

COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS

**POST OFFICE BOX 1529
LAKE CITY, FLORIDA 32056-1529**

COLUMBIA COUNTY SCHOOL BOARD ADMINISTRATIVE COMPLEX

**372 WEST DUVAL STREET
LAKE CITY, FLORIDA 32055**

AGENDA

FEBRUARY 18, 2010

7:00 P.M.

Invocation (Commissioner Frisina)

Pledge to U.S. Flag

Public Comments

Betty Lane:

- (1) Appreciation of the County for Support of the Beautification Committee**

STAFF MATTERS:

HONORABLE RONALD W. WILLIAMS, CHAIRMAN

- (1) Consent Agenda**

DISCUSSION AND ACTION ITEMS:

- (1) Roadside Mowing**
- (2) City of Lake City - EMS**
- (3) Contract for Sale of Treatment Plant – Ellisville Utilities**
- (4) Board of County Commissioners - Minutes – September 18, 2008**
- (5) Community Development Plan as Presented by Industrial Development Authority and Rudder Team**

****** SECOND PAGE**

COMMISSIONERS COMMENTS

ADJOURNMENT

District No. 1 - Ronald Williams
District No. 2 - Dewey Weaver
District No. 3 - Jody DuPree
District No. 4 - Stephen E. Bailey
District No. 5 - Scarlet P. Frisina



BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY

MEMORANDUM

February 3, 2010

To: Columbia County Board of County Commissioners
Dale Williams, County Manager

From: Clint Pittman, Director of Landscape & Parks

CPD

Re: Roadside Mowing

Dale, at your request, Kevin Kirby and I visited questions regarding the roadside mowing. Our findings are addressed in sections listed below. It is my recommendation that we rebid this contract with all additions or deletions to bring bid specifications to current needs of the county.

Roads to be removed

These roads are primarily in platted subdivisions that are maintained by homeowners to the roads edge. The roads not in subdivisions are also being mowed by landowners or not mowed at all.

Yates	Harmony	Lake Valley
Acorn	Legion	Indian Springs
Blackberry Farms	Adobe Pointe	Live Oak
Fedora	Cross Pointe	Covey
Young	Dogwood	Partridge
White Tail	Venice	Tompkins
Doe	Wildflower	Fantasy
Trey	Indian Pond	Dudley
Huckleberry	Scenic Lake	Rhoden
Elk Way	Country Lake	Stormy

Mileage changes

These suggested changes are due to changes on roadways such as part of the road being taken over by residence or road going from pavement into dirt and dirt section not being mowed.

	<u>Listed:</u>	<u>Changed to:</u>
Malloy Glen	.16	.08
Pressruth	1.18	.30
Tudor Glen	.16	.08
Wishbone	.20	.05
Kimberly	.30	.16
Duane Lane	.40	.20
Hopeful Drive	.69	.40
Forest Lawn	.50	.25
Little Road	2.41	1.20
Finley Little	1.00	.50
Kirby	1.01	.30

BOARD MEETS FIRST THURSDAY AT 7:00 P.M.
AND THIRD THURSDAY AT 7:00 P.M.

Added roads

These roads have recently been paved or were mowed on a per acre under special project mowing and should be on lane mileage.

Rum Island Terrace
Enterprise

Areas of ditch pavement

These areas listed below but not limited to, are going to require a small tractor with a 6 foot bush hog type mower to ensure both sides of paved areas are cut without damaging pavement. This should be added to the existing contract to ensure these areas are properly mowed.

Amanda	Bambi
Turner Road	Little
Brook	SR 349, East & West
Dianna	Multiple sections of Tustenuggee Rd

Other concerns

These are areas such as added sidewalks on 252 B, due to job performed, mowing the west side of that road will now be a problem area. It cannot be mowed with a large tractor. Most of this area will have to be mowed with smaller mowers and by hand in many areas. This section will also now require edging a couple times a year to maintain walking area.

Partial mowing

These are areas mostly in town such as 100 A, a couple of other roads that are narrow sides, steep ditches, and sidewalk areas that according to Mr. Kirby are presently being mowed in-house with one of his inmate crews. If they are being mowed in-house they should be removed from lane mileage.

Special Project Mowing

These areas need to be removed from the contract. Most of these areas are being mowed in-house currently and some of the areas listed are mitigation properties and should not have equipment in them. Other areas on this list are out of line on the acreage due to changes on these properties. I ask the Board to use the monies saved on all deletions of this contract to purchase some additional equipment and one full time employee that could be teamed with some of my current personnel to handle any special project mowing that may be needed.

Blade sharpening

Contractor must maintain a clean, even cut. At minimum, blades should be sharpened once a week and more often if needed depending on miles covered during cycle.

District No. 1 - Ronald Williams
District No. 2 - Dewey Weaver
District No. 3 - Jody DuPree
District No. 4 - Stephen E. Bailey
District No. 5 - Scarlet P. Frisina



BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY

Memorandum

February 4, 2010

To: Dale Williams, County Manager
From: Clint Pittman, Director, Landscape & Parks
Re: Employee for special project mowing

The special project mowing could be done using some existing equipment along with minimal purchase of new equipment. Also adding one employee that could be teamed with existing employees to maintain these random areas of concern. New equipment needed would cost approximately \$15,000.00, the first year with possible replacement cost every two years. The additional employee cost would be recurring funds, annually with benefits, at \$32,920.21, the first year. That amount is at current rates with no consideration for future percentage increases that the county may encounter due to benefit increases. An additional truck would be needed for county wide transport of personnel and equipment at a cost of \$30,000.00 in the first year purchase. Employee, truck, and equipment totals would be \$77,920.21.

Dale Williams

2/18/10
Agenda

From: Wendell Johnson [johnsonw@lcfla.com]
Sent: Monday, February 08, 2010 1:17 PM
To: Dale Williams
Subject: EMS Issue

Dale: My understanding of the meeting results and your recommended action to the BOCC will be:

- a. Renew the County's EMS Certificate of Public Need and Necessity and include the City of Lake City within the EMS Service Area.
- b. In conjunction with the City, authorize a Request for Proposals (RFP) to prepare a Cost-Benefit Analysis to determine the cost ratio of County/City EMS Services. The fee for the Analysis will be shared 50/50 by County and City.
- c. Selection of the consultant will be by means of a joint county/city committee.
- d. Any services requested of the consultant other than the EMS Analysis will be paid by the requesting party.

Please let me know if I missed anything or if you want something added.

Wendell Johnson

City Manager
City of Lake City
205 N. Marion Ave.
Lake City, FL 32055
Phone: 386-719-5784
Fax: 386-752-4896
Email: johnsonw@lcfla.com

CONTRACT FOR SALE OF REAL PROPERTY

THIS A CONTRACT FOR THE SALE OF REAL PROPERTY AND INVOLVES LEGAL RIGHTS AND OBLIGATIONS. PLEASE READ THIS CONTRACT IN FULL BEFORE SIGNING. ASK ALL QUESTIONS AND GET ANSWERS BEFORE SIGNING. TAKE THIS CONTRACT TO YOUR ATTORNEY AND DISCUSS THE MATTER WITH HIM/HER BEFORE SIGNING IF YOU HAVE ANY QUESTIONS. YOUR SIGNATURE ON THIS CONTRACT IS BINDING AND SETS THE TERMS OF THE SALE OF THE PROPERTY.

THIS CONTRACT is made and entered into as of the Effective Date, as that term is defined hereinafter, by and between

Sellers. NKR, Inc., a Florida Corporation, whose business address is 1911 8th Ave. West, Palmetto, FL 32221, and for the purpose of closing on this contract shall be c/o James M. Wallace, Esq., Attorney and Counsellor at Law, 420 Old Main Street, P.O. Box 1889, Bradenton, FL 34206-1889, and,

ELLISVILLE INVESTMENTS, INC., whose business address is 352 NW Scenic Lake Drive, Lake City, FL 32055, and for the purpose of closing on this contract shall be c/o Terry McDavid, Esq., Attorney at Law, 178 SE Hernando Ave., Lake City, FL 32055.

