

RDA Board Meeting — April 13, 2021
Minutes

Meeting called to order at 5:30 pm.

Present: Ken Antonetti, Emmett Gregory, David Lough, Jim Lampl, Mike Marshall, Brett Morris, Anand Pallegar, Debbie Trice, Josh Weiner

Recorder: Terri Schubel

Guests: Dawnyelle Singleton, Moriah Taliaferro

1. Minutes from the March 11th meeting were approved.
2. Treasurer's Report by Emmett
\$20,553.11 - \$12,427 ear-marked for the park = \$8,144.11 in Treasurer's General Fund
3. Questions for the President (Debbie)
New News:
 - Re: Update on Cocoanut Ave Rezoning Requests — Josh spearheading response
 - City Attorney Opinion letter states “not wise to deny rezone” because increased development rights already granted in Downtown Master Plan
 - Board approved wording of Cocoanut Arts rezone letter to Planning Board. RDA now sending letters to Commission and regarding 4th Street parcels to Planning Board

BOARD REQUEST: for formally approved letter language to be applied to similar future letters; no longer requiring board approval for each individual Letter. AGREED

 - Housing Authority Resident Council joined RDA.
4. Filling Emmett's Seat
 - No one stepped forward to assume the office of Treasurer, so Debbie proposed adding that responsibility to the President.
OFFICIAL VOTE: With Emmett leaving the Treasurer's position. Anand moved that the President fills the Treasurer's responsibilities for the duration of 2021. The Vice-President will be added to the Bank account as a Secondary to assist. Mike 2nd the motion. Unanimous vote.
 - Dawnyelle Singleton and Moriah Taliaferro, candidates for the vacant seat, were given an opportunity to introduce themselves. A vote will be held later in the meeting.
5. April 21 Community Meeting (Anand)

Zoom license allows 100 attendees, but more can be added for a fee **note to register Destin*

Non-members are welcome to attend

Destin Wells, Vice President, Economic Development Corporation of Sarasota County, will be featured speaker.

6. Rosemary District Park Update (Anand)

- Committee comprised of 3 Business Owners/3 Residents/3 Board Members
- RDA will recommend which of 3 park design firms under City contract to select (so criteria weighting and point scores not required)
- Design Firm Selection Criteria Discussion
 - Add references of clients worked with in the past
 - Demonstrate existing knowledge of the site
 - Successful public involvement is key
 - Demonstrate success in a small urban park like ours (utilization=success)
 - Demonstrate experience designing to discourage over-utilization by homeless
 - Design Firm to create a design that encourages visitors/foot traffic and discourages issues.
 - Need input from community to implement
- Make park a milestone event to add in vision for the community (Jim)
 - Because the RDA controls when the demolition occurs, we can orchestrate an event and murals by SSAS students including contributors with small logos on the corner of the building pre-demo including RDA, RADD, DreamLarge and others.
- Funding (David)
 - "How do we lobby for funding in a timely manner?" County is depleting the park impact fees we anticipated using. Advocating for the City to borrow from the penny tax is an option.
 - Decided the Park Committee would come up with recommendations

7. Update on RADD (Rosemary Arts & Design District) (Anand)

- Opportunities for collaboration and advance RDA? RADD's 2021 Goal is to advance Rosemary District as the premiere Art & Design District in Sarasota.
- Overview of RADD initiatives include: Murals memorializing Overtown with Centennial/Historical viewpoint, RADD logo on building facing SSAS, rename 5th Street to "Overtown Way," RADDWalks, PINC/RADDfest, RADD Window Decals
- Launch Party - Friday, April 30th 5pm - 9pm

8. Other Goals for 2021-2022

- Discussion of ideas that individual Board members would like to move forward with
- Ken reviewed the proposals focussed on promoting RDA and local businesses in his written report, including:
 - Annual decal to go along with annual dues/membership. Debbie will send Ken a draft of a design started pre-pandemic as a starting point.
 - Organize After Hours “Meet & Greet” to increase engagement between business owners. Bring guests and open business doors into the evening. Live music.
 - Direct Mailer with small logos of local participating businesses. Debbie suggested that with pandemic ending, teams going door-to-door introducing RDA to the businesses might be a first step, and suggested Mike look into this with Ken
- Debbie reported that an RDA volunteer is working with the RADD team on an inventory of public art in Rosemary District for posting online and use in self-guided walking tours
- Christian & Lynn Morris already working on “Overtown Market”
- Members who are willing to volunteer should be called as soon as tasks for them are identified
- Suggestion to pick a day for a regularly recurring Rosemary District event (e.g., Palm Ave. First Fridays). Overtown Market was being planned as the Tuesday Night Market pre-pandemic. No one signed up to spearhead this.

9. Select New Resident Board Member • Enter Closed Session; Excuse visitors

- Board appointed Dawnyelle Singleton to fill the open seat.

10. David's Motions & other concerns (David)

- CIP Funding for Blvd of the Arts and 10th Street StreetScape: In 2020 \$150,000 per project was funded for Design Work. Funding needed in FY22 CIP Budget for implementation. Discussed options: write letters to Commissioners, Marlon Brown & Steve Cover and then lobby individual Commissioners starting with Mayor Brody. Josh & David will bring a recommendation to the Board.
- TIF: The TIF Board, which will decide how TIF funds will be spent, consists of 2 County Commissioners and 2 City Commissioners. They are about to select the 5th and final member. David recommended the RDA lobby to limit eligibility to a TIF district resident. Anand recommended that RDA take no action.

Proposal to resume in-person Board meetings (Jim)

There was general Board agreement that in-person Board meetings can resume when all Board members are fully vaccinated. Based on travel plans and other contingencies, it was

agreed that attendance should be both in-person and via Zoom, starting with the May 9 meeting. Anand offered the use of DreamLarge's studio which also has a large screen where Zoom participants can be displayed.

Meeting adjourned at 7:11 pm

Next Board meeting: Tuesday, May 11 at 5:30–7:00 pm held at DreamLarge's Studio at 1421 Blvd of the Arts and available via ZOOM.