

Collaborative Labs

at St. Petersburg College

Accelerate business results

presents

Treasure Island Community Visioning Collaborative Engagement



October 30, 2010

Real-Time Record

Welcome and Introductions:



Mary: Good morning, everybody. It's a treat to have everyone here this morning. We don't want to tell you - we are *asking* you for your opinion on what your community should be like in the future. I want to thank all the committee members for being here and for doing a great job.

Andrea Henning, Executive Director, Collaborative Labs: I want to welcome you on behalf of the Collaborative Labs and St. Petersburg College. It is so good to be back with you. This is a beautiful community. Let me introduce you to our team. This is PJ. He'll be taking your pictures this morning. We'll be producing a Real Time Record for you that will capture all the good visioning that comes out this morning. Joyce is on keyboard and will be creating that Real Time Record. We also have Jonathan, Alan and Mark – who will be helping with technology. This is George, he is our Business Illustrator. His work will help you envision your future in Treasure Island in picture form.



Our objectives this morning are:

Our first objective is to celebrate and leverage Treasure Island's strengths and successes. The second objective is to beam you ten years into the future. We'll ask you to envision the ideal Treasure Island in 2020. The third activity will be to identify your strategic priorities in four areas: Economic Development, Environmental Preservation & Natural Resources, Land Use and Other.

Objectives

- Celebrate & Leverage Treasure Island's **Strengths**
- Envision the **Ideal 2020 Future** for Treasure Island
- Identify our **Strategic Priorities** in the areas of:
 - Economic Development
 - Environmental Preservation & Natural Resources
 - Land Use
 - "Other"

Collaborative Process

- **Mixed Teams** – Keyboarder & Spokesperson 
-  = **Movement**
- **Logistics** – You're in Charge!
Take **Breaks** as Needed.

Activity 1: "The Best of Treasure Island"

Welcome to the Treasure Island Community Visioning Collaborative Engagement! Let's get started right away.

"Walk about" and consider a **Treasure Island Strength** that you've experienced.

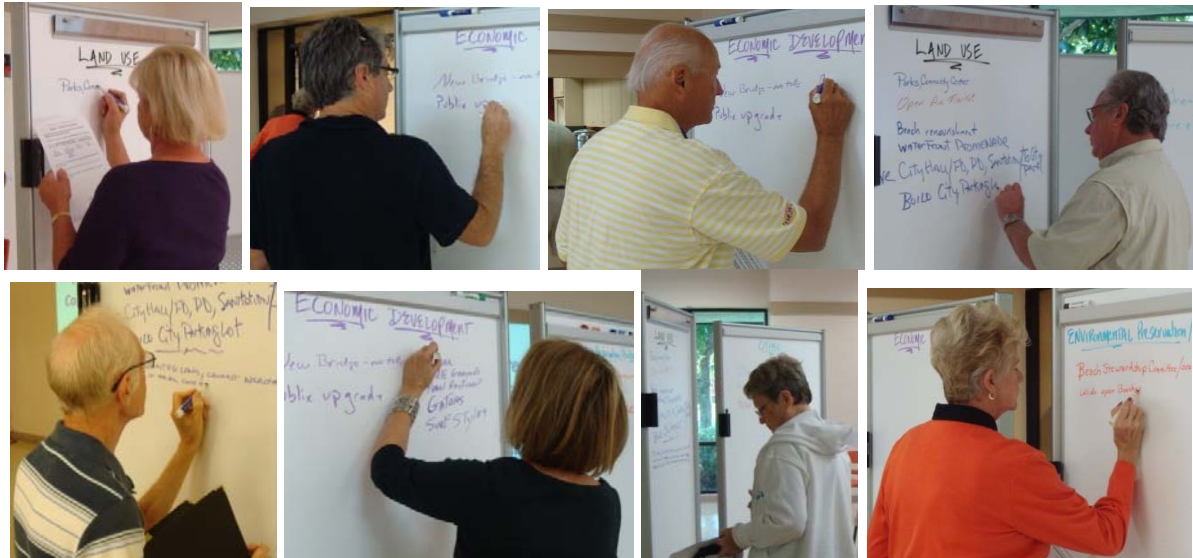
There are four ***Best of Treasure Island Walls*** on which your personal best experience might fit, as a ***5-to-8 word example***, or a ***free-handed drawing***:

