

October 21 9:00 AM Stakeholders Focus Groups

Attendees: Debbie Ahmari, Kathy Kelley Ohlrich, Andy Papineau, Lou Costa, Dan Deleo, Candace Damon, Alex Stokes, Shantel Norman, Virginia Haley, Michael Klauber.

Michael Klauber welcomed the Stakeholders and asked everyone to introduce themselves.

Michael and Candace Damon of HR&A provided the group with a brief history on how Bayfront 20:20 got started almost 2 years ago years ago. Ms. Damon asked to hear everyone's views and how to achieve goals of the various facilities on site. How do we get there?

- **Bird Key Homeowners Association – Lou Costa:**
 - Wanted information on fundraising portion and wanted to be updated on how monies was spent in Kansas City. Volunteer Chair, Klauber answered that each arts organization paid their way with the help of the Sarasota Community Foundation whom provided grants to the Arts organizations that attended and others paid their own way. HR&A expenses and \$300 for a bus were the only Bayfront expenditures. Lou suggested Mr. Klauber talk to the Bird Key Home owners Association Board again and provide them with that information. Mr. Costa mentioned that some Board members thought money that is being raised is being used for Bayfront 20:20 to take trips.
 - Do we have a goal at how much money we want to raise? Candace Damon answered that it does not cost much for the design but is costly for Community Outreach and coordination among all of the groups with interests in the bayfront. Candace recommended having enough funds to get through 35% of the design. Should have a least \$500,000-\$1,000,000
 - Where is the rest of the money going to come from? Candace Damon answered that is would come from civic leadership.
- **Coalition of City Neighborhood Associations - Kathy Kelley Ohlrich:**
 - Informed everyone that CCNA needs information on how the Bayfront funds are being used.
 - CCNA's main focus of the Bayfront is to have public access.
 - Suggested that everyone should visit Bay Haven School to see how they preserved the land and how beautiful it is.
- **Condo on the Bay - Debbie Ahmari:**
 - Requested to see the site/vision plan and it was explained that the process is still at the 10,000 foot level.
 - How do you know from the water that you are entering some place special?
 - Different schools, and local/national architects should be involved in Bayfront 20:20.

Ms. Damon asked the group “How do we reach out to the most people through media?”

- **Condo on the Bay - Debbie Ahmari:**
 - Suggested reaching media through Newspaper, The Observer, and Herald Tribune.
- **Sarasota Garden Club – Andy Papineau:**
 - Mr. Papineau was concerned with connections between the Bayfront and the quay. Very concerned about the future of the Garden Club on the site.
 - How far is Bayfront 20:20 going and when is Bayfront 20:20 going to stop and explain what is going on?

Candace Damon suggested that it will be necessary for the community to set some ground rules as you enter the planning process. The question is going to have to be asked of the leaseholders what do they want? They must be involved in negotiations and really look at all options. Establish a set of ground rules to enable fundraising. Ground rules could include a statement that says all existing leaseholders have a home somewhere that they are happy with. Any new building on the site will have to generate revenue to the site. There was general discussion around this topic.

Must have foundation participation.

- **Conservation Foundation of the Gulf Coast – Dan Deleo:**
 - Provided options on how to move to next phase:
 - ❖ More specific vision statement
 - ❖ Set ground rules
 - ❖ Have more true Stakeholders
 - ❖ Find someone that knows how to raise money and be a people person that the community can trust.
- **Coalition of City Neighborhood Associations - Kathy Kelley Ohlrich:**
 - This is a save our land.
 - Is any of this grant worthy?

Ms. Damon offered ideas/recommendations to think about in the future:

- ❖ Eliminating surface parking but good quality parking.
- ❖ Providing open space to the public.
- ❖ Improving internal circulation.
- ❖ How is it all sustainable?
- ❖ How to maintain park, parking garage?
- ❖ Mix public subsidy
- ❖ Earned Income
- ❖ Value Capture

Alex Stokes suggested thinking of a great Architect and figuring out how to design a park for itself.

The group session ended at 10:30 AM.

