

Recap of the Citizens Advisory Committee Meeting October 21, 2016

The October 21, 2016, Hillsborough County Citizens Advisory Committee (CAC) meeting was called to order by Chair Lowry at 8:30 a.m. CAC members in attendance were: Chair Lee Lowry, Vice Chair Kay Doughty, Spencer Kass, Barbara Aderhold, Ron Govin, Cristan Fadal, Adam Bantner, Linda Porter and Joe Pullara. CAC members absent were: Joe Wicker, Roia Barrios, Joe Caetano. County staff in attendance: Beth Cardenas.

The Pledge of Allegiance and an explanation of the role and responsibilities of the CAC were given.

Public Comment #1: None.

Meeting Recap: The September 23, 2016 meeting recap was reviewed and approved.

Discussion with Annette Spina: Annette Spina, Director was present to discuss Communications & Digital Media. Mr. Kass inquired as to the Public Relations side of the department. Ms. Spina discussed the organization and workflow of the department and that the 35 departments are treated as clients. Mr. Fesler spoke to the departments with enterprise funds paying for the services of the Communications Department. Mr. Fesler discussed metrics and funding, and discussed that at the directors retreat yesterday they will utilize a zero based budget approach, called a service based budget. They are developing a strategic plan with priorities with community service standards, and departments will define services and then have to request resources for services and prioritize services. Budget staff will meet with departments and ask questions linking back to priority areas. Ms. Spina outlined the noticing process of a public meeting and positions that were added in this fiscal year. She also spoke to the new website and customer service portal. Ms. Spina committed to providing the cost of the Public Relations portion of the department.

Discussion with Ron Barton: Ron Barton, Assistant County Administrator was present to discuss Economic Prosperity. He emphasized Board ownership of the program and provided an overview on the department strategy. He spoke in depth to: Agribusiness Development, Business Intelligence, Competitive Sites, Corporate Development, EDI2, Entrepreneur Collaborative Center, Entrepreneur Services, Manufacturing Alliance, Minority and Small Business Enterprise, Redevelopment, Tampa Innovation Alliance, and Tourism Development. He spoke to difference between County and City programs and also merging where possible, including software. The CAC and Mr. Barton discussed the 6th cent sales tax. Mr. Barton committed to providing the cost per section of the department.

Other Business: Staff will send an email to the CAC polling what the CAC should do next and possible dates to reschedule the November 18 meeting. For the next meeting, the CAC will review Non-Department expenses and Human Resources compensation. The CAC asked for presentation to be provided ahead of time. Ms. Doughty provided an update on Medical Marijuana. Mr. Kass discussed providing groups time to speak.

Advisory Committee Reports: None.

Public Comment #2: None.

Adjournment: The meeting adjourned at 11:38 a.m.

Note: Instructions to staff are underlined