Wall #1: Economic Development	Wall #2: Environmental Preservation & Natural Resources	Wall #3: Land Use	Wall #4: Other
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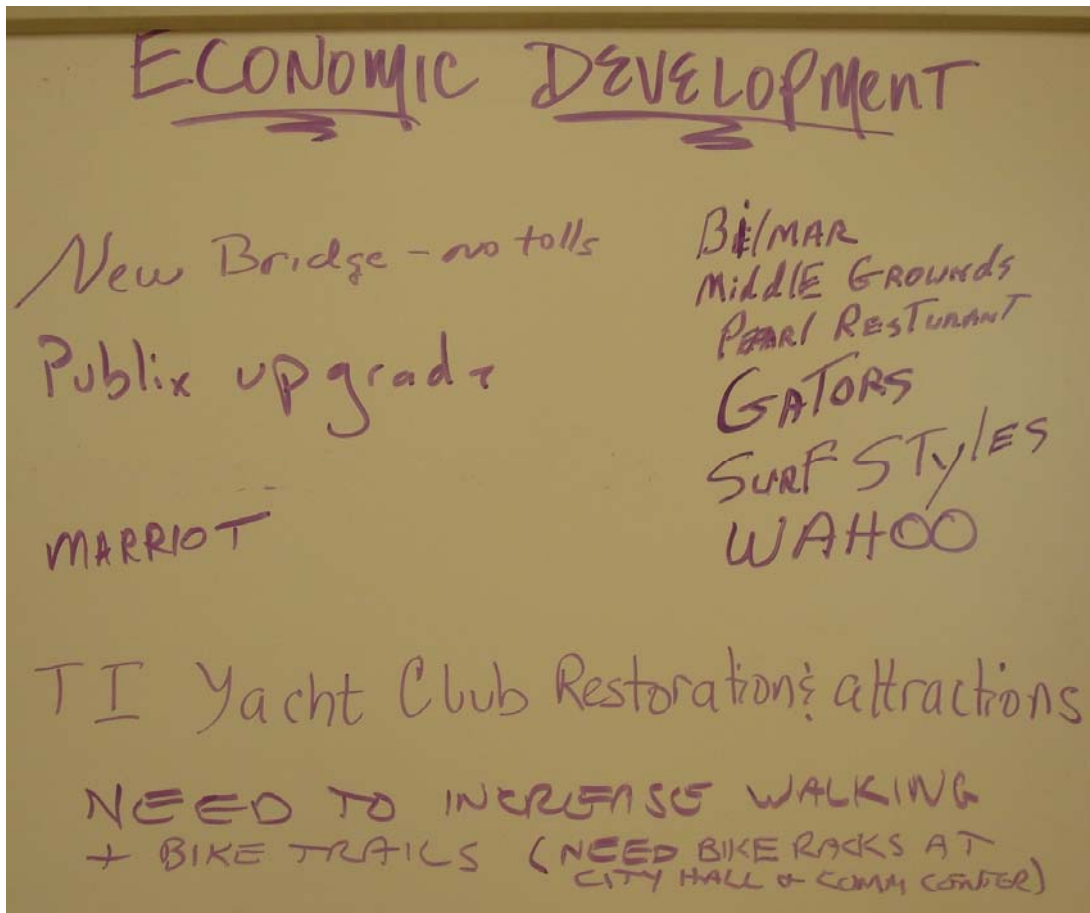
Each participant, please ***contribute at least one strength/best experience*** to any one of the walls.

At 9am we'll lead a round of "laser reporting" where you can share one of your best examples.

All of your contributions to the Best of Treasure Island Walls will be captured for the real-time record.



Activity 1: "The Best of Treasure Island:"



Wall #1: Economic Development
New bridge – no tolls Publix upgrade Marriot Treasure Island Yacht Club restoration & attractions Need to increase walking & bike trails (need bike racks at City Hall & Community Center) Bilmar Middle Grounds Pearl Restaurant Gators Surf Styles Wahoo