October 21 11:00 AM Stakeholders Focus Groups

Attendees: Art Levin, Patrick Gannon, Kevin Cooper, Virginia Haley, Michael Klauber, Candace Damon, Alex Stokes and Shantel Norman.

Michael Klauber welcomed the Stakeholders and asked everyone to introduce themselves.

Michael and Candace Damon of HR&A provided the group with a brief history on how Bayfront 20:20 got started almost 2 years ago years ago. Ms. Damon asked to hear everyone's views and how to achieve goals of the various facilities on site.

- **The Players Theater – Art Levin:**
 - Sarasota Orchestra and Van Wezel will need a process where their donor base does not
 - Should find out what the Van Wezel and Orchestra are doing before we can decide.
 - Anything that affect 41 requires a multi-year solution that can take up to 3-5 years.
 - Build parking garage on corridor of 41 and making an overpass to connect downtown.
 - Look for national grants.
 - The community expectation for a significant park is strong. Initial groundbreaking needs to demonstrate a step in that direction and create a place for families.
- **Condo on the Bay – Patrick Gannon:**
 - Concerned about different associations not being at the table such as Amaryllis, Newtown, YPG, etc.
 - Share the knowledge of Bayfront 20:20 online, and through newsletters.
 - Finding out how much new buildings vs. how much green space is needed.
 - Should think about Wellness, and Aging individuals.
 - Should create Milestones for the commissioners to sign off on.
 - Need a process to deal with the current leaseholders – possibility look for a redevelopment project elsewhere in the US where you had so many existing tenants.
 - City is expecting Bayfront 20:20 to deal with the previous master plan
- **Sarasota Chamber of Commerce – Kevin Cooper:**
 - Need to look at 2 things: Infrastructure and facilities
 - Trade off what we are willing to trade off
 - Stakeholders how do we fund and what are we willing to put into it?
 - How much is needed in additional fundraising?
 - Need to consider who absorbs the risk of any new facilities and who takes care of the park and park programming.
 - Is there an opportunity that Van Wezel and Orchestra to add additional money to tickets that will help fund Bayfront 20:20?

Candace Damon suggested:

- There should be 3 uses of funds: Design, Capital Construction, and Operations.
- Not beginning with governance but ending with governance. The major donors may want a voice in the eventual governance
- There should be more consistency and ubiquity.
Bayfront 20:20 needs continued strong outreach
- Bayfront 20:20 should use the upcoming election to push the project.
- Parking could be part of a negotiation with the new owners of the Quay
- We need to raise \$1,000,000 philanthropically and have them to agree to a role. That's how you get them to endorse.
- Bayfront 20:20 needs its own organization/staff that can go out and raise money for fundraising.
- We need a story of philanthropy and make the case for the advantages for Van Wezel and Orchestra, and address the role of the Ballet and other arts organizations. People really need to sense that this is going to happen
- The City could be given the vision that the community is going to raise the money for the design process but assure the city that they will have a role in selecting the design team. Get the city to agree to be part of the design process

The session concluded at 12:05 P.M.

October 22 12:00 PM Stakeholders Focus Groups

Attendees: Jewell Emswiller, Jim Shirley, Dr. Kosten, Carol Hirschburg, Kristina Skepton, Thomas Greaney, David Conway, Courtney Dillman, Virginia Haley, Michael Klauber, Candace Damon, Alex Stokes and Shantel Norman.

Michael Klauber welcomed the Stakeholders and asked everyone to introduce themselves.

Michael and Candace Damon of HR&A provided the group with a brief history on how Bayfront 20:20 got started almost 2 years ago. Ms. Damon asked to hear everyone's views and how to achieve goals of the various facilities on site.

