



## DSCA Board of Directors Meeting Minutes

Wednesday, June 7, 2023; Broadway Promenade and Zoom

**Board Members Present:** David Lough, Jaime Still, Clark Lauren, Patrick Gannon, Bob Pirollo, Catherine Sellers, Ken Shelin

**Board Members Absent:** Judy Mower, Peter Fanning, Roger Barry

**Member Representatives Present:** Peter Blanton, Ritz-Carlton Residences – Quay; Shari Bunks-Geller, Beau Ciel; David Daly, One Hundred Central; Rosemary Krimbel, Alinari; Fran Lambert, Bay Plaza; Susan Lehrer, Richard Mones, Renaissance; Abe Morgentaler, BLVD Sarasota; Embassy House; Steven Roskamp, Sarasota Bay Club; Curt Schantz, Rivo at Ringling; Lisa Schmitt, Regency House

**Associate Members Present:** Don Fitts, Cornerstone LifeCare; Fred Grady, Alderman Oaks; Mindy Kauffman, Boo's Ice House and Dog Bar; Annika Mantius, Burg Simpson Eldredge Hersh; Dennis McSweeney, Smart Water Protection; Paul Schott, ServPro of North Sarasota; Steve Shaw, Hotwire Communications

**Guests Present:** Jake Hartvigsen, WEDU PBS; City Commissioner Liz Alpert, Regency House; Ted Wilson, Regency House; Susan Lehrer, Renaissance

At 4:00pm, the Board meeting was called to order by David Lough, a quorum was declared

The minutes of the May 3<sup>rd</sup> Board meeting were approved (Bob Pirollo, Ken Shelin).

**Guest Speaker from PBS:** Ken Shelin introduced **Jake Hartvigsen**, Marketing and Community Partnerships Associate for PBS Stations WEDU and WEDQ located in Tampa but serving much of Florida's central west coast. Mr. Hartvigsen went to high school in Sarasota and so knows the area very well. He had a varied and distinguished career in marketing before joining PBS. Highlights of his presentation are as follows:

- WEDU is membership supported and serves around 5 million viewers.
- Sarasota represents 35% of its support base.
- Offers six channels, including PBS for kids, WEDQ focused on education.
- Teachers use PBS Learning Media – lessons, activities for school-age kids.
- Nationally PBS is highly trusted by American public, seen as giving high value for tax dollars, highly valued by parents.
- Nationally, 70 % of funding support for PBS comes from donations, less than 11% comes from government.
- 51% of expenditures are for programming and production.
- Charity Navigator four-star rating 7 years in a row.
- WEDU available via regular cable, Hulu, Apple TV and other sources.
- Livestreaming is available at website or via free app downloaded from website. Nationally, livestreaming via phone, tablet, computer is replacing TV and other media modes for viewers/listeners.
- WEDU participates in emergency communications – e.g. Florida Storm app.
- Community storyteller – 30% of WEDU programming is locally produced.
- "Greater Sarasota" – founded 3 years ago, a series of short video episodes on history, events, local interest stories – has won 6 Emmys for WEDU. Sarasota County Community Foundation is partner.



- Locally produced hour-long documentary about history and arts and culture - “The Sarasota Experience” -premiered at Sarasota Opera House and is aired from time to time – can be accessed on WEDU website.
- Monthly WEDU magazine is “Premier”.

Follow up questions touched on possibility of WEDU coverage of a DSCA workshop (e.g. recent one on insurance for condos). WEDU does not have a “news crew” to respond to such requests but Mr. Hartvigsen would welcome getting information via phone, text, email on an issue of importance to DSCA members, which could be reported as part of local journalism, or become a story element in Sarasota-focused programming under development. His office is in Sarasota, at the Senior Friendship Center, so he can be quickly available for discussion of such ideas.

**New Associate Members:** Dennis McSweeney spoke for Smart Water Protection (Gold Associate) and Mindy Kauffman (Silver Associate) spoke for Boo’s Ice House & Dog Bar. Both were approved as new Associate members (Ken Shelin, Bob Pirollo).

**Community Association Survey:** Bob Pirollo’s request to increase the budget from \$2000 to \$3000 (for survey consultant Connell was approved. Last survey done two years ago had 82% response rate and the goal for this survey is to meet or exceed that. The list of topics addressed in the survey is lengthy, but all are important and relevant.