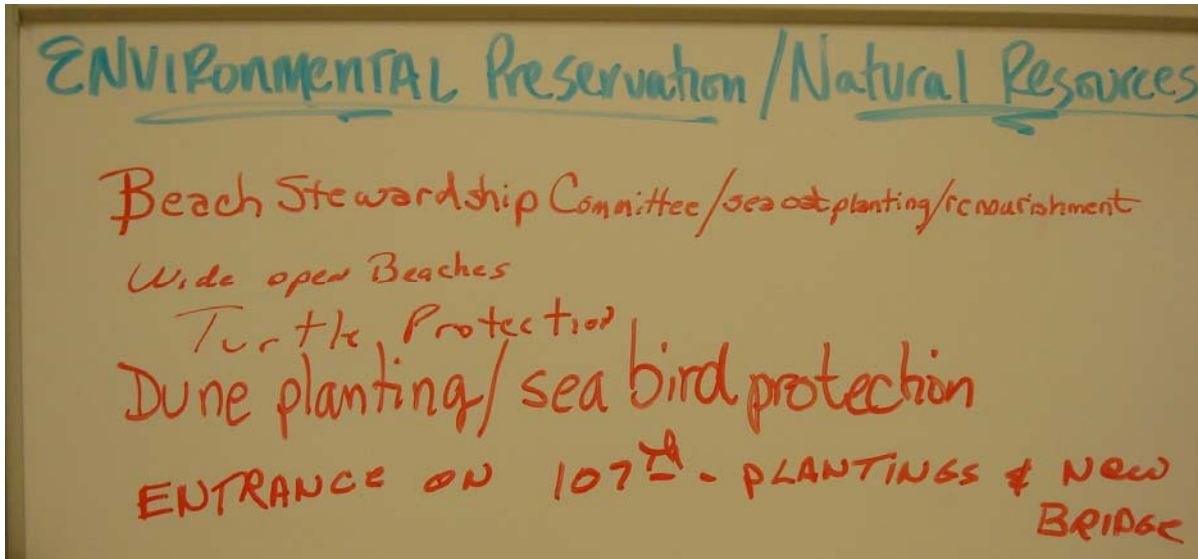
Gloria: We have a wonderful beach front out here that we keep enhancing.



Barbara: Keeping access to the beach and not building a canyon of tall buildings so we can't see it.

Mary: The high quality of restaurants we have that bring people into the community.





Wall #2: Environmental Preservation & Natural Resources
Beach Stewardship Committee/sea oat planting/renourishment Wide open beaches Turtle protection Dune planting/sea bird protection Entrance on 107 th – plantings and new bridge

Audience: The dune planting and the sea oats have made a real big difference in the beach.

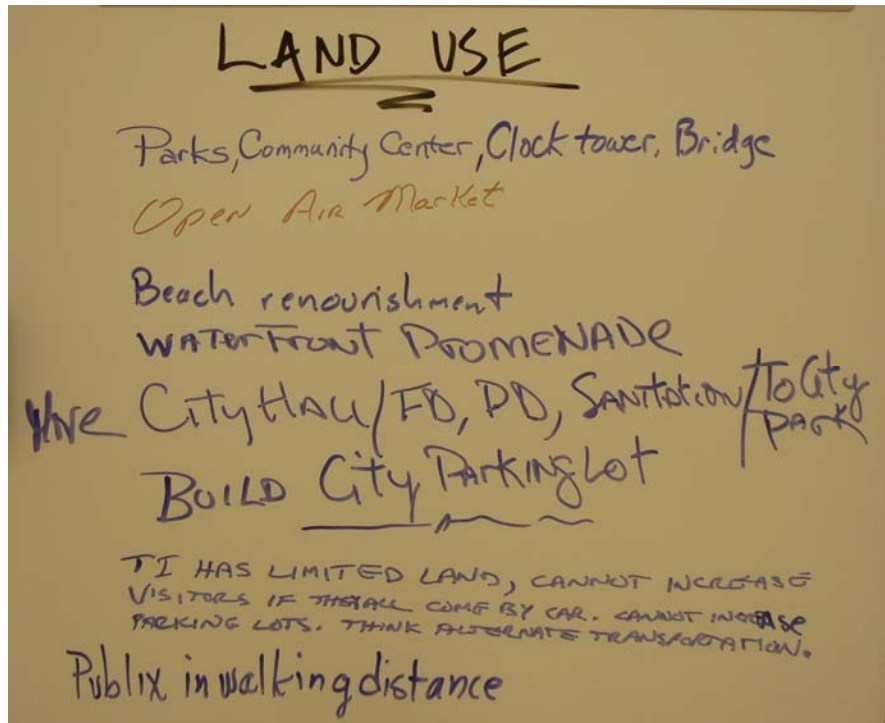
Mitchell: I'd like to see the beach trail developed so we can see and enjoy the beach.

Patty: The Beach Stewardship Committee – they have accomplished so much in 11 years. They should get all the credit for the planting of the sea oats. I just want to thank you.

Bob: The restoration and clean up of Elnor Island. Tampa Bay Watch is installing a new oyster bed along the island. That has been a big plus for us.

Audience: I don't understand why we have to expand the land usage when we have a lot of empty lots available.





Wall #3: Land Use

Parks, Community Center, Clock tower, bridge
 Open Air Market
 Beach renourishment
 Water front promenade
 Move City Hall/FD, PD, Sanitation/ to city park
 Build City parking lot
 Treasure Island has limited land, cannot increase visitors if they all come by car. Cannot increase parking lots. Think alternate transportation.
 Publix in walking distance.