- **Lawrence Point Condo Association – Jewell Emswiller:**
 - Option of letting the city to do the design plan to save money.
 - Important to share information on how and what we are doing.
 - Need a huge percentage of support in Sarasota.
 - We need to have something on the Bayfront that is not already going on in the community.
- **Arts and Cultural Alliance of Sarasota County – Jim Shirley:**
 - Only reason we are here today is because this group is moving. It is critical to keep this planning group going.
 - Need to have the arts organizations behind Bayfront 20:20 because of philanthropic opportunities.
 - Need additional space for the Orchestra, rehearsals, etc.
 - Pull more detail of the educational process. It should be a shared resource.
 - Need to think where this community will be in 100 years.
- **University of South Florida – Dr. Kosten:**
 - Students need to have the opportunity of internships through natural assets and the arts.
 - Events that attract family and should be free or low cost.
 - Need representation from South County.
- **Sarasota Cuban Ballet – Carol Hirschburg:**
 - Are there any groups against Bayfront 20:20?
 - What are the funding elements?
 - Should include other recreational events other than arts such as fishing.
- **Sarasota-Manatee Realtor Association – Kristina Skepton:**
 - Should consider having art crafts or painting shows or some kind of activation now that will show the community the potential, something like the Friday concerts held in summer by Van Wezel, on the Bayfront.
 - Bayfront 20:20 booths should be at local events.
- **Renaissance Condo Association – Thomas Greaney:**
 - Think about a big driver for this area such as a big restaurant, farmers, market, craft festival, special walk (Cancer Walk).
 - Right now we have a beautiful parking overlooking the beautiful Bayfront. This area needs to be more active.

October 22 2:00 PM Stakeholders Focus Groups

Attendees: Lisa Berger, Ramsey Frangie, Georgia Court, Patricia Vandenberg, Jennifer Ahern-Koch, Jennifer Rominiecki, Virginia Haley, Michael Klauber, Candace Damon, Alex Stokes and Shantel Norman.

Michael Klauber welcomed the Stakeholders and asked everyone to introduce themselves.

Michael and Candace Damon of HR&A provided the group with a brief history on how Bayfront 20:20 got started almost 2 years ago years ago. She stated that there are 4 pieces of work to reach this goal: facilities planning, site planning, communication with community and for the site and fundraising. Ms. Damon asked to hear everyone's views and how to achieve goals of the various facilities on site.

- **Arts Center Sarasota – Lisa Berger/Ramsey Frangie:**
 - Arts Center has outgrown their facility and wish to go vertical.
 - In the future Arts Center is looking towards a capital campaign.
 - Arts Center needs to be informed of what the plan is going to be before they start planning
 - Arts Center just started strategic planning and the Bayfront is important to their community.
 - Arts Center is open to all suggestions.
 - Need to be a large enough project to have an urban planner.
- **Florida Studio Theater – Georgia Court:**
 - What is the leasing situation to buildings already there?
 - When the plan was determined for the Palm Ave Parking Garage the city came up with different concept designs then the community was invited to come in and comment on the each concept. We should try a plan like that to get the community involved more.
 - Should have pop up events so people can come to the Bayfront area.
- **Selby Gardens – Jennifer Rominiecki:**
 - Tackle Funding.
 - Get state and federal funding
 - Need to focus on entire Bayfront – Broader.
 - Creating bells and whistles will create right attention.
- **Tahiti Park Neighborhood Association – Jennifer Ahearn-Koch:**
 - Preserve Historic Structures
 - Get more CCNA leaders to reach out to their neighborhood associations Get all stakeholders to push out to their members through their newsletters etc.

Candace Damon suggested:

- Should think about facilities planning first then site planning.
- The coalition focuses on the pronoun “WE”.
- Should consider a landscape architect first as part of an interdisciplinary design team.

Ramsey Frangie provided the group with 4 options on how he would start the next phase:

- 1) Urban Planner, 2) Architectural 3) Land use attorney, 4) Look at strengths.

Michael Klauber commented “us” and “we” are the words we want to keep in mind moving forward.

The session concluded at 3:00 P.M.

Group discussed the need for diversity in the project and emphasis on family.

Michael Klauber commented that the next phase will be to think about the design plan for the site. Klauber informed the group that the Orchestra interviewed up to 9 groups to get their input on their needs.

He also informed the group that everything that Bayfront 20:20 has done to get to this phase has been privately funded.

Candace Damon informed the group that it is important to keep the coalition and that the Orchestra and the Van Wezel are coming together on ways they can have shared goal options on how they can use the site together.

The session concluded at 1:00 P.M.