



Downtown Sarasota Condominium Association



2016 Operations Plan

Approved by the DSCA Board of Directors
May 4, 2016

DSCA Operations Plan for 2016

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EXECUTIVE SUMMARY

Introduction

The **Downtown Sarasota Condominium Association (DSCA)** is a non-profit membership organization made up of condominium associations in downtown or in proximity to downtown Sarasota. The DSCA is member-funded, operating under U.S. IRS classification as a 501(c)(4) – social welfare organization. The primary membership of DSCA are the condominium associations which subscribe to the purposes of DSCA. The DSCA also allows for non-voting associate memberships for any institution, association, business or individual who subscribes to the purposes of DSCA. All membership applications are submitted for approval by the DSCA Board of Directors.

Background

In 2005, the **Bayfront Condominium Association Inc.**, which was incorporated in the State of Florida in 1998, adopted Articles of Incorporation to establish the name of Downtown Sarasota Condominium Association under which to conduct the Association's business. The name change more accurately reflects its membership and the wider geographic area that comprises the interests of residents for a vibrant and safe downtown Sarasota.

DSCA represents nearly 30 condominium associations with over 2,200 residential units, which equates to approximately 4,000 downtown residents. The DSCA member condominiums represent over \$1 billion in property value. The total of all downtown condo property value exceeds \$1.39 billion. The total downtown condo property value is over 13% of the total City of Sarasota property value base (\$7.28 billion) and approximately 60% of the residential and commercial property within the Downtown Community Redevelopment Agency (CRA) designated area (\$1.67 billion).

Mission

The mission of DSCA is to actively advocate for the collective interests of its members. In doing so, it will seek to identify important community issues which have a bearing on the lives of the residents of its Member condominium associations.

Purpose

The purposes for which DSCA is organized are as follows:

- A. To encourage beautification of the Downtown Sarasota area and of member condominiums and to work for the preservation and maintenance of the Downtown community including its marine and upland parks and open spaces.
- B. To provide commentary on matters relating to land use, zoning, traffic planning and control, pedestrian mobility, parking and safety or other issues that affect the Downtown community.
- C. To work in cooperation with local law enforcement and other governmental agencies on crime control, motor vehicle, boating and pedestrian safety issues in Downtown Sarasota.

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- D. To promote a unified effort of its membership with regard to proposed state legislation, county or city ordinances or actions of governmental agencies that affect the Downtown community.
- E. To provide input on the marine and upland environmental issues in the Downtown area.
- F. To initiate or participate in activities such as community surveys, traffic studies, fund raising, community and cultural events, and such other pursuits that the Board of Directors may have reasonably determined will enhance the experience of living in Downtown Sarasota.

Organization Overview

DSCA is organized with a Board of Directors comprised of three (3) to twenty (20) elected Directors with voting rights on Board matters. The current list of condominium members is found in Appendix A. The current list of 13 Board Directors and officers is found in Appendix B.

The Board can form committees as needed, and has agreed to establish committees to align with the annual goals of the organization. The standing committees include:

- **Executive Committee** – This is a standing committee that includes the officers of the organization (President, Vice President, Secretary, Treasurer, Presidents Emeritus). It is the prime group to carry out the advocacy role of the organization, especially in interfacing with the City of Sarasota and City Commission.
- **Education & Outreach Committee** – This is a standing committee to plan and organize educational forums and other related events to address key issues important to our members.

The ad hoc committees that are formed to advance specific annual goals include:

- **Homeless Committee** – This is an ad hoc committee targeted to work with the City of Sarasota staff and other local organizations to support efforts to reduce the impact of the homeless population in Sarasota.
- **Greenspace Committee** – This is an ad hoc committee to focus on issues related to the green spaces, trees, public parks, and public art in downtown Sarasota.
- **Transportation Committee** – This is an ad hoc committee to focus on issues related to multi-modal transportation, traffic, signage and pedestrian access in downtown Sarasota.
- **Safety Committee** – This is an ad hoc committee to focus on programs to enhance the safety of downtown residents and to work closely with the Sarasota Police Department and any other organizations to effect these programs.

