



Downtown Sarasota Condominium Association

2015 Operations Plan

**Approved by the DSCA Board of Directors
June 3, 2015**

DSCA Operations Plan for 2015

Table of Contents

Table of Contents	2
Executive Summary	3
Introduction	3
Background	3
Mission.....	3
Purpose.....	3
Organization Overview	4
Educational & Informational Services	5
Marketing Communications Summary	5
Financial Projections Summary	5
Strategic Goals and ACTIONS	6
Education & Communications Plan	7
Marketing Communications Tools.....	7
2015 Educational Event Planning:.....	7
Member Support Plan	9
Membership Classes	9
Membership Fee Structure	10
Strategic Liason RELATIONSHIPS.....	11
Community Associations	11
Strategic Partner Organizations.....	11
Governmental.....	11
Financial Plan.....	12
Financial Projections	12
Sources of Funding	12
Discussion of Projected Revenue.....	12
Discussion of Projected Expenses.....	12
Discussion of Projected Cash Flow & Balance Sheet.....	12
2015 Detailed Budget.....	13
Outsourced Service Providers	14
ATTACHMENT A - DSCA Members	15
ATTACHMENT B - DSCA Board of Directors & Officers	16
ATTACHMENT C - DSCA Coverage Area	17

DSCA Operations Plan for 2015

EXECUTIVE SUMMARY

Introduction

The **Downtown Sarasota Condominium Association (DSCA)** is a non-profit membership organization made up of condominium associations in downtown or in proximity to downtown Sarasota. The DSCA is member-funded, operating under U.S. IRS classification as a 501(c)(4) – social welfare organization. The primary membership of DSCA are the condominium associations which subscribe to the purposes of DSCA. The DSCA also allows for non-voting associate memberships for any institution, association, business or individual who subscribes to the purposes of DSCA. All membership applications are submitted for approval by the DSCA Board of Directors.

Background

In 2005, the **Bayfront Condominium Association Inc.**, which was incorporated in the State of Florida in 1998, adopted Articles of Incorporation to establish the name of Downtown Sarasota Condominium Association under which to conduct the Association's business. The name change more accurately reflects its membership and the wider geographic area that comprises the interests of residents for a vibrant and safe downtown Sarasota.

The DSCA member condominiums represent over \$870 million in property value. The total of all downtown condo property value exceeds \$1.39 billion. The total downtown condo property value is over 13% of the total City of Sarasota property value base (\$7.28 billion) and approximately 60% of the residential and commercial property within the Downtown Community Redevelopment Agency (CRA) designated area (\$1.67 billion).

Mission

The mission of DSCA is to actively advocate for the collective interests of its members. In doing so, it will seek to identify important community issues which have a bearing on the lives of the residents of its Member condominium associations.

Purpose

The purposes for which DSCA is organized are as follows:

- A. To encourage beautification of the Downtown Sarasota area and of member condominiums and to work for the preservation and maintenance of the Downtown community including its marine and upland parks and open spaces.
- B. To provide commentary on proposed ordinances relating to land use, zoning, traffic planning and control, pedestrian mobility, parking and safety or other issues that affect the Downtown community.
- C. To work in cooperation with local law enforcement agencies on crime control, motor vehicle, boating and pedestrian safety issues in Downtown Sarasota.

DSCA Operations Plan for 2015

- D. To promote a unified effort of its membership with regard to proposed state legislation, county or city ordinances or actions of governmental agencies that affect the Downtown community.
- E. To provide input on the marine and upland environmental issues in the Downtown area.
- F. To initiate or participate in activities such as community surveys, traffic studies, fund raising, community and cultural events, and such other pursuits that the Board of Directors may have reasonably determined will enhance the experience of living in Downtown Sarasota.

Organization Overview

DSCA is organized with a Board of Directors comprised of three (3) to twenty (20) elected Directors with voting rights on Board matters. The current list of condominium members is found in Appendix A. The current list of 13 Board Directors and officers is found in Appendix B.

