

MINUTES OF JOBS 2000 SPECIAL MEETING OF KISSIMMEE UTILITY AUTHORITY  
HELD MONDAY, FEBRUARY 20, 1995, AT 6:00 PM, BOARD ROOM, ADMIN. BLDG.,  
1701 W. CARROLL STREET, KISSIMMEE, FLA.

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Present at the meeting were Chairman Gant, Vice-Chairman Walter, Secretary Bobroff, Assistant Secretary Lowenstein, Director Guthrie, Mayor Pollet, Attorney Brinson, President & General Manager Welsh, and Recording Secretary Rundio.

Also in attendance were Ed Moore, Chairman, Jobs 2000; John F. Krug, EDC of Mid-Florida, Inc., Osceola County Coordinator; William H. Owen, CRE, President, Real Estate Research Consultants; and Owen M. Beitsch, AICP, Executive Vice President, Real Estate Research Consultants. Mr. Don Gloss, Chamber of Commerce, Kissimmee, was also present.

A. **MEETING CALLED TO ORDER** at 6:00 p.m. by Chairman Gant.

B. **JOBS 2000 ECONOMIC DEVELOPMENT STRATEGIC PLANNING PROJECT**

General Manager Welsh stated that Mr. Ed Moore, Chairman of Jobs 2000, sent him a letter asking that we agenda a workshop in February so they could report the findings of this study to our Board.

Mr. Moore, Chairman of the Jobs 2000 Committee for the Chamber of Commerce, as well as Chairman of the Jobs 2000 Blue Ribbon Task Force, gave an in-depth presentation to the Board. He noted that numerous questions arose during their meeting with the Economic Development Committee of Mid-Florida, Inc. He stressed the need to plan and schedule what things we need to do regarding KUA.

The Jobs 2000 Committee wanted to be associated with EDC and the great work they were doing. Education, utilities, infrastructure and other areas were looked into and then they pulled together all these ideas. A consulting firm was hired to assist in making it possible to pull various agencies together to work for the good of all. St. Cloud, Osceola County, the City of Kissimmee, the School Board, Chamber of Commerce and the Kissimmee Utility Authority were all asked to merge and help subsidize this effort. Each group was represented with a member. The group went with two Real Estate Research Consultants and got a recommendation to present to all the participants a study that would be beneficial for many years hence.

Mr. Moore introduced John Krug, Osceola County Coordinator of the EDC of Mid-Florida, about their role in this process. Mr. Krug is contracted by the Chamber of Commerce to staff this project. His presentation covered the Economic Development amendments to comprehensive plans, the future of the Blue Ribbon Task Force, the role of the Council of Governments, and the game plan for incentives and economic impact modeling.

Mr. Krug addressed the first phase of their project which developed three reports and hoped for endorsement from the six agencies. He stated that the project fund plan has a positive cash balance. He said they received excellent local media attention who were supportive of the initiative and righteous cause.

The Task Force had already made presentations to the City of St. Cloud and the City of Kissimmee, and two more are scheduled for Osceola County and the School District next week. They hope to oversee their endorsements as well as one from the KUA Board.

Mr. William H. Owen, CRE President, Real Estate Research Consultants, highlighted his role in the project, gave their interpretations, and referred to various reports compiled regarding the roles they play in this Strategic Planning Project.

Mr. Owen said that Economic Development is a process by which a community's economic resources are directed to the creation of new jobs in industry, but, more importantly, the retention of existing jobs, such that the return to the community exceeds the cost of the resources invested in these activities. He stated that Osceola County is the fastest growing County in the region, there is a challenging ethnic diversity, and tourism is the biggest industry in Central Florida. The studies commissioned highlighted demographics, regulations, major issues, marketing and incentives, and the local labor force. Vocational education was of prime importance in achieving their goals in this area, which currently seems to be somewhat lacking.

Mr. Owen continued that it was important to have a competitive position to attract and keep industry and through these studies they received a competitive assessment of the region. The economy is tourist-based and the area is perceived not to be a serious place to do business. Better schools and housing are perceived to be located out of the County--a potential challenge in the relocation game. On the positive side, public officials are becoming more pro-active in their economic efforts, and educators are implementing strategic plans to upgrade the quality of the education in the school system, in addition to numerous other industries they had set their sights on.