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Educational & Informational Services

Additional educational and information services are planned to be developed based on the results of a review of the needs of the condominium members. These will be designed to assist members in being informed of timely developments in the downtown Sarasota area, as well as providing the members with opportunities to voice their needs and concerns. DSCA will host at least four member forums in 2016, and will co-sponsor other educational events with other organizations as appropriate. These activities will be led by the Education and Outreach Committee.

Marketing Communications Summary

DSCA is developing a new website so we can more easily update it with information on current members and events. The new website will include a members-only section with a forum feature that enables member rep users to post discussion topics and subscribe to topics relevant to their interests. DSCA has engaged the services of a public relations communications and social media professional to help create frequent newsletters and other social media information updates. DSCA will keep its membership informed on progress of DSCA events and highlight the contribution of DSCA liaison organizations through newsletters, member forums and the annual meeting. DSCA will communicate with members and external stakeholders primarily through the member contact email lists maintained in the ConstantContact online service.

Financial Projections Summary

Revenue is projected to increase from \$ 2,850 in 2015 to \$ 6,800 in 2016. Expenses are projected to be \$ 7,800 in 2016. Cash on hand is projected to decrease from around \$ 4,000 to \$ 3,000 by the end of 2016.

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STRATEGIC GOALS AND ACTIONS

The DSCA seeks the continued support of its members as it pursues an active agenda to make sure the voices of its members are heard. The following goals and actions are used to guide the activities and resources described in more detail in this Business Operations Plan.

GOAL #1: Build and support alliances with other organizations and agencies that have similar missions and goals to improve the experience of living and visiting Downtown Sarasota. These activities will be led by the Executive Committee, with events organized by the Education & Outreach Committee.

Action 1.1: Seek to identify events and activities that can be carried out with other liaison organizations.

GOAL #2: Continue support of efforts that address the reduction of the impact the homeless population has on the residents, visitors and tourists who live and frequent Downtown Sarasota. These activities will be led by the Homeless Committee.

Action 2.1: Support the City of Sarasota's efforts to implement a comprehensive plan for people without homes.

Action 2.2: Continue with educational efforts and public forums to provide information on the status of activities to address the homeless issue occurring within the City and County of Sarasota.

GOAL #3: Improve the maintenance of green space, public parks, public art, pedestrian access throughout the downtown area and signage for information and directions. These activities will be led by the Greenspace Committee and coordinated with the Transportation Committee.

Action 3.1: Monitor the work of the City Parks, Recreation & Environmental Protection (PREP) Advisory Board, and the Public Art Committee; and advise the Board on relevant issues or opportunities, including updates to the Tree Protection Policy and Green Space Policy. Encourage the protection and enhancement of existing or new parks in and adjacent to the downtown area as noted in the Downtown Green Space Policy approved Feb. 7, 2011.

Action 3.2: Work with other organizations to improve pedestrian access and green spaces throughout the greater downtown Sarasota area (e.g. US Green Building Council).

Action 3.3: Survey property in the Rosemary District to create an inventory of green spaces for future use as pocket parks or dog parks, and to identify sidewalks that need to be repaired or widened.

Action 3.4: Work with City staff to support sustainability, green space and tree protection programs, including development of a Downtown Green Space Plan that includes the Rosemary District.

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GOAL #4: Continue support of City, County and regional efforts that address improvements in multi-modal transportation. These activities will be led by the Transportation Committee.

Action 4.1: Support efforts to improve the connectivity and walkability of downtown to the bay front and to the neighborhoods where member condominiums are located.

Action 4.2: Support efforts to reduce traffic congestion through using multimodal traffic solutions.

Action 4.3: Support efforts converting US 41 from a US highway to an urban boulevard that improves traffic flow, pedestrian connectivity and safety for residents of member condominiums.

Action 4.4: Support efforts converting Fruitville Road from a highway to an urban boulevard that improves traffic flow, pedestrian connectivity and safety for residents of member condominiums.