The Board can form committees as needed, and has agreed to establish committees to align with the annual goals of the organization. The standing committees include:

- **Executive Committee** – This is a standing committee that includes the officers of the organization (President, Vice President, Secretary, Treasurer, Presidents Emeritus). It is the prime group to carry out the advocacy role of the organization, especially in interfacing with the City of Sarasota and City Commission.
- **Education & Outreach Committee** – This is a standing committee to plan and organize educational forums and other related events to address key issues important to our members.

The ad hoc committees that are formed to advance specific annual goals include:

- **Homeless Committee** – This is an ad hoc committee targeted to work with the City of Sarasota staff and other local organizations to support efforts to reduce the impact of the homeless population in Sarasota.
- **Greenspace Committee** – This is an ad hoc committee to focus on issues related to the green spaces, public parks, and public art in downtown Sarasota.
- **Transportation Committee** – This is an ad hoc committee to focus on issues related to multi-modal transportation, traffic, signage and pedestrian access in downtown Sarasota.
- **Safety Committee** – This is an ad hoc committee to focus on programs to enhance the safety of downtown residents and to work closely with the Sarasota Police Department and any other organizations to effect these programs.

DSCA Operations Plan for 2015

Educational & Informational Services

Additional educational and information services are planned to be developed based on the results of a review of the needs of the condominium members. These will be designed to assist members in being informed of timely developments in the downtown Sarasota area, as well as providing the members with opportunities to voice their needs and concerns. DSCA will host at least four member forums in 2015, and will co-sponsor other educational events with other organizations as appropriate. These activities will be led by the Education and Outreach Committee.

Marketing Communications Summary

DSCA will re-activate the previously used website and update it with information on current members and events. DSCA will evaluate the cost and benefits of utilizing a public relations communications and social media professional to help create frequent newsletters and other social media information updates. DSCA will keep its membership informed on progress of DSCA events and highlight the contribution of DSCA liaison organizations through newsletters, member forums and the annual meeting. DSCA will communicate with members and external stakeholders primarily through the member contact email lists maintained in the ConstantContact online service.

Financial Projections Summary

Revenue is projected to increase from \$ 1,800 in 2014 to \$ 2,400 in 2015. Expenses are projected to be \$ 3,400 in 2015. Cash on hand is projected to decrease from \$ 5,000 to \$ 4,000 by the end of 2015.

DSCA Operations Plan for 2015

STRATEGIC GOALS AND ACTIONS

The DSCA seeks the continued support of its members as it pursues an active agenda to make sure the voices of its members are heard. The following goals and actions are used to guide the activities and resources described in more detail in this Business Operations Plan.

GOAL #1: Build and support alliances with other organizations and agencies that have similar missions and goals to improve the experience of living and visiting Downtown Sarasota. These activities will be led by the Executive Committee, with events organized by the Education & Outreach Committee.

Action 1.1: Seek to identify events and activities that can be carried out with other liaison organizations.

GOAL #2: Continue support of efforts that address the reduction of the impact the homeless population has on the residents, visitors and tourists who live and frequent Downtown Sarasota. These activities will be led by the Homeless Committee.

Action 2.1: Support the City of Sarasota's efforts to implement a comprehensive plan for people without homes.

Action 2.2: Continue with educational efforts and public forums to provide information on the status of activities to address the homeless issue occurring within the City and County of Sarasota.

GOAL #3: Improve the maintenance of green space, public parks, public art, pedestrian access throughout the downtown area and signage for information and directions. These activities will be led by the Greenspace & Transportation Committee.

Action 3.1: Monitor the work of the City Parks, Recreation & Environmental Protection (PREP) Advisory Board, and the Public Art Committee; and advise the Board on relevant issues or opportunities.

Action 3.2: Work with other organizations to improve pedestrian access throughout the greater downtown Sarasota area.

