

Minutes of August 13, 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, Grace Howl, Jim Lampl, David Lough (by phone), Ryan McBride (arrived late), Richard Mones, and Debbie Trice. Absent: Sue Stewart. Member present: Moriah Taliaferro.

Board activities since the last meeting

July 10 Email vote: MOTION by Debbie; Second by Richard; Passed

The RDA Board authorizes Treasurer Allison Ficken to pay \$500 deposit to Indigo Design to design RDA logo with the funds coming out of the current RDA \$3,000 bank balance and to be reimbursed from the City of Sarasota Neighborhood Grant upon completion of the Grant Project.

July 13 Email vote: MOTION by Howard; Second by ?; Motion failed

The RDA Board approves a change in website vendor to [Indigo Design] due to the previous vendor being unable to meet the needs of the RDA website after multiple meetings and discussion of the RDA Communications Committee with the vendor.

July 15: Allison resigned from the Board. Richard accepted her resignation. This also left the Treasurer's office vacant.

August 7 Email vote: MOTION by Debbie; Second by Richard; Passed

The RDA Board:

1. Confirms the removal of the initial vendor for the RDA Website Neighborhood Grant Project due to creative differences;
2. Authorizes the Working Group to contract with Indigo Design — to design a logo and colors for \$ 1,000 and up to \$400 for additional services, if needed — and PhotoSRQ — to provide feature photography for the RDA website, e-newsletter and Facebook cover for \$600;
3. Accepts Debbie Trice's offer (as an unpaid volunteer) to redesign and enhance the RDA website and e-newsletter to meet the goals of the RDA Website Neighborhood Grant Project; and
4. Requests that Nancy Kelly, City of Sarasota Neighborhood Planner, accept this change as being in compliance with the Neighborhood Grant.

August 8 Correspondence Received

From Nancy Kelly via email "The City approves the change of vendor for the grant."

AGENDA ITEMS

President's Report

At its next meeting, CCNA will present a motion opposing the Selby Gardens development. As a member, RDA will have a vote.

Approval of the Minutes

Minutes of the July 9 Board meeting were accepted. M: Howard; S: Grace; Passed

Replacement of resident board member

Moriah Taliaferro was asked to leave the room for this discussion. MOTION by Debbie, Second by Grace to appoint Moriah Taliaferro to the open resident board position. Motion passed.

Selection of New Logo

Debbie reported that, from comments received from Board members about the 8 possible logos submitted by our designer, there clearly was no favorite and that some Board members wanted to start over. The looming deadline for the Neighborhood Grant requires an immediate decision. Debbie had whittled down the choice to 4 designs. Most of the discussion centered on the simple black & white circle surrounding the letter R; it was chosen in a secret ballot.

Richard, Grace, Debbie and Pam Mones will meet with the designer tomorrow (August 14) to convey our choice and present the alterations suggested (color, typeface).

Other Elements of Neighborhood Grant

Debbie asked for suggestions of images the photographer should capture. Jim felt strongly that people be included, suggesting photos of children when school lets out. He also offered to provide photos for use on the website.

Debbie provided a conceptual design of a new Home Page for the website and a new menu structure. She requested Board approval of the design before she goes further. Motion by Howard, Second by Grace to approve the design. Passed

Committee Reports

Business Alliance

Grace reported that the group will meet shortly.

Communications

Debbie reported that she expects to send out the August Newsletter on the 15th or 16th and requested articles or a commitment to provide one by tomorrow.

Community Events

Ryan reported that 12 Springs Church's planning for Fire Fest is progressing. CitySide has signed on as a sponsor. (The cost of shutting down Florida Ave for the event is \$600.) He has spoken to Patrick Gannon about a joint event, but an immediate opportunity didn't pan out. The Board got excited about holding a Food-Truck-oriented event located between Rosemary Square and DreamLarge.

Open Space Committee

David and Moriah updated the Board on the status of the park effort.

Liaison to The Bay

Howard reported that The Bay has been focused on its upcoming Community meeting, fundraising, and addressing the concerns of the condos across Blvd of the Arts from Phase 1. There has been no new information on the TIF; Howard will ask Bill Waddill for an update.

RROD-II

Howard reviewed the revised RROD-II that will be voted on at the City Commission meeting on August 19. The Housing Authority and developers are pleased with the changes and are communicating their support to the Commission. Howard is optimistic about passage of both the RROD and the referral to the State of associated changes to the Comprehensive Plan.

Motion by David, Second by Ryan, to authorize Richard to send a letter to the City Commission stating that the RDA Board endorses the proposed RROD as presented and the comprehensive plan amendment. Passed.

Meeting Adjourned at 7:25 pm.

The next meeting will be on Tuesday, September 10 at 5:30–7:00 pm.

Respectfully submitted,
Debbie Trice, Secretary