GOAL #5: Work with the Sarasota Police Department (SPD) on programs to enhance safety in Downtown Sarasota. These activities will be led by the Safety Committee.

Action 5.1: Prepare and maintain a list of SPD officers assigned to the different policing zones in the DSCA coverage area.

Action 5.2: Encourage the DSCA member condominium associations to schedule meetings with the assigned SPD officers to discuss issues of importance to their residents.

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EDUCATION & COMMUNICATIONS PLAN

Marketing Communications Tools

DSCA will maintain its website (<http://www.downtownsarasotacondoassoc.com/>) as a primary communications channel of information to the general public. DSCA will continue use of the **ConstantContact** online tool for outbound communications of meetings and events.

2016 Educational Event Planning:

The Educational Communications functions will include the following public forums in 2016.

2016 DATES	EVENT TOPIC	SPEAKERS	VENUE
Mar. 29	DSCA Annual Member Meeting and Forum on Economic Future of the City of Sarasota	<ul style="list-style-type: none"> • John McCarthy, Executive Director, Sarasota County Openly Plans for Excellence (SCOPE) - Moderator • Virginia Haley, President, Visit Sarasota County; Sarasota Bayfront 20:20 • Jamie Miller, Director of Business Competiveness Initiatives, Economic Development Corporation of Sarasota County • Norman Gollub, Downtown Economic Development Coordinator, The Greater Sarasota Chamber of Commerce / City of Sarasota / Downtown Improvement District • Gretchen Schneider, General Manager of Planning and Development, City of Sarasota 	Herald Tribune Community Room
June	Brain Health & Memory Care	<ul style="list-style-type: none"> • Michael Mullan, CEO, Roskamp Institute • Nicci Kobritz, CEO, Sci-Brain • TBD, Sarasota Memorial Hospital ??? • 	?
July/August	Downtown Parking Plan		?
September	Greenspace in Rosemary District		?

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2016 DATES	EVENT TOPIC	SPEAKERS	VENUE
November	DSCA Semi-Annual Member Meeting and Forum on Health Innovations		? Held in conjunction with Health Innovation Week

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MEMBER SUPPORT PLAN

The DSCA President and Treasurer will continue to provide member support services. This includes:

- Answer inquires about membership (via email, web and telephone); provide information to prospective members; update FAQs on DSCA’s public website as needed
- Distribute membership agreements to prospective members, process applications
- Handle member renewals and payment follow-up
- Provide membership activity reports to the DSCA Board
- Track and follow up on new member dues receivables
- Set up and manage member organizations on the DSCA website

Membership Classes

DSCA has two classes of membership, Condo Association Members and Associate Members. Following are the privileges allocated to these two classes of membership.

<u>Privileges</u>	<u>Membership Class</u>	
	<i>Condominium</i>	<i>Associate</i>
<u>Voting & Governance</u>		
Right to be a candidate for Board of Directors	X	
Vote for Board of Directors	X	
Nominate Candidates for Board of Directors	X	
Vote on general issues presented to the membership	X	
Number of votes per membership	1	
Observe Board of Directors Meetings	X	X
Access to Board materials	X	X
Number of representatives per Condominium Association membership (but only one vote per Condominium membership)	3	1
<u>Participation</u>		
Right to be a candidate for a Member committee chair election	X	
Right to be appointed to a Member committee	X	X
DSCA Workspace Online Account (Members Only)	X	X
<u>Marketing & Materials</u>		
Condominium name & photo inclusion on DSCA website	X	
Use of DSCA member logo (within guidelines)	X	
Membership recognition on DSCA website	X	X
Discounted Membership meeting & conference registration	X	X
Complimentary DSCA publications	X	X
Receive government and community updates	X	X
Receive DSCA newsletter	X	X

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Membership Fee Structure

The DSCA Membership Fee Schedule is designed to keep fees low for condominium associations and associate members. The current 2016 annual fee for membership is:

Condominium	\$150 per year
Associate	\$75 per year

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STRATEGIC LIASON RELATIONSHIPS

DSCA currently has the following organizational relationships.