Buyer. The BOARD OF COUNTY COMMISSIONERS FOR COLUMBIA COUNTY, FLORIDA, a political subdivision of the State of Florida, whose mailing address is P.O. Box 1529, Lake City, FL 32056, and for the purpose of closing on this contract shall be c/o William E. Whitley, Esq., Conflict Counsel for the BOCC, 294 SW CR 18, High Springs, FL 32643.

1. Sale and Purchase. Seller agrees to sell to Buyer and Buyer agrees to purchase from Seller, the parcel of real property located in Columbia County, Florida, described in attached Exhibit "A" hereto and by reference incorporated herein. Said parcel consists of approximately 1.5 acres of land near the intersection of US Highway 41 and I75, including the existing waste water treatment facility. Said parcel is contained inside Columbia County Property Appraisers Tax Parcel number 03-6S-17-09575-000. The purchase includes all rights in and to said property, including riparian, oil, gas and mineral rights, and all timber rights, if any, less rights to and access to the existing billboard located on said property.

In addition, the County will receive a non-exclusive easement for ingress and egress over and across the paved area of the Econo Lodge Motel from US Highway 41 to the subject property where the waste water treatment plant is located, said easement being more particularly described in the attached Exhibit "B".

The County shall also receive a 30 foot wide easement and the piping below the

surface of said easement from US Highway 41 to the subject waste water treatment plant as further described in the attached Exhibit "C".

2. Purchase price. The purchase price for the property shall be (\$181,200.00) one hundred eighty one thousand, two hundred dollars. Division or allocation of the funds made in payment for purchase of the property shall be made by the Sellers between themselves outside of closing.

3. Closing date. The closing of this transaction shall occur on a date set by the Attorney for the Buyer.

4. Title insurance. The Seller shall provide to Buyer a commitment for title insurance covering the property, issued by Sellers counsel or an established title company, together with legible copies of all recorded documents referenced herein and a special tax search (collectively, the "Commitment"). The Commitment shall evidence the agreement to issue to Buyer, upon recording the deed conveying the property to Buyer, a standard owner's ALTA policy in the amount of the purchase price, without exception for any matters other than taxes for the year in which closing occurs, applicable zoning and governmental regulations, and matters approved or deemed approved (collectively the "Permitted Exceptions"). Buyer shall give written notice to Seller or Seller's attorney, of any matter contained in the Commitment which does not meet the standards of this paragraph within ten (10) days of receipt of the Commitment. If Buyer fails to give such notice, Buyer shall be deemed to have approved all matters contained therein. Seller shall have until the Closing Date to cure any matters reasonably disapproved by Buyer, except as may be otherwise provided herein; however Seller shall not be obligated to institute any legal action to cure any matters disapproved by Buyer, and in the event there are matters Seller cannot cure which are disapproved by Buyer, Buyer's option shall be to terminate this contract or proceed to close with the disapproved matters becoming Permitted Exceptions.

Sellers shall secure a complete release for any interested party, including L&G Auto and Truck Plaza, Inc., for any obligation of the County with respect to the transfer of any property or rights contained in a certain cross licensing agreement between Ellisville Investments, Inc. and including L&G Auto and Truck Plaza, Inc., dated February 17, 1991, and recorded in Columbia County Official Records Book 744, page 809, et. Seq.

5. Survey. Buyer shall obtain, at Buyer's expense, a boundary survey of the property (the "Survey") which shall include a legal description of the property. In the event the Survey reveals any encroachments, or any improvements on the Property, or any easement or other matter except those acceptable to Buyer, in Buyer's sole discretion, Buyer may notify Sellers of such matter or matters in the same manner and within the same times as provided herein for a title defect pursuant to paragraph 4 hereof. In such event, unless cured, Buyer may terminate the contract or proceed to closing with such defect as a waived exception.

6. Closing Procedures.

a. Conveyance. Seller shall prepare and execute in favor of Buyer a statutory warranty deed, fee simple absolute title to the property which is marketable, insurable and indefeasible, subject only to real estate taxes for the year of closing, applicable zoning and governmental regulations and permitted exceptions.

b. Title Insurance. The title insurance policy shall be issued by

Seller's counsel or any licensed title company promptly after the closing of this transaction. Seller shall have no obligation with respect to any title endorsements which Buyer may request, nor shall the Closing be extended due to Buyer's request for any endorsement.

c. Closing Costs.

1. Seller's Costs. Seller shall be responsible and pay for (a) the title insurance premium, (b) documentary stamps to be affixed to the deed, and (c) the fees and any documentary transfer taxes for any corrective title instruments required by the terms of this agreement.

2. Buyer's Costs. Buyer shall be responsible and pay for (a) the Survey, and (b) the cost of recording the deed.

d. Real Estate Taxes. Buyer represents that it is exempt from real estate property taxes. At closing, Seller shall pay its share of such unpaid taxes for prior years and the estimated pro rated taxes due from January 1, 2009 (or if extended, into 2010, taxes prorated from January 1, 2010), to the date of closing, by following the procedure set forth in F.S. 196.295.

e. Closing Documents. On the closing date, the parties shall deliver the following items:

- i. The deed, duly executed in form for recording.
- ii. An owner's affidavit in form acceptable to counsel for Buyer so as to allow the deletion of the standard owner's exception, including parties in possession, mechanic's lien and gap exceptions from the Commitment and title insurance policy, and otherwise reasonably acceptable to the Title Company and the title Agent.
- iii. A non-foreign affidavit which complies with Section 1445 of the Internal Revenue Code.
- iv. Proof of authority to convey as required by the Commitment.
- v. Seller and Buyer shall deliver counterparts of a closing statement.
- vi. Receipt for payment of real property taxes referred to in paragraph 6. d. above.
- vii. Check or other means of payment of the purchase price.

7. Contingencies. This contract is expressly subject to the following contingencies, any of which may, at the sole discretion of Buyer, form the basis for Buyer not to close the transaction contemplated by this contract and to terminate its obligations hereunder:

a. Site Assessment. This contract is contingent on Buyer performing and approving Buyer's site assessment, Environment Assessment Phase 1, (including an Department of Environmental Protection (DEP) review of the site, including approval for use as a waste water treatment area by the County) to determine that the Property is suitable for such purposes of the County as may find necessary. Buyer shall have twenty (20) days from and after the Effective Date (the Feasibility Period) to cause Seller to receive written notice of Buyer's approval or disapproval of the property for purchase. In the event that the DEP should require more time for completion of its study, or is the Phase one assessment should show that a Phase Two environmental study is necessary, such reasonable additional time (anticipated to be 60 additional days) shall be added to the notice period. If the Seller has not received notice of disapproval, in the time of the Feasibility Period, as extended by the reasonable period needed by the DEP or Phase Two assessment, the Buyer shall have deemed the property approved. If Buyer timely

provides notice to Seller of disapproval of the property for its intended use, then this contract shall be terminated and the parties shall have no further obligation to each other, except as otherwise expressly provided in this Contract.

b. License to Enter. Seller hereby grants Buyer, from the Effective Date until closing, or upon earlier termination of this contract, the right, license, permission and consent for Buyer and Buyer's agents or independent contractors, or agents of the Suwannee River Water Management District, enter upon the property for the purposes of performing tests, studies, assessments and analysis thereon. To the extent provided by law, Buyer shall indemnify and hold Seller harmless from and against any damages that may be incurred by Seller as a result of such actions by Buyer, its employees or agents. Buyer agrees to promptly refill holes dug and otherwise repair any damage to the property as a result of its activities. Buyer shall permit no lien to attach to the property as a result of its activities. The provisions of this paragraph shall survive closing and any termination of this contract.

c. Board Approval. Buyer's obligations under this contract are subject to approval by the Board of County Commissioners of Columbia County, Florida. Buyer's staff shall cause this contract to be included on the agenda for consideration by such Board on _____, meeting. Buyer shall notify Seller of the date of such meeting to enable Seller or Seller's agent to be present and heard at such meeting.

