

KCCI Full-Team Meeting Sept. 14, 2007

Greenovation Update

- **Green Inventory:** Compiling data concerning every “green” project and initiative in Tallahassee. Will be accessible via the Sustainable Tallahassee Web site. Currently working on indexing and cataloging the inventory
- **K-12 Recycling:** Working with Leon County Schools to upgrade their recycling program. Distributed posters in the Democrat that pictorially describe how to recycle various items. Posters are placed at specific locations in all public schools. Through the recycling partnership between both the city and the county and the school board, taxpayers will save a minimum of \$70,000 per year. Everyone involved in the K-12 effort is teeming with creative energy and enthusiasm. A major goal is to educate the children, who will then educate their parents so the same practices are repeated at home
- **PARC:** The Park-And-Ride-Community was launched at the beginning of September and now has nearly 50 participants, far exceeding the team’s original expectation of 20. The pilot program will last until early December. Team leaders are conducting attitude and opinion surveys before, during and after the program in effort to document what works and how to make a park-and-ride-program successful anywhere. PARC and StarMetro have received significant coverage in the Democrat, and preliminary evidence already suggests that professionals are beginning to embrace the idea of using public transportation
- **University Recycling:** FSU and FAMU recently jointly applied for a recycling grant. The impact of this partnership could be huge in terms of how much we are putting into our landfills
- **Sustainable Tallahassee:** Completed a business plan for the first two years. Developing content for the Web site, which will include the Green Inventory, grant and tax information for green building and initiatives, answers to common “green” questions, community calendar information, green networking opportunities, info tools, green discussion board, etc. Primary purpose is to streamline local green efforts and to minimize the time it takes to research “green” issues. Effort is modeled after Sustainable Sarasota. Marpan has agreed to sponsor this initiative. Working on branding and creating a logo. For more on Sustainable Tallahassee, visit <http://kccitallahassee.wordpress.com/initiatives/greenovation/>
- **Urban Design Studio:** Will focus on site planning and permitting in urban core areas. Todd Sperry is working with key officials to launch the effort. Need to put into place performance criteria and incentives for walkability, energy conservation, and other green efforts. For more information on the Urban Design Studio, visit <http://kccitallahassee.wordpress.com/initiatives/greenovation/>
- **Green Living Center:** Allen Joseph announced the opening of the Green Living Center at 1020 N. Monroe Street. It is a place to showcase, promote and sell all things green. It is managed by Sustainable Big Bend. It is the community’s space, and it’s up to residents to determine how to use it. The center invites people to stop by from 1 p.m. to 6 p.m. on the next four weekend afternoons to learn about green volunteer opportunities such as organizing the slow food organic movement, scheduling green nature tours, education programming, etc. To see an example of a similar green store in Gainesville visit www.indigogreenstore.com.
- Team is participating in upcoming energy exhibit at the Brogan Museum
- Hosting a Recycled Art display, where art will be made out of recycled scrap metal. Kim Williams is underwriting the effort

- Team will present at the statewide Campus and Community Sustainability Conference held at FSU to raise awareness about our community-driven efforts and collaborative partnerships for green causes

Estrella: The Tallahassee Film Festival Update

- Name contest held in July. After more than 1,500 votes were cast, *Estrella* was chosen by 47 percent. Patrick Dallet suggested the winning name
- City plans to contribute \$30,000 to \$35,000 toward film festival
- In process of finalizing a logo. Will select logo within the next week
- Partnered with the Tallahassee Area Convention and Visitors Bureau to assist with marketing and promotion
- Biggest obstacle: FUNDING
- Recently defended grant application for \$5,000 from the Tourist Development Council
- Looking toward private foundations for funding
- Formed a program committee for judging film submissions
- Working closely with Frank Patterson, the dean of the FSU Film School
- Call for entries will come in late October or early November. Extent and range of entries will be based on funding
- In process of developing a Web site
- Formed an internal communications team through which all communication will flow
- Estrella is now formally a corporate entity with the state
- Working with Tallahassee State Bank for free checking and other financial services
- Bill Sittig will serve as treasurer
- Receiving in-kind donations and services from various partners
- Partnered with Eventions to develop sponsorship packages which will go out in the next few weeks
- Continue to meet with elected officials
- **Everyone** is invited to attend Estrella team meetings every other Monday at 4:30 p.m. on the 2nd floor of the Convention and Visitors Bureau. Next meeting is Monday, Sept. 24.
- Festival will incorporate an education component. Working with the Leon County Schools Foundation on a K-12 education component. Also working with Florida State and TCC to host workshops, seminars, etc.
- Looking for additional volunteers and anyone with connections to possible funding sources