Audience: I wrote the parks and the Community Center. I have three grandchildren who come down and enjoy it very much. And, I love the clock tower.

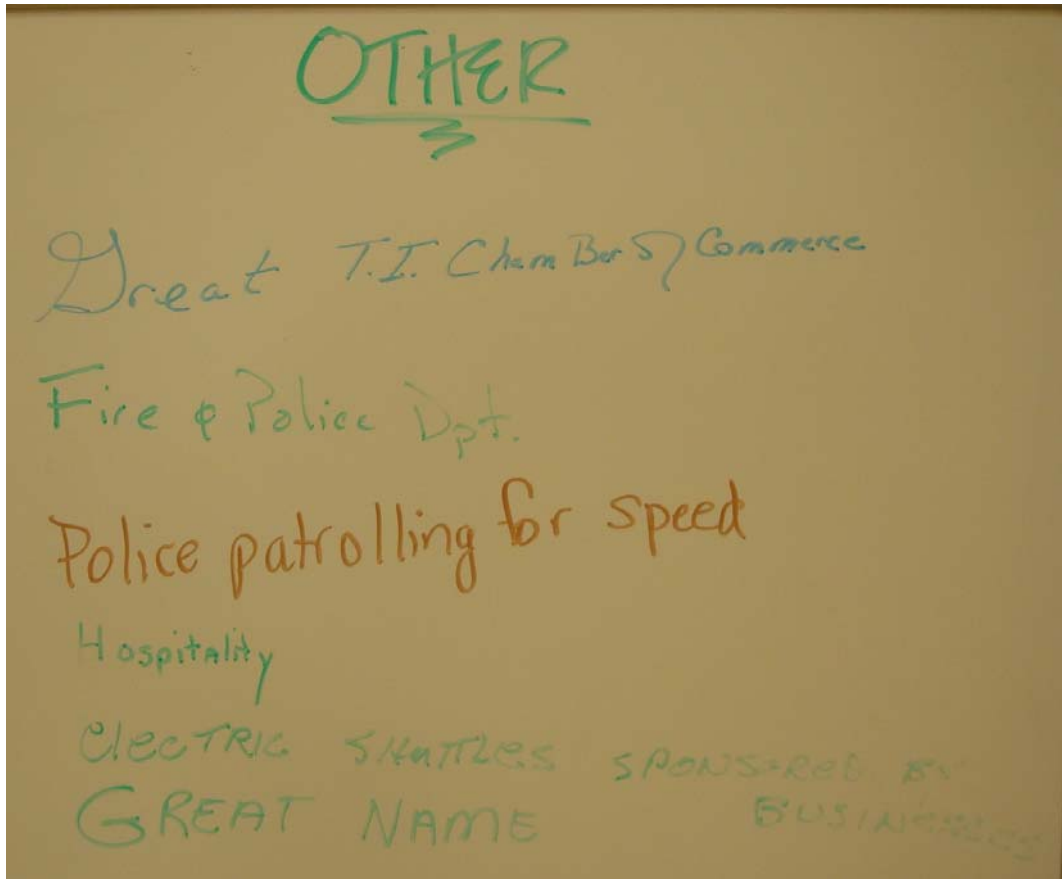


Audience: I would like to comment on the beauty of the approach to Treasure Island on Central Avenue. The public works department did a great job – it's a great first impression of our community.

Audience: I was glad to see the new building on Central Avenue keeping the standard of architecture in the community.

Paul: The Beach Trolley has been a great success. People travel up and down the beach without having to use their cars. I'd like to see Gulf Boulevard landscaped as well as Central Avenue.





Wall #4: Other
Great Treasure Island Chamber of Commerce
Fire & Police Dept.
Police patrolling for speed
Hospitality
Electric shuttles sponsored by businesses
Great name



Dominique: We have a great Chamber of Commerce that keeps the tourism coming in and hopefully they'll keep doing what they've been doing.



Adrien: I very much appreciate having our own Fire and Police Departments. They are in our community and respond to our needs and it's fantastic.

Andrea: This foundation of strength is a great place to build on. The speed of change is mind-boggling, isn't it? Experts tell us that the same rate of change we've had in the last 50 years will happen in 10 years. Think of that as we beam you into 2020. We're going to pass out the instruction sheets for the next activity.

Andrea explained the instructions for the next activity.