8. Buyer's Default. Buyer shall not be in default hereunder unless (i) within five (5) days after Buyer's receipt of written notice of any material breach of any obligation of Buyer under this contract which is set forth in such notice, and Buyer fails to promptly take all reasonable measures to correct such breach, or (ii) Buyer fails to complete its purchase of the property within the time required hereunder. If any such failure continues beyond the applicable cure period, if any, Seller may sue Buyer for specific performance, and/or Seller may seek any remedy at law or equity to which it is entitled. In the event Buyer defaults in any post-closing obligation under this contract, Seller shall have the right to seek and obtain any and all rights and remedies available at law or in equity, and all such rights shall survive closing and recording of the deed.

9. Seller's Default. Seller shall not be default hereunder unless within five (5) days after Seller's receipt of written notice specifying a breach, (i) Seller fails to remedy any representation or warranty made by Seller that Seller knows or should know by reasonable inquiry is false in any material respect, or (ii) Seller fails to cure its breach of a material covenant or obligation made or undertaken by Seller hereunder, or (iii) Seller fails to convey title to the property in accordance herewith. Closing shall automatically be extended a reasonable time to permit Seller to effect such cures. After the expiration of the cure period provided above, Buyer may, as its sole and exclusive remedy, seek specific performance of Seller's obligation to convey the property or to terminate the contract.

10. Representations and Warranties of Seller. Seller hereby represents and warrants to Buyer that to the best of Seller's knowledge and belief:

- a. Seller is the owner of the fee simple marketable title to the property.
- b. There are no pending or threatened eminent domain or similar proceedings affecting the property or any portion thereof by any condemning authority, nor does Seller have knowledge that any such action is presently contemplated.
- c. There are no legal actions, suits or other legal or administrative proceedings

pending or threatened, that affect the property or any portion thereof, and the Seller has no knowledge that any such action is presently contemplated.

d. Seller has not received notice, either oral or written, and has no knowledge that any governmental or quasi-governmental agency or authority intends to commence construction of any special or off-site improvements or impose any special or other assessments against the property or any part thereof.

f. Seller warrants and represents that it has not performed and has no knowledge of any excavation, dumping or burial of any refuse materials or debris of any nature whatsoever on the property, or any other activity that could result in or lead to the presence of hazardous materials (as defined below) on the property. Seller represents and warrants to Buyer that to Seller's best knowledge and belief there are no hazardous materials on the property that would subject Buyer to any liability under either Federal or State laws, including, but not limited to, the disposal of any foreign objects or materials upon or in the property, lawful or otherwise, except as described above. Without limiting the generality of the foregoing, Seller represents and warrants to Buyer that to Seller's best knowledge and belief, except as stated above in this subparagraph; (i) the property is not now and has never been used to generate, refine, transport, treat, store, handle, dispose, transfer, produce, process or in any manner deal with hazardous materials, (ii) no hazardous materials have ever been installed, placed, or in any manner dealt with on the property, (iii) no prior owner of the property or any occupant has placed on, into, or in anyway affecting the property used, hazardous materials, and (vi) no radon or other radioactive materials are located on the property. The term "hazardous materials" as used herein includes without limitation, gasoline, petroleum products, explosives, radioactive materials, hazardous materials, hazardous wastes, hazardous or toxic substances, polychlorinated biphenyls or related or similar materials, asbestos or any material containing asbestos, or any other substance or material as may be defined as hazardous or toxic substance by any Federal, State or local environmental law, ordinance, rule or regulation.

g. There are no leases, oral or written, other than the issue of the billboard on the property, heretofore recited, affecting the property or any part thereof, nor any right, title or interest in or to the property granted to any other individual or entity.

h. The property shall be free and clear of all liens, excluded from the boundaries of any special district, and exempt from any and all covenants and deed restrictions at the time of conveyance.

11. Entire Contract; Amendment. This contract, including the exhibits attached hereto, contains the entire agreement between the parties with respect to the matters set forth herein, and all other representations, negotiations and agreements, written or oral, including any letters of intent or memorandum which pre-date the effective date of this contract, with respect to the property or any portion thereof, are superseded by this contract and are of no force and effect. This contract may be amended and modified only by written instrument executed by both parties.

12. Assignment. Neither Buyer nor Seller shall transfer any right or duty under this contract without the express written consent of the other party, which shall not be unreasonably withheld.

13. Parties Bound. This contract shall be binding upon the parties, their successors and assigns, subject to the provisions and limitations on assignment set forth above.

14. Applicable Law. This contract shall be construed by and controlled under the laws of the State of Florida. Venue for any dispute arising under this Contract shall be exclusively in the court in Columbia County, Florida.

15. Partial Invalidity. In the event that any paragraph or portion of this contract is determined to be unconstitutional, unenforceable or invalid, such paragraph or portion of this contract shall be stricken from and construed for all purposes not to constitute a part of this Contract, and the remaining portion of this Contract shall remain in full force and effect, and shall, for all purposes, constitute this entire contract.

16. Construction of Contract. The parties hereto acknowledge that they have had the benefit of independent counsel with regard to this contract and that this contract has been prepared as a result of the joint efforts of all parties and their respective counsel. Accordingly, all parties agree that the provisions of this contract shall not be construed or interpreted for or against any party hereto based on authorship.

17. Possession. Possession of the property shall be delivered to Buyer at closing.

18. Counterparts. This contract may be executed in any number of counterparts, each of which when executed and delivered to the other party shall be an original, but all such counterparts shall constitute one and the same instrument.

19. Effective Date. The "Effective Date" of this contract shall be the date the last of the Seller and the Buyer executes this contract.

20. Time. Time is of the essence of this contract.

21. Notices. Notices hereunder shall be given to the parties set forth below and shall be made by hand delivery, facsimile, overnight delivery, or by regular U.S. mail. If given by mail, the notice shall be deemed to have been given within the required time if deposited in the U.S. mail, postage prepaid, within the time limit. For the purpose of calculating time limits which run from the giving of a particular notice, the time shall be calculated from actual receipt of the notice. Any deadline which falls on a Saturday, Sunday or legal holiday shall be extended to the next regular business day. Notices shall be addressed as follows:

If to Seller:

With required copy to:

Sellers. NKR, Inc., a Florida Corporation, whose business address is 1911 8th Ave. West, Palmetto, FL 32221, and for the purpose of closing on this contract shall be c/o James M. Wallace, Esq., Attorney and Counsellor at Law, 420 Old Main Street, P.O. Box 1889, Bradenton, FL 34206-1889, and,

ELLISVILLE INVESTMENTS, INC., whose business address is 352 NW Scenic Lake Drive, Lake City, FL 32055, and for the purpose of closing on this contract shall be c/o Terry McDavid, Esq., Attorney at Law, 178 SE Hernando Ave., Lake City, FL 32055.

If to Buyer::

With required copy to:

Board of County Commissioners
c/o Mr. Dale Williams, County Manager
P.O. Box 1529
Lake City, FL 32056

William E. Whitley, Esq.
Conflict Counsel for BOCC
294 SW CR 18
High Springs, FL 32643

22. Attorney's fees. In the event litigation is required by either party to enforce the terms of this contract, the prevailing party of such action shall, in addition to all other relief granted or awarded by the court, be entitled to judgment for reasonable attorney's fees incurred by reason of such action and all costs of arbitration or suit and those incurred in preparation thereof at both trial and appellate levels, and in bankruptcy proceedings.

23. Risk of loss and condemnation. Seller shall bear the risk of loss until the recording of the deed. In the event of any condemnation, eminent domain or taking of any portion of the property prior to closing, Buyer shall be entitled, and Seller shall assign to Buyer, all condemnation awards and settlements applicable to the property, upon closing.

24. Waiver of breach. The failure of any party hereto to enforce any provision of this contract shall not be construed to be a waiver of such or any other provision, nor in any way to affect the validity of all or any part of this contract or of the right of such party thereafter to seek enforcement of any other part of this contract. No waiver of any breach of this contract shall be held to constitute waiver of any other or subsequent breach.

25. Brokers and commissions. The parties warrant and represent to each other that neither Seller nor Buyer is represented by any real estate broker or agent in this transaction. Seller and Buyer shall indemnify the other against any claim of any broker or agent claiming by, through or under Seller or Buyer. This warranty and representation shall survive delivery of the deed and closing.

