



sarasota creatives

Creative Services Cluster Minutes March 3, 2005

Introductions were made at the Center for Arts and Humanities on 1226 North Tamiami Trail, Sarasota. Pedro Perez, Co-Chair was out of town.

The proposal form for the 2005 funding for Cluster initiatives was presented by Diane Andrews. Requests for funding must be made by June 30, 2005 to the EDC. A committee will look at the proposals and decide on their merit and their contribution to Economic Development as to how the available funds will be dispersed.

Frank Folsom Smith from The Folsom Group gave a power point presentation about the concept for a Center for Innovation near the SRQ Airport. His group has leased the land for 70 years and they plan on having a plaza similar to those in Europe: office space and cafes. Frank asked the group for ideas for the 'Center' and some included: bookstores, Latin music, no chain stores i.e. Starbucks, shared space for lease, sell memberships not lease space, and public transportation needed.

Sub Group Reports

Sarasota National Innovation Summit will be held October 5-7, 2005 at the Ritz Carlton and the Hyatt. They plan on having a Festival at the Lemon Ave Plaza and a continuous film on Sarasota County Creative Community running one night on an outside wall. Jenna Ward is working with the Film Town Sub Group to create the film. They want to have an expo on Wednesday night and involve all of the other clusters to purchase table tops for exhibiting. Jenna asked that groups share their contact lists so they can add to the database for invitations. They will be marketing to small and mid-size businesses as their attendees.

The Creative Directory's progress was reported by Bob Leonard who is the Chair for this initiative. The book will be a hard cover similar to the Sarasota Chamber Directory and a meeting has been set up to meet Chamber staff to discuss the logistics for putting together a directory. There will be certain criteria and a list of categories for the book.

Mark Marvell reported about Film Town. 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.

The Public Relations Sub Group is going to have their focus group meet on April 28, 2005 from 5:00-7:00 PM at the Sarasota Chamber. The mailing will go out the week of March 7, 2005 to the targeted businesses, Patti Halstead reported.

The three new Strategies and Measurable Outcomes were displayed at the front of the room. It was decided that each group would meet separately instead of trying to meet during the general session meetings. Co-Chairs were selected for the initiatives and will coordinate with EDC staff to meet.