Community Associations

These community liaisons are established through membership agreements or other participatory relationships.

- Sarasota Coalition of City Neighborhood Associations (CCNA), member since 2008
- Downtown Sarasota Alliance (DSA), member since 2011
- Sarasota Bayfront 20:20, Stakeholder since 2014

Strategic Partner Organizations

DSCA maintains informal relationships with these community organizations in order to coordinate events and activities to benefit DSCA's members and supporters.

- Sarasota Downtown Improvement District (DID)
- The Greater Sarasota Chamber of Commerce
 - City Priority Council
- Sarasota Downtown Merchants Association (SDMA)

Governmental

DSCA closely follows the agendas of these governmental organizations to benefit DSCA's members and supporters.

- City of Sarasota Commission & appropriate Advisory Boards
- City of Sarasota staff & their departments
 - City Manager & City Deputy Manager
 - City Auditor and Clerk
 - City Attorney
 - Sarasota Police Department
 - Neighborhood and Development Services
 - Parking Operations Division
 - Public Works

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FINANCIAL PLAN

Financial Projections

The following is a summary of the past three years (2013, 2014, 2015) actual financials and 2016 budget.

(USD)	2013 Actual	2014 Actual	2015 Actual	2016 Budget
Income	\$1,600	\$1,700	\$2,850	\$6,800
Operating Expenses	\$2,015	\$735	\$3,886	\$7,800
Net Income	(\$415)	\$965	(\$1,036)	(\$1,000)
Cash on Hand	\$4,054	\$5,019	\$4,229	\$3,229

Sources of Funding

DCA's primary source of funding is from membership fees.

Discussion of Projected Revenue

DSCA funding from condominium membership is just over \$2,000 annually. As the level of communications channels is increased, DSCA is expecting to attract more condominium associations to join/re-join DSCA and increase the annual fees collected to over \$4,000 per year.

Discussion of Projected Expenses

DSCA expends funds for maintenance of its website and use of electronic newsletter distribution lists. In 2016, DSCA is developing a new website with the help of a \$2,000 grant from the City of Sarasota Neighborhood Services department. In 2015, DSCA began using a marketing consultant to help setup social media websites and help to publish information about DSCA events and activities of interest to downtown residents. DSCA also uses the funds to organize and promote events sponsored by DSCA and occasionally partner with other liaison organizations in sponsoring events of interest to DSCA members.

Discussion of Projected Cash Flow & Balance Sheet

Cash on hand is projected to decrease from approximately \$4,000 at the end of 2015 to approximately \$3,000 by the end of 2016. This will enable the organization to spend some of its cash reserves on building up its communications channels to keep members better informed on community issues.

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2016 Detailed Budget

Budget Items (USD)	2016 Budget
Condominium Membership Fees	\$4,500.00
Associate Membership Fees	\$300.00
Event Revenue (less event expenses)	\$0.00
Sponsorship Revenue (website)	\$2,000.00
Income Subtotal	\$6,800.00
Information Technology	
• Website Setup	\$2,500.00
• Website hosting fee	\$300.00
• ConstantContact (online newsletter)	\$168.00
• Social Media Professional	\$2,400.00
□	
Administrative (postage, printing, filings)	\$1,000.00
Memberships in Other Organizations	
• DSA Annual Membership	\$300.00
• CCNA Annual Membership	\$20.00
□	
Event Sponsorships	
• ?	\$1,000.00
Miscellaneous	\$112.00
Operating Expenses	\$7,800.00
Net Income	(\$1,000.00)
Cash on Hand	\$3,228.85

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OUTSOURCED SERVICE PROVIDERS

Following are the current outsourced service providers providing various types of services for DSCA.

