

TECHNICAL ADVISORY COMMITTEE MEETING MINUTES

Date: January 8, 2020

Location: Soldiers Creek Park
2400 State Road 419
Longwood, FL 32750

Call to Order: Rick Durr called the meeting to order at 6:32PM

Pledge of Allegiance

Member Attendance: Steve Nelson, Dudley Bates, John Horan, Chad Moorhead, Mark Brandenburg, Ashlee Woodard, Grey Wilson, Jay Exum, Jenelle Ferrer (via phone)

County Staff Attendance: Rick Durr, Michael Wirsing, Sherry Williams, and Corey Warner

Guests in Attendance: Kristin Caborn (GAI Consultants), Dana Loncar (Consensus Communications), John Sowinski (Consensus Communications)

Members of Public in Attendance: None

Approval of Proposed Agenda:

Election of Officers: The TAC members discussed having 2 officers, a chairman and vice chairman. The floor was opened up for nominations. The first nomination was Dr. Jay Exum and the second was Commissioner John Horan. The floor for nominations closed and the TAC voted to have John Horan would be the chairman and Dr. Jay Exum would be the vice chairman.

Old Business: The TAC committee members were concerned that the consultant team were split on the final product. The consultants went back and made adjustments based on feedback that was given at the first meeting. Staff gave the consultants very specific objectives. These were to revamp the 2015 survey and to take the temperature of the public. The consultants were asked if there was a revised survey.

The consultants wanted to give a satisfaction comparison between the poll now, and in 2015. However, the survey that was first shown to the TAC was quite lengthy. It asked many of the 2015 questions and added a poll to the end of it. This concern was shared with the Board of County Commissioners. The TAC wanted to make sure that it is a valid poll that gets the Commissioners the information they are seeking.

The retention of minutes were discussed. It was discussed that somebody from staff would take and retain very detailed minutes.

First order of business was the revised survey. The key change made was to shorten the survey. It went from 78 to 62 questions. A majority of the questions cut were found in the first section. In addition to shortening the survey, the ballot language question was addressed. According to the consultants, the ballot question needs to be included and must be worded exactly as it would appear on the ballot. The consultants suggested that #57 remain in the survey to indicate if minds had changed. Also, questions from the 2015 survey that were relevant to the referendum remained. The top things from the 2015 survey were did it provide us enough insight to say what our priorities should be, where

does the funding come from, and where should the money be spent. The TAC preferred to shorten the first section and get to the referendum questions in a shorter amount of time. In 2015 public priority and satisfaction lined up almost perfectly. So priority was taken out and satisfaction was left in. With input from the TAC, the consultants were able to put together a more concise instrument.

Despite the poll being shorter than what was originally presented to the TAC, a few were still concerned that it was too long. The consultants explained that the goal is to see the community's priority in order to get support for referendum. The redundancy of questions, repeated in different ways, is to allow the questions to test against one another. The consultants did agree to keep the length of the survey around 15-16 minutes.

It was agreed on that this presentation would be a good base. With the Committee's comments in mind, it was asked that no more questions be added and the focus should be on removal.

New Business: The TAC agreed to proceed with the survey, once it was shortened to 15-16 minutes. The next meeting will be to sit down and go over the results. TAC members requested that a copy of the field survey be sent to all of the members. Staff asked that the field survey not be distributed, just held and read by the Committee Members. When in doubt, the Committee Members should refer any questions or concerns to County Staff. Dr. Hill said that he would have the survey done in a 30 day time frame. The goal was to have the survey completed by the second or third week in February so that the survey could wrap up and so that the results could be calculated.

Other Business:

Public Comment: None

Adjourn: 8:04PM