



# North Trail Redevelopment Partnership

Meeting Minutes of February 8, 2018

## **I. Introduction**

## **II. Minutes**

- a. Meeting Minutes of January 11, 2018, approved

## **III. Report from Board or Executive Committee**

- a. North Trail Overlay District (NTOD) Extension
  - i. Proposed sunset date extended to five (5) years or until form-based code is adopted
  - ii. Presentation to Planning Board
    - 2<sup>nd</sup> Wed in March at 6:00 pm
  - iii. City Commission vote in April

## **IV. Subcommittee Reports**

- a. Parks Committee
  - i. North Water Tower Park Update

## **V. Presentation/Discussion**

- a. Office of Economic Development (Steve Stancel)
  - i. Discussion of new City of Sarasota Economic Development Office encompassing all of Sarasota
  - ii. \$9 million in TIF funds available; with 1.27 million unallocated this year
  - iii. Currently putting plan together for City Commission approval
    - Suggesting allocation of \$75,000 - \$80,000 towards North Trail Redevelopment
  - iv. Discussion of funds specifically allocated to the North Trail
  - v. Discussion of advantage of conducting Economic Study/Survey of North Trail vs an action-oriented program
    - Discussion of economic model (consultant) for North Trail
      - a. Study/Action Plan
      - b. Overall Connectivity/Big Picture
  - vi. Other Ideas:
    - Business Assistance grants of up to \$40,000 (50/50 match)
    - Business Grants for signs (50/50 match)
    - Storefront Grants
  - vii. Discussion of Marketing of North Trail

- Developing an ad campaign via TV, newspaper, etc.
- Private/public partnership
- viii. Discussion of Mobility Fees
  - Currently \$30,212 per 1,000 sf for new businesses
  - As fees cannot be reduced, discussion of establishing a “Mobility Fund” to subsidize fees for new businesses along the North Trail
- ix. Agreed to develop list of incentives for North Trail
  - Ideas should be emailed to Teresa Wyer ([twyer@freedomsenior.com](mailto:twyer@freedomsenior.com)) to be included in Study
- x. Discussion of North Trail stigma
  - Discussion of need for “brand name”
  - Discussion of need for North Trail as a destination (look outside the box)
- b. Placemaking/Unique Identity of Trail
  - i. Discussion of creating Marketing for the Trail
    - Stigma has been reduced over the past eight (8) years
    - How do we get the message out?
    - Creation of identity like St. Armand’s or South Side Village
    - How to retain the identity of the North Trail or its enhancement
  - ii. Discussion of potential for investors
    - Enhancement of signs
    - Revitalization and enhancement
  - iii. Discussion of Name
    - As part of the City’s Wayfinding, we named ourselves the “Cultural District”
    - Need to consider our identity over the next several years
    - Suggestion of the “Ringling District”
    - Discussion of starting with our assets such the Ringling College, New College, Ringling Museum, Wicked Cantina, The Reserve, etc.
    - Discussion of “brand” name as an incentive or making one feel good
  - iv. Discussion that the reduction of crime needs to be communicated
  - v. Task Force
    - The North Trail has come a long ways in ten (10) years: we started as hope and now we are optimistic
    - Let’s create a “brand” identity for the North Trail
    - Discussion of the North Trail as “bohemian” a bridge between poor and rich neighborhoods
    - Discussion of Public Relations Committee and PR as a main goal going forward
    - Need more people to be involved (able to meet at least once or twice a month and report back to the NTRP general group)
    - Discussion of “organic” growth supported by locals
    - Solicitation of ideas

Next Meeting: March 8<sup>th</sup>, Center for Arts & Humanity

- Opportunity to name ourselves with the two (2) roundabouts going in
  - a. Discussion of naming our section of US 41 (i.e. “The Broadway”)
- Discussion of changing the perception of the North Trail with a whole bunch of little ads (quiet and slow)
- Discussion of full page ads (SHT, Observer, etc.) weekly, monthly, etc., with article on North Trail businesses with specials, events (i.e. “bring the people to the North Trail”).
- Jay Patel will reach out to the Colleges
- All requested to bring ideas to the next NTRP meeting (March 8<sup>th</sup>)
  - a. Ideas for Economic Redevelopment
  - b. Identity for North Trail

**VI. Old or New Business Topics**

**VII. Announcements**

- a. IBSSA Art Festival March 3<sup>rd</sup> (see attached flyer)
- b. Next meeting: March 8<sup>th</sup> at Center for Arts & Humanity

**VIII. Visitor Input**

**IX. Adjourn**

Next Meeting: March 8<sup>th</sup>, Center for Arts & Humanity