26. Assignment of work of seller. Seller shall provide to Buyer, for Buyer's use, any and all surveying, appraisal or engineering work (including environmental survey), which Seller has or has had performed, including, but not limited to, boundary survey, geotechnical exploration, timber cruises or surveys or other opinions of value.

SIGNATURE PAGE TO FOLLOW.

IN WITNESS WHEREOF, the parties hereunto set their hand and seal on the date given below.

Signed, sealed and delivered in the presence of:

Buyer:

Board of County Commissioners
Columbia County, Florida

By: _____
Stephen Bailey, Chairman

Date: _____

Attested:

P. DeWitt Cason, Clerk of Court

Approved as to form:

Attorney for Buyer

Seller:

NKRP, Inc.
a Florida Corporation

By: _____
Kush Pathak, Authorized Director

Attested By: _____
Secretary of Corporation

Date: 1-28-10

Ellisville Investments, Inc., a Florida corp.

By: _____
Deborah S. Owens, Authorized Director

Attested By: _____
Secretary of Corporation

Approved as to form:

Attorney for Seller NKRP, Inc.

Attorney for Seller Ellisville Investments,

Inc.

DESCRIPTION

Monday, February 01, 2010

ELLISVILLE WATER & SEWER EASEMENT – PARCEL 4

(Based on parent tract deed description.)

OWNER (per County tax roll): NKR, Inc.

Tax Parcel #09575-000

COMMENCE at the Northeast corner of Section 3, Township 6 South, Range 17 East, Columbia County, Florida and run thence S 0°52'01" E along the East line of said Section 3, 1748.50 feet; thence S 55°17'59" W, 1515.56 feet to the East right-of-way line of State Road No. 25 (U.S. Hwy. 41 and 441); thence N 0°56'01" W along said East right-of-way line, 12.97 feet; thence continue N 0°56'01" W along said East right-of-way line, 147.00 feet; thence N 89°03'59" E, 277.00 feet; thence N 0°56'01" W 130.98 feet; thence S 89°03'59" W 77.00 feet; thence N 0°56'01" W 322.47 feet; thence S 84°56'31" E, 286.58 feet to the POINT OF BEGINNING; thence continue S 84°56'31" E a distance of 194.02 feet to the Point of Curve of a curve concaved to the Right and having a radius of 1577.0 feet and a total central angle of 9°23'21"; thence Southeasterly along the arc of said curve 221.39 feet, said arc having a chord distance of 221.20 feet and a chord bearing of S 81°02'06" E; thence S 55°17'59" W 494.24 feet; thence N 0°56'01" W 332.98 feet to the POINT OF BEGINNING. Containing 1.62 acres, more or less.

SUBJECT TO a 35 foot Florida Department of Transportation Drainage Easement and 20 foot AT&T easement parallel to I-75.

PREPARED BY:

Donald F. Lee & Associates

140 NW Ridgewood Avenue

Lake City, Florida 32055

Donald@dflla.com

DESCRIPTION

Wednesday, February 10, 2010

ELLISVILLE WATER & SEWER EASEMENT – PARCEL 4B

OWNER (per County tax roll): NKRP, INC

Tax Parcel #09575-000

COMMENCE at the intersection of the East line of Section 3, Township 6 South, Range 17 East, Columbia County, Florida and the Southerly Right-of-Way line of Interstate 75, said point being a point on a curve concave to the Southwest having a radius of 6769.49 feet and a central angle of 01°23'42"; thence Northwesterly along the arc of said curve, being also said Southerly Right-of-Way line of Interstate 75, a distance of 164.83 feet to the end of said curve; thence North 65°49'54" West along said Southerly Right-of-Way line of Interstate 75 a distance of 203.05 feet to a point on a curve, said curve having a radius of 1577.02 feet and a central angle of 09°23'22"; thence Northwesterly along the arc of said curve, still being said Southerly Right-of-Way line of Interstate 75, a distance of 258.44 feet to the end of said curve; thence North 84°57'06" West still along said Southerly Right-of-Way line of Interstate 75 a distance of 192.57 feet; thence South 00°52'28" East a distance of 152.23 feet to the POINT OF BEGINNING; thence continue South 00°52'28" East a distance of 31.32 feet; thence South 72°27'26" West a distance of 139.20 feet; thence South 56°03'34" West a distance of 180.32 feet; thence North 01°01'17" West a distance of 35.74 feet; thence North 56°03'34" East a distance of 165.22 feet; thence North 72°27'26" East a distance of 152.51 feet to the POINT OF BEGINNING. Containing 0.22 acres, more or less.

PREPARED BY:

Donald F. Lee & Associates
140 NW Ridgewood Avenue
Lake City, Florida 32055
Donald@dfla.com

DESCRIPTION

Wednesday, February 10, 2010

20' INGRESS & EGRESS EASEMENT – PARCEL 4C

OWNER (per County tax roll): NKRP, INC

Tax Parcel #09575-000

An easement, for ingress and egress purposes, being 20 feet in width, lying 10 feet left of and right of the following described centerline:

COMMENCE at the intersection of the East line of Section 3, Township 6 South, Range 17 East, Columbia County, Florida and the Southerly Right-of-Way line of Interstate 75, said point being a point on a curve concave to the Southwest having a radius of 6769.49 feet and a central angle of 01°23'42"; thence Northwesterly along the arc of said curve, being also said Southerly Right-of-Way line of Interstate 75, a distance of 164.83 feet to the end of said curve; thence North 65°49'54" West along said Southerly Right-of-Way line of Interstate 75 a distance of 203.05 feet to a point on a curve, said curve having a radius of 1577.02 feet and a central angle of 09°23'22"; thence Northwesterly along the arc of said curve, still being said Southerly Right-of-Way line of Interstate 75, a distance of 258.44 feet to the end of said curve; thence North 84°57'06" West still along said Southerly Right-of-Way line of Interstate 75 a distance of 192.57 feet; thence South 00°52'28" East a distance of 242.18 feet to the POINT OF BEGINNING of said centerline; thence South 44°07'32" West a distance of 42.43 feet; thence South 00°52'28" East a distance of 200.00 feet; thence South 51°29'28" West a distance of 118.91 feet; thence South 89°03'29" West a distance of 235.00 feet; thence South 82°40'44" West a distance of 45.00 feet; thence South 89°03'29" West a distance of 80.00 feet to the TERMINAL POINT of herein described centerline and easement.

PREPARED BY:

Donald F. Lee & Associates
140 NW Ridgewood Avenue
Lake City, Florida 32055
Donald@dfla.com

Columbia County Board of County Commissioners
Minutes of
September 18, 2008

The Columbia County Board of County Commissioners met in a regular scheduled meeting at the School Board Administration Office. The meeting came to order at 7 p.m. Commissioner Williams opened with prayer. The Pledge of Allegiance to the Flag of the United States of America followed.

Commissioners in Attendance:

Dewey Weaver, Chairman
Ronald Williams
Stephen Bailey
George Skinner
No District 5 Commissioner

Others in Attendance:

Dale Williams, County Manager
Marlin Feagle, County Attorney
Sandy Markham, Deputy Clerk
Lisa Roberts, Asst. County Manager

Program Coordinator – MDA Proclamation.

No representative was in attendance to address the Board.

Building and Zoning by County Planner Brian Kepner

PUBLIC HEARING:

Text Amendment to Comprehensive Plan (Transmittal Hearing):

CPA 08-1 - Board of County Commissioners. This amendment will add a Public School Facilities Element to the Comprehensive Plan. It will also amend the Intergovernmental Coordination Element of the Comprehensive Plan to add a policy concerning coordination with the School Board, and amending the Capital Improvement Element of the Comprehensive Plan to add Public Schools Facility Level of Service Standards, and to amend the five-year schedule of capital improvements. The Planning and Zoning Board recommended approval. The public hearing opened and closed without input.

MOTION by Commissioner Bailey to approval transmittal. Second by Commissioner Skinner. The motion carried unanimously.

SUBDIVISION:

Commercial Subdivision - Final Plat:

SD 0222 – Phase I of Cypress Lake Business Park - District 3. The developer requested this matter be pulled from the agenda.

