

May 1, 2018

The Nassau County Planning and Zoning Board Westside Heritage Preservation Committee met in regular session this 1st day of May 2018 at 4:00 p.m. at the Commission Chambers, James S. Page Governmental Complex, Yulee, Florida. Committee members present were Bobby Franklin, Ronald Green, Linda Morris, John Stack and Chair Jimmy Higginbotham. Also present were Michael Mullin, County Attorney; and representing the Department of Planning and Economic Opportunity were Taco Pope, Director; and Adrienne Burke, Policy Planner. Representing the Environmental Health Department was Michael Goodwin, Service Director. Also present was Melissa Lucey, Recording Secretary.

Chair Higginbotham called the meeting to order at 4:00 p.m.

It was moved by Ms. Morris, seconded by Mr. Stack and unanimously carried to approve the minutes from March 6, 2018 Western Heritage Preservation Committee meeting as presented.

Mr. Pope began the discussion with a handout of the roadmap to guide the 24 month plan for creation and implementation, noting that the committee is in the formation and organization process. He explained that the Department of Planning and Economic Opportunity is working on the mapping data analysis from the Urban Land Institute (ULI), the growth trend report, from the different state and local agencies to create a baseline to create a general consensus. He advised then there will be a level of outreach of visiting the towns, attending community meetings to assess the critical issues, assets, goals and objectives for the overall vision plan for Western Nassau County. He mentioned there will be updates to the Comprehensive Plan and briefly addressed the possibility of implementation of initiatives. Mr. Pope stressed that this process will take the full two (2) years to get to where Comprehensive Plan is fully adopted, and the Land Development Regulations are codified and implemented.

Ms. Burke presented summaries of the findings from the ULI Technical Assistance Program (TAP) Report, focusing on Sarasota, Pasco, Osceola, Orange Counties and Other Florida Communities such as Marion, Seminole, St. Lucie, Collier and Clay. She discussed several tools that could be used when thinking about planning for Western Nassau. Ms. Burke suggested that the committee think about utility expansion and how that ties to increasing developments and encouraged community outreach. She mentioned that by learning from other communities would help assist the committee on what tools would work best for Western Nassau County. She acknowledged that the provided 24 month roadmap focuses on a large bulk of time on the community outreach for the next 12 to 18 months and briefly discussed the importance it would provide. Ms. Burke addressed examples of outreach to bring to the public that will encourage having conversations to help develop relationships with the western side of the county.

Mr. Pope addressed that part of the initiative in the first phase is the branding that reflects the county's history and heritage. He requested that for the upcoming June meeting the committee bring back suggestions for a tag line or logo in order to move forward on the branding initiative.

Ms. Burke advised that outreach is significant and that the Department of Planning and Economic Opportunity is creating a list of people to engage with. She advised currently there is a list of 71 agencies including community groups, county departments, state agencies, property owners and citizens. She commented that the Department of Planning and Economic Opportunity realized that there are different groups of people that may have similar interest and requested the committee provide any suggestions at the upcoming June meeting. She advised of upcoming focus group meetings to have a collaborative discussion on May 4, 2018 for government agency, June 29, 2018 for Nonprofits and Advocacy Groups and in August with the Regional Council and neighboring counties.

Mr. Pope proposed for future meetings that the Callahan Community Building is available on the fourth Tuesday of every month at 6:00 p.m. It was the consensus of the committee member to meet on the fourth Tuesday of every month.

Ms. Burke presented a 17 minute YouTube video entitled “Where am I? The power of uniqueness” by Ed McMahon, Urban Land Institute and explained the importance of this video as it relates to development in Western Nassau County. <https://www.youtube.com/watch?v=qB5tH4rt-x8>

Mr. Pope commented that there is a very long and rich history in Western Nassau. He commented that when the committee starts making decisions for implementations from a zoning perspective, that they capture the essence and that the identity is not lost with its historic relevance and meaning.

There being no further business, the meeting adjourned at 5:12 p.m.