



**SUSTAINABLE SYSTEMS COMMITTEE  
AUGUST 24, 2010**

**Committee Members in Attendance – alphabetically:**

**Don Borden  
Lee Hayes Byron  
Don Fell  
Arthur Guilford  
Bill Johnson  
Raymond Kaiser**

**Kelly Kirschner  
Tammy Kovar  
Julie Morris  
George Serrano  
David Sessions  
Jim Turner**

**Committee Members Not in Attendance – alphabetically:**

**Alan Barberio  
Jim Blucher  
Michael Carlson  
Nancy Detert  
Mike Evans  
Jim Guida  
Bob Hueter**

**John Lambie  
Kumar Mahadevan  
Anne Merrill  
Ron Reagan  
Matt Ross  
Shannon Staub  
Kelly Westover**

**Invited Guests**

**Rod Casto**

**Jane Rose**

**Staff Members in Attendance – alphabetically:**

**Cindy Bean, Facilitator  
Laurel Corriveau**

**Lee Kotwicki  
Joan McGill**

**CALL TO ORDER**

The meeting was called to order by Arthur Guilford at 8:46 a.m. He welcomed everyone and introduced Jane Rose, Dean of the College of Arts and Sciences at the University of South Florida Sarasota-Manatee. Jane explained the interagency partnership with Mote in order to provide an easily accessible and very good undergraduate degree in science. The result will be an immediate contribution to the workforce as students will

be prepared to continue on to graduate programs in science, technology, medicine, teaching, etc. Students could apply these science areas to marine science and aquaculture practicality. A formal proposal will be presented to the Mote and USF Boards and the program, assuming funding is there, should be implemented by the fall of 2011. Julie stated that New College has a strong science program and aquaculture program and there may be an opportunity for partnering. It is possible that USF students could use New College's labs during the summer months. Arthur also noted that Jane Rose has been named Vice President for Arts & Culture of the Sarasota Sister Cities Association, Inc. (SSCA).

### **USF INCUBATOR PROGRAM**

Rod Casto, Associate Vice President for Research and Executive Director of USF Research Center gave a presentation to the group entitled, "Creating an Entrepreneurial Ecosystem." The components need to be within walking distance and include programs such as business incubation, technology, incentive package from the state, i.e. FHTTC; supporting industry as driver, funding, and alignment with government. It needs to be a one-stop shop with professional staff, mentors, capital access, and meeting facilities. Mote and USF recently received a grant to apply sustainable technologies to issues the aquaculture program is experiencing, one of which is high energy costs (25% of operating cost is from electricity). Research lab referred to in grant will be out at the aquaculture park.

Don Borden noted that now that we have a template from USF, Rod will be a key person moving forward. Kelly Kirschner requested that the committee be kept updated on the grant.

Joan suggested that the project the County has been working on (Economic Energy Zone) be considered for a possible incubator.

### **E3 – ASSIST LOCAL BUSINESSES AND CREATE NEW BUSINESSES/ SUSTAINABLE REDEVELOPMENT**

Lee Hayes Byron, Bill and Julie met prior to the meeting and Julie provided a report. One point was that there needs to be an initiative that would provide rebates and incentives to retrofit commercial buildings for energy efficiency. This in turn could also provide business development opportunities. Next steps include:

- Need guidance from the group and EDC as to outcomes of discussions
- Create a list of what is being done, what the barriers are, the roles of the various players, etc.
- Try to capture all of the economic benefits of retrofitting residential properties. Need an economic model for the long-term benefits of retrofitting. There are also non-economic benefits that need to be communicated to the community. Do not limit it to the inside as the outside is just as important.

One example of retrofitting is sub-metering trailer parks, which historically has resulted in water conservation.

Action steps for group – Kelly Kirschner stated that FPL is adamant they have a 30-year agreement. They are consulting with legal counsel experts in utility law to come up with a separate agreement that will speak to the scope of what the renewable/conservable issues will be. It may be possible to use FPL's bill as the mechanism for marketing PACE and allow FPL to be the pilot. Kelly asked for input from the group in this regard while they are in negotiations. George suggested including the Chamber in this effort. Joan stated GUD (Global Urban development) will be presenting incentives for the Economic Energy Zone (EEZ), but they must first be presented to the legislature and local government for approval. Lee Hayes Byron stated the GUD group would like to meet with members of this committee for their input on the incentives. Lee Kotwicki will coordinate the invitation with Lee Hayes Byron. Please send your ideas to Lee Hayes Byron before **September 10<sup>th</sup>**.

## **E2 – MARINE SCIENCE EDUCATION**

Don Fell and Art feel education will provide the development of human capital, which will lead to sustainable efforts. USF will partner with PERC to create an enviropreneur institute, which will admit 30 students per year (Don provided a one-page description to the committee). In addition, graduate students and practitioners could partner with Mote to study marine science, water use, alternative energy and aquaculture. Two things PERC will encompass are field trips and case studies and Don Fell would like to use this group as a resource for these initiatives. The PERC program can commence six months from the time funding is received. This program will help develop a long-term infrastructure and encourage entrepreneurial businesses to form in sustainable efforts. Don asked where they might submit grant requests for funding. Swiftmud and Steve Suau with Progressive Water Resources were suggested. Their timeline is to begin the program May 2012, as it must occur during the summer when USF students are not at the university. Don Fell will work with Kelly Kirschner to help identify/market this program in Mexico so students may come here. It was suggested we find a way to leverage our Selby assets and develop programs in botany and horticultural science, which could easily tie into the PERC program. We may want to consider inviting a Selby representative to the next meeting.

## **E1 - AQUACULTURE**

David Sessions provided a report on behalf of Kumar. Mote wants to create public awareness of sustainability through a Visitor Center at Mote Aquaculture Park. David Sessions has found a local architectural firm, Jonathan Parks Architects, who has agreed to donate its services during the planning phase. David's company will prepare the budgeting for the center. A meeting will be held at Mote that will involve all of the stakeholders to determine the development of the Visitors Center. It is hoped that a concept/vision will be developed by the end of the year for use in grant writing. It was suggested that the current 11,000 s.f. building and the visitor center be combined, which may get more bang for the buck in possible grants. Tammy mentioned the many possibilities of algae, especially for creating a bio-fuel. Tammy has a group of scientists

coming into town that will meet with the EDC, Kumar, and members of this committee who are working on the algae issue.

### **FUNDING AND RESOURCE PLANNING**

Don Borden defined the two different funding entities, which are venture capital and private equity. Venture capital money is used for start-ups. Venture capitalists want you to have Intellectual property (IP) and patents in place (business growth model) before a meeting takes place. The second model, private equity, involves companies with economic gardening. Investors have a minimum target of earnings and they want a minimum of 51% ownership. You can also have investment from corporations who provide funding with the hope to earn more of the business. Joan noted that it is a challenge finding angel capital. Don responded that packaging is the key.

### **COORDINATION WITH OTHER PLATFORM**

Nothing to report at this time.

### **NEXT STEPS/COMMITMENTS**

See separate document

### **ADJOURNMENT**

The meeting was adjourned at 10:46 a.m.

### **NEXT MEETING**

The next meeting of the Sustainable Systems Committee will be held on **November 12<sup>th</sup>** from 8:30 a.m. to 10:30 a.m. at Mote Marine on City Island, 1600 Ken Thompson Parkway, Sarasota.