



DSCA Board of Directors Meeting Minutes

November 2, 2022

Broadway Promenade and Zoom

Board Members Present: David Lough, Clark Lauren, Catherine Sellers, Patrick Gannon, Ken Shelin. Judy Mower, Bob Pirollo, Roger Barry; **Absent:** Peter Fanning

Member Representatives Present: Shari Bunks Geller, Beau Ciel; Wayne Reuben, Ritz Carleton Residences Sarasota (Quay); Steve Mannik, Royal St. Andrew; Jim Lampl, Jewel; Mark Grant, BLVD Sarasota; Rosemary Krimbel, Alinari; Fran Lambert, Bay Plaza; Peter Blanton, Ritz Carleton Residences Sarasota (Quay); Richard Mones, Renaissance; Adam Dunn, Essex House; Charlie Nagelschmidt, Broadway Promenade; Janice Hetland; 101 Condominium

Associate Members Present: Fred Grady, Alderman Oaks; Samantha Spano, Brown & Brown; Melissa Rodriguez, Brown & Brown of Sarasota; Will Burke, Hotwire Communications; Paul Schott, Debbie Shaffer and Brandon Vermillion, ServPro of North Sarasota; Don Fitts, Cornerstone LifeCare; Annika Manlius, Burg Simpson Eldredge Hersh Jardine Professional Group; Valerie McCarthy, Pickleball Club of Lakewood Ranch

Guests Present: Kafi Benz, CONA

1. Meeting called to order by Board President David Lough at 4:03 pm. Quorum established.
2. **Minutes** of October 5th Board Meeting approved with one correction by Ken Shelin (Shelin/Sellers).
3. **Treasurer's Report: C. Lauren:** Seacoast Bank DSCA account balance: \$5,666.88. A special meeting to focus on finances and 2023 budget will be planned for later this month.
4. Guest Speaker: **Presentation on Information Technology Management for the City of Sarasota**

Mr. Rodriguez has been IT Manager for the City for 7 years, having come from Rutgers University where he held a similar position for around twenty years. The following are highlights of his very energetic and positive presentation.

- **"Smart city" infrastructure** features a network of fiberoptic cabling that rings the city and connects to all city government properties. There are two separate providers of internet connectivity so that the City is never without internet, should one or the other fail or be cut for a period of time.
- **Cyber security** is critical, essentially focusing on the "bad guys" who want to capture and encrypt data and demand a ransom to release it – as has happened in a few municipalities around the country. An attempt was made in Sarasota in 2016 and was dealt with successfully. Such cyber-attacks are typically staged near holiday times or on weekends and arrive via an email with a ransom-ware attachment that someone in the user system unwittingly opens. The City's IT network is protected by a third-party monitoring system that blocks as many as 84% of "outside" emails and features a real-time service desk to address any suspicious activity happening within a device or between two devices. It provides about 15 layers of protection. The IT office also provides security awareness training to all City employees throughout the year, and they periodically send "fishing" emails to see how people react, for example testing if

they will give out a password they're supposed to keep private – using such incidents as “teachable moments”.