Activity 2: “Envisioning The 2020 Future of Treasure Island”

Instructions:

- Pick a number to find your team.
- Appoint a “keyboard savvy” person to capture your team’s work on the laptop.

Imagine that it’s 2020, and Treasure Island is recognized as a National Community Model!

Your task as a team is to ***prepare and present a 2020 magazine cover & headline news success story***, using the electronic magazine cover as your presentation material. Consider any of the following focus areas in your stories:

1. **Economic Development**
2. **Environmental Preservation & Natural Resources**
3. **Land Use**
4. **Other**

Everyone on the team should participate in the preparation of the magazine cover & headline news story. Be sure to add a headline, sub-headlines, images and quotes to your cover story.

Select two or more team members who will ***present the magazine cover & headline news’ story*** to the full group.

After 25 minutes, we’ll call time and ask each team to make a 2-minute presentation of their 2020 Headline Success Story and Magazine Cover.

Activity 2: "Envisioning The 2020 Future of Treasure Island:"

Team 4:



Jenny: We tried to be realistic so we had Treasure Island Best Beach Community in the USA. World class beaches on the gulf, new beach trail, beachfront dining. Vibrant downtown, fine dining. A vibrant downtown with fine dining, shopping and luxury residences. Family-friendly neighborhoods, parks and recreational facilities, an eco-



friendly community.

TIME

Treasure Island: Best Beach Community in the USA!



World-Class Beaches

- * On the Gulf of Mexico
- * New Beach Trail
- * Beachfront Dining

Vibrant Downtown

- * Fine Dining
- *Premiere Shopping
- * Luxurious Downtown Residences

Family Friendly Neighborhoods, Parks and Recreational Facilities

Eco-Friendly Community

X

< type here >Treasure Island: Best Beach Community in the USA Treasure Island: The Safest Place For A family To Go. Treasure Island has an iconic, world-class hotel. Treasure Islands beaches voted #1 in USA. Treasure: Island: Gorgeous Beaches, Shopping Mecca and Fine Dining. Treasure Island: Great To Live, Good To Visit.

Team 3:

Hani Matta: Treasure Island voted best beach community in world. It is

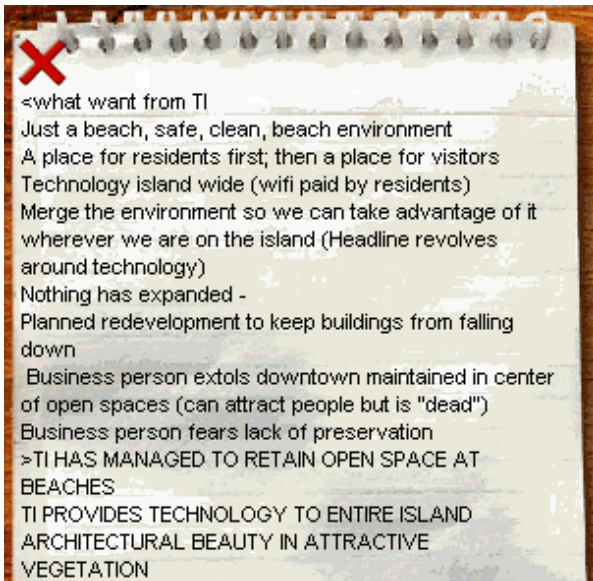


the best beach – we all agree it’s the best beach. From north to south, it’s the best beach around. It has more potential than any other city around us. St. Pete Beach doesn’t have a place where a group of people can gather. Treasure Island has a really identified downtown. There is



a space where people can gather in the area of 107th. The buildings north of there are unstylish and have no character. They are not attractive. If we improve the downtown

and make it modern and provide functions that will gather everybody, that will bring all age groups, I believe that this place will bring people from our own community and all the communities around us. Our downtown is completely dark at night. It has the potential to be the best, but it is not used. So, we need to build some buildings.



TIME

TI VOTED BEST BEACH COMMUNITY IN WORLD

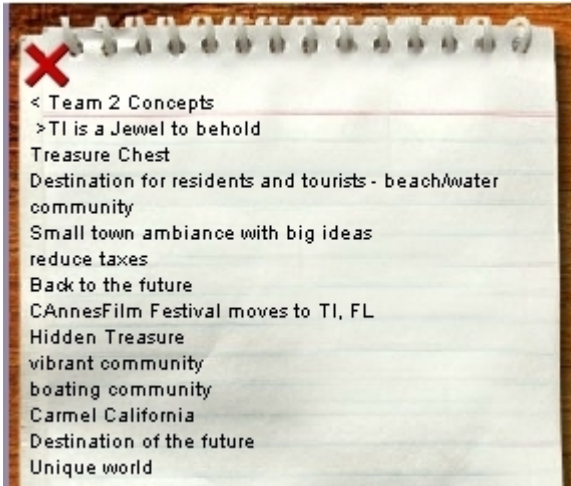
Provides high tech to citizens and visitors

