

## SUPER REGIONAL STRATEGY TEAM

Hosted by the Tampa Bay Partnership and the Central Florida Partnership

### Summary of Fourth Session ▪ NOVEMBER 2008

*From the offices of Stuart Rogel, President and CEO of the Tampa Bay Partnership and  
Jacob Stuart, President and CEO of the Central Florida Partnership*

#### **SUMMARY**

The Super Regional Strategy Team meeting of November 18, 2008 included our review of a number of critical concepts in the 3 "visioning" efforts of PolkVision, OneBay, and *myregion.org*. The overlaps in areas like Values and Guiding Principles were powerful, and the Team provided a good sense of direction and suggested edits. This project will be prepared for final presentation and adoption in our Fifth Session. The Team received an update on the launch of OnePolk, and outlined an endorsement of the City of Lakeland's efforts to plan and launch a summit addressing regional connectivity. It is important to note that the Team's recommended content for the endorsement was placed in a one page document, as directed, by our Team Moderator and forwarded to the City on November 24. Finally, we outlined our expectations for 2009 and made it clear that there is great value in continuing in at least 6 Sessions with the administrative guidance of a Planning Committee.

#### **HIGHLIGHTS AND ACTION ITEMS**

##### ▪ **Definitions, Core Values, Regional Priorities, and Guiding Principles from *myregion.org*, PolkVision, and OneBay**

During the Team's Third Session in September 2008, there was interest in commissioning a comparison of guiding principles among the 3 regional visioning projects of the Super Region. The following staff leaders from the 3 projects met in the interim: Elisa Degragorio (OneBay), Colleen Burton (PolkVision), and Shelley Lauten (*myregion.org*).

They produced 5 key results or sets of recommendations including:

1. Definitions of shared, key terminology
2. Drafts of 5 Integrated Core Values
3. A Comparison and Alignment of Regional Priorities
4. A Comparison and Alignment of Guiding Principles around Smart Growth
5. Recommendations for Team Action

Regional Priorities and Guiding Principles were set out in a side-by-side format for the first time, indicating that the thousands of residents who participated in their respective projects shared language and approaches. Subject to several key edits, the Team reached consensus on adoption of the Core Values, Regional Priorities, Smart Growth Guiding Principles, and the Framework for Super Regional Task Force Action Planning.

The work will be delivered in final form at the next Team meeting and reflect edits and improvements in the areas of:

- » Core Values (clarifying reliance the Team has on policies and practices related to the Core Values of Inclusion among the enterprises represented in the Super Regional Strategy Team)
- » Regional Priorities (clarifying the Quality/Smart Growth priority to reflect a shared interest in Quality of Life; improving the Environmental Stewardship priority to reflect a commitment to Leadership; and exploring ways to include reference to Greener Economic Opportunities or Standards)

(Source Working Document: *Definitions, Core Values, Regional Priorities, and Guiding Principles from myregion.org, PolkVision, and OneBay*; November 19, 2008; PowerPoint Presentation)

#### **CRAFTING A SPECIAL ENDORSEMENT OF THE CITY OF LAKELAND'S EFFORTS TO PLAN AND LAUNCH A SUMMIT ADDRESSING REGIONAL CONNECTIVITY**

Through several quarters of 2008, the City of Lakeland had been considering hosting a summit on transportation, specifically rail. In the days leading up to the Team's Fourth Session, several members and participants were encouraged to or interested in sharing summit progress. The general theme and approach is forming around the concept of regional or super regional Connectivity. The Team saw great value in this approach and, with an eye toward a potential January summit date, asked that an Endorsement be expedited and forwarded to the City with the following key messages:

- » A Super Regional Strategy Team Endorsement of Summit and Concept
- » A Clear Expression of the Team's Interest and Willingness to Help and Participate in a Meaningful Way where Appropriate
- » A Suggestion that a Planning Session Prior to the Summit would Produce a High-performance Agenda

*From the offices of Stuart Rogel, President and CEO of the Tampa Bay Partnership and Jacob Stuart, President and CEO of the Central Florida Partnership*

**CRAFTING A SPECIAL ENDORSEMENT OF THE CITY OF LAKE LAND'S EFFORTS TO PLAN AND LAUNCH A SUMMIT ADDRESSING REGIONAL CONNECTIVITY (CONTINUED)**