- **Going all digital** - another of Mr. Rodriguez's projects is converting to digital from paper-based systems, such as still exist in HR and Finance. The City has recently acquired an Enterprise Resource Planning (ERT) program to make the transition technologically, but the more difficult part is getting people to be adept and comfortable using it. It will be a fifteen-month project to do all the transitioning. The goal is to eventually get all data into a single dashboard that shows everything happening across city government at any point in time - to help coordinate activities and let decision makers make data-based decisions in real time.
- **Click to Fix** (an App residents can install into their mobile phones) has resulted in 1,986 work orders since its launch in June of 2016, 87 work orders in the last 7 days, of which 35 were already completed. The following link is to a brief video explaining how to download and use the App. <https://player.vimeo.com/video/562730971> DSCA members are asked to promote the system, urging people to use the app rather than make phone calls or write emails. Using the app involves taking a cell phone photo of what the user wants to report (e.g. nonworking streetlight, debris blocking sidewalk) and, following instructions that will appear on the phone screen, the app user sends the photo to the appropriate city department, and the work order will be automatically generated. The reporter should get a message the following day affirming the work order has been made. Problems in that feedback-to-sender process do happen when numerous photos are sent in about the same issue.
- **3D Modeling**, being able to depict buildings and other structures (even trees) in three dimensions, requires technology enabling GIS photography from overhead (taken by a plane flying all over the city) and from all sides (taken by drones), to be technologically transformed into 3D images. 2-dimensional GIS maps are already viewable on the City's website. [City of Sarasota, Florida \(arcgis.com\)](http://CityofSarasota.Florida(arcgis.com)) The City has a million dollars in funding and is looking for a grant of another million to acquire the rest of the technology to do 3D modeling. Assuming the grant is obtained, it will take three years to be able to go from image collection to 3D renderings.
- **The City Website** is more difficult to work with – individual department directors being able to quickly make changes to their “pages” – than it could be with an improved platform Mr. Rodriguez hopes to get approval to move to next year. The website gives the public direct access to email addresses as well as phone numbers of City officials and Commissioners. The website has GIS maps that show street and sidewalk closings.
- **Public Records Requests** go to the Clerk's office (263 requests in the last 90 days, 98 in the last 10 days) and on average are executed in one day and a reply sent in no more than three days.
- **Storage Systems** for backup of data such as police records are critical. The City has data storage arrangements with St. Petersburg and Boston, and with Amazon.
- **GIS Maps** of numerous sites around the city can be viewed on the City's website, using the portal labeled “Popular Services”, which also gives access to meeting agendas and videos, information about permits and licenses, and ways to report code violations or other concerns and makes requests.
- **Free WiFi in the Parks** will be available soon in Newtown's Dr. King Park, Arlington Park, Bayfront, and Payne Park. Security is assured because each park will have its own, totally separate service, monitored 24-7.

5. **New Gold Member, City National Bank** was approved unanimously. Michele Sidlasky is the West Coast representative for City National Bank, headquartered in Coral Gables. The Bank has no local office but offers online a wide array of financial services.
6. **Associate and Events Committee:** Jaime Still reported that the October Workshop event was a big success, attracting around a hundred participants and even earning a little money (\$1,009). David Lough thanked and praised the committee and mentioned the use of new marketing techniques and the inclusion of realtors. The church venue proved to be a particularly good choice. The DSCA holiday party will be on December 7, 5:30 to 7:30 after the board meeting. Jaime also spoke of the Art in the Garden event at Selby, featuring the work of several artists, Sunday, November 13, 4-6PM. RSVP by Nov. 7. DSCA received a grant of \$3000 for the Jenny Roe event, and the City is more flexible in giving out those grants to neighborhood associations so that inclusion in DSCA of condos in Rosemary and Golden Gate Point is no longer an issue. Applications for the next set of grants will be due in December.
7. **Further Report on Finances:** Treasurer Clark Loren displayed a spreadsheet showing a loss of around \$3000 on the Jenny Roe event, despite the \$3000 grant. Income for the candidate forum and the October event exceeded costs – all resulting in a negative balance for events of -\$3716.55. More information on the overall financial picture for DSCA will be provided at the next board meeting.
8. **Old Business:** Second reading of the new Comprehensive Plan amendments will be at the next Commission meeting. David Lough will attend the meeting.
9. **City Update:** Cathy Sellers said the City is working on expanding the hours for vendors (e.g. food trucks) to be allowed to operate on City property until as late as 2:30 AM. The proposed ordinance has been sent to the Commission once. Question was raised about the issue of vendors in City Parks, which are supposed to close by 11.
10. **Arts & Culture:** Ken Shelin reported that there have been two successful tours of Van Wezel Hall, each with about ten people, giving them the chance to talk to employees there and see the damage caused by rising water. Tour scheduling has to be worked around events and employee availability. Commissioners have been offered opportunity to go on the tour but none have accepted. Ken's opinion piece in the Herald Tribune described the situation well - here is a link <https://www.heraldtribune.com/story/opinion/columns/guest/2022/10/31/opinion-sarasota-needs-better-performing-arts-center-than-van-wezel/10595>

