



**SUSTAINABLE SYSTEMS COMMITTEE
APRIL 9, 2010**

Committee Members in attendance – alphabetically:

**Don Borden
Michael Carlson
Don Fell
Arthur Guilford
Kelly Kirschner
Tammy Kovar**

**Kumar Mahadevan
Anne Merrill
Julie Morris
George Serrano**

Committee Members not in attendance – alphabetically:

**Alan Barberio
Kathy Baylis
Jim Blucher
Nancy Detert
CJ Fishman
Jim Guida
Bob Hueter**

**Bill Johnson
Ron Reagan
Don Ross
Matt Ross
David Sessions
Shannon Staub
Kelly Westover**

Invited Guests:

**Lee Hayes-Byron
Mike Evans
Raymond Kaiser**

**Ben Quartermaine
Susan Scott
Stephen Suau**

Staff:

**Cindy Bean, Facilitator
Michelle Christopher
Mireya Eavey
Lee Kotwicki**

Public in attendance:

John Lambie

1. Call to Order

Mireya Eavey welcomed everyone to the meeting at 8:37 a.m. Cindy Bean, facilitator, introduced methods for guiding the conversation and briefly summarized the goals the group agreed upon at the last meeting and objectives for this meeting.

Goals agreed at last meeting:

(New) E1. Create an aquaculture industry. (Note: it was understood that this is not 'pond aquaculture' but rather clean-tech/sustainable systems aquaculture)

(New) E2. Create a Marine science RD/ Educational research focus.

(New) E3. Assist local businesses and create new businesses through a consortium model.

Objectives for this meeting:

1) Consider articulating and adopting one or two more additional actionable 'BIG IDEAS' for the sustainable systems platform (something separate (however, could be related) that beyond aquaculture and educational focus)

2) Be prepared to address the April 12-15 charrette regarding Fruitville east of I-75

3) Identify remaining information need to move to action on sustainable systems initiatives

4) State individual and collective commitments to next steps, including identifying a spokesperson to cross-pollinate ideas from this platform with other platforms and other EDC initiatives.

Informational presentations followed:

Anne Merril: The county is considering proposals to have work done that would provide an inventory of firms in the area that engage in sustainable business practices, green building and so on. She noted cleantech is the framework/label used to describe this. The notion is to harness renewable energy, cut pollution and emissions while reducing the use of natural resources. The county is working on an initiative with John Cleveland, Global Urban Development. John will begin in May and will finish by December. Ongoing communication between this group and the county efforts should be pursued. Anne agreed to be the liaison between the County and the Committee.

Lee Hayes Byron: Presented county's work on energy initiatives (and noted she can present the county's work water also as there is a similar effort the county is

undertaking in water initiatives). She said clean energy retrofits are an area of growth that would help to employ many displaced workers from the construction industry and that there is long term demand. The county has significant energy conservation grants. They are working on a neighborhood stabilization program and energy retrofits. She said the talent developed in green building in Sarasota is some of best in country. There is a need to get information out to residents so that they can take advantage of funding. There is an ongoing effort to remove some regulation barriers to make it easier to be an energy leader. She also mentioned the PACE program for funding. Lee's presentation (and all the presentations) will be made available to the participants of this group.

Don Bordon: Spoke about access to private equity funding. He has looked at 1600 companies in the water industry (cleantech) and found it is important to present in the right terminology in order to speak on a banker's level. From an investment standpoint venture capital and private equity are different. Economic gardening efforts could be helpful to grow businesses. Money is the biggest issue with start-ups and funding is very hard to come by in this area. Susan Scott has some information about funding in Sarasota. We need a person that can access the private equity in our community. In cleantech there we need to get specific. Energy and water would be a good place to start in cleantech with bridging information and communication technologies.

Mike Evans: Spoke about growing algae as a viable business for fuel/energy production. However, it is currently too expensive and therefore not viable at this point. Jet fuels have been the best and most viable market for using algae for fuel at this point in time. We are 2-3 years away from being able to do it but it will take several million dollars to start up. Having algae ponds designated as carbon dioxide sinks are also a way to make algae production more viable, because there are government incentives for cleaning the environment. Can we find a way to build a closed or open system to get federal dollars to research algae? Look to USDA for funding. Kumar believes that we need to find some private funding because government normally looks just to help start-up.

Arthur Gilford: Addressed education focus for the sustainable systems initiative in our area. He presented his research about the options for degrees in aquaculture and said there are AS, BS and MS degrees available but very few options nationally and only one nearby (in Hillsborough County, an Associates Degree program). The USA seems to be lagging behind, especially against Canada and Australia. By 2030 aquaculture will dominate the traditional fishing industry in Australia. There are only 17 regional accredited Aquaculture degrees for students to pursue. Only about half are BS degrees. All BS programs have a research project attached.

Kumar Mahadavan: Gave an update about the aquaculture efforts of MOTE and future plans. One concern is that it may be difficult to get more water to run the aquiculture. The good news is that the water is 99% recyclable. One option is to

transfer water rights from surrounding farmers that are selling their land. SWMD says that there is little chance of getting more water into the area. Need to find a way to have private businesses to co-locate here. The effort of this group and MOTE is to have both R&D and commercial aspects of an aquaculture industry here Steve Suau noted he could connect with Kumar outside the meeting to help with these issues.

Kelly Kirshner-- The charrette next week is an opportunity for this sustainable systems group to voice the need for Economic Development to be considered in planning for the use of land, especially the area on Fruitville east of I75. The Fruitville initiative is about looking at the whole system and we should look at being a fast follower in energy, water, land use, and transportation. Discussion focused on the charrette.

Brief general discussion followed seeking statement of position and/or closure on the objectives for this meeting.

At this time a possible additional initiative was mentioned – a goal to redevelop existing structures with cleantech methods in the Fruitville corridor could be adopted by this group.

Closing comments

Stated commitments from individuals were made.

- Arthur — will attend the charrette and continue to explore university resources
- Don Borden — will be looking into business models that can make money; a glossary of terms and language for speaking to funders would be very useful
- Raymond — write an elevator speech for a clarity statement, one page report of Fruitville initiative, gather names of funders
- Lee Hayes Byron — will provide business model information
- Kelly — work with city and county administration to get the sustainable program grant and report progress at next meeting
- John — will work on business models
- Ben — will find funding for solar energy work
- Don Fell— find university resources
- Michael Carlson — work on business model with Don and Lee
- George — community and financial resources and work on business models
- Steve — meet with MOTE Marine on water issues regarding aquaculture campus
- Kumar — work on fine tuning plan with aquaculture, zoning, permits, regulation and will also invite Albert Joerger to the next meeting

- Julie — will articulate possible additional BIG IDEA of integrated redevelopment initiative (work with Steve and Lee Byron)
- Anne — will work with Mike and others on business models
- John — work with Julie on re-development, and also will be the cross-pollinating 'spokesperson' with other EDC initiatives and platform groups. George also will 'cross-pollinate' ideas with the Design Platform

The group offered some objectives to consider for the next meeting:

Two items mentioned were to move to tactical plans and to consider on new initiative(s). The group recognizes a need for the county and local governments and businesses to build and utilize local capacity and talent (use local consultants). Mireya will consider what this group can do to encourage that before next meeting.

The meeting ended at 10:47 a.m.

The next meeting will be held on June 16th from 8:30-10:30 at 2010 Willis A. Smith Construction, Inc. 5001 Lakewood Ranch Blvd. N. Sarasota 34240.

The meeting thereafter will be held on August 24th from 8:30 – 10:30 at USF, 8350 N. Tamiami Trail, Sarasota 34243.