

**Design Platform Leadership Meeting
At Sarasota County Arts Council
Thursday August 26, 2010**

Attendance :

Dr. Larry Thompson
Jim Shirley
Jeanne Corcoran
Wanda Chaves
John Lambie
Joan McGill
Laurel Corriveau
Rick Fawley
Warren Simonds
Tina Shumway

Welcome and Opening Remarks by Co-Chairs, Larry Thompson, Jim Shirley

Call for Comments/Corrections to June Exec Summary/Minutes as sent previously by email to Platform Participants. No corrections needed for previous meeting minutes.

Joan McGill was a guest speaker – She spoke about the importance of “Economic Gardening”. Grow Florida basic information packet Joan gave the group and overview on what it is and about second stage companies. Grew out of Littleton Colorado overnight a business closed up. Second stage companies grow the most jobs. The requirements are 10-99 employees 1-50 million in revenue. The main focus was to “Grow Our Own”.

She also spoke about the CEO nexus forum and invited all to invite any second stage CEO together / talk about their business resolve issues to grow their businesses.

Jump Start – this program involves Chris Gibbons providing a conference call with CEOs, and they talk about business and challenges. Helps companies make the decision to grow their businesses.

Joan would like assistance from the group to provide names of any businesses they think would be suitable for “economic gardening,” and support the program. Also, if any attendees at the platform meeting know of any groups or gatherings which would benefit from knowing about this program, that someone from the EDC would be happy to speak to any such groups regarding Economic Gardening.

Much talk about incubators. Rich Swier Jr. was to have addressed this topic specifically, but was not present.

Charles Meyer suggested the technique of reaching out to wealth advisors who have access to individuals and organizations seeking innovative and rewarding projects and places wherein to endow or invest money.

George Serrano was unavailable to speak about Cross-pollination other platforms. John Lambie filled us in on what is happening with the Aging/Sustainability platforms. Regarding retired CEO's, it was discussed how in reality, they never retire, especially in Sarasota.

They just continue to work and create businesses. Sustainability Group - retrofit spin off myopically (?) field of green building. Many benefits for building - from built to code -to incentives for new building.

Jim Shirley addressed the concept of a “business plan” for the platform, per a TEDB inquiry from Terry Turner, City Commissioner

Things going on around design, include how design integrates across the board of all of the platforms, and applies to the others. Discussed key individuals to get together. Effectivity as a platform group is in need of evaluation; at some point does the platform narrow its focus to embrace a specific idea and move forward to make something happen. Solid idea put together. What are we going to do and how are we going to make it happen???

Handed out worksheets for
Two of the Top Three “Big Bold Ideas” and Action Plan via Next Step Worksheets
No responses were received.

4:00 – 4:10 (NEW) D1 – “Build an industry based on expertise and the application of creativity and design thinking” – Report or Discussion:

- Design Center creation update
 - Sound Stage(s) Subcommittee
- Larry Thompson, Rich Swier
Jeanne Corcoran

Notes on Next Steps Worksheet

4:10 – 4:20 (NEW) D2 - “Start and expand business in key sectors” Report or Discussion:

- Business Incubators (USF, Sarasota EDC, Manatee EDC)
 - Economic Gardening possibilities - Distribute/Discuss List - for creative sector businesses - All
- Rich Swier

Notes on Next Steps Worksheet

TABLED: (NEW) D3 - “Develop a targeted campaign to increase awareness of the region's design-related sectors and Create new market opportunities for creative segments.” Commissioner Atwell not able to attend and address the “Sarasota Way” concept from last meeting.

Notes on Next Steps Worksheet

Flip Chart Notes:

D1 “Build an Industry based on creativity and design thinking” :

RCAD-Creativity Institute is well underway, in development;

Pilot Session May 2010 taught attendees how businesses need to integrate creativity into businesses of all kinds; very successful

GCCFV funding –Startup Money for business plan

Job posting for manager of creative projects ; hire imminent

Wanda’s company is beta testing w/org’s + staffs

One day between 10/7-8-9 will have a 4 hour retreat w/100 MC EDC
Sun Hydraulics upcoming program is already on the calendar;
Needs physical location per Jim Shirley
Communication Piece: How to convey the BBI in order to drive it being embraced?
Is it premature to communicate "Wide"?
Is it premature to bring the three platforms together for one joint brainstorming session/meeting?

D1- D2 Hybrid

Patterson Foundation "Cauldron" effort to transform educational dimensions
Businesses come to RCAD and work w/students
Cross disciplinary projects
Totally new creative solutions to problem solving,
Global / Real world life experience for students.
Spawn entirely new forms and types of businesses here.

FILM Initiative:

RCAD has moved away from Sound Stage as a main focus
\$1 million – 1,5 million estimated cost to create RCAD post-production facility on campus
-producers/directors committing to work with students
-Get them "Working" here is key to students learning here and economy benefitting here
-work could be on the ground here by Jan/Feb. 2011
N. Trail gets developed, more production spawns more production, exponential effect

D2 "Start and expand businesses in key sectors" :

Wealth Management to connect \$ people to potential growth co.'s.; see note above as well;
Score interaction – retirees mentoring and teaching, helping first stage and second stage as well as entrepreneurs to grow and learn

"Thinkubator" term should be put into use!

D3 – No discussion on this as "Sarasota Way" subject was to be addressed by Suzanne Atwell of the city and she could not attend.

Important overall: Embrace idea and move forward with a "targeted campaign...to create new market opportunities for creative segments.

Creativity Institute (also see D1 above for more related comments, details):

Pilot session that was held in May with some of the leaders in the community was very well received. Trying to create to teach businesses to be more creative and think in new ways of how to motivate, innovate, etc.

Community foundation has given money with a business plan in the works.

Manager for Creative Projects will be hired; job description being put together for the search.

Bring Design Platform into fold.

Curriculum beta testing and also working with the Manatee EDC Wanda Chaves is doing a 4 hour deal with them. Sun Hydraulics has approached them with working on their CEO's

Larry would like to link it to Ringling College . Attractive to businesses in the US and abroad.

Increase tourism or visitors.

How can the Design Platform assist the Creativity Institute?

We need a home or physical location. How do we accomplish this.

Communication people want to embrace a big idea. "Idea" is a gas (as opposed to solid) stage putting some thought into what to try to see if it will work. Money key problem. Need to hire someone to move it forward. Joint EDC learning. With a creative learning exercise to get the group going.

Patterson Foundation –
"Cauldron"

Transforming of arts and design education creating businesses can come to Ringling and work with students cross disciplinary. Coming there to engage in design thinking. Totally new creative solutions. New aspect. Real world experience for students.

-Transform educational dimension
-"Think-U-bator"

-Aging redesign products and items for our aging population.

-Around Film Initiative

Soundstage is still on agenda

Instead they are looking at trying to create a post production space on Ringling campus.

Strong indication from producers that they will come to do their post production work and work with the students. Get them working here.

-Has building needs funding \$\$

-Jeanne reported on Soundstage and Studios

2 private entities.

Bringing in Darren Frankel

We brought him in for Educational purposes.

Tripled the impact to the community.

Mini subcommittee sound stage.

Item # on Big Bold Ideas.

Rebranding on a big scale.

Closing comments

Larry feels like they are dominating the platform but that it is not their intention. Jeanne encouraged Ringling to continue and not feel they are dominating as Ringling College is the Key ingredient in the Design Platform.

**** Jeanne great job on Calling the Anchor!!!!!!!

Adjourned about 4:45 p.m.