The Van Wezel Foundation has begun to meet with the architecture committee for the new Bayfront Park performance hall, all of whom, in Ken's opinion as he read off the names, are highly qualified. Their first step in the process will be to request qualifications of architecture firms that may want to make a proposal. There was some discussion of how public opinion may be shifting regarding support for the new performance hall versus arguing to "save" Van Wezel, which, besides being threatened by rising waters of the bay, is also too small and structurally outdated to accommodate performers and shows we would like to be able to attract to Sarasota.

Sarasota Orchestra has published notice of a survey that can be responded to online. Ken questions the value of the survey and noted that it does not mention the location of their proposed new performance venue, although the newspaper article about it did so. Discussion followed about opposition to the orchestra's planned new site, justified as a way to attract audiences from

Bradenton, by Sarasota residents who would rather have the new orchestra space be closer to downtown here. Patrick Gannon added that the survey, with the new location mentioned, will be forwarded to DSCA members.

Sarasota Arts & Culture Alliance will hold a ceremony Monday to honor the new youth poet laureate at the historic Asolo Theatre with special guest, the nation's Poet Laureate Ada Limon, whose book of poetry will be gifted to each attendee (\$35 ticket price available on the Cultural Alliance website.)

11. **Health & Safety:** David Lough reported that last year the Commission approved hiring of ten additional police officers. Eight officers are now doing foot patrols downtown and in the Rosemary District. DSCA advocates that this type of community policing helps residents feel safer, builds relationships with business owners, and has benefits way beyond just deterring crime. Police on bikes are patrolling Bay Front Park and nearby streets.
12. **Transportation:** Roger Barry said the committee has not met, and he has learned that the Gulfstream roundabout construction progress was delayed at least three weeks by the hurricane.
13. **Zoning:** The committee still lacks a chair so there is no report, but David Lough reported that development projects keep coming -- 1300 units are under construction, 2900 more "on the drawing board". The Engineering Design Criterion Manual, which defines the rules for use of public rights of way and other matters important in the "public realm", is now in a 9 month-long process of being rewritten, with outside consultant assistance, and will be discussed in a workshop, next day after this board meeting. David and other DSCA board members will attend.
14. **Bay Park Conservancy:** Bob Pirollo reported that a presentation to the Planning Commission will take place on Monday, the 18th. Phase I is complete and planning for Phase 2, which will involve planning for eating establishments, is underway. Everyone was pleased with the Phase 1 opening night celebration, which attracted around 50,000 people. According to City Manager Marlon Brown, the bar has been raised for all the city's parks in the future.
15. **CCNA:** Ted Wilson reported there was no meeting last month but one is planned for Saturday.
16. **Rosemary District:** Proposal from Kimberly Warren for funds for park design work was rejected by the City as too expensive, and the alternative may be to do some of the design work "in house". Rosemary is having a community meeting on the 16th. Lofts on Lemon had its ribbon cutting ceremony. Rosemary District will install holiday lights along Boulevard of the Arts.
17. **Platinum Members:** Samantha Spano introduced her colleague Melissa Rodriguez and spoke for Brown & Brown Insurance about challenges they are addressing because of the hurricane. A spokesperson for Cadence Bank told of the bank's condo division putting together special packages of services for condos south of Sarasota affected by the hurricane, the bank's support for affordable housing, and an array of other Cadence Bank offerings.
18. **Gold Members:** Paul Schott of ServPro called attention to the problem of mold likely to follow water damage caused by the hurricane. He added that condo associations should have an ongoing agreement with a remediation services company like Servpro, with plans set up in advance, so to be guaranteed fast service after a storm. Will Burke spoke for Hotwire Communications.

Next Meeting; Wednesday, December 7, 4 – 5:30 before holiday party, same location.

Respectfully submitted, Judy Mower, Secretary