

Minutes of July 9, 2019 Board Meeting

The meeting, which was held at Hotel Indigo, was called to order at 5:30 pm by President Richard Mones.

Board Members Present: Howard Davis, Allison Ficken, Grace Howl, Jim Lampl, David Lough, Ryan McBride, Richard Mones, Sue Stewart and Debbie Trice. Member present: Arnie Seitel. Chelsea Garner-Ferris attended to assist with the Art Impact Initiative presentation.

Board activities since the last meeting

None since June 11, however the secretary neglected to report an online vote on May 6:

Motion (David; S:Jim): The RDA Board authorizes the Open Space Committee to present 531 Central and 1386 Blvd of the Arts as a 'preferred Central Plaza' park site. Such action assumes 1370 and 1371 Blvd of the Arts are confirmed as not available for consideration. Further 1420 5th Street is confirmed as a secondary park parcel priority parcel but not in lieu of 531 Central and 1386 Blvd of the Arts. Passed. Howard will draft the letter.

AGENDA ITEMS

Approval of the Minutes

Minutes of the June 11 Board meeting were accepted. M: David; S: Allison; Passed

Treasurer's Report

The Rosemary District Association account was transferred on July 5 to Gulfside Bank with a deposit of \$3,295.01, the balance withdrawn from Centennial Bank. The Treasurer (Allison) and President (Richard) have the authority to sign checks.

We are waiting for new Gulfside checks, and for the final statement from Centennial.

Vice President's Report

Sue reported that she, Richard and Pam Mones attended a meeting that City Commissioner Willie Shaw held with representatives from neighborhoods in his district (District 1). There was a general consensus that the homeless situation is improving, but criminals preying on the homeless are getting worse. Sue suggested that the neighborhood representatives plan to meet on a regular basis to exchange information and coordinate efforts to solve common problems. Her suggestion was rebuffed, and several attendees expressed animosity toward Rosemary District.

President's Report

Richard expressed interest in moving forward with events to activate the neighborhood. DreamLarge is hosting two events this summer; Richard, Grace and Howard will approach Anand Pallegar to see if RDA can work with him on them. We need to have events on a regular basis. Ryan will speak to this during his committee report.

The Board turned down as premature a request from Neal Dollar for time at the Community Meeting for a presentation on the 2020 Census.

After a discussion of the mismatch between the scheduled length of Board meetings and time needed to accommodate the agenda items, a decision was made to

- keep the official meeting length at 1½ hours,
- vote to extend the meeting when warranted, and
- call for New Business 15 minutes before the meeting is due to end.

Plan for July 17 Community Meeting

We agreed that the format for Tom Barwin's appearance will be exclusively Q&A — first with questions from the Moderator (Sue), then opened up for questions from the floor. Board members will get their proposed questions to Sue by Friday for her to consolidate and send to Barwin. (Later in the meeting, Howard listed 4 key topics for Barwin to address: Zoning, Parking, Our Park and Public Safety.)

Prior to Barwin, there will be time on the agenda for committee presentations. (We will have a screen for presentations; all content should be sent to Sue for a PowerPoint that she will assemble.)

Meeting publicity includes Facebook (already posted), the RDA Newsletter (scheduled for July 15 distribution) and a flyer for posting in the neighborhood.

Committee Reports

Art Impact Initiative

Allison announced an Interactive Mural Exhibit at Rosemary Square. Local artists have been recruited to paint individual mural panels on the long blank wall at the rear of Rosemary Square. Rosemary Square is funding the effort.

The committee is developing an Art Archive — a catalog and map of the outdoor art in Rosemary District. So far, there are 17 pieces. The Art Archive information can be made accessible on the RDA website.

Allison made a fuller presentation of the Banner Project that had been cut short at a previous Board meeting. She asked for Board support of the project before she moves forward gathering detailed information and price estimates. The Board wanted more details first. Howard volunteered to work with Allison on a pilot and agreed to sponsor the first three banners. Allison confirmed that the Banner Project will be designed to be financially self-supporting.

Business Alliance

Grace, the new chair of this committee, reported that business members had a “great” meeting at Grace's gallery. They are working on lots of ideas, including resurrecting “Rosemary Rising.” A key question they are attempting to develop an answer to: What's in it for businesses to become members of Rosemary District Association?

Communications

Debbie reported on the status of the Website Neighborhood Grant project. We are engaging Indigo Design (Audria Wooster) for \$1,000 to develop an official Rosemary District Association logo and colors. We'll send Indigo a \$500 deposit next week. After discussion, the Board agreed to the following process for reviewing and selecting our logo:

- We will receive 8 prospective logo designs via email. These will be distributed to every Board member requesting comments on each design: what do you like about it; what do you dislike.
- The Working Group will consolidate the comments and schedule a meeting with Audria to select one of the designs and agree on adjustments to be made. Board members will be welcome to attend.

Allison has approached Nicholas Ferris for an estimate for professional photographs for the website, Facebook banner and e-newsletter banner.

Community Relations

Sue reported that this committee has lost some members; it needs more. We appear to be doing well relative to other neighborhoods regarding the Crime Rate, but there are crimes that concern business owners that SPD doesn't seem to know about. Jim and Grace both cited "smash & grabs." Howard advised asking SPD for the "Call Rate." This is different from the Crime Rate; it represents the number of calls received reporting problems.

A question was raised regarding Renaissance Self Storage. Are people living in storage units?

There's a brand new policy with SPD. They can now investigate based on video captured by a complainant ; they don't have to personally witness a crime.

Community Events

Ryan reported that 12 Springs Church will host Fire Fest again on Florida Avenue on November 9. This is a fundraiser for Sarasota Firefighters Benevolent Fund. He is also talking to CitySide about another Music on May. Other ideas from the committee: a Fun Run through the neighborhood; a Holiday After Party after the Downtown Sarasota Holiday Parade.

Ryan's question for the Board — should he be working to partner with other groups hosting events, or work on RDA-hosted events? The answer: BOTH!

Open Space Committee

David reported that the appraised value of the target properties for our park is \$890,000. The City is in contact with the owner, but RDA doesn't know the current status of the negotiations. Jerry Fogle indicated that he is willing to go after PIF money for the property and its development. David expressed concern that this isn't mentioned in the pending budget. (When Fogle asked for the cost to develop the park, Emmett Gregory estimated \$500,000.)

Emmett has developed conceptual renderings of the park to be displayed at the Community Meeting to help the neighborhood visualize it and to build excitement.

Liaison to The Bay

Howard recommended that RDA attend The Bay's presentations on July 10 and offer support to counter the pushback from their neighbors to the south. Regarding the TIF, at this time, RDA can only watch and wait while details get negotiated by the County, the City and TBPC on this potential source of funding for Rosemary District improvements.

RROD-II

Howard expects RROD-II to come back to the City Commission on August 19. Since the June 3 meeting, the Working Group has been meeting with the Housing Authority to better explain the intent of RROD-II regarding affordable housing. They hope to have the Housing Authority as an ally at the next City Commission meeting.

New Business — Greg Hall

Howard spoke about Greg Hall's sudden passing and what a loss it was for the community. He will speak about Greg at the Community Meeting.

Meeting Adjourned at 8:10 pm.

The next meeting will be on Tuesday, August 13 at 5:30–7:00 pm.

Respectfully submitted,
Debbie Trice, Secretary