Interlocal Agreement between the City, County and Sheriff Department for a Combined Communications Center

Commissioner Weaver gave a history relating to the transfer of 9-1-1 and the EMS Dispatch to the Columbia County Sheriff Department to form a combined Dispatch Center. The commissioner briefly discussed the issues facing the county.

(1) To date, the implementation schedule for the Kimbell Report recommendations, as requested by the Board of County Commissioners, has not been presented.

(2) The justification to replace the radio and 9-1-1 equipment has been questioned by the representatives of the current providers. In addition, a contract may exist on the Positron equipment that has not yet expired.

(3) The Plant CML grant is time specific (February 2009), and the grant requires a backup site. The location of which has not been confirmed.

(4) The Communication Advisory Committee has recommended replacing the current CAD System, which is computer aided dispatch, with Smart Cop. However, the Sheriff is not in agreement with the Advisory Committee's recommendation.

(5) Funding for additional staff and personnel service enhancements have not been identified.

(6) The fiscal year 2008-2009 budget process is almost complete. Due to the lack of an implementation schedule, no expenses related to this project have been included in the 2008-2009 Budget.

(7) A written interlocal agreement is needed between all parties. A draft interlocal has been prepared, but has not been approved.

Chairman Weaver asked the Sheriff if he intended to sign **the interlocal agreement for joint dispatch between the City, County and Sheriff Department**. The Sheriff said that he had received the agreement only two days ago and will review the agreement at his earliest opportunity. The Sheriff said, "To answer your [Chairman] question, "no sir." Sheriff Gootee will provide the Board with an answer regarding the execution of the agreement by November 01, 2008.

Commissioner Williams said that at Tuesday's Advisory Committee Meeting, Positron representatives advised that there is nothing wrong with the current system. He said that county I.T. staff has indicated that the system can be repaired. Commissioner Williams said that the problem could possibly be that the county, as a whole, has not invested the dollars needed to in order to receive "true" training that would result in the current system being operated efficiently. He said that he could not justify replacing the current system at a cost of \$500,000 without first knowing for certain that the current system is not repairable.

9-1-1 Presentation

Sheriff Gootee said that the timeline given by the Chair was accurate. The Sheriff gave a presentation addressing his request to purchase equipment for the purpose of upgrading the 9-1-1 Center. The summary of requested upgrades:

- Building upgrades for the primary center, including the dispatch furniture and miscellaneous expenses - \$187,443.
- If the Board approves the grant application to acquire the Plant CML and replaces the Positron 9-1-1 answering service, the associated costs would be covered by the grant.
- Replacement of the existing Orbicom systems/radio consoles would be approximately \$419,963.
- Regarding the Orbicom System, if four positions are added, it would be at a cost of \$88,000. This would make for a total of nine positions.
- Establishing a backup center will cost approximately \$151,000.
- Switching to Smart Cop would cost approximately \$330,000.

MOTION by Commissioner Bailey to proceed with the **interlocal agreement**, and that the county take the steps needed in order to transfer 9-1-1 under the direction of the Board of County Commissioners. Second by Commissioner Skinner.

AMENDED MOTION by Commissioner Bailey to proceed with the **interlocal agreement** with the Board of County Commissioners taking over 9-1-1 by December 01, 2008. Second by Commissioner Skinner. The motion carried unanimously.

The Sheriff presented the Board with information regarding two equipment grants. He said that he had received the information on both grants earlier in the day. Both have deadlines of October 01, 2008.

The County Manager said that there is a wide variety of opinions as it relates to the current system and whether it is repairable. He said that while a lot of useful information can be obtained from the companies, a great deal can also be learned from meeting with the staff who operates this equipment daily. Ultimately, the Board is going to have to come to a point where their comfort level is satisfied.

Commissioner Bailey said that a determination also needs to be made as to whether there is an active Positron contract. The Sheriff said it would cost approximately \$65,000 to sever the Positron Maintenance Agreement. It is possible that this amount could be paid for by the grant.

The Board offered reassurance to employees of the 9-1-1 Dispatch Center that the transfer would not jeopardize anyone's job.

Commissioner Williams said that some decisions relating to the possible equipment replacement needs to be made relatively quickly since the grant is pending. He said that if the grant isn't used to replace the equipment that he hoped it could be used in other areas relating to 9-1-1. County Manager Williams said that he believes the revenues are restricted to enhancing 9-1-1, but if the equipment is not replaced, there are other 9-1-1 related expenses in the proposal that the county could speak with the state about.

The Sheriff asked Mr. Wink Emfinger, the Statewide 9-1-1 Coordinator to address the grant. Mr. Emfinger said the grant is very specific and is intended for the purpose of replacing older technology system and a selective router. 9-1-1 funds and fees are restricted to the call taking portion of the equipment. The grant cannot be used for CAD, radio systems, etc. He said that even if the county decided to go with a new Positron system, a change request would be required and would then need to be reviewed.

County Manager Williams said that he would meet with staff right away in an effort to obtain relative feedback that would assist with unanswered questions.

Consent Agenda

- (1) Invoice - Eutaw Utilities, Inc. - Inspection of Potable Well Water Ellisville - \$16,850.00
- (2) Invoice - Eutaw Utilities, Inc. - Pre-Construction Activities for Drinking Water Project - \$74,600.00
- (3) Invoice - National Fire Services Office - Water Shuttle - \$7,750.00
- (4) Invoice - National Fire Services Office - 911 Radio Enhance – Final Invoice - \$8,000.00

- (5) Invoice - Craig Salley and Associates - Columbia County Courthouse Space Study - Architect's Project No. 0807 - \$2,295.00
- (6) Invoice - Craig Salley and Associates - Fort White Fire Station Addition - Architect's Project No. 0806 - \$560.00
- (7) Invoice - Donald F. Lee and Associates, Inc. - Bascom Norris ByPass Project - \$1,634.00
- (8) Invoice - Suwannee River Economic Council, Inc. – Administrative Services from July 1, 2008 through September 30, 2008 - \$7,300.00
- (9) Invoice - SE Environmental Geology, LLC - Bascom Norris Drive Extension, Re-Alignment, New Wetland Flagging and Re-Locating of Old Wetland Flags - \$1,900.00
- (10) Indigent Burial- Combs Funeral Home - Michael DeShay Perry, Deceased - \$500.00
- (11) Agreement - North Central Florida Regional Planning Council/Columbia County Board of County Commissioners – Fiscal Year 2009 - Annual Monitoring of Hazardous Waste Generators \$9,731.00
- (12) Agreement - North Central Florida Regional Planning Council/Columbia County Board of County Commissioners Fiscal Year 2009 - Local Government Comprehensive Planning Services - \$85,000.00
- (13) Human Resources - Revised Position Descriptions - Library Director, Assistant Director of Libraries, Library Branch Manager I, II, and III, Library Assistant II, III, Library Program Technician, Library Services Supervisor, Library Administrative Office Manager, Librarian I, Librarian I Part-Time, Library Shelver/Page, Library Secretary II, Librarian II, Networking Specialist-Library
- (14) Resolution - Reimbursement Agreement for Resurfacing of Centerville Avenue and Junction Road from US 27 (SR20) to CR 238 (Elim Church Road)
- (15) Sheriff's Office - Requesting Release of Funds from the Contraband Forfeiture Trust Funds - \$1,908.50
- (16) South Columbia Sports Park - Requesting \$14,000.00 from Fund Balance
- (17) Utility Permit - Greater Lake City Regional Utility Authority Natural Gas Division - County Road 245-A
- (18) Utility Permit - BellSouth Telecommunications - SW Michigan Street
- (19) Minute Approval - Board of County Commissioners – Regular Meeting - June 5, 2008
- (20) Minute Approval - Board of County Commissioners – Regular Meeting - June 19, 2008
- (21) Minute Approval - Board of County Commissioners – Regular Meeting - July 17, 2008
- (22) Minute Approval - Board of County Commissioners – Regular Meeting - August 7, 2008
- (23) Minute Approval - Board of County Commissioners – Emergency Meeting - August 18, 2008
- (24) Invoice - Bailey Bishop & Lane, Inc. - Cannon Creek Stormwater Study - \$17,960.00
- (25) Invoice - HDR Engineering, Inc. - Bascom Norris Drive Bridge/CSX \$4,399.00
- (26) Invoice - SE Environmental Geology, LLC - Target Mitigation Vegetation Report - \$3,000.00
- (27) External Budget Amendment - Solid Waste - BA #07-36 – Stockpile Monies Brought Forward - \$10,000.00
- (28) External Budget Amendment - Mosquito Control - BA #07-37 - State I Monies Brought Forward - \$12,305.00
- (29) Indigent Burial - Dees-Parrish Family Funeral Home - Betty Treat, Deceased - \$500.00
- (30) Building and Zoning - Permit Refund - Josh Sparks Construction \$743.42
- (31) Columbia County Emergency Medical Services - Refund Request Brad