One thing that came out of their study was the fact that high school and vocational school students receive insufficient skills and education to become productive workers. The regulatory environment needed to be addressed because it becomes an obstacle in achieving what we want for our communities in terms of economic growth and quality of life. Infrastructure and how it's paid for was a third issue, followed by the concern of retention of existing industry. He highlighted subsequent priorities to attain their objectives. All of the above helps the community set goals within these six issue areas in defining policies that would respond to those and lead to actions to make things happen.

In respect to KUA, Mr. Owen stated that we are the largest local supplier of electrical power in the County and that we must remain committed to competitive rates, rapid response in services, cooperation locally and providing leadership in the Economic Development arena. They felt KUA was probably the best agency in this County to review the provision of services by all utilities.

Mr. Owen closed by listing the following steps:

1. Build a political consensus to move forward to policy adoption and the strategic actions that were identified;
2. To get commitment of all the key players, including KUA, to work together to achieve the economic goals;

3. Develop more detail of the specific actions required and by whom;
4. The bottom line and the simple solution is that the links between business, government and education need to be strengthened.

The Mission Statement written up for KUA was included on pages 35 and 36 in the Strategic Planning Project report.

Director Bobroff discussed in detail some of the aspects of the two reports. In general, he felt that more emphasis should be placed on technical education in our school systems. He also objected to the mind-set in the report stating Osceola County was a bedroom community.

Chairman Gant said we need to put a driving force together so that when the report is completed it's re-addressed often. He hoped the Chamber of Commerce, by meeting on a regular basis, would be the driving force which might bring great things from the School Board and County. It may be more appropriate for someone to be appointed by the County to the Committee (as opposed to KUA taking it on themselves) to look at this as has been suggested by the report.

Mr. Owen thanked the Board members for their attention and concerns.

Mr. Moore added some closing remarks that this is a societal problem and asked that KUA take the step, not necessarily tonight, and to commit to the issues discussed here.

Mr. Welsh clarified that there may be some issues and points in the whole document which the Board doesn't feel comfortable in adopting. He asked Mr. Moore if his question was for the Board to adopt specific points or policy statements that he feels comfortable with that go somewhat along these lines, or, alternatively, was he asking the Board to adopt a statement along the lines while there may be specific items within the report of which we are not 100% supportive to accept. In general we are supportive of the efforts of the Jobs 2000 Task Force and in general by the direction created by this document.

Mr. Moore desired that we go through the document on issues affecting KUA and submit our input on these if it does not adequately demonstrate the position we feel is acceptable. It was suggested that these documents can be modified, changed and structured to suit KUA.

Mr. Welsh stated that most everything in the document referred to other agencies; the Strategic Plan basically captured all these thoughts by entity. On pages 35 and 36 of the second document, we would have captured what Jobs 2000 is looking for from KUA. Concentrating only on these two pages, with certain changes, etc., would be a good vehicle to communicate to Mr. Krug. These specific pages would particularly pertain to KUA without infringing on other areas. Mr. Owen said they would welcome that.

Director Walter suggested that this document is very important for Osceola County and that the above referred-to pages are specifically directed toward KUA. If these can be worked out tonight he would be willing to make a decision tonight.

Mr. Welsh and Director Bobroff stated that it had been the decision of the Board at the last meeting that there would be no action taken tonight but this would be discussed at the Wednesday, February 22nd, Regular Meeting. It was the consensus of the Board that no action be taken this evening.

Director Walter said we should consider price incentive in addition to the other considerations.

Chairman Gant stated we should follow through on the originally decided on plan, with possible changes on KUA's section to make it workable. In it's present state it would be extremely difficult to accomplish. Brief discussion followed.

It was the decision of the General Manager that he compile the members' collective thoughts on this and bring it back to the Board on Wednesday night for their consideration, at which point it can be submitted to Mr. Krug.

Director Walter stated that no matter how often we must revisit this issue, that we do so in order to get industry relocated to this area.

**C. OTHER**

The presentation being concluded, Mr. Welsh invited the group to tour the Energy Control Center.

**D. HEAR GENERAL MANAGER, ATTORNEY, DIRECTORS**

There were no additional comments.

**E. ADJOURNMENT: Meeting adjourned at 7:35 p.m.**

  
CHAIRMAN

ATTEST:

  
SECRETARY