

Aging Platform
Strategic Leadership Team Meeting
June 21, 2010

In attendance: Co-chairs Tim Dutton and Virginia Haley; Bob Anderson, Margaret Callihan, Ginya Carnihan, Kelly Dreels, John Lambie, Mike Mahon, Kit McKeon, Valerie Powell-Stafford, Steve Roskamp, Stan Rutstein, Debra Sandberg, George Schofield, Robert Vecchione, Kim Weaver

Tim Dutton thanked everyone for attending and introductions were made around the room. Tim stated the focus for today's meeting was to divide into groups and begin work on implementing the Big Bold ideas from the last meeting.

Kelly reminded everyone of the groups that were formed as a result of the February 23, 2010 meeting and sharing of ideas, and the role of the Strategic Leadership Team:

Groups Formed:

- **Sarasota Institute for the Ages**
- **Medical Tourism, sports and wellness**
- **Silver Incubator/entrepreneur**

Role of the Strategic Leadership Team

- **Serve as the “think tank” for the Aging Platform**
- **Monitor activities**
- **Identify desired outcome(s)**
- **Prioritize outcomes and set timelines**
- **Identify appropriate champion(s)**
- **Identify and assemble resources**
- **Monitor progress towards outcomes**

Attendees divided into groups based upon their interest. Kelly gave each group a list of potential topics for their group discussion:

- Who will be the chair or co-chair for the project/idea?
- What will the future look like for this project/idea?
- What are the challenges in bringing this project/idea to fruition
- What support/information is needed?
- Who else needs to be included in the planning activities?
- What are the next steps? (When will the next meeting be held? Who will convene it? etc.)

Each group was asked to brainstorm for approximately 45 minutes and give a brief report of their discussions.

Silver Incubator:

Group Participants: Bob Anderson, Stan Rutstein, George Schofield

Bob Anderson volunteered to be the Chair of the Silver Incubator Committee.

The group identified items/questions that need to be addressed in order to formulate a business plan:

1. Businesses participating in the Silver Incubator will be reserved for ages 55 and older.
2. Intent of Business: will the silver business market be limited to ages 55 and above, or will they be allowed access to the open market? What segments of the community are we looking to reach?
3. Is there a minimum projected sales volume the silver business will be required to have?
4. Will participation in the Silver Incubator be dependent up the degree to which the business will affect health in the economic region?
5. USF & EDC are currently creating a plan to bring an incubator to Sarasota. Could the Silver Incubator be a part of this incubator instead of creating an entirely separate one? Identify other incubators in the area –who are they and what is their mission?
6. Is this a true incubator that focuses on start-ups, or will Stage 1 companies looking to grow to Stage 2 be allowed?
7. List of resources needed must be identified, inclusive of for profit, and not-for-profit resources.

Challenges Identified:

1. Money
2. Facilities
3. Leadership
4. Communication channels – how to let everyone know it's here
5. Framework
6. Developing workable and fair policies: what a participant can and cannot do; guidelines to determine who gets the space

Support Information Needed:

1. How do we support the other groups - who from the other groups should be in our planning sessions?
2. What is the mission of the proposed EDC/USF incubator?

Institute for the Ages:

Group participants: Margaret Callihan, Tim Dutton, Mike Mahon, Kit McKeon, Robert Vecchione, Kim Weaver

1. Need to develop a clear role of the Institute. Original concept was modeled after the Aspen Institute, a think tank. Institute for the Ages has been evolving to

include a thinking component and a business and action component. This could possibly include commercial development around products and services for seniors. The concept needs to be clearly defined so the community has a clear understanding of its purpose.

2. Name change: perception, due to the name, is that Institute for the Ages is about aging – medical care, assisted living, nursing care, which is not true. Need to think of different names so as not to cause misperceptions.

Medical Tourism, sports and wellness

Group participants: Ginya Carnihan, Virginia Haley, Valorie Powell-Stafford, Steve Roskamp, Debra Sandberg

Next steps:

1. Asset Gathering: Identify someone who has a medical background and can work with the committee to identify assets in Sarasota County. Who is already working in Sarasota that attracts patients from all over the world?
2. Role of Medical Tourism:
 - a. Attract patients to area
 - b. Recovery facilities to keep patients here
 - c. Wellness – Warm Mineral Springs and Dattoli were mentioned.

John Lambie introduced himself and stated that he was the official link to the 3 groups: aging, sustainability, and design, and will be attending all meetings to keep each group informed of what the other is doing.

Next Steps:

Ask each chair of the three task groups to set their next meeting date. Kelly Dreels will assist the chairs with this and will get the notification out. Then, the Aging Platform team will meet in August to collectively work to bring the ideas to fruition.

Meeting adjourned at approximately 10:00am.