Information Technology Service Provider

- Stefan Cirbus (website developer)
- SiteSpring, Inc., Sarasota, FL
- Constant Contact

Marketing Communications Service Provider

- A Slim Production

Event Management Service Provider

- Mary Kenealy Events

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ATTACHMENT A - DSCA MEMBERS

Downtown Sarasota Condos

Condo Name	Addresses (Sarasota, FL 34236)	# Units
1350 Main	1350 Main St.	134
Alinari	800 N, Tamiami Trail	205
Bay Plaza	1255 N. Gulfstream Ave.	100
Beau Ciel	990 Blvd of the Arts	44
Broadway Promenade	1064 N. Tamiami Trail	186
Burns Court Enclave (Villas)	562 S. Palm Ave. (Oak St, Selby Ln)	23
Condo on the Bay	888-988 Blvd. of the Arts	300
Embassy House	770 S. Palm Ave.	69
Gulfstream Towers	33 S. Gulfstream Ave.	69
Kanaya	505 S. Orange Ave.	35
La Bellasara	464 Golden Gate Point	28
Lawrence Point	97,99,101 Sunset Dr.	40
Marina Towers	1233 N. Gulfstream Ave.	44
Marquee En Ville	235 Coconut Ave.	29
One Watergate	1111 N. Gulfstream Ave.	104
Plaza @ Five Points	50 Central Ave.	52
Regency House	435 S. Gulfstream Ave.	80
Renaissance	750 N. Tamiami Trail	244
Ritz Carlton Residences	1111 Ritz Carlton Drive	50
Rivo at Ringling	1771 Ringling Blvd.	106
Royal St. Andrew	555 S. Gulfstream Ave.	55
St. Regis	301 S. Gulfstream Ave	13
San Marco	1188 N. Tamiami Trail	23
Sarabande	340 S. Palm Ave.	57
Savoy on Palm	401 S. Palm Ave.	24
Sunset Towers	11 Sunset Dr.	62
Tessera	500 S. Palm Ave.	24
Tower Residences at Ritz Carlton	35 Watergate Dr.	80
Versailles	605 S. Gulfstream Ave.	14

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Associate Members

Organization Name

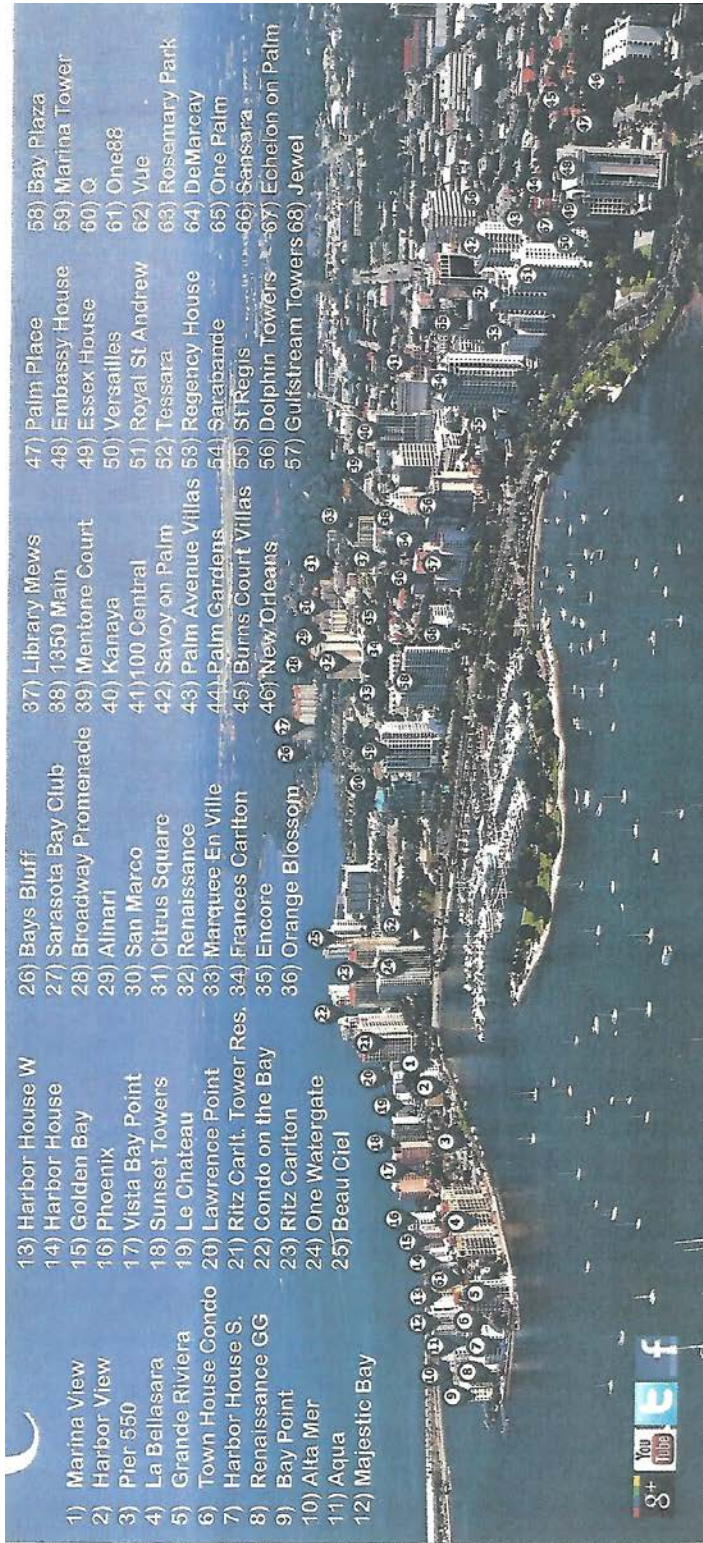
Florida Southern Roofing
Law Offices of Kevin T. Wells P.A.
Pines of Sarasota
Roskamp & Patterson Mgmt. Co.
Stonegate Bank

