



MINUTES

Pinellas County Post-Disaster Redevelopment Plan
(PDRP) Economic Redevelopment Group
www.PostDisasterPlan.org

June 24, 2010 - 10 AM – 12 PM
Tampa Bay Regional Planning Council
4000 Gateway Centre Blvd.
Pinellas Park, FL

- **Welcome and Introductions**

Pinellas County Economic Development Director, Mike Meidel welcomed everyone to the meeting and the group introduced themselves. The purpose of the meeting is to assist staff in the development of the Economic Redevelopment component of the ***Pinellas County Post-Disaster Redevelopment Plan (PDRP)***. Mike stated that the participants' recommendations and contributions are key to the viability of the plan and the ultimate economic recovery in the county.

- **Presentation of the Pinellas County PDRP Video**

A 10-minute video introducing the PDRP goals and process was viewed. The video also describes the potential outcomes of a catastrophic hurricane impacting the county. The video is viewable on the website www.postdisasterplan.org

- **Overview of the PDRP Process**

Gordon Beardslee with the County Planning Department provided an overview of the project.

- The Purpose of the Plan is to provide a countywide reference for the County and municipalities for guiding decision-making and action during the post-disaster recovery and redevelopment periods. It is envisioned that the Pinellas County PDRP will be a more action-oriented plan rather than others which focus on the policy level. The County PDRP would also serve as a model for the municipalities as they develop their PDRPs.
- Role of the Steering Group will be to provide direction to the Work Groups, review Work Group Action Plans, and coordinate preparation of the PDRP by integrating the various Action Plans. The Steering Group will ultimately send the PDRP to the Board of County Commissioners for approval.
- Role of the Workgroups will be to provide input and recommendations in the development of the Action Plans pertaining to each functional area and review drafts of Action Plans before they are submitted to the Steering Group.
- The Work Groups Structure (See Attachment) for the PDRP includes the following:
 - Steering Group
 - Work Groups
 - Land Use, Housing and Hazard Mitigation
 - Construction, Permitting and Hazard Mitigation
 - Health and Human Services
 - **Economic Redevelopment**
 - Infrastructure and Environmental Restoration

- Financial Administration
 - Public Outreach
 - Role of County staff and TBRPC staff is to support the efforts of the Steering Group and the different Work Groups.
 - Process for Developing the Plan – See Attached Flow Chart
- Each work group will develop a draft Strategic Action Plan, which will be forwarded to the Steering Group for review. Any comments or recommendations from the Steering Group and other Work Groups will be reviewed by the Work Group and a final Action Plan will be referred to the Steering Group for approval and incorporation into the final PDRP.
- Planning Assumptions
- The PDRP focuses on Short and Long-Term Recovery and Redevelopment. It does not address emergency response functions. It was recognized that actions taken in emergency response can negatively impact recovery later if the long-term implications of response actions are not considered. Typically, the assumptions are as follows:
- Re-entry has occurred
 - Roads reopened - Debris has been moved to the side (Exception would be those bridges, causeways or roadways extensively damaged)
 - Basic infrastructure has been restored although there will be outages in the most heavily-impacted areas.

- **Challenges and Opportunities: Experiences in other Communities: Case Studies**

Betti Johnson with the Tampa Bay Regional Planning Council discussed a basic premise in disaster planning – learning from others’ experiences. Several case studies were provided on the CD (distributed) as well as on the website (www.postdisasterplan.org). Work group members shared their experiences from past events in other areas as well. Here were a few of the take-aways:

1. Restoration of Communication is vital to business recovery.
2. Each disaster is unique and the redevelopment plan needs to be flexible
3. Business interruption is the most disastrous component especially for small businesses.
4. There needs to be a robust program within the county to ensure the business community develops their continuity of operations plans, look at their insurance needs, promote employee preparedness, etc.
5. Bridge Loans and SBA loans are essential; however, we need to make sure – BEFORE the event – the businesses and residents do not (1) have a misconceived notion of what support the government can provide and (2) have a sense of entitlement. In other words, many feel they do not need insurance because “FEMA will pay”.
6. The devastating impact of the loss of customers.

- **Assessing Our Capabilities: Institutional Capacity**

Mike Meidel and Stacey Swank indicated that Pinellas County Economic Development does have existing plans which describe the government actions to support the business community following a storm; however, it needs to be updated, vetted and expanded to address other economic redevelopment goals in the recovery process.

- **Preliminary List of Issues, Major Issues and Priorities – Discussion**

Betti led a discussion to define the purpose, goals and a preliminary list of strategies.

The Work Group defined the following:

PURPOSE:

Develop Strategies, Programs and Alliances to Promote Economic Resiliency and Recovery in Pinellas County

GOALS:

1. Business Resumption and Retention

- Establish Business Recovery Centers to include physical and virtual business assistance centers (Review existing plans, use of libraries)
- (Subsidized) Temporary business space (Good idea, but recognize limitations in space and timeframe)
- Bridge Loan Programs (Essential to have those partnerships in place)
- Develop incentives to keep companies local after a disaster (Need for customer base, pre-disaster business continuity plan (BCP), awareness, incentives? need to discuss further)
- Develop a business credentialing/ID program (May be impossible to allow reentry before the area is “opened up” to residents. High security businesses, i.e. defense contractors, hospitals, and other critical infrastructure should be addressed separately.)
- Temporarily waive sign permitting requirements (Tool in toolbox – dependent on event)
- Business assistance transitioned from short to long-term (Needs more discussion, client management?)
- Expanded provision of childcare (re-opening of schools is essential. It is requested that a school board representative be part of the work group.)
- On-site temporary workforce housing (Not appropriate in most cases. Again, an option to be considered)
- Priority use of local businesses and workers in disaster recovery (Essential. Again preparedness and outreach is important to ensure local businesses position themselves to take advantage of opportunities to support recovery.)
- Re-establish telephone, cellular and Internet communications for businesses (Essential – to also be discussed at the Infrastructure Work Group)
- Re-establish a supply chain to and from the community (Essential – to also be discussed at the Infrastructure Committee)
- Re-establish critical utilities: power, sewer and water (Essential – to also be discussed at the Infrastructure Committee)

