



sarasota creatives

## **Creative Services Cluster Group Minutes - April 13, 2005 meeting Venice Public Library, 300 S. Nokomis Avenue, Venice**

Bruce Rodgers, one of the co-chairs of the Creative Services Cluster Group, welcomed the group and Introductions were made.

Diane Andrews gave the updates on the EDC which included:

- Open House on May 6<sup>th</sup> from 3-6 pm at the new EDC offices, 2601 Cattlemen Road, Suite #201, Sarasota.
- *ED Rocks 05* will be held on June 23<sup>rd</sup> from 5-8 p.m. at the Serendipity Country Club. Each individual cluster will have a booth that will highlight their initiatives.
- A reminder that the subgroup funding proposals are due by May 31<sup>st</sup>.
- An article was handed out, titled "The soul of the future, a future with soul" featuring Digital 3 that was in the April 7<sup>th</sup> edition of the Longboat Observer, Arts & Entertainment section.
- Another article was handed out, titled "Creative Space, Ringling Center for the Art and Industry opening soon" that was in the April 9<sup>th</sup> edition of the Bradenton Herald.

Guest speaker: Jeff Hazelton from BioLucid Productions gave a presentation about his company titled "Pre-med gone bad & the birth of BioLucid Productions". Recently relocated from San Diego County, BioLucid Productions is a full-service medical animation studio dedicated to effectively communicating how complex medical technologies work. Jeff showed several animations, one of which was 3D that required 3D glasses.

### **Sub Group Reports**

- Sarasota National Innovation Summit: There will be a "kick-off" reception on Wednesday, April 27<sup>th</sup> at Selby Gallery, Ringling School of Art & Design, to learn more about the Summit's marketing and networking opportunities. The Summit will be held October 5-7, 2005.
- Creative Directory: Bob Leonard reported that the directory will be one comprehensive "source" book and this group will be working with Ad Fed to create it. The book will have an initial mailing of 20,000 to be mailed throughout Manatee and Sarasota Counties.
- Film Town: Mark Marvell reported that they are producing a 60 second spot as a quick overview and then a more comprehensive piece will be done by October. They are going to market with a CD and put information on the EDC website for inquiries from production companies.
- Public Relations: Patti Halstead reported that they will have their focus group of 12 companies will meet on April 28, 2005 from 5:00-7:00 PM at the Sarasota Chamber. A mailing had gone out the week of March 7, 2005 to 500 targeted businesses.

- Branding: Tbone reported that this group has met. A discussion was held during this meeting about the problem of having just “Sarasota” vs. “Sarasota County” in the county’s brand. Many thought that the brand should begin as “My Sarasota.....” Tbone will come back to this group with recommendations from the Branding subgroup.
- County Connectedness: Joe Dobzynski reported that they had a round table discussion at their first meeting and the next meeting would be on April 25<sup>th</sup>.

Next meeting for the Creative Services Cluster Group will be held on Wednesday, May 18<sup>th</sup> from 3:00 -5:00 p.m. The location to be determined.