**Mind Map of DSCA Committee Projects for 2023:** David Lough went over elements of the Mind Map he first introduced in January, improved since then to show more detail and highlight 12 projects of key importance. Comments after his presentation brought up its value as showing DSCA’s appropriate focus on zoning codes and what needs changing about those codes, rather than on specific real estate developments. Consensus of the board is to accept the Mind Map, and David intends to show it to City Manager Marlon Brown.

**City Budgeting Process for 2024:** David Lough shared his concerns about lack of opportunity for attendees to speak during meetings on the budget, next of which will be third week of July. Given 13% increase in valuation, downtown’s population expected to increase by 3000, 6000 for the city as a whole – during budgeting there should be more attention to the increase in taxation income that will result.

**City Update:** The Commission will hold a public information meeting on Parklets, June 21, 5 to 6 PM at City Hall. DSCA will get information out to members and encourage attendance.

**Arts & Culture:** Ken Shelin reported that the architect selection committee for the proposed Sarasota Performing Arts Center (SPAC) received 83 submissions and has chosen the Italian firm: Renzo Piano. Contract negotiations with the selected firm are underway. The City Commission is working with the SPAC Foundation on that and other agreements (e.g. Implementation – already delayed until Nov. 2024, Operating) that have to be finalized in order for the project to progress. The City Commission is forming a committee to address the future of the Van Wezel, and applications to be on the committee are due by June 15. Interviews with Commissioners are going on right now. Tours of the Van Wezel are being resumed with a limit of 12 people per tour. Board members interested in going on a tour will be informed if openings are available.

**Associates and Events:** Jaime Still as chair welcomes members’ thoughts on topics for future workshops.

**Greenspace:** Patrick Gannon showed on screen a photo of City’s announcement regarding its survey process to solicit input on revisions to the Engineering Design Criterion Manual (EDCM) which governs such things as roads, sidewalk width, plantings, public art and so on that make up the infrastructure of the City’s right-of-way



spaces. The survey has been distributed, is available online, and responses are due by June 9. DSCA members are asked to be sure to do the survey. Last time this was done 123 people gave input.

**Homeless:** No report in Peter Fanning's absence.

**Health & Safety:** David Lough spoke of the Police Department's interest in possibly creating a Sarasota version of a volunteer-based community watch program. David considers that discussion to be parallel to the one that resulted in last year's budget increase to add 8 officers for foot patrols in specific zones (e.g. downtown, Rosemary) of the city - delays in doing so stemming from recruitment and training obstacles. The Police Chief has given his "soft agreement" to have those foot patrol officers on duty by end of year. Seventeen more new officers will graduate from the training academy in a few months, which, when added to 10 other recent graduates, will amount to around a 20% increase in number of police officers on the force.

**Transportation:** In Roger Barry's absence, David Lough reported that DSCA's and other groups' complaints about the Boulevard of the Arts and 41 intersection have convinced Nick Patel at the City to initiate a re-design effort to make the intersection safer. New signage has already been installed.

**Zoning:** David Lough reported that the Planning Board is allowing limited public involvement via community workshops – one to occur in July to discuss the implications of the state's new "Living Local" legislation. Patrick Gannon then described the overall problems with the City's current policies and practices regarding (lack of) provision for public input into zoning code issues, including proposed changes, allowances for variances, etc., all of which seem to be in developers' interests (e.g. saving costs of delays due to public input steps in the project approval process.) Ken Shelin suggested that the Live Local legislation, which will preempt local control, may actually provide for more public input than the City currently allows, and we should find out if that is the case before proceeding strongly with a lobbying effort to change the City's practices.

**Bay Park Conservancy:** No report

**CCNA:** Nothing of importance

**Rosemary District:** See enhancements to the website. Parking problems are being discussed and planned for, and likely to be caused by 6 or 7 new business establishments, including 4 or 5 restaurants, coming to the district,. City parking officials are involved and progress is being made.

**Associate Member News:** Representatives from ServPro, Cornerstone LifeCare, and Hotwire briefly gave updates on their organizations.

**Member Representative Comments:** Question asked about design specifics and projected cost of the Performing Arts Center was answered by Ken Shelin – costs projected at \$300 Million at this point, but way too early to have any design specifics. Organized resistance to proposed Palm Avenue project is now drawing in more participants eager to voice their opposition.

**Next Meeting:** July 5, 4 PM, Zoom and Broadway Promenade. Guest speaker will be Lucia Panica, City Development Services Director.