

Facilitator's Executive Summary of Meeting 3/29/2010 Design Platform Leadership Group

Stated Purpose of this meeting: To have participants revise the group's strategic goals and understand the purpose of this group and

- 1) develop 2-3 actionable 'BIG IDEAS' for the design platform,
- 2) create visions for these BIG IDEAS,
- 3) make plans or take steps toward action on the big ideas and commit to individual action steps on those ideas.

Furthermore, group members should commit to supporting efforts of group co-leaders and other group members' efforts that are aligned with the group's goals.

Accomplishments from this meeting, (presented in order addressed on the meeting agenda):

Idea Opener – To set the frame for thinking about the context of the Design Platform's scope, the group selected/identified some design (NAICS codes) sectors that have strengths in Sarasota:

Commercial Design -new product development (2 mentions), packaging design

Applications Design - Web design, experience/interaction design (2 mentions)

Communication Design -Visual, production, theatrical

Physical Design - Architectural (3 mentions),

Other Design - Medical, Creative/Artistic design

Revision of Goals/Recommitment to Goals

During this meeting, the participants reviewed the strategic plans goals D1 through D5 for the design platform as they were presented in the strategic plan document (April 2009). The group committed to a revised wording of the goals and eliminated the goal for a business plan competition.

The new goals this group agreed to pursue are:

(NEW) D1 - Build an industry based on expertise and the application of creativity and design thinking.

(NEW) D2 - Start and expand business in key sectors

(NEW) D3 - Develop a targeted campaign to increase awareness of the regions design-related sectors

(NEW) D4 - Create new market opportunities for creative segments.

Create a Vision

Briefly, the 4-5 year vision of the Design Platform efforts will have created:

Goal (NEW) D1: Build an industry based on expertise and the application of creativity and design thinking.

By 2015 Sarasota will have established an institute to teach how to apply design thinking the best and brightest from companies world-wide will come here for workshops and training in design thinking.

Goal (NEW) D2: Start and expand business in key sectors

Certain Key sectors have been identified and supported for development (some suggestions included: web-based businesses, interactive entertainment, Remote mobile workers, Bio-tech/Bio-med, Material science design and also green industry).

Goal (NEW) D3: Develop a targeted campaign to increase awareness of the regions design-related sectors

Segment by segment identify target market and options for expanding markets.

Goal (NEW) D4: Create new market opportunities for creative segments.

Establish a Regional registry of creative/design businesses that is the 'go to' resource for talent and thought-leadership. Use a national quality face, key spokesperson and have established our community 'brand' as a creative community. Constantly be putting our expertise forward to define Sarasota. Develop branding for our area as a creative hub for the creative industry (need public investment and public acknowledgement). Release one or more major pictures before 2015.

Action Steps: Participants agreed that their vision was consensual. They also agreed the Center or Institute for Design was an initiative that they could move to action on quickly. There was some discussion about the form and ownership of the institute – it is not clear whether it is best to have the institute as part of Ringling College of Art and Design or a separate entity. This topic may require more research and discussion and a decision process. Some specific 'next steps' commitments were made to support the Ringling 2 day design workshop that is to be held May 13-14, 2010. The group agreed to meet after that workshop and assess next steps from there. The meeting end time was reached and each participant was asked to give a short closing comment which included:

- Use May 13-14 as 'pilot' test for the Design Institute
- Advocate the institute
- Help Larry start innovative institute
- Need white paper about this material from this meeting
- Please come back Rich Swier
- This is a great idea
- Walk the talk and act

Have next meeting shortly after the May 13-14 workshop to pursue further next steps.

Detailed Minutes
Design Platform Strategic Leadership Team Meeting
March 29, 2010

Committee Members in attendance:

Jeanne Corcoran
Russ Crumley
Katie Klauber Moulton
George Serrano
Jim Shirley
Rich Swier
Larry Thompson
Jean Trammell

Committee Members not in attendance:

Suzanne Atwell
Kathy Baylis
Wanda Chaves
CJ Fishman
Carolyn Mason
Wes Roberts
Laura Spencer
Shannon Staub

Staff:

Cindy Bean
Michelle Carpenter
Tina Shumway

Public Attendees:

John Lambie

The meeting opened at 10:45 a.m. Welcoming comments and thanks and appreciation to all who have given up their time to attend today. The stated purpose of this meeting is to gain structure around what the design platform does, to revisit the strategic plan goals, revise them and move to agree on BIG BOLD IDEAS and action plans for economic development. The Strategic Plan calls for creation of 15,000 jobs. Importantly, this group identified the notion of 'jobs' as flawed and requested revision of the goals to include jobs, projects, business start ups, etc.

