

Report of the Sarasota Bayfront 20:20 Tiger Bay Luncheon

November 5, 4:00 P.M.

Michael's on East Ballroom

Panel: John Patterson, Michael Klauber, Tom Barwin, and Candace Damon

Mr. Patterson started the luncheon by providing the background of the 1965 3 phase plan of the redevelopment of the City of Sarasota's 42 acres of bayfront.

Patterson then introduced the community-based group Sarasota Bayfront 20:20 that is again focusing on the 42 acres including the Van Wezel and the land and buildings to the south.

Mr. Patterson provided background information on how Michael Klauber started Sarasota Bayfront 20:20 and is under the umbrella of Visit Sarasota County. The conversation of Bayfront 20:20 arose about the upcoming sale of the Quay and G. Wiz property that had been returned to the city.

John Patterson introduced the 3 panelist, Sarasota City Manager Tom Barwin, Co-Owner of Michael's on East and the Wine Cellar Michael Klauber, and HR&A Consultant Candace Damon.

Mr. Patterson then began to ask the 3 panelist questions:

Q: John Patterson: Michael, this questions is directed to you. The vision of 20:20 is this: *"We support the creation of a long-term master plan for the Sarasota bayfront area that will establish a cultural and economic legacy for the region while ensuring open, public access to the bayfront."*

We've gone through the history of prior efforts for the Bayfront that either partially succeeded or never got off the ground. What's different this time?

A: Michael Klauber:

- Describes that this was not top down process but a community-based process
- Origin - unequalled collaboration never seen before in Sarasota
- Opportunity to activate access to the Bayfront, green space and cultural amenities
- Celebration of the creation and adoption of implementation principles
- Read the vision statement
- Discuss stakeholders
- VW & Orchestra collaboration - by their perceived success it appears they have outgrown the current operating circumstances
- Totally funded by private sector

Q: John Patterson: Candace, let's start with you. Tell us what we're taking about when we refer to the Bayfront.

A: Candace Damon:

- 42 acres of City-owned land including the Van Wezel, orchestra facilities, etc.
- Adjacent to privately owned sites to the south including Quay and former Proscenium

Q: John Patterson: There is a lot of undeveloped property other than that owned by the City, including the Quay and the property assembled for the Proscenium. Candace, are the planning efforts extending to this property, and if not, why?

A: Candace Damon:

- Ongoing dialogue between Bayfront 20:20 and new owners of the Quay
- Desire for future bayfront plan to align with new Quay plan to promote uninterrupted public access to the waterfront

Q: John Patterson: Candace, this is what you do. Michael thinks this time will be different. The vision is the creation of a long-term master plan. What do you think it will take to get from where we are now to a meaningful master plan?

A: Candace Damon:

- Introduce concept of Implementation Organization
- Review timeline as discussed at stakeholder meeting

Q: John Patterson: Since this is all City of Sarasota-owned property, I want to ask Tom Barwin about the City's role in the process, including its recent analysis.

A: Tom Barwin:

- Close collaboration,
- BF 20:20 has gone back to City Commission blessing each step of way
- Describe the actions the city has taken so far - Technical Report w/ description of some details contained in the technical report such as view corridor, new FEMA maps

Q: John Patterson: Michael, you have been working on this project for two years. You say that you are still at the 10,000 foot view of the project. Do you have a goal in mind?

A: Michael Klauber: Our goal is to have a shovel in the ground by December 2017.

Q: John Patterson: Michael, you don't have a plan yet on paper with consensus by the stakeholders and blessed by the City Commission. Isn't that overly ambitious? What's the rush?

A: Michael Klauber: The redevelopment of the bayfront will take many years, but achieving an initial groundbreaking within two years is achievable. Not every decision and detail needs to be ironed out for us to get started, and we believe that setting an ambitious goal is critical to moving this process forward.

Q: John Patterson: Michael, does 20:20 envision the adoption of the master plan by the City Commission at some point in the future?

A: Michael Klauber: Yes

Q: John Patterson: Candace, can you explain HR&A's role in this process?

A: Candace Damon:

- Serving as a resource to Bayfront 20:20 as it organized itself over the past 18 months
- Facilitating community dialogue among stakeholders and diverse constituents, including discussions leading up to the adoption of guiding principles
- Facilitating discussions regarding implementation options

Q: John Patterson: Candace, what do you see as the next phase? What does your experience suggest regarding what needs to be done to realize the vision?

A: Candace Damon:

- These processes take a long time and we have already made a great deal of progress over the past 1-2 years
- Describe timeline for next two years
- Describe nature of groundbreaking and work that will remain thereafter

Q: John Patterson: This is a question to the group. We know this is City land. The cultural amenities there now, and which will be there in the future, are enjoyed by City residents, but used by far more than residents of the City. We know that the County recently rejected a tax increment financing (TIF) district proposed by the City. Realization of a plan will take money, and lots of it. Where's it going to come from?

A: Candace or Michael:

- Neither the public nor the private sector alone is likely to be able to assemble all required funds to realize this ambitious vision
- Will likely need to line up a range of layers of funding, including philanthropy, public sources from multiple layers of government, etc.

Q: John Patterson: Michael, it seems every time in the past that there is talk about redevelopment of this area we hear "conference center," usually with a bill to the taxpayers or projections of how it will be so wonderful it will pay for itself. I haven't heard any such talk this time. Is that coming later?

A: Michael Klauber:

- Our work is unrelated to the earlier proposal that was floated by Seven Holdings that included a conference center.
- There will be questions regarding

Q: John Patterson: Candace, you have worked on hundreds of redevelopment projects around the country. Has there been an effort like this? Where? What happened?

A: Candace Damon:

- Brooklyn Bridge Park, Playhouse Square, etc.

Q: John Patterson: Tom, at the end of the day, a majority of the City Commission will have to support this beyond principles. The commission will have to decide on what to allow, and how it will be paid for. How can the City Commission fulfill its role as steward of Sarasotans' public land and support this process over the next two years?

A: Tom Barwin:

- Input on initial decisions regarding implementation
- Briefings at key milestones
- Approval over design and key decisions

Q: John Patterson: Michael, there are many, many participants in the process. The arts and cultural organizations who are using or would like to use the Bayfront will almost certainly have differing and competing visions. There is never enough for everyone to get everything they want. How do you keep this process from devolving into a well-dressed scrum over public resources?

A: Michael Klauber:

- Not everybody is going to get everything that they want, but if we work together, we can all win and be part of a historic and critically important project
- Transparency and cooperation are key, in addition to preserving the Bayfront 20:20 coalition as a venue for dialogue

Mr. Patterson then called for Tiger members with questions.