Vibrant resident community in a recreation mecca

Team 2:



Dominique: Treasure Island has seceded from the nation! We're going into the future. The Cannes Film Festival has relocated here due to the efforts of the Chamber of Commerce. Unique world, America's best beach five years in a row. Small beach community with a different state of mind. Beach destination for residents and tourists, lowest taxes in nation, sand sculpture capital of the world, all inclusive resort opens. Big ideas, voted America's safest & cleanest family-oriented city, beach trail treasure.




TIME

TI FL Secedes from Nation
Cannes Film Festival to relocate

Unique world
 Americas Best Beach 5 yrs
 in row!
 Small beach community
 with different state of mind

Beach destination for
 residents and tourists
 Lowest taxes in nation
 SandScplt Cap World
 All Inclusive Resort Opens

Big Ideas.
 Voted Americas Safest &
 Cleanest family oriented
 city
 Beach trail treasure

Team 1:

Fred: We came up with a vision of Treasure Island that has a pot of gold. Our picture represents a rainbow and a bridge and a pot of gold with activities that everyone can enjoy. This destination has it



all. We need to project that out to the rest of the world. We'll have award-winning restaurants. We are going to tie into the high-speed rail system. We also saw an Arts oriented type of community. Dinner theatre, like a Sarasota-type community. Go to a show, go to the shops, enjoy the promenade and spend their money in the community. These types of headlines and knowledge that gets out to the general population in the US and who want to live in the community. The location of Treasure Island close to the theme parks and sports. We need to do a much better job of communicating that.



We envision family-friendly resorts and luxury adventure here.

TIME

Treasure Island: Florida's Pot of Gold

X

- Pirate theme park
- Treasure hunting
- Pirate trail - prizes
- History - Ships
- Island beach destination to Busch Gardens / Tampa Bay
- Destination Vacations
- Beaches, boating, sports
- Restaurants, shopping
- Upscale hotels
- Beautiful city - rainbow at the end of the bridge
- Pot of Gold
- Treasure
- Waterfront promenade
- dinner theater - Arts
- Condo public transportation
- Central
- Beachfront destination

This destination has it all!

- Beaches: Best in USA
- Award-winning Restaurants
- The Arts

Finest family resort hotels
Fun-filled luxury and adventure

Audience: We talked about the promenade on the city property. It really does have so much going for it. I've only been here a year, and I love it here.

Phil: This destination is so similar to other destinations like St Armand's key, it is so ideal for a dinner theatre. They could buy a ticket to the theatre and they would also get a ticket to one of the local restaurants. It gets people out of their cars and walking around in front of all the shops. If they just park for the theatre, they don't see all the nifty shops we have. The way to get people to understand and appreciate our community is to get them out of their cars and walking around.



Fred: We have some gold pieces around and we can build on that thought.

Andrea: That gets us excited about the future. What are some of the over-arching themes?

Comments from the audience: Best beach community, vibrant downtown, Florida destination, dinner theatre; incorporate the promenade into the dinner theatre. We have access to that location from here.

Audience: We have the Treasure Island Art Guild which puts up pictures and makes awards in City Hall as well as here. I think that would be an exciting starting point. Perhaps we'd like to do like they've done in Gulfport.

Phil: I had dinner in Dunedin last night and the place was packed. This is so much like Treasure Island – why can't we do that? They advertise – that's the key. The Chamber should advertise to get people to come in here.

Audience: I think public transportation is a big deal – where are people going to park?

Andrea: Another theme was family-friendly destination. Well done on this. Does that give you a picture of the future? Our final mission for the morning is to identify our strategic priorities.

Andrea explained the instructions for the next activity.



Activity 3: "Identifying our Strategic Priorities to Support Treasure Island's 2020 Future"

Instructions:

- Pick a number to find your new **team**.
- Appoint a "**keyboarder**" who will capture your team's ideas using our collaborative groupware on the lap top computer.
- Your task as a team is to brainstorm **Strategic Priorities** that will support the 2020 Success Stories in each of the following **Focus Areas** (as they appear on the electronic whiteboard):

Round 1: Economic Development

Round 2: Environmental Preservation & Natural Resources

Round 3: Land Use

Round 4: Other

There will be four "rounds" – 15-minutes each. Near the end of each round, we will prompt your team to "***drag and drop***" your ***Top 2 Strategic Priorities into the "Best" Folder***. Note: You may choose strategic priority generated by another team if your team thinks it is best (and gets to it first!).