Gurney - \$8.80

(32) Appointment - Huey Hawkins - Value Adjustment Board Representing the County Commissioners

(33) Human Resources - Hiring Freeze Waiver- Recommending Bobby Ridgeway - Landfill Spotter

(34) Human Resources - Scott Duren - Requesting Family Medical Leave Act - August 27, 2008 through November 19, 2008

(35) Public Works - Declaration of Surplus Equipment - 1999 Dodge Pickup County ID #10293, Miles 196,062 & 2001 Dodge Pickup County ID #11209, Miles 167,091 - To be sold at Auction

(36) Solid Waste - FY 08-09 Contract between Columbia County and Department of Agriculture and Consumer Services, and FY 08-09 Certified Budget Approval for Arthropod Control (Mosquito) \$35,000.00

(37) Memorandum of Understanding - Board of Trustees, Columbia County Law Library/Third Judicial Circuit Court/Columbia County Board of County Commissioners - Columbia County Law Library

(38) Emergency Management - Emergency Management Performance Grant - Federally-Funded Subgrant Agreement - \$28,688.00

(39) Proposal - Columbia County Board of Commissioners/National Fire Services Office - Fire Consultant Services Contract - Water Delivery Strategy Designed for Columbia County Fire Services - \$31,000.00

(40) 9-1-1 Addressing - Naming of Unnamed Roads - SW Schofield Court

(41) Suwannee River Economic Council, Inc. - (S.H.I.P.) - Release of Lien Agreement - Daniel Garbett - \$3,000.00

The public called for clarification on items #4, #7, #9, #16, #27, and #39. The County Manager assisted with clarification.

Regarding item #37. County Manager Williams requested an amendment to Paragraph 8 - *Electronic Data Storage Devices*. He asked that the current language in this paragraph be disregarded and that the following language be inserted in its place:

The Columbia County Public Library will allow a law desk patron to save their work using removable media (floppy disk or thumb drive), and equip the law desk terminal with a copy of Micro Soft Word or its equivalent to facilitate this.

MOTION by Commissioner Williams to approve. Second by Commissioner Skinner. The motion carried unanimously.

Waste Pro

Waste Pro has requested permission to utilize the Winfield Solid Waste Facility for disposing of outside waste from the City of Jasper and Hamilton County beginning October 1, 2008. Traditionally, the County does not allow outside waste. The Board would like additional information regarding the amount of tonnage and the number of trips that would be required before considering the request further.

Eutaw Utilities

The original design with the Ellisville Water Utility would have created an elevated gravity tank in the Farnell Farm area and would have been constructed of steel. The price of steel has increased so much that the tank price is almost triple the original price. Due to inflationary costs,

the Eutaw engineers are recommending an in-ground, concrete vault. The pumps would be located in this vault. The price is slightly more than the original budget, but is still significantly lower than the cost of the elevated tank. County Manager Williams said that if approved, Hughes Well Drilling will be given an opportunity to submit a change order to do this work, as well as the county costing this out through other means.

MOTION by Commissioner Williams to approve the engineers' recommendation. Second by Commissioner Bailey. The motion carried unanimously.

Bascom Norris Overpass

CSX has selected DMJM Harris Engineering to perform engineering work relating to the **Bascom Norris Overpass Project** on their behalf. The Railroad requires that the county pay their consultant to review the County Engineer's design plans. The preliminary engineering costs are estimated at \$20,000. DMJM Harris Engineering is seeking a contract to do the review. The county engineer has reviewed the estimate and believes this to be a fair price.

MOTION by Commissioner Williams to approve. Second by Commissioner Bailey. The motion carried unanimously.

District 1 Special Projects

Motion by Commissioner Williams to allocate \$3,000 to Columbia High School **Boys & Girls Basketball Teams** for the purpose of assisting with the renovation of their locker rooms. Second by Commissioner Bailey. The motion carried unanimously.

Lake City Historical Museum

The County Manager explained that the museum does not have sufficient funds to replace the **air conditioning system** in their current facility. They are requesting assistance in the amount of \$3,000 for replacement. The County Manager said that this could be paid from the Equipment Replacement Account.

MOTON by Commissioner Skinner to approve. Second by Commissioner Bailey. The motion carried unanimously.

Citizen Input

Citizen David Rountree asked what the useful, functional life is of the current **9-1-1** system capabilities that the county currently operates with. The Chair replied he did not know the life expectancy, but that he read in one of the reports that the current system still has approximately 7 years of functional life remaining. Mr. Rountree asked at what point in the seven years the system begins to become a detriment to providing public safety. The Chair replied that any time the system does not serve the public's need it is time to address the system. That could mean updating, replacing, repairing, etc.

Citizen Sandy Robertson, mother of Matthew Cason, addressed the Board regarding her son's recent burn accident. She thanked the Board for the action taken earlier in the meeting, but expressed that she is also concerned with policy, procedures and training. She said that there should be an investigation to determine why there is a 40% turnover rate with dispatchers. She also does

not believe that their training is adequately funded. Ms. Robertson said that nobody should have to experience what her son recently experienced when placing a call to 9-1-1 for help. She said that after listening to the recording that she doesn't believe what her son experienced was due to equipment failure. Instead, she said that it seemed to be a human error. Ms. Robertson said that once her son was connected to the emergency dispatcher, the dispatcher done a remarkable job, but taking over two minutes to finally be connected with a person was the problem. She said that her son could hear everyone talking, but nobody could hear him calling for help. She said that the community deserves better and the decision makers of the county should be held accountable.

Citizen Matthew Cason asked the Board to assist him in finding the answer as to why he had a problem getting a dispatcher to speak with him when he made the 911 call for emergency assistance. He said that the Sheriff claims it was an equipment failure, but it appears from earlier discussions by the Board that the equipment is "fine." The Chair asked the County Manager to assist Mr. Cason in getting the answers to his question.

Citizen L.J. Johnson asked why there was no agenda placed on the website for Tuesday's special meeting. The County Manager explained that the public hearings are based on a TRIM calendar. He said that there was no agenda prepared, and the Power Point presentation was not complete until the day of the meeting.

Citizen Henry King who resides at Manning Place, **Heatherwood Subdivision** told the board that the Road Department has raised the road in front of his house by at least 7 feet. He explained that this has caused a hardship on him and has resulted in the loss of three crops. He said the road is now so high that he can simply step over his fence. He said that it would cost him approximately \$48,000 to correct the problem caused by the county, but that it is not his responsibility. Commissioner Weaver agreed to have the Public Works Director contact Mr. King before 10 a.m. tomorrow morning in an attempt to resolve the matter.

Citizen Stewart Lilker said that he has reviewed the copy machine contract and that the cost to make a copy on the machine at the library has increased by 50%. He said there is no provision in the contract to increase the copy fees and that it should be returned to ten cents per copy. He asked why the county makes no money from copies made on the copy machine in the library. He said that the machine uses the county's power and that the county's library staff assists with its use, etc. The County Manager will look into the matter.

Mr. Lilker said that at the September 04, 2008 Board meeting that Chairman Weaver announced there would be no public hearing to address Fire Assessments and Solid Waste Collection, and that the matter was not on the agenda and would be held at a later date. Mr. Lilker pointed to a large newspaper ad and stated he saw the notice advertising the public hearing date and it must have cost the county thousands of dollars to print the ad. He said if there is going to be a budget hearing that it should have been sufficiently advertised so that everyone knew about it. He said that in the past two years the non advalorem assessments and the assessments were all on the first Board meeting of that month. He asked why that wasn't done this year. The Chair clarified that because of the timeframes imposed on the county by the state, the tax roll (TRIM Notices) went out later than they normally do. Hopefully, everything will be back on schedule next year.