There was a short discussion about how to define design thinking; it is to find core or essence for process, it is a broad concept of the look and feel of anything. Product, system, visual, all about the feel the look matching human needs. The group participated in an idea opener, to set the frame for thinking about the context of the Design Platform's scope, the group selected/identified some design (NAICS codes) sectors that have strengths in Sarasota as follows:

- Commercial Design -new product development (2 mentions), packaging design
- Applications Design - Web design, experience/interaction design (2 mentions)
- Communication Design -Visual, production, theatrical
- Physical Design - Architectural (3 mentions),
- Other Design - Medical, Creative/Artistic design

The group then moved to discussion of the original goals set forth in the strategic plan document (April 2009). The original goals from the plan were:

D1: Expand business development opportunities by building expertise in the application of design thinking

D2: Facilitate the start up and expansion of businesses in key sectors

D3: Sponsor a business plan competition in conjunction with the annual Design Summit to promote commercialization of ideas/research

D4: Develop a targeted marketing campaign to increase awareness of the region's design related sectors

D5: Continually explore new market opportunities for traditional creative segments

An active discussion process led to revision of the original strategic plan goals, Goal D3 was eliminated and the other four were revised. The new goals which were agreed are as noted below.

Goal (NEW) D1

Build an industry based on expertise and the application of creativity and design thinking.

Goal (NEW) D2

Start and expand business in key sectors

Goal (NEW) D3

Develop a targeted campaign to increase awareness of the regions design-related sectors

Goal (NEW) D4

Create new market opportunities for creative segments

During a short break lunch was provided.

Participants then were asked to create a vision “if the Design Platform is wildly successful, what will it ‘look like’ in 2015 – five years from now?” Working in small groups the participants created the vision. Participant comments are noted below, categorized by the goal most closely aligned with the ideas presented (note this is not the original order of presentation of these ideas).

Goal (NEW) D1

Build an industry based on expertise and the application of creativity and design thinking.

By 2015 Sarasota will have established an institute to teach how to apply design thinking the best and brightest from companies world-wide will come here for workshops and training in design thinking. By 2015 this center for design thinking is opened and operating attracting a minimum of 1000 people per year for training and special events. It is *the place* for companies to send their best and brightest to train. The world looks to Sarasota for design answers (the news stations call here for experts!). Major creative brands have offices here.

Build a fully active and engaging incubator (please note that after the meeting it was confirmed that USF and the EDC have plans for starting such an incubator and a business plan should be forthcoming for this incubator as soon as this year). Building a world renowned festival and conference – expand upon the design summit – as a feeder system to have people visit our area. Become an ‘epicenter of creativity’, a ‘creative hub, silicon valley of creative industries including film making (Locations in both north and south county).

Goal (NEW) D2

Start and expand business in key sectors

Certain Key sectors (some suggestions included: web-based businesses, interactive entertainment, Remote mobile workers, Bio-tech/Bio-med, Material science design and also green industry) have been identified and supported for development. Mechanisms are established now and continue into 2015 for incentives and funding attracting and retaining human capital, supporting knowledge based labor force, and a business-friendly environment has been established. Branding our area as a creative hub for the creative industry will need public investment and public acknowledgement.

Goal (NEW) D3

Develop a targeted campaign to increase awareness of the regions design-related sectors. Segment by segment identify target market and options for expanding markets. Maximize technology. Seek worldwide reach. The design center (D1 above) becomes the hub for expanding to a Creative Design Community (North Trail?) which becomes ‘branded’ and helps to ‘brand’ Sarasota and build ‘critical mass’ of creative businesses which help to promote our area as a creative hub.

Goal (NEW) D4

Create new market opportunities for creative segments.

Synchronizing education system and integrating design thinking into curriculum (two mentions of including design/creativity into K-12 education system and beyond). Building an infrastructure that can support a design and creative industry (sound stage). Broadband can be a big component of this. Establish a Regional registry of creative/design businesses that is the 'go to' resource for talent and thought-leadership. Use a national quality face, key spokesperson and have established our community 'brand' as a creative community. Constantly putting our expertise forward to define Sarasota as 'creative'. Branding our area as a creative hub for the creative industry need public investment and public acknowledgement. Release one or more major pictures before 2015. Dissolve discord between city/county/town and instead create community commitment to build our creative industry. Establish appropriate venture capital resources and political and public support. All public communications (from county, city, towns, and organizations) include same 'mantra' in communications to make our message ubiquitous and consistent. Our median age in the county will have dropped by 5 years due to influx of younger families to work in the businesses created.

Next Steps/Action Steps/Commitment to Action/Commitment to support efforts of the group leaders and members

Some suggestions for next steps were discussed, including”

- Get inventory of existing businesses
- Just do it - Start a design institute
- Give Larry names of who you think should be attending the 20 person design meeting (by March 30th, please).
- Next meeting after May 14th
- Support for soundstage concept

Some resources needed include – money and people – VC, Angel investors, and talent for new initiatives, incentives, government support and resources, inventory of creative businesses (some lists were mentioned, EDC and Arts Council need to follow up to provide what exists in terms of inventory of creative businesses), tech transfer grants?, and 'match-making' – getting more people and the right people involved in this effort and bringing the right people together.