At the end of all four rounds, we will play the music and reconvene as a full group. We will have an opportunity to review the Top Strategic Priorities for each of the four focus areas and take a poll to identify the ***Top Strategic Priorities for Treasure Island***.

Activity 3: "Identifying our Strategic Priorities to Support Treasure Island's 2020 Future:"

Team 1



Team 2



Team 3



Team 4



Andrea: You'll now prioritize some of the ideas you identified in your teams.

Economic Development

1. Economic Development

- 1.1. technology
- 1.2. traffic patterns
- 1.3. boating access
- 1.4. public transportation
- 1.5. long-range development plan
- 1.6. architectural identity
- 1.7. dining variety
- 1.8. unifying logo (dolphin)
- 1.9. city bikes
- 1.10. Dinner Theater
- 1.11. Parking garage
- 1.12. Upscale Resort
- 1.13. Pedestrian friendly
- 1.14. Night life
- 1.15. Beach oriented activities and festivals
- 1.16. Transportation hub/connector to St Petersburg downtown
- 1.17. Marathon
- 1.18. Better quality stores
- 1.19. Safe pedestrian overpasses on Causeway and Gulf Blvd
- 1.20. Community Promotion
- 1.21. downtown



2. Best

- 2.1. Mixed use downtown
- 2.2. Resort Class Hotels
- 2.3. themed long-range development plan
- 2.4. Waterfront promenade
- 2.5. Boating Access & Water Taxis
- 2.6. Arts Focus Community
- 2.7. Tax incentives for new businesses
- 2.8. Beachfront redevelopment

Audience: Number 4 is the waterfront area where the Fire, Police and Sanitation departments are. Move those to the city park area.

Audience: Is this where the height development comes in?

Andrea: I think that would fall under Land Use.

Choose the Top 3 Economic Development Strategic Priorities for Treasure Island

1. Mixed use downtown – 33%
2. Resort Class Hotels – 15%
3. themed long-range development plan – 14%
4. Waterfront promenade – 11%
5. Boating Access & Water Taxis – 5%
6. Arts Focus Community – 3%
7. Tax incentives for new businesses – 8%
8. Beachfront redevelopment – 12%

Environmental Preservation & Natural Resources

3. Environmental Preservation & Natural Resources

- 3.1. clean beaches
- 3.2. bury electric wires
- 3.3. green space on roofs
- 3.4. Sea life habitat
- 3.5. Landscaping
- 3.6. Green space
- 3.7. Storm water discharge
- 3.8. Eco-friendly transport infrastructure
- 3.9. Preserving the Green spaces
- 3.10. Encourage tree planting
- 3.11. more trash containers on beach
- 3.12. More frequent trash pick up - Thematic garbage cans



4. Best

- 4.1. sewage treatment upgrade
- 4.2. Palm trees on the beach
- 4.3. Beach renourishment
- 4.4. Xeri-scaping landscaping & sustainable/green philosophy
- 4.5. solar energy for city and residences
- 4.6. Continued beach enhancement/preservation
- 4.7. eco-friendly ordinances
- 4.8. Encourage & build safe pedestrian and biking opportunities
- 4.9. Beach raking & cleaning

The group combined 2, 3, 6 and 9 in the original list.

Choose the Top 3 Environmental Preservation & Natural Resources Strategic Priorities for Treasure Island

1. sewage treatment upgrade – 18%
2. xeriscaping landscaping & sustainable/green philosophy – 13%
3. solar energy for city and residences – 12%
4. Continued beach enhancement/preservation/ Beach raking & cleaning / Beach renourishment/ Palm trees on the beach – 26%
5. eco-friendly ordinances – 8%
6. Encourage & build safe pedestrian and biking opportunities – 24%

Land Use

5. Land Use

- 5.1. Boardwalk/promenade
- 5.2. burying wires
- 5.3. relocating municipal services to community center park
- 5.4. concessions on beach trail
- 5.5. Enhance and Maintain City Parks
- 5.6. Mixed use zoning downtown
- 5.7. Town Square



6. Best

- 6.1. Judicious Changes to Height Restrictions
- 6.2. mixed used downtown and waterfront
- 6.3. overhaul zoning restrictions
- 6.4. Municipal Parking Structure
- 6.5. limited area plan exempt from height and density restrictions for resort development
- 6.6. close 107th to traffic and create a downtown driving loop
- 6.7. boating access to downtown commercial areas
- 6.8. Concert facility -open air

Audience: What is a judicious change to height restrictions?