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ATTACHMENT B - DSCA BOARD OF DIRECTORS & OFFICERS

Name, Position	Condo
Patrick Gannon, President	Condo on the Bay (888)
Graham Edwards II, Vice President	Marque En Ville
Michael Normile, Treasurer	Tower Residences at Ritz-Carlton
Mary Hale, Secretary [non-voting]	The Q
Peter Fanning, President Emeritus	Savoy On Palm
John Moran, President Emeritus	Marina Towers
Roger Barry	Sunset Towers
Barbara Campo	Tessera
Marilyn Harwell	Bay Plaza
Art Levin	One Watergate
Bob Pirollo	Broadway Promenade
Curt Schantz	Rivo on Ringling
Vic Scully	Plaza at Five Points
Bridget Spiess	Ritz Carlton Residences
Ronald Ward	La Bellasara

ATTACHMENT C - DSCA COVERAGE AREA



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ATTACHMENT D - 2015 ACCOMPLISHMENTS

The past year (2015) was a very busy year, but reflects the hard work and contributions of many members, especially those serving on the Board of Directors. Here are some of the highlights through the year.

Education & Outreach:

- Held a **Candidates Forum** with DSA for City Commission District 2 - February 19
- Held the DSCA Annual Member Meeting and **Forum on People Without Homes** – March 25
 - **Peter Fanning**, Moderator
 - **Tom Barwin**, City Manager, City of Sarasota
 - **Bernadette DiPino**, Chief of Police, Sarasota Police Department
 - **Ethan Frizzell**, Major, Salvation Army Sarasota
 - **Leslie Loveless**, Executive Director, Suncoast Partnership to End Homelessness
 - **Kevin Cooper**, Greater Sarasota Chamber of Commerce
- DSCA officers Gannon and Fanning spoke at **1350 Board Meeting** – April 16
- Several Board Directors participated in the Metropolitan Planning Organization (MPO) **Transportation Focus Group** – May 22
- Sent notice for the **Save Our Sarasota (SOS) Trees** meeting – June 10
- Sent notice for City of Sarasota News on **Trolley for Boat Races** on Lido Key – June 29
- Sent notice for the **Save Our Sarasota (SOS) Trees** meeting – July 20
- Held the **Sarasota Mobility Plan Forum** – August 10
 - **Ryan Chapdelain**, Neighborhood Development Services
 - **Alex DavisShaw**, City Engineer
 - **Karin Murphy**, Urban Design Studio
- **The Observer** published interview with DSCA President, Patrick Gannon – August 13
- Sent out **Summer Newsletter** with DSCA Committee updates – August 17
- Submitted proposal for **City Neighborhood Grant** (which was awarded for \$2,000) for Website Communications Project – August 31
- Co-hosted the **Electric Vehicle Charging in Multi-Unit Dwellings Workshop** with FPL; organized by National Drive Electric Week planning committee – September 12
- Sent notice of **Salvation Army - Quality of Life** - Open House Invitation - October 1

