

**CITY OF TREASURE ISLAND, FLORIDA
VISION STEWARDSHIP COMMITTEE MEETING MINUTES
January 24, 2012**

A. Call to Order

The meeting was called to order at 2:08 p.m. by Chair Mitchell Shenkman.

B. Pledge of Allegiance – Led by George Greenfield

C. Roll Call

MEMBERS:

Dominique Reiter (Vice-Chair)	District 1	Absent
Mitchell Shenkman (Chair)	District 2	Present
Vacant	District 3	Vacant
Vacant	District 4	Vacant
Mary Maloof	Mayor's Appointee	Arrived at () p.m.
George Greenfield	Beach Stewardship	Present
Susan Reiter	Planning & Zoning Board	Absent
Clyde Smith	Hotel/Motel	Present
Joel Manings	Business	Present
Alan Martinez	At Large	Present

D. Approval of Minutes – Minutes of 1/3/2012

It was moved by Mr. Smith and seconded by Mr. Manings to approve the minutes as corrected. The minutes were approved by acclamation.

E. Items of Business

1. Continue discussion regarding March 22, 2012 meeting with business owners

Mr. Shenkman reported that the meeting will be held on March 22, 2012 at 6:00 p.m. in the City Auditorium. Mr. Manings gave a recap of the progress to date on planning the meeting.

Mr. Manings stated that in the last meetings with Collaborative Labs it was open ended and was for the purpose of identifying priorities. He suggested that staff be invited to speak on the priorities that were identified. Mr. Shenkman suggested that the first priority to be addressed be the beach trail. Mr. Greenfield stated that the City Manager was well versed in the issues around the beach trail. Mr. Shenkman made brief comments about the concerns raised by Mr. Graham regarding the truck loads of sand going over newly paved areas. A brief discussion ensued regarding the Chamber of Commerce sand sculpture event that has been proposed for August.

Mr. Smith suggested that they do a brief overview of what was accomplished last year and discuss the purpose of having the meeting. Mr. Manings suggested that the focus on the items that are the most timely and most important to the businesses. Mr. Martinez stated that it would be helpful to find out what the businesses want to get out of the meeting. Mr.

Greenfield suggested that they ask them during the introduction. Mr. Manings stated that we need to know what will motivate them to get involved. He is hoping to get away from the fragmented interest from the business community. Mr. Shenkman suggested that when they visit the businesses they have a short survey.

Mr. Greenfield asked if there are other business organizations that they could reach out to. Mr. Smith stated that there are really only the two Chamber of Commerces; Tampa Bay and Treasure Island. It was suggested that someone speak at the monthly board meeting.

Mr. Martinez stated that they should ask what a home run is for them. He hopes that the committee's expectations meet up with the expectations of the participants. A discussion regarding the questions for the survey ensued.

Mr. Greenfield made comments regarding the Special Area plan and the areas that would be affected by it. A discussion ensued regarding the types of businesses that would be expected, and the area that it should be limited to.

Mr. Manings commented that by visiting the businesses personally it gives them the opportunity to get their feedback even if they are not at the meeting. Mr. Martinez stated that they need a way to capture the information after they get it. He commented that the community meetings held last year got better attendance each time they were done. He asked what the committee's thoughts were about doing the meetings on a recurring basis. Mr. Shenkman stated that they have to get as many of the business community involved in the March 22nd meeting. They are welcome at the monthly meetings. For right now we have to get them involved and informed. Mr. Manings stated that if we decide that it is important to us to have their involvement we need to follow up to keep them involved. He suggested that they redesign the website for the committee and putting updates on it, and collect an e-mail list for the purpose of sending a newsletter. Mr. Martinez stated that the website was great as it can be continually updated and it gives them a place to go for information. Mr. Manings suggested that they do the newsletter. Mr. Shenkman suggested that they consider a quarterly or semi-annual meeting at night and invite the businesses and the community. He spoke with Ms. Armstrong from the Chamber. She wants to help with the March 22nd meeting. He suggested inviting the presidents of the Civic Associations to the meetings.

Mr. Manings asked Mr. Silverboard what he hoped to see come out of this meeting. Mr. Silverboard stated that he would like to know what changes they wanted to see to make them invest, or encourage others to invest in our community. He feels that it would help all of the boards and committees to focus on what is important to our community.

The questions on the survey will be:

- A) What does the City of Treasure Island need to do to make it more favorable for you and your associates to invest in Treasure Island?
- B) What is your number one priority as a business?
- C) What is your five year or ten year plan/vision?
- D) Rank our current Vision Committees priorities (Beach Trail, Downtown Redevelopment, Special Area Plan, North End Redevelopment)
- E) Regarding the upcoming meeting, what would be a home run? What would make this a useful meeting as you walk away?

The four topics to be covered at the meeting will be:

- A) Beach Trail
- B) Special Area Plan
- C) Downtown Redevelopment
- D) North End Redevelopment

It was agreed to divide up the list of businesses between all the members to contact them personally.

Mr. Shenkman opened up discussion regarding the format of the meeting, and asked Mr. Martinez for his input. Mr. Martinez stated that the logistics of it is tied to what the outcome is going to be. Once we know more about what their priorities and desires are for outcomes it will help to determine the type of delivery of data. Mr. Shenkman stated that the purpose is to gain the input from the business community. Our goal is to make sure that they get to this meeting and get their input on the questionnaire. Mr. Greenfield suggested that they develop standard talking points so that the information that they get from the businesses is the same. Mr. Shenkman stated that they will all use the questionnaire. Mr. Smith suggested that they recap what the committee is doing, touch base on the four items that they have decided, and then go over the input from the questionnaires. After that it could be opened up to further comments from those attending. A brief discussion ensued regarding whether to have break out sessions or not. It was agreed to not do break out sessions, but to do an open forum.

A discussion ensued regarding contacting the property owners in the downtown business area. It was agreed to break that list up and have each member contact a group of owners.

Mr. Manings offered to work on the website. Business owners may be willing to send comments via e-mail. Mr. Shenkman stated that he thinks they are on the right track in having the meeting on March 22nd. It is important to have the city hear from the businesses what the most important thing is for them to invest in their businesses.

Mr. Martinez suggested that they bring a copy of the results of last year's events to show the business owners. He also suggested that they be provided with a flyer regarding the meeting.

Mr. Shenkman asked that anyone who was interested in volunteering for the committee contact the City Clerk.

Mr. Shenkman discussed the graphics that they want to have available at the March meeting. Mr. Smith stated that he can get the beach trail put on a board, and will find out the cost of putting the downtown on a board too. A brief discussion ensued regarding what would be on the boards.

It was agreed to suspend the rest of the agenda today and in the future until the March meeting is held.

Brief comments were made regarding the new traffic islands on Gulf Boulevard. It was reported that the variances were approved for The Club.

F. Adjournment

The meeting was adjourned at 3:28 p.m.