GOAL #4: Work with the Sarasota Police Department (SPD) on programs to enhance safety in Downtown Sarasota. These activities will be led by the Safety Committee.

Action 4.1: Prepare a list of SPD officers assigned to the different policing zones in the DSCA coverage area.

Action 4.2: Encourage the DSCA member condominium associations to schedule meetings with the assigned SPD officers to discuss issues of importance to their residents.

DSCA Operations Plan for 2015

EDUCATION & COMMUNICATIONS PLAN

Marketing Communications Tools

DSCA will maintain its website (<http://www.downtownsarasotacondoassoc.com/>) as a primary communications channel of information to the general public. DSCA will continue use of the **ConstantContact** online tool for outbound communications of meetings and events.

2015 Educational Event Planning:

The Educational Communications functions will include the following public forums in 2015.

2015 DATES	EVENT TOPIC	SPEAKERS	VENUE
Feb. 19	DSCA & DSA event: Meet City Commission Candidates for District 2 Election	<ul style="list-style-type: none">• Peter Fanning, Moderator• Liz Alpert• David Morgan• Eileen Normile	Church of the Redeemer
Mar. 25	DSCA Annual Member Meeting and Forum on People Without Homes	<ul style="list-style-type: none">• Peter Fanning, Moderator• Tom Barwin, City Manager, City of Sarasota• Bernadette DiPino, Chief of Police, Sarasota Police Department• Ethan Frizzell, Major, Salvation Army Sarasota• Leslie Loveless, Executive Director, Suncoast Partnership to End Homelessness• Kevin Cooper, Greater Sarasota Chamber of Commerce	Herald Tribune Community Room
May 22	MPO Transportation Focus Group	<ul style="list-style-type: none">• Roger Barry, Moderator• Michael Maholtz, MPO• Colleen McGue, MPO	Greater Sarasota Chamber of Commerce
August	Sarasota Mobility Plan Forum	Ryan Chapdelain, NDS Alex DavisShaw, City Engineer Karin Murphy, Urban Design Studio	?
September 12	Electric Vehicle Charging in Multi-Unit Dwellings Workshop – organized by National Drive Electric Week planning committee	Helda Rodriguez, President, NovaCharge Anne-Louise Seabury, Manager EV, FPL Lee Hayes Byron, Director Sustainability, Sarasota County Stevie Freeman-Montes, City of Sarasota	Mote Marine

DSCA Operations Plan for 2015

2015 DATES	EVENT TOPIC	SPEAKERS	VENUE
October	Brain Health & Memory Care	Michael Mullan, CEO, Roskamp Institute Nicci Kobritz, CEO, Sci-Brain TBD, Sarasota Memorial Hospital ???	?
November	DSCA Semi-Annual Member Meeting and Forum on Aging in Appropriate Places	Don Fitts, Cornerstone LifeCare ???, ITNSarasota ???, Hearing Loss Assoc. of America (S-M) ???, Mobile Healthcare Systems	?

DSCA Operations Plan for 2015

MEMBER SUPPORT PLAN

The DSCA President and Treasurer will continue to provide member support services. This includes:

- Answer inquires about membership (via email, web and telephone); provide information to prospective members; update FAQs on DSCA’s public website as needed
- Distribute membership agreements to prospective members, process applications
- Handle member renewals and payment follow-up
- Provide monthly membership activity reports
- Track and follow up on new member dues receivables
- Set up and manage member organizations on the DSCA website

Membership Classes

DSCA has two classes of membership, Condo Association Members and Associate Members. Following are the privileges allocated to these two classes of membership.