Get Gaines Going Update

- Team continues to serve as true catalysts in moving Gaines Street forward. Key individuals are beginning to ask questions, think creatively and communicate openly to speed up the Gaines Street development timeline. All parties with an interest in Gaines are finally involved in the effort and talking to each other
- Drainage on Gaines has been a major obstacle. However, a new set of underground drainage pipes was recently discovered. This could prevent the road from having to be torn up, which would release known underground pollutants.
- Milling and paving could begin after the 2nd phase of the environmental audit. Milling and paving could be completed by the latter part of 2008
- Traffic is another major obstacle officials are beginning to work through
- Working with Bob Bischoff at the Master Craftsman Studio to create a pedestrian walking and viewing area for iron pours and glass blowing

- Need to put a spotlight on Gaines Street itself – team wants to emphasize to everyone how ugly and filthy it is and encourage property owners to take pride in it. Property owners need to clean up their space, maintain their lawns, keep up their buildings, etc. Team wants codes to be enforced for Gaines Street property owners. If property owners cannot maintain their buildings, then they should be torn down.
- Landscaping could begin now, but team would rather not waste money on landscaping that will just have to be torn up when milling and paving begins – they would rather force property owners to maintain and keep up their own property
- Continue to work closely with Roxanne Manning (CRA) and meet with elected officials

Jump Start Plan X Update

- Focusing on learning about what the needs and concerns are for small businesses in Tallahassee
- Conducted a survey of small business owners, but have not yet analyzed the results
- Through focus group and qualitative research, the team has discovered that many of the resources available to small businesses nationally are not available here locally
- Team has also found that many small businesses in Tallahassee want to grow but don't know how, or can't find the resources and assistance locally
- Plan to host a community forum in early 2008 that focuses on the financial aspects of small businesses and entrepreneurship and how to build community wealth
- Working to co-locate resources and services for small businesses so that owners and entrepreneurs have access to a one-stop-shop on a particular day and time

Communications Update

- Nearly 10,000 Web site visits to date (kccitallahassee.wordpress.com)
- Thirty-four blog posts made to date on KCCI Web site
- More than 15 blog posts made about KCCI initiatives on other blogs
- KCCI blog comments moderated to date: 172
- More than 25 incoming links to KCCI Web site
- Responded to more than 100 resident e-mails since June
- Recruited at least 25 new volunteers for initiative teams since June
- Garnered more than 35 print or broadcast news stories related to KCCI issues and efforts in the past three months
- Received full coverage on PARC on all three broadcast news stations, local radio coverage, and significant coverage in the Democrat
- Worked with film fest team to generate buzz about the event on local TV and radio
- Helped coordinated the film fest naming contest and partnership with the Democrat. Collected more than 200 name submissions and received more than 1,500 votes. Contest received full coverage throughout the process on all three broadcast news stations, local radio coverage, and numerous stories in the Democrat
- Received various coverage of the Gaines Street and the Jump Start Plan X initiatives (MY VIEWS and editorials), along with print stories about recycling and going green (visit the News section at kccitallahassee.wordpress.com to read all news stories)
- Internal communications forms did not work out as planned. Teams should continue to e-mail Stacey or their communications liaisons as progress is made or help is needed
- Will continue to work out kinks in a planned monthly e-newsletter

- If initiative teams need to promote anything via billboards or broadcast PSA's, Lamar and Comcast are willing to donate space. Contact the communications team for details
- Communications team continues to keep grassroots organizations current on initiatives
- Coordinated various speaking engagements including at a meeting of the Tallahassee Network of Young Professionals, at an Access Tallahassee dinner and at the Chamber Conference, which was attended by 400 business and community leaders
- Introduced group of young professionals to the Master Craftsman Studio on Gaines. The Tallahassee Network of Young Professionals will host a Get Informed session at the MCS next month
- Formed an FSU Student Liaison Committee to spread the word about KCCI across campus and to recruit student volunteers
- Drafted a seven page report for the Leon County Commission on status of projects
- Suggest that as teams grow larger and evolve into increased sub-initiatives, each team should form its own internal communications team