'Laser beam comments' (five words or less) were offered by participants in closing due to time constraints. Suggestions for next steps or what each participant could do between now and next meeting included"

- Use May 13-14 as 'pilot' test of Design Institute concept
- Advocate the institute
- Help Larry start design institute
- Need to create a white paper (covering topics of this meeting for circulation to broader audience)
- Please come back Rich Swier
- This is a great idea
- Walk the talk and act

The meeting adjourned at 1:30 p.m.

Post Meeting Follow-up, Suggestions, and Facilitator Suggestions for Next Meeting

- ❖ The 3/29 meeting was moderately successful in achieving the objectives; it did move the group forward and they left with commitment to support of certain initiatives. However, perhaps BIG BOLD IDEAS can be clarified and made more actionable by careful planning for the next meeting. Caution is needed to continue to work toward multiple BIG BOLD IDEAS and to not solely focus on the Design Institute.
- ❖ It seems as though the next meeting will require careful planning. Given that the time was constrained for getting to action items and commitment in the March 29 meeting, it would be appropriate to ask individual people to prepare specific items for presentation at the next meeting to create momentum and guide this group going forward. In order to continue to make progress the following suggestions are offered for your consideration.
- ❖ The first step might be to define a very specific meeting purpose for the next meeting, as was done in the steps preparing for the 3/29 meeting.
 - As specifically as you can, answer the question “What is it that we will HAVE (or BE) at the end of the next meeting that we do not have at the beginning of that meeting?”
 - The answer you come up with included some of the following “At the end of this meeting the group will have enough information to move to action on the Design Institute and we will have clarified opportunities to move to action on at least two other BIG BOLD IDEA initiatives. We will know what exists in terms of inventory of design businesses and take a decision about what next steps are needed in that realm. We will know about the major components of our vision (new D1-D4) including how each fits into the overall plan, what resources are needed, what obstacles or barriers we face. We will have an update on the proposed ‘design incubator’ from USF/EDC. We will identify and agree upon the ‘key sectors’, ‘design-related sectors’ and ‘creative segments’ We will be aware of any best practices examples we may use as guides, and have suggested next steps being formulated. We will have a suggested chronology of the phases of the project plan (e.g., funding, permitting, building, etc.) keeping in mind there may be parallel tracks in the timetable of action plans leading to the new D1-D4 goals. (Probably not all of this for one meeting!)
 - In order to achieve whatever purpose you state for the next meeting, you may wish to ask specific people to come and present with a structured presentation format for the group based on what it is you want to

accomplish at that next meeting. It should go beyond the Design Institute initiative. It is worth thinking about which members might engage best with which goals of this group and asking individuals for specific active participation on the goal best suited to each member, e.g. researching something specific, providing specific information to the group, etc. It may be important to have presenters other than the three co-leaders who can take ownership of certain goals or actions.

- The specific purpose may help you to fine-tune who the presenters need to be and how to organize the material presented, for example, how to include small/existing businesses in this process. How to include a broad audience of people involved in PR/Marketing of this area and get them on-board with a common message, etc.
- ❖ If you find there will be a lot of information presented to the group, time management and structuring (so as to avoid 'hippopotamus' topics, 'data-dumps', data-overload) will likely be needed.
- ❖ If you have a number of presenters, having all presenters use a common structure will assist all participants and presenters to get the information needed and be able to process the information productively.
- ❖ Time Management: It is notable that the March 29 meeting opened late and included lunch, and turned out to be a bit time constrained for the agenda plans and objectives. Continued efforts to make the meetings (face to face or other communication forms) productive and moving the group forward as well as allowing for creative, open discussion will be needed.
- ❖ Composition of the group: It is notable that the group is very diverse in interests, with some embracing design and entrepreneurship, others seeking to build markets for very different existing creative efforts (e.g., fine arts, performing arts). The revised D1-D4 goals reflect this to some extent. It may be worth considering having this group sub-divide in terms of efforts while still having common meetings which take on a slight different form (have some members working on goal D1 while others work on D2, D3 or D4 in parallel). Meetings would then include reports by the sub-groups on their progress (so things happen between meetings with individuals or sub-group efforts).
- ❖ Composition and size of the group: If this group can be expanded it might be useful. There were three co-leaders of the platform in attendance plus just six other group members. That does not seem to provide enough critical mass for this broad and somewhat diverse set of initiatives (even given there was a date conflict for government officials on 3/29).

- ❖ It may be worth considering how to cross-pollinate ideas with other platforms operating in parallel on strategic plan initiatives, without having individual group members involved in other initiatives (in which they are not interested).
- ❖ Finally, It is likely to be very useful to continue to build within this group a culture of making commitments, of having to accomplish work on the project between meetings, and of coming to meetings prepared to move the project forward. This seems to be lacking. The notion of having individuals work on goals relevant to them and not on other goals may help.