report to the presiding officials in each community.
Mr. Wynne:	Can I suggest that maybe the process for vetting through these may not be the same for each issue? Some of them may need the full blown roundtable, others we might be able to have a presentation to the Council. I think it's going to depend on the complexity and/or the issue.
Chair Bustle:	The end result of this effort, in my opinion, would be a list of potential candidates and a process for regional collaboration that we can suggest to our leadership in Tallahassee.
Commissioner Crist:	These are areas worthy of consideration and options for opportunity that aren't carved in stone but should begin the possibilities for dialogue and try to attract our legislative delegation and those in Tallahassee who are the decision makers with access to economic development funds.
Chair Bustle:	What are you thinking about the time frame? We have twelve different areas for collaboration. If we did one a month we are talking about a year. We are going to have to do more than one a month. We should try to be finished by December.
Commissioner Brickfield:	I was thinking about breaking them up and having multiple ones on multiple tracks. You are on the Port Authority. You get that one. I get to be the Airport Authority in Pinellas County.
Chair Bustle:	What do you think Manny of listing the areas that we decided on and then try to put a member of the committee?
Commissioner Crist:	Split it into two teams.
Mr. Pumariega:	One thing that will help out in each of these topic areas that we have selected today is to provide names of people who need to be involved in that initial meeting/roundtable, have a presentation, then breakout for lunch, and then continue the discussion on that particular subject or any other subject. That's how we can deal with two in one month.
Councilman Newton:	I like what Commissioner Crist said about coming up with a plan and then taking it to them because these people are already dug in. Do we engage them and waste a lot of time, or do we try to figure out something to present to them?
Chair Bustle:	Mr. Wynne did say that it will be different for different subjects.
Councilman Newton:	I understand that but Manny is saying to invite the people here. When they come here they will be thinking, if I do this am I going to have a job? How much support are you going to get toward a finished product?
Chair Bustle:	We will have to figure it out
Councilman Newton:	I like what he is saying, to take something to them rather than saying you come in.
Commissioner Crist:	They are going to come in and they are going to give us every

reason in the world on why we can't do it. What we need to do is try and bring in the experts to lend us a hand and to cultivate the idea and then give them an opportunity to review and comment before we finalize. If we split into two teams and we did a questionnaire with the twelve subjects that we are going to be working on and Manny can send it out to each of us and ask us to put them in rank-order of which one you would like to participate with. Then look at who wants to be in on which one of these meetings and then you can assign people to the various meetings based on their rankings.

Mr. Kersteen: Also, the Governor is looking at all these authorities and that's the threat from the top.

Mr. Schock: I don't know that jobs for executive directors and so on are necessarily at stake. What you have here are essentially cartels that aren't utilizing the efficiencies of cartels. They are all operating separately and yet, you can't just go and build a port anywhere. You can't just go and build an airport anywhere. You have limited entities, 6-8, and they are all operating separately. If you bring them together there are efficiencies to be had that they just are not taking advantage of right now.

Meeting adjourned at 10:05 a.m.

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Larry Bustle, Chair

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Lori Denman, Admin. Assistant

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MEMORANDUM

May 4, 2012

To: TBRPC Regional Collaboration Committee

From: Commissioner Larry Bustle, Chair

Re: Committee Update

This memorandum outlines the objectives, process, and desired outcomes of the recently established Regional Collaboration Committee. The following incorporates the input from the committee's organizational meeting held April 9th and input from staff.

Mission Statement: *To develop a process for assessing opportunities to collaborate on regional endeavors within the Tampa Bay area.*

Outcomes: A Findings and Recommendations Report. The report will identify and recommend regional assets and activities that the committee determines could significantly benefit from improved regional collaboration. When feasible, specific steps to collaboration will be identified. Otherwise, the issue will be identified for action by the appropriate stakeholders. The report will be distributed to the Governor, Bay Area Legislative Delegation, local governments, and other appropriate stakeholders.

Issues: It was a difficult process to narrow the areas that should be addressed. The issue areas chosen vary in scope and the process to vet each issue will vary. It is anticipated that there will be two primary venues for gathering information from stakeholders. 1) Roundtables and 2) Council Meeting presentations. Roundtable meetings will be used when the amount of time or level of detail is too great for the time that can be allotted at a regular council meeting. Each method will require staff to conduct research on the topic.

Tentative Issue Vetting Format

Roundtable Format - Convene meeting at a separate time from council meeting with RCC members present and other interested council members and interested parties	**Council Meeting Presentation** - Gather information from stakeholders at regular council meetings, time permitting
<u>Airports</u> Airport Directors from TIA, SRQ, PIE SRQ: Rick Piccolo PIE: Noah Lagos TPA: Joe Lapano Governance, Current Operations, Master Planning Timeframe: Late June	<u>Hospitals</u> (medical hub, med tourism) Timeframe: September Meeting
<u>Seaports</u> Seaport Directors: Richard Wainio, Port of Tampa Carlos Buqueras, Port Manatee City of St. Petersburg Port Tampa Bay Pilots Association USCG John Kaliski, CamSys Timeframe: Late August	<u>Utility Billing</u> (outsourcing to LGs) Timeframe: Council Meeting TBA
<u>Sports</u> Regional Sports Attractions (i.e., rowing facilities, ball field complexes, IMG Academies, fantasy camps) County Sports Commissions Timeframe: Late September	<u>Correctional Institutions</u> (jails) Timeframe: October Meeting
<u>Area Branding</u> - Cultural Venues (Arts, Museums, Theater, etc.) - Parks and Recreation - Convention and Tourism Timeframe: Late October	<u>Health Insurance</u> (pool purchasing) August Meeting Timeframe: August Meeting
Transportation – (Mobility) (Regional interconnectivity) Focus on underutilized "regional interfaces" like water taxis, recreation corridors and the interconnectivity of the assets listed in boxes above. Timeframe: October / November	

Process / Timeline:

- Monthly meetings, Roundtable format or Council Meeting Presentation as appropriate

- Sequence of events
    - Hold individual roundtable meetings on each subject with principals and/or stakeholders involved in each endeavor

        - Answer question: If you were going to collaborate, what would you do? What would/should be the payoff?
        - If the payoff warrants it, what is your next step?

- Compile results of each meeting into draft final report

- Present report to TBRPC
    - Send report, or present report, to presiding officials for each endeavor
    - Send report to Governor and Bay Area Legislative Delegation

- Completion scheduled for December 2012.

Membership of Committee:

Commissioner Larry Bustle, Chair
Commissioner Victor Crist, Vice Chair
Commissioner Neil Brickfield
Council Member Doreen DiPolito
Vice Mayor Bill Dodson
Mr. Robert Kersteen
Commissioner Jack Mariano
Council Member Janice Miller
Mayor Bob Minning
Councilman Wengay Newton
Mr. Andy Nunez
Mr. Tim Schock
Ms. Barbara Sheen Todd