

Design Platform Meeting Notes

February 3, 2011

- Black, Ian
- Chaves, Wanda
- Corcoran, Jeanne
- Fawley, Rick
- Lambie, John
- Meyer, Charles
- Moulton, Katie
- Serrano, George
- Shirley, Jim
- Shumway, Tina
- Simonds, Warren
- Swier, Rich
- Thompson, Larry
- Trammell, Jean

Question was brought up whether we should table the D-3 Sarasota Way Concept
Remove tabled item from suture agenda Suzanne Atwell's comments

Attitude is that it is all about design. Maybe that is the idea of branding.

- John Lambie
University of Tennessee
Non stop iterations made visible and real that vision.
Mentioned Jim Ley's Vision
Have a place for design.

Discussion regarding "the deal" incorporate both EDCs for Manatee/ Sarasota counties.
Hoping this will create regionalism. Concern was showed for the premature announcement.

SCF is behind "the deal" all stakeholders are not on board as of yet.
14 million dollar project
Someone stated in the group that Lars Hafner will do it through bond financing.

- George Serrano
He is a Lakewood Ranch resident
LWR will do its own thing.
65,000 resident community
Future eco power
He has high value knowledge he brings to the table.
He stated emphatically that Lakewood Ranch will go it alone not going to wait

- Katie Moulton felt that D-3 could be something overarching?

-Jean Trammel

Mentioned the City of Venice needs to be mentioned more.

She stated that Venice is not impacted by Bradenton and Lakewood Ranch the group disagreed as they are talking about the county as a whole. With all its cities included.

-Ian black

is a part of the Lakewood ranch board

Discussion for the “Design Center” idea.

Had to be marketed as SARASOTA COUNTY

Such as Silicon Valley was for California

Some suggestions that were discussed.

Design Valley

Creative Coast – This has been trademarked for Savannah already

Creative Epicenter

Creative Cauldron

Final Decision is to keep D-3 renaming it to “Super Branding”

-Dr. Thompson reported that...

Ringling is actively working on Three initiatives

1. One-Post Production Studio

Remodeling digital filmmaking building turning into a post production facility

Mentioned that Herzog is coming to do work shortly

A Facility that will work with private companies and work with students

It will lower costs

Keeping them here and producing here

2. Two- Creativity Institute

Currently awarded money from Community Foundation to do a Feasibility study

Create a place where we can bring employees and leaders to Sarasota to teach them how to get in touch with their creativity side and be more creative in business.

Not one institute that focuses on creativity.

Feasibility study will be done by May

3. Incubator

Patterson foundation

Involves academic program

Think-u-bator

A chance for business come to Ringling to work with students to solve problems

Cirque de sol – is working with Ringling to rethink the experience they give to people.

Martha Stewart will be coming as well.

What comes out of that works with all businesses and also works well with the aging platform

How do we bleed these ideas out into the community?

Increase your Intellectual community

Kim Gifer (spelling) Mentioned by Katie Moulton she is creating events around the world.

John Lambie reported speaking with the mayor and the communities vision is non existent

Ringling take on to teach the county for county planning as a design center trial.

Transformative mind molding of leaders JC

Combining creative thinking

How can the committee assist Ringling getting this up and running?

Larry will include George Serrano on advisory committee for the 3 initiatives for Ringling.

What do we stand for as a task force?

Tourism Economic Development Businesses, Arts and Culture

What is a tangible concept that can be reported to the EDC for the platform?

“Design Center” Whatever the name takes on. The big idea is the creative coast --- swimming the coast of creativity.

Dr. Thompson reported that he would like to present to the EDC Board first.

Then Rick Fawley, Larry Thompson and other committee members to discuss with the chambers board members.

And get others to go with the

Katie Moulton mentioned that Regional Branding has been talked about before but felt that this is the group who can help to create the global brand a “Super Branding”.

After approval from the EDC board a planned campaign will be discussed as to how the Design Platform Committee can give support.

Again, Core is Design Center

Dr. Thompson will be a part of the EDC Board meeting on February 17th.

-Jim Shirley reported on happening with the arts cultural. Being involved to let them know what a creative community we have here in Sarasota County. Feels that design platform discussion today and the creative institute is really going in the right directions. Not hard to get a great real bold idea to get the process started.

-Jeanne Corcoran reported on the new incentives for Sarasota County.

-Rich Swier

HUB moved into a new building cool things happening expanded scope of what they are doing. Going in front of the city Rosemary Garden turn into a creative park, theatre in the park, art in the park, music in the park, draw more people to the area. Lots of dormant properties in that area. Make them operational.

MOVED THE VINYL FESTIVAL to be with the SFF time frame.

The film festival aspect is that something that the platform can coalesce under that branding.

Adjourned at 4:45 pm

