



STRATEGIC PLAN COMMITTEE AGENDA

Board Members: Keith Keogh, Chloe Sallin, Tony McCoy, Jamie Lowe, Bret Jones, Roland Nunez, Donna Forest, Andy Hanson, Kim Jemison, Bridgett Bennet, Jose Rubio

Other Attendees: Community and Economic Development Director Tim Maslow, City Attorney Anita Geraci-Carver, Planner Brooke Worthington, Michelle Kennedy (Berry Dunn)

December 1, 2021 at 10:00 AM

Location: Groveland Public Safety Complex, EOC Conference Room, 6825 Florida 50, Groveland, FL 34736

Virtual Call: <https://berrydunn.zoom.us/j/96254597255>

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- 1. Call to Order - Roll call**
 - 2. Approval of Last Meeting's Minutes**
 - 3. Committee Presentations**
 - **Jamie Lowe**
 - **Keith Keogh**
 - **Kim Jemison**
 - **Dr. Roland Nunez**
 - **Dr. Tony McCoy**
 - 4. Closing Comments - Public, Board, Staff**

**City of Groveland
Minutes
Strategic Plan Committee Meeting
Wednesday, December 1, 2021**

Item I: Call to Order

Meeting called to order at 10:03 AM by Chairman Keith Keogh. The following Board Members were present: Roland Nunez; Keith Keogh; Bret Jones; Kim Jemison; Jose Rubio; Andy Hanson; Chloe Gentry, Bridgette M. Bennett. City Officials present were Timothy Maslow, Community & Economic Development Department Director; Jose Lopez, Director of Innovation Technology; Maria Ramirez, Administrative Assistant to Community Development Director; David Brown, ITS Specialist; Ashley Wright, Communications Specialist & Human Resources Coordinator; and Brooke Worthington, Planner I, Recording Secretary.

Absent: Board Members: Donna Forest, Jamie Lowe, Tony McCoy

Item II: Approval of Last Meeting's Minutes

Approve Last Meeting's Minutes

Motion: Chairman Keith Keogh recommends approval of last meeting's minutes. He suggests providing a link to the virtual meeting along with the minutes on the website.

Board Member Bret Jones motions approval of recommendation to approve last meeting's minutes, Seconded by Board Member Roland Nunez.

All present members voted aye.

Item III: Committee Presentations

- **Andy Hanson**
Mr. Hanson presented ideas to make Groveland a tourist destination, with an emphasis on tourism and recreation opportunities (e.g., trails, mountain bike path, water parks, waterfront destinations, wedding venues).
- **Bret Jones**
Mr. Jones presented principles from the book, *Strong Towns*: resiliency over efficiency; incremental growth over betting futures; adapt to changes over fear of change; experience over abstract theories.
Book recommendations: *Garden Cities*, *Strong Towns*
- **Bridgette Bennett**
Ms. Bennett presented history of the Groveland Four and shared ideas of how to cultivate and celebrate cultural and racial diversity over the next 100 years. She suggested four cultural events: Caribbean festival, Cinco de Mayo, Juneteenth, and Hispanic Heritage Month.
- **Chloe Gentry**
Ms. Gentry and Mr. Sallin presented on their theme, ecological urbanism. They suggest the city uses its main asset, nature and agriculture, as its foundation to cultivate a community culture

that values nature. By focusing on sustainable development goals to create local community with a global vision, the city can become leaders in conservation, and focus on public investment in infrastructure, community design, and economic development (i.e., placing value and investment in conservation, clean energy, and sustainable agriculture).

Book recommendation: *The Systems View of Life*

- **Donna Forest**

Not in attendance

- **Jose Rubio**

Mr. Rubio presented his vision for Groveland: cultivating diversity, expanding community centers, connecting trail systems, improving healthcare facilities, creating a vibrant downtown, becoming a destination community, and focusing on transportation and the SR 50 realignment.

Item IV: Closing Comments

Find common threads from the presentations.

Adjournment

Motion:

Motion made by Board Member Bret Jones to adjourn meeting at 11:42 pm.

This motion was Seconded by Board Member Jose Rubio



Attest: _____

Keith Keogh, Chair

Jamie Lowe, Vice Chair