Audience: The idea was that the height restrictions along Gulf Boulevard could be changed, not so it looks like Sand Key, but we have some variability in heights. That would encourage some resort development and address #2 as well.

Audience: If you have some zones within the city, there might be some flexibility there. For example, downtown and maybe the north end of town.

Choose the Top 3 Land Use Strategic Priorities for Treasure Island

1. Judicious Changes to Height Restrictions – 16%
2. mixed used downtown and waterfront – 24%
3. overhaul zoning restrictions – 5%
4. Municipal Parking Structure – 13%
5. limited area plan exempt from height and density restrictions for resort development – 20%
6. close 107th to traffic and create a downtown driving loop – 8%
7. boating access to downtown commercial areas – 10%
8. Concert facility -open air – 4%

Other

7. Other

- 7.1. Fishing Pier
- 7.2. encourage sunset activities on beach - coin operated fire pits
- 7.3. Wave machine
- 7.4. Bike connection to Pinellas Trail
- 7.5. Pedestrian Overpass
- 7.6. Crosswalk Safety Lighting
- 7.7. Municipal Marina
- 7.8. Trail for Treasure
- 7.9. New Fun Center/Minigolf?
- 7.10. art center
- 7.11. sand castle
- 7.12. under ground pedestrian crossing
- 7.13. free city wi-fi
- 7.14. A Miracle
- 7.15. Gulf Blvd Beautification
- 7.16. Civility and cooperation among all parties



8. Best

- 8.1. Municipal bond to help fund projects
- 8.2. Town Square
- 8.3. Underground Utilities
- 8.4. Gulf Blvd Beautification/Undergrounding
- 8.5. National Ad campaign to promote tourism
- 8.6. dog park
- 8.7. Public Transportation to Downtown St Pete
- 8.8. snorkles for underground crossing
- 8.9. Incentivize national franchise business to open here

Audience: Numbers 3 and 4 are different – Number 4 is only for Gulf Boulevard, number 3 is for the area.

Choose the Top 3 Other Strategic Priorities for Treasure Island

1. Municipal bond to help fund projects – 21%
2. Town Square – 17%
3. Underground Utilities – 11%
4. Gulf Blvd Beautification/Undergrounding – 14%
5. National Ad campaign to promote tourism -12%
6. dog park – 5%
7. Public Transportation to Downtown St Pete – 14%
8. snorkles for underground crossing – 0%
9. Attracting national franchises – 7%

Audience: How is the voting counted?

Andrea: The votes are weighted – the number you press first gets the most weight.

Audience: Is there a way to know the number of people that voted for a particular item?

Andrea: We'll make a note to try to determine that calculation.



Closing:

Andrea: How do you feel about the work you did this morning? Do you feel like you got a lot done and had meaningful outcomes?

The audience nodded "yes" and clapped. They also viewed a sample Real Time Record.

Audience: How many people heard about today's meeting? How did you find out?

Civic associations, TV, word-of-mouth.

Andrea: This Real Time Record will go in the visioning section of the City's web site. Everything that you did today will be included.



Audience: I believe there is a city-wide mailer going out to all the residents before our next meeting on November 3. There is another meeting on the 30th. If you will, tell your friends and neighbors and help us spread the word.

Audience: If we were here today, does that mean we can't come back and vote next time?

Mary: I believe there will be different questions and ideas and I want to welcome anyone who wants to come.

Andrea: Let's let George talk about his pictures.

George: On the right side, you have the headlines with the subjects you covered. On the left side are the strategic priorities.



Oct. 30, 2010 Community Visioning Participants

	Print Name
1	Patti Velasco
2	Dennis Velasco
3	Dominique Reiter
4	Mitchell Shankman
5	GLORIA HITE
6	Adrian Marullier
7	PAUL SHANN
8	Cynthia Faulhaber
9	GAIL & LES BYRNE
10	BERNARD J. DOBENTZ
11	MARIE LORENZ
12	JOE MANNING
13	Gail Caldwell
14	BARBARA KIRKCONNELL
15	Phil Collins
16	Phyllis Abbott
17	HANIE MATTIA
18	Tony Lotoczny
19	BOB SANKANICK
20	ED GAYTON
	HEIDI HORAK
	Print Name
1	FRANK & GLINY McCONNELL
2	RICHARD DOWLING
3	Reid J. Luebard

Audience: All the refreshments were given to this committee by Publix.

Andrea: You have done a terrific job today, thank you for your commitment to the future of Treasure Island.