- » A Reminder that a Number of Reports and Studies are in the "Pipeline" and Summit Timing Could Take Advantage of New Data

The Team's Moderator was asked to integrate these messages in a simple document and ensure forwarding to the City. *(The resulting Special Endorsement is included here as an Appendix.)*

**WHERE DO WE GO AS A TEAM IN 2009?**

The Team discussed the Best approach to moving forward in 2009. Research and discussions in the Third Session had already made it clear that Members saw great value in moving forward in order to: continue opening lines of communication; set clear priorities; establish a few, clear successes; build credibility; and develop a collective, powerful voice. In order to make these aspirations a reality, the Team reached consensus on the following administrative, agenda, and logistical steps:

1. Formation of a **Planning Committee** with Responsibilities to Include Agenda Formation, Anticipation and Expedition of New or Emerging Issues and Opportunities, Coordination of Team Membership, and Ensuring Basic Logistics and Notices are Accomplished (Planning Committee will Form and Meet Prior to Session Five)
2. Ensure that the Team Holds **at least 6 Meetings** in 2009
3. Ensure that the Team Holds **On-demand, Additional Meetings** should New or Emerging Issues and Opportunities Need Attention (Planning Committee will Assess the Situation and Make Calls

for Additional Meetings)

4. The **Fantasy of Flight Site** is Well Positioned in the Super Region as a Primary Meeting Location and the Private Room is Great, but **Some Flexibility and Integration into Other Venues and Events** May be Called For
5. **Notices and Key Data** are Welcomed Early for Team Member Scheduling and Study
6. **Membership Decisions** belong to the Participating Organizations, Not to the Collective Group or Individual Members
7. **Membership** for 2009 will be Forwarded to the Planning Committee by Participating Organizations before the Close of the Year
8. **Transportation** is the Initial and Formative Focus for the Team, but 2009 will Include Exploration of the Next Area(s) of Focus
9. In the Interest of Building Credibility and a Shared Voice, the Team will Look Carefully at Its Role in **Federal Transportation Policy and Funding**
10. **Funding** matters, so Participating Organizations will Consider Stepping-up to Invest in the Budgetary Needs of the Team

**NEXT STEPS**

Around the first of 2009, and with their respective updates to membership and financial commitments, Team members can expect a 2009 roster, annual budget, and schedule of prospective meeting dates (6) and locations.

The Team expressed 100% commitment to the 10 items above.

**NEXT MEETING**

- » TBD by Planning Committee  
6 Meetings (minimum) in 2009

**SUPER REGIONAL STRATEGY TEAM ARCHIVES SITE**

<http://www.centralfloridapartnership.org/index.php?submenu=ki&src=gendocs&ref=Super%20Regional%20Strategy%20Team&category=Regional>

## SUPER REGIONAL STRATEGY TEAM

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### Special Endorsement of the City of Lakeland's Efforts to Plan and Launch a Summit Addressing Regional Connectivity





FOLLOWING THE FOURTH SESSION OF NOVEMBER 19, 2008 AT FANTASY OF FLIGHT ▪ POLK COUNTY, FLORIDA

#### SUMMARY

During the November 19, 2008 meeting of the Super Regional Strategy Team, members reached consensus regarding Core Values to be used in all aspects of their work in the future. The Core Values were identified through a comparison and integration of the great work in the regional visioning efforts of *myregion.org*, PolkVision, and OneBay; and are made up of Inclusion, Partnerships, Regional Thinking, Exploration and Discovery, and Consensus Building.

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**IN THE SPIRIT OF THESE CORE VALUES,** the members reached consensus on the following items and wanted to ensure that they are communicated to the City of Lakeland:

-  The Team endorses and supports the concept of a City of Lakeland-convened Regional Summit on Connectivity
-  The Team wants to help and participate in a meaningful way where appropriate
-  The Team believes that a pre-Summit planning session would be an important engagement, in its own right, to discuss the best Summit opportunities and a high-performance agenda; and would look forward to participating and sharing ideas
-  Team members were aware of a number of emerging reports and studies related to the subject of Connectivity, and encourage the calendaring of the Summit with respect to the release of this information