Mr. Lilker said that the County Manager's pay raise was 9.1% instead of 10% as was stated by him [Lilker] in a previous meeting. Mr. Lilker said that county employees should receive at 9.1% pay increase as well.

Mr. Lilker asked Commissioner Weaver to consider replacing the carpet at the downtown library.

There being no further business to come before the Board, the meeting adjourned at 9:00 p.m.

ATTEST:

Board of County Commissioners

P. DeWitt Cason

Community Development Plan



Go-To-Market
Columbia County

From Rudder Team to Strategy
From Strategy to Implementation Now

Presented by: Suzanne Norris, IDA Chair



Go-To-Market
Columbia County

THE PATHWAY

- ▶ Six Months of Due Diligence in 2009
- ▶ Outstanding Rudder Team of Leaders from Public and Private Sectors committed to building consensus
- ▶ Focused on Pathways to a More Competitive, Diversified and Sustainable Columbia County
- ▶ Final Strategic Planning Workshop on December 2, 2009
- ▶ Recommendations to IDA Board in February 2010 – Strategic Plan Approved - *BCC to approve*
- ▶ Implementation NOW under Five Strategic Goals



Go-To-Market
Columbia County

- *We are focusing on a two to three year period, recognizing that a number of actions must take place as soon as possible in order to improve the competitiveness of the community and the capacity of the CCIDA ...*



Go-To-Market
Columbia County

Guiding Principles

- ▶ Balance immediate community needs with long-term business and employment opportunities
- ▶ Focus on shared rather than personal agendas – Seek consensus
- ▶ Find most promising opportunities for the community and its businesses focus
- ▶ Ensure sustainability of precious springs resources is a priority
- ▶ Ensure target industry and cluster alignment with schools and curriculum – Promote industry certification and Career Academies
- ▶ Ensure close, working relationship with Lake City Community College
- ▶ Let regional, state and federal partners know our aspirations and intentions – Seek counsel and share successes
- ▶ Take actions that ensure Columbia County is viewed as a leader in economic development and customer service
- ▶ Engage in regional leadership
- ▶ Measure and support regional progress
- ▶ With limited resources and high potential, all activities must be action and outcome-oriented
- ▶ Commit to developing strategies to get the job done
- ▶ Ensure the CCIDA exhibits excellence in customer service and promotion of community and civic collaboration
- ▶ Ensure experts, consultants and industries are able to find and use clear, trustworthy, updated and motivational data about business and talent opportunities



Go-To-Market
Columbia County

Go-to-Market Columbia County is Well Documented at Every Step

- ▶ Data Remains On-hand for Use in the Future
- ▶ New and Improved Partnerships at Every Step
- ▶ Target Industries and the Best, Corresponding Areas for Development
- ▶ Uncovered Behaviors of Benchmark Competitors in the Sunbelt
- ▶ Improved Linkage to Our Privatized Department of Commerce (Enterprise Florida, Inc.)
- ▶ Great Value in Eliminating Confusion in Customer Service
- ▶ Leaping over Competitors with Outstanding Communications



Go-To-Market
Columbia County

- ▶ *We don't have an absence of product ... we just need to focus precious resources on what matters most.*
- ▶ *We don't need to recruit industry in a generic form ... we need to recruit industries that thrive in our locations, with our partnerships, and in our region.*
- ▶ *Understanding economic development is not enough to win ... we must understand the conditions, supply chains, and competitive requirements of our incumbent and target industries.*



Go-To-Market
Columbia County

The Columbia County Industrial Authority...

THE BUSINESS OF THE IDA IS:

Economic Development Leadership & Service for Columbia County

Value Jobs • Competitive Reputation • Diversified Market



Go-To-Market
Columbia County

THE BUSINESS OF THE IDA IS:

Economic Development Leadership & Service for Columbia County

Value Jobs • Competitive Reputation • Diversified Market

Therefore, these are Our Five Strategic Goals...All Requiring Action NOW

***The Right
Portfolio
of Sites***

***High
Performing
RACEC
Catalyst Site***

***Unprecedented
Customer
Service***

***Outstanding
Market
Communications***

***Engaged and
Informed
Partners***



Go-To-Market
Columbia County

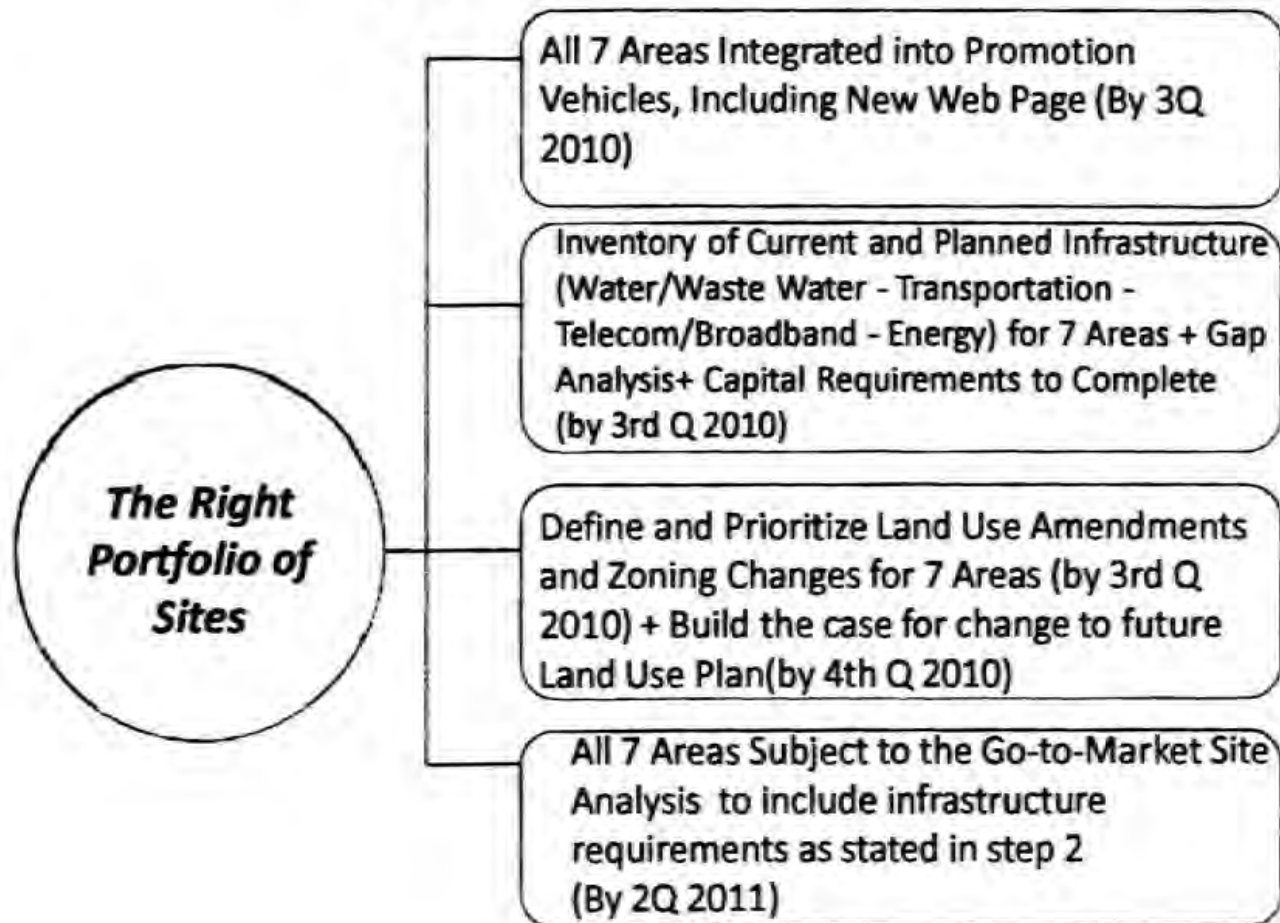
Now for the Details

- ▶ Every Strategic Goal is Modified by Adjectives such as “High Performing” and “Unprecedented” – This is Intentional
- ▶ The IDA and all Partners must Prove Each Strategic Goal to be True and Viable ASAP
- ▶ A Significant Part of Our Tactical Work is in Communications, Especially our Web Tool for Industry and Site Locators



