GIBSONTON SWOT MEETING SUMMARY

Date: Tuesday, January 28, 2020   Time: 5:00–7:00 p.m.

Location: Gardenville Schoolhouse – 6219 Symmes Rd, Gibsonton, FL 33534 –

Meeting Agenda

A. Introduction from Bob Gray, Strategic Planning Group – Project Consultant
B. Why We Are Here
C. Review/Add/Vote on following:
   1. Describe Gibsonton in one word
   2. What are Gibsonton's Strengths/Assets
   3. Gibsonton Weaknesses/Liabilities
   4. Gibsonton Opportunities
   5. Gibsonton Threats
D. Overview of Next Steps

Meeting Summary

NUMBER OF ATTENDEES THAT SIGNED IN: 67

As attendees arrived, they were asked to sign in and place a dot on an aerial map of Gibsonton to identify where on the map they live (yellow), own land (green), or own a business (red). Participants were able to select either one or a combination of classifications that applied to them.

Jay Collins, Special Area Studies Manager for the Planning Commission (PC), began the meeting with an overview of PC staff roles and introduced Bob Gray, Project Consultant with Strategic Planning Group (SPG). Bob gave an introduction of why the meeting was being held, what a Community Character Profile is, and the purpose of a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.

Prior to the meeting, a SWOT survey, consisting of seven questions, was sent to community stakeholders. PC staff asked that the surveys be completed before the meeting to inform the meeting discussion. 19 responses were received prior to the meeting.

The seven questions on the SWOT survey were as follows:
1. What is the best word to describe Gibsonton today?
2. What are Gibsonton's strongest assets?
3. What are Gibsonton's biggest liabilities?
4. What are some of the opportunities (5-10 years out) that could help Gibsonton with its potential?
5. What are the greatest threats (5-10 years out) to Gibsonton in achieving its potential?
6. What types of services, facilities, or infrastructure would you like to see added to Gibsonton?
7. What types of businesses/jobs would you like to see added to Gibsonton?

Understanding that not all attendees would have completed the survey, Bob organized the SWOT survey responses thus received on individual posters and presented the common themes. He then asked attendees to identify any elements they believed to be missing from each poster and subsequently added participants' input. Attendees were then provided with 15 dots (three to be placed on each sheet) identifying which responses they felt in most agreement with for SWOT survey questions 1-5.

The top three responses for each category were as follows:
1) Describe Gibsonton in one word
      I.   Historic
      II.   Carnies
      III.   Underserved
2) Strongest Assets
      I.   Show Business People
      II.   Location
      III.   History and Economic Impact
3) Liabilities
      I.   Roads
      II.   Poor planning, development gone wild (strip centers, gas stations, mini markets)
      III.   Drugs/Crime/Gangs
4) Opportunities
      I.   Upgraded and expanded infrastructures (road/sewer)
      II.   Streetlights/sidewalks
      III.   Crackdown on drug activity/invest in future businesses
5) Threats
      I.   Loss of Hometown Atmosphere
      II.   Lack of Representation
      III.   Infrastructure

Note: Several additional survey responses were submitted after the meeting was held. SPG will compare these responses with the feedback received during the meeting to inform the final report.

A draft version of the community profile report will be presented to the community for input in late Spring 2020. Meeting date to be determined.