2. Small Business Assistance

- Commercial insurance for small businesses (Need to discuss options)
- Enhanced training for small businesses
- COOP Planning/ Assistance (Ex: Businesses will need records for the SBA / Bridge Loans)

- Other ? Further discussion warranted as goal is extremely important.
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3. Address Changes in Market and Workforce Composition

- Use National Emergency Grants to create temporary employment and train employees
- Centrally located employment announcements
- Expanded Employment Counseling Services
- Expanded Workforce training programs
- Establish Business incubators (Coordinate with Chambers of Commerce)
- Reassess list of target industries/ marketing to targeted industries
- Develop strategy to further diversify the economy

4. Tourism Renewal

- Development a timeline for accommodations to start housing tourists as they transition from transitional housing for emergency workers and relocated residents.
- Prioritize the reconstruction of hotel/motel industry and the supporting businesses including restaurants, private transportation providers, etc. It was noted that reopening supporting businesses prior to reestablishment of their customer base can make it difficult for the reopened businesses to succeed.
- Reestablish a marketing campaign to promote tourism (Recommended research to demonstrate how successful these efforts really are)
- Resumption of local annual events and festivals
- Outreach to the national and international tourist industry and meeting planners
- Other?

5. Further Economic Redevelopment Goals

Need to research existing plans to more specifically identify what this would mean. Goes to visioning, planning, opportunities, future...Extremely important to long term recovery. "Private dollars follow public investment".

• Project Schedule and Next Steps

Mike explained the next steps will be for staff to pull this information together for the next meeting. The meeting materials (including minutes) will be posted on the website and a survey may be coming to further gather the Work Group members' comments on the strategies.

• Schedule the next meeting

The next meeting is tentatively scheduled for July 22, 2010; however, everyone will check calendars.

• The meeting was adjourned at 11:40 pm.

PDRP Economic Redevelopment Work Group

Preliminary List of Major Issues

Purpose: Promote the Efficient Recovery and Enhancement of the County's Economy following a Disaster

Goal 1

Business Resumption and Retention

- Strategy 1.1: Establish Business Recovery Centers to include physical and virtual business assistance centers
- Strategy 1.2: (Subsidized) Temporary business space
- Strategy 1.3: (Additional) Bridge Loan Programs
- Strategy 1.4: Develop incentives to keep companies local after a disaster
- Strategy 1.5: Develop a business credentialing/ID program
- Strategy 1.6: Temporarily waive sign permitting requirements
- Strategy 1.7: Business assistance transitioned from short to long-term
- Strategy 1.8: Expanded provision of childcare
- Strategy 1.9: On-site temporary workforce housing
- Strategy 1.10: Priority use of local businesses and workers in disaster recovery
- Strategy 1.11:

Strategy 1/12:

Note: The following issues will be addressed by the Infrastructure Work Group:

- Re-establish telephone, cellular and Internet communications for businesses
- Re-establish a supply chain to and from the community
- Re-establish critical utilities: power, sewer and water

Goal 2

Small Business Assistance

- Strategy 2.1: Commercial insurance for small businesses
- Strategy 2.2: Training for small businesses
- Strategy 2.3:
- Strategy 2.4:

Goal 3

Address changes in market and workforce composition

- Strategy 3.1: Use National Emergency Grants to create temporary employment and train employees
- Strategy 3.2: Centrally located employment announcements

- Strategy 3.3: Expanded Employment Counseling Services
- Strategy 3.4: Expanded Workforce training programs
- Strategy 3.5: Business incubators
- Strategy 3.6: Reassess list of target industries/ marketing to targeted industries
- Strategy 3.7: Develop strategies to further diversify the economy
- Strategy 3.8:
- Strategy 3/9:

Goal 4 Tourism Renewal

- Strategy 4.1: Development a timeline for accommodations to start housing tourists
- Strategy 4.2: Prioritize the reconstruction of tourist attractions and accommodations
- Strategy 4.3: Reestablish a marketing campaign to promote tourism
- Strategy 4.4: Resumption of local annual events and festivals
- Strategy 4.5: Outreach to the national and international tourist industry
- Strategy 4.6: Reach out to national international organizations that hold large annual meeting to promote the Tampa Bay area
- Strategy 4.7:

Goal 5 Further Economic Redevelopment Goals

- Strategy 5.1:
- Strategy 5.2:
- Strategy 5.3:
- Strategy 5.4:

Meeting Handouts:

1. Agenda
2. Presentation Materials
3. CD
 - a. PDRP Video
 - b. Overview (pdf)
 - c. Work Group Responsibilities (pdf)
 - d. Pinellas County Draft Disaster Housing Plan (Word)
 - e. Preliminary Issues
 - f. Case Studies Reports (Galveston, Tx.; Greensberg, Ka.; Chambers County, TX; Bolivar, TX.; Charlotte County, FL)
 - g. Hurricane Ike Impact Report
 - h. *Long Term Community Recovery Planning Process* (FEMA)
 - i. *Role of Nongovernmental Organizations in Long Term Human Recovery after Disaster* (Rand Gulf States Policy Institute)
 - j. Pilot PDRPs (Manatee, Hillsborough, Polk, Panama City)
 - k. Glossary
 - l. References and Support Links