Go-To-Market
Columbia County

GOAL 1: The Right Portfolio of Sites





Go-To-Market
Columbia County

GOAL 2: High Performing RACEC Catalyst Site

**High
Performing
RACEC
Catalyst Site**

Apply for Enterprise Zone status after
legislative approval (4th Q 2010)

Meet the Needs for US Forestry
Assistance Regarding Commitment to
Railroad Spur (Commitment in Place
by 4th Q 2010)

Continuing Check-ins to Ensure 14
County Partnership Actively Participates
in and Markets Value of Site

*For
already applied for
by APPROVAL*



Go-To-Market
Columbia County

GOAL 3: Unprecedented Customer Service

Unprecedented Customer Service

High Powered, Flexible and Trustworthy Website (in Place by 4th Q 2010)

Top Notch IDA in Terms of Office/Briefing Space, Up-to-date Team of Professionals and Volunteers, and Responsive, On-demand Technology (by 2nd Q 2011)

Asset Team (a Collaborative of all Organizations Responsible for Providing Critical Values such as Infrastructure, Education, Workforce Solutions, Assistance with Permitting and Compliance, Land Use, etc.) Protocol in Place and Operational (by 2nd Q 2010)

Robust Database of Property (Database and Responses to Updates Ready by 1st Q 2011)

Take Leadership Position through Employ Florida's Banner Centers for Logistics and Distribution (based in Columbia County), Manufacturing, and Aviation. (Protocols in Place by 3rd Q 2010)

Make Clear Commitment to Developing Board, Staff and Community Expertise in Target Industries through Recurring Training Programs and Linkage to Professional Associations (operating plan in place by 3rd Q 2010)

Project Management Tools (Software, Training, Customer Relationship Management Tools, etc.) in Place (by 3rd Q 2010)



Go-To-Market
Columbia County

GOAL 4: Outstanding Market Communications



Customer Focused Web Map for
Web Site Development (in 2nd Q 2010)

Best in Class Web Site and Plan for
Continuous Refreshment (Operational
in 3rd Q 2010)

Value Proposition Orientation and
Communications for Board and Asset
Team (in 2nd Q 2010)

Identification and Budgeting for Positioning of
Value Proposition in Key Marketing Resources
and Trade Events (Target Events, Collateral
Materials, Efficiencies through Partnerships,
Travel, etc.) (by 4th Q 2011)



Go-To-Market
Columbia County

GOAL 5: Engaged and Informed Partners

Engaged and Informed Partners

Establish Clear Protocols with Enterprise Florida, Inc., Florida Chamber, Workforce Florida, Inc., Governor's Office of Tourism, Trade and Economic Development, Florida Department of Transportation District, local and regional partners (by 2nd Q 2010)

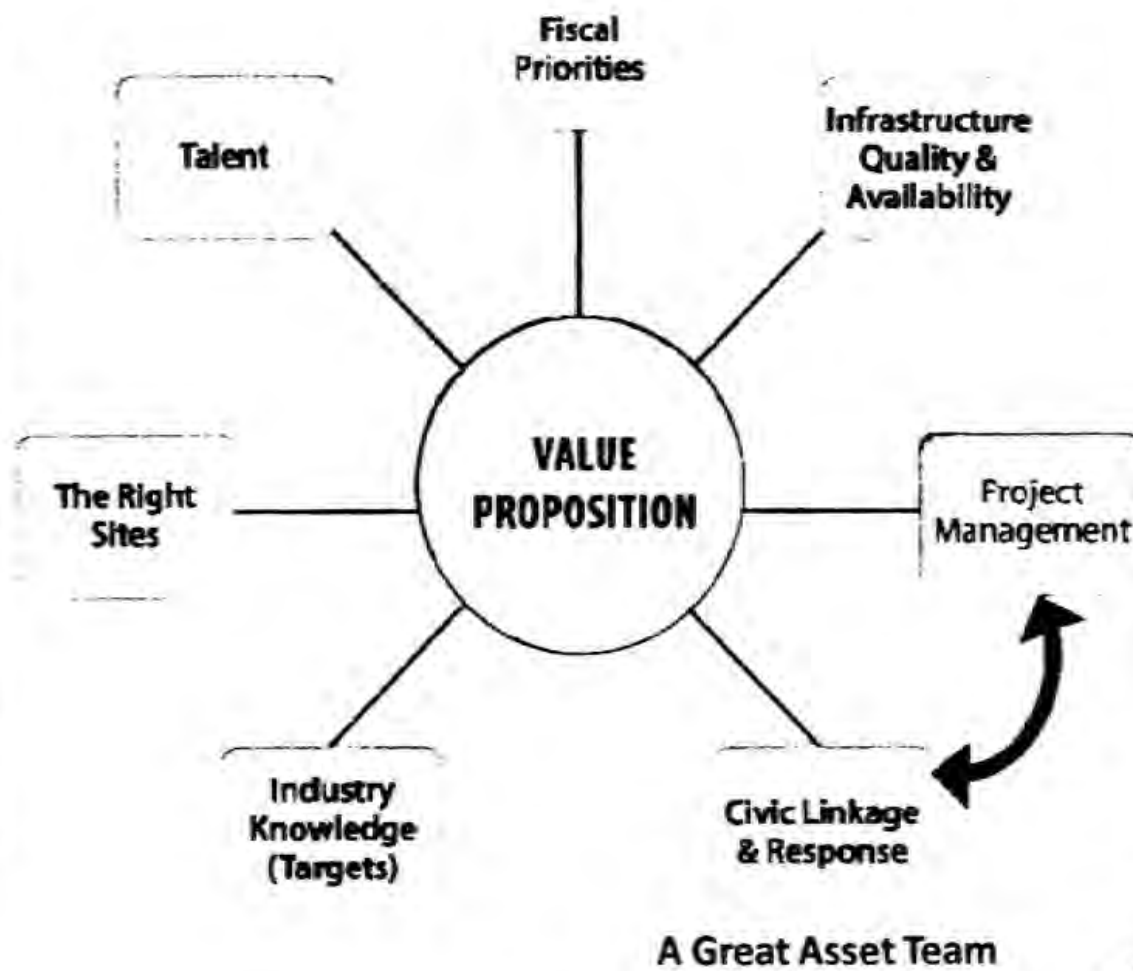
Preliminary and Ongoing Briefings on Resource Requirements and Successes with Congressional Delegation and State Delegation (Preliminary Briefings by 3rd Q 2010)

Ensure Go-to-Market Plan Draws on Business Intelligence and Advocacy Resources of Florida Chamber, Florida Chamber Foundation, Key Industry Associations, Florida Economic Development Council and Florida Association of Chamber Professionals (Ongoing)



Go-To-Market
Columbia County

Based on Rudder Team due diligence, these are the long-term, interrelated values we must prove to the market. The singular project management system must be seamlessly connected to the rest of the civic community





Go-To-Market
Columbia County

QUESTION:
How Do We
Track Progress?



ANSWER:
The Strategic Goals
of this Plan MUST
and WILL BECOME
the Agenda for the
Board of the IDA



Go-To-Market Columbia County

- ▶ We must be site-ready for our target industries – But ready sites are useless without outstanding customer service
- ▶ We must collaborate across the civic community – But collaboration is useless without sound project management
- ▶ We must win as a community – But our aspirations cannot be met without the cooperation and assistance of state-level partners
- ▶ Our location is important relative to a consumer market of 20 million, ports, rail and highway – But we distinguish ourselves if we understand our targets better than others who claim great locations
- ▶ We must be technologically savvy – But our customers want organization, context and updates ... we must tell our story and manage relationships on their terms

Community Development Plan



Go-To-Market
Columbia County

From Rudder Team to Strategy
From Strategy to Implementation Now