



**Aging Platform
Strategic Leadership Team Meeting
November 16, 2009**

In attendance: Co-chairs Tim Dutton and Virginia Haley, Shannon Staub, Mike Treubert, Kit McKeon, Robert Vecchione, Margaret Callihan, Stan Rutstein, Robin McGuinness, Jennifer Moss, Pam Daniel, Ina Rae Levy, George Schofield, Mike Mahon, Art Mahoney, Kim Weaver and Kathy Baylis.

After introductions Kathy Baylis provided an overview of the five-year strategic plan for economic development and how the Aging Platform fits into the strategy. Broad opportunities occur in three industry categories: medical services, healthcare and wellness; medical tourism; and aging in place. Kathy provided examples in each of those areas to stimulate the thoughts of the Leadership Team.

Tim Dutton provided an overview of the Institute for the Ages and reported that a final plan is expected from RTI in February 2010. He cautioned the Team to focus today on business diversification opportunities that may go beyond the Institute.

Virginia reviewed the overall role of the strategic team as it relates to the Aging Platform. They will serve as the “think tank”, will prioritize opportunities and identify and assemble resources necessary to move ideas forward.

The team was then asked to brainstorm **BIG-BOLD** ideas around the Aging Platform. The following ideas were generated:

- Helping individuals deal with financial issues related to their longevity. (people living longer and running out of money).
- Gathering and providing data for business intelligence - both demographic and psychographic
- Providing care for caregivers. It was noted that USF may be discontinuing their social science program since accreditation was through the Tampa campus and they have recently separated from Tampa. *(Kathy Black from USF subsequently advised that USF Sarasota Manatee still offers an interdisciplinary social science degree and has many resources that may benefit this initiative. For example, they have faculty with expertise in aging in our colleges of arts and sciences, business, education, and in our school of hotel and restaurant management.)*
- Housing:
 - Intergenerational

- Co-housing
- Universal design
- Universal design certification (similar to LEED certification for “green”)
- Mobility
 - Independent Transportation Network (volunteer driving services)
 - Multi-modalities
- Conduct primary research on interdependence
- Create and promote a “new language” that does include words like “aging, senior, elderly”. The current language does not resonate with Baby Boomers. The point was made that the quality of someone’s life may be unrelated to their chronological age.
- Adopt for-profit business model for any initiatives (i.e. Institute). Non-profits are struggling under the current economy. Business should stand on its own. Research and trials can be done under non-profit model.
- Explore opportunities around esthetic medicine
- Sarasota County could be the product testing center for items such as shoes, clothing, beauty supplies, medical, etc.
- Create a Walt Disney for seniors to attract people to the community.
- Link the film industry opportunities with our demographics
- For Aging in Place opportunities think of new models and new technologies such as telemedicine, social media and how people will stay in touch with families and loved ones.
- Strongly consider regional thinking for any initiatives: Charlotte / Manatee/ DeSoto
- Utilize some of our existing organizations to begin to gather data on the needs of seniors. Art Mahoney agreed to work with one or two others to put together a brief survey instrument that could be used.

The team was then asked to identify **WHO ELSE** should be invited to participate. The following names were generated:

- AARP – Doug Heinlein
- A self-made entrepreneur
- Educational representative
- Steve Roskamp
- Pat and Bob Gussin (formerly with Johnson & Johnson)
- A representative from HRS at the State Level
- Tom Kruse – Hoveround

The next meeting will be a three-hour facilitated discussion where these ideas and others will be prioritized into the top two or three ideas. The team will then identify champions and resources needed and decide how to move forward.