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- Hosted presentation by **Salvation Army Major Ethan Frizzell** on the new **Quality of Life Center** at DSCA Board meeting– October 7
- Hosted presentation by **Mark Kauffman & Joe Hembree** on the proposed **Lemon Avenue Liner Building** at DSCA Board meeting– October 7
- Participated in a **WSRQ Radio** Broadcast giving a preview of the Forum on Optimal Aging - Nov 14
- Conducted the **Forum on Optimal Aging and Life Planning** – a luncheon seminar at the Hyatt hotel (with 16 sponsor/exhibitors) – November 18
 - **John McCarthy**, Executive Director, SCOPE – Moderator, Topic: An Overview of Vital Factors Influencing Our Aging Population
 - **Kathy Black**, Ph. D., Professor, University of South Florida Sarasota – Manatee – Topic: The Role of Age-Friendly Sarasota in Optimal Aging and Life Planning
 - **Tom Barwin**, Sarasota City Manager - Topic: Key City Initiatives that Will Affect Optimal Aging in Sarasota
 - **Greg Hall**, Hall Architects, Principal - Topic: The Relationship of Universal Design and Other Services to Optimal Aging in Place
 - **David Sylvester**, Pines of Sarasota (CEO) - Topic: Current Trends and Important Issues Concerning Options in Community Living
 - **Ellen Hirsch de Haan**, Atty., Wetherington Hamilton - Topic: The Law as it Relates to Aging in Condominiums and Cluster Developments
- Hosted presentation by **Sarasota Police Department** and **USF on Drug Intervention Initiative** at DSCA Board meeting– December 2
- Sent **Fall Newsletter** with results of the Forum on Optimal Aging – December 14



- Established DSCA accounts on social media websites (Facebook, Twitter, Youtube, Google)

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- <https://www.facebook.com/DowntownSarasotaCondoAssoc/>
 - <https://twitter.com/DtownSrqCondo>
 - downtown.sarasota.condo.assoc@gmail.com
- All Condo Member Representatives have received notice of monthly Board meetings and Board Meeting Minutes each month
 - Conducted analysis of residential property values in the City of Sarasota. Results indicate that DSCA's 29 member condos account for over 70% (2,257) of total condo units (3,217) in downtown Sarasota, and over 75% (\$1.04B) of total taxable property value (\$1.38B) of all downtown condos (based on 2014 tax appraisals).

Commentary:

- DSCA President spoke before the City Commission in support of the **City Manager Barwin 8-Point Plan on Chronic Homelessness** – April 20
- DSCA Board adopted the **Resolution to Extend the Community Redevelopment Agency (CRA)** which was submitted to the CCNA – May 6
- DSCA President submitted a Board-approved letter to Jones Development Company in support of the potential **HuB Apartments** to promote downtown workforce housing. June 4
- DSCA Board approved resolution: *DSCA recommends that the Sarasota City Commission restore benches at Five Points Park and pursue security and support arrangements to encourage active use of the park by the community* – August 5
- DSCA President submitted a Board-approved letter to Florida Department of Transportation (FDOT) with comments on **US41 Separator Project** (scheduled Summer 2016) – August 7