



sarasota creatives

MINUTES CREATIVE SERVICES CLUSTER 7/13/05

Co-Chair, Sarah Lansky welcomed the group to the Venice Gondolier for the meeting. Introductions were made.

Diane Andrews gave the EDC update and told about upcoming events. The Cluster proposals were presented to the Cluster Support Committee on Tuesday 7/12/05. The Board of Directors will have to approve the committee's recommendations on August 18, 2005 and then the sub groups will be notified. EDC staff passed out an article called "Attracting Creatives to the Suncoast" There are 50 active projects being worked on at EDC. Diane reminded everyone to visit the website, www.edcsarasotacounty.com for updates on meetings and events.

Jimmy Dean, board member of the TEDB representing the Creatives spoke to the group about "branding". He said you want it to be short and sweet and something that everyone can understand. He spoke about having Tourism and Arts and Economic Development under one brand. He said the "quality of life" is why people want to live here and move their businesses here and we need to protect that.

The speaker for the meeting was Dawn Klee, President of Suncoast Advertising Federation. www.adfedsuncoast.org This is the local chapter of American Advertising Federation who represent over 50,000 professionals. There are 23 clubs in the southwest district and Suncoast is one of them. Membership is open to Sarasota/Bradenton/Venice only. They have an education arm and work with interns and getting them placed in companies. They collaborated with the Creative Cluster in putting together one Directory for the Creative Community which will be out this October and sent to 20,000 businesses in Manatee/Sarasota Counties. They work on legislative issues and public service programs. One of their programs is about keeping arts in the schools.

Patti Halstead commented on the focus group analysis that was conducted to ask Sarasota County businesses why they outsource their PR, advertising and branding needs. It was clear that the Creative community needs to get the word out to the businesses that they are capable, sensitive to deadlines and knowledgeable about specific business needs. Those were some of the criticisms. A committee was formed to work on some ideas for generating a campaign about the talent that is here. One suggestion was to have a rally similar to ED Rocks, but strictly for the Creatives. The Addy Awards would be a good time to have a cocktail party and showcase the award winning agencies in the County by inviting the business community to the event.

Jenna Ward spoke about the ICB Summit and that volunteers are needed and to spread the word about attendance. The 200 attendees should be at least half from outside the County and the rest from the local area. There will be a committee meeting on Wednesday July 20th at 9:30 at the EDC office to put together a timeline and ask for volunteers. Everyone was urged to get involved and participate!

Tbone gave the Branding report. The group presented to the EDC Cluster Support Committee for their funding for branding of Sarasota County this week and will know the amount granted after the Board of Directors meeting on August 18, 2005. Tbone said it has been a very exciting project and acknowledged the SCVB for it's participation with the group.

Film Town and the EPK are on schedule. The script is being written and the group will have it completed by EDC's fiscal year end September 30, 2005.

Next meeting is scheduled for September 8, 2005 from 3:00-5:00. Place TBD.