<u>Privileges</u>	<u>Membership Class</u>	
	<i>Condominium</i>	<i>Associate</i>
<u>Voting & Governance</u>		
Right to be a candidate for Board of Directors	X	
Vote for Board of Directors	X	
Nominate Candidates for Board of Directors	X	
Vote on general issues presented to the membership	X	
Number of votes per membership	1	
Observe Board of Directors Meetings	X	X
Access to Board materials	X	X
Number of representatives per Condominium Association membership (but only one vote per Condominium membership)	3	1
<u>Participation</u>		
Right to be a candidate for a Member committee chair election	X	
Right to be appointed to a Member committee	X	X
DSCA Workspace Online Account (Members Only)	X	X
<u>Marketing & Materials</u>		
Condominium name & photo inclusion on DSCA website	X	
Use of DSCA member logo (within guidelines)	X	
Membership recognition on DSCA website	X	X
Discounted Membership meeting & conference registration	X	X
Complimentary DSCA publications	X	X
Receive government and community updates	X	X
Receive DSCA newsletter	X	X

DSCA Operations Plan for 2015

Membership Fee Structure

The DSCA Membership Fee Schedule is designed to keep fees low for condominium associations and associate members. The current 2015 annual fee for membership is:

Condominium	\$100 per year
Associate	\$75 per year

DSCA Operations Plan for 2015

STRATEGIC LIASON RELATIONSHIPS

DSCA currently has the following organizational relationships.

Community Associations

These community liaisons are established through membership agreements or other participatory relationships.

- Sarasota Coalition of City Neighborhood Associations (CCNA), member since 2008
- Downtown Sarasota Alliance (DSA), member since 2011
- Sarasota Bayfront 20:20, Stakeholder since 2014

Strategic Partner Organizations

DSCA maintains informal relationships with these community organizations in order to coordinate events and activities to benefit DSCA's members and supporters.

- Sarasota Downtown Improvement District (DID)
- The Greater Sarasota Chamber of Commerce
 - Assignment Downtown Council
- Sarasota Downtown Merchants Association (SDMA)

Governmental

DSCA closely follows the agendas of these governmental organizations to benefit DSCA's members and supporters.

- City of Sarasota Commission & appropriate Advisory Boards
- City of Sarasota staff & their departments
 - City Manager & City Deputy Manager
 - City Auditor and Clerk
 - City Attorney
 - Sarasota Police Department
 - Neighborhood and Development Services
 - Parking Operations Division
 - Public Works

DSCA Operations Plan for 2015

FINANCIAL PLAN

Financial Projections

The following is a summary of the past two years (2013, 2014) actual financials and 2015 budget.

(USD)	2013 Actual	2014 Actual	2015 Budget
Income	\$1,600		\$2,400
Operating Expenses	\$2,015		\$3,400
Net Income	(\$415)		(\$1,000)
Cash on Hand	\$4,054	\$5,000	\$4,000

Sources of Funding

DCA's primary source of funding is from membership fees.

Discussion of Projected Revenue

DSCA funding from condominium membership is just over \$2,000 annually. As the level of communications channels is increased, DSCA may be able to attract more condominium associations to join/re-join DSCA and increase the annual fees collected to over \$3,000 per year.

Discussion of Projected Expenses

DSCA expends funds for maintenance of its website and use of electronic newsletter distribution lists. DSCA also uses the funds to organize and promote events sponsored by DSCA and occasionally partner with other liaison organizations in sponsoring events of interest to DSCA members. Possible other uses of funds could include the hiring of an online social media professional to help promote DSCA's work through electronic media and to get news placement in traditional print and online news outlets (e.g. Herald Tribune, Sarasota Observer).

Discussion of Projected Cash Flow & Balance Sheet

Cash on hand is projected to decrease from approximately \$5,000 at the end of 2014 to approximately \$4,000 by the end of 2015. This will enable the organization to spend some of its cash reserves on building up its communications channels to keep members better informed on community issues.

DSCA Operations Plan for 2015

2015 Detailed Budget

Budget Items (USD)	2015 Budget
Condominium Membership Fees	\$2,300.00
Associate Membership Fees	\$100.00
Event Revenue	\$0.00
Income Subtotal	\$2,400.00
Information Technology	
• Website Setup	\$500.00
• Website hosting fee	\$300.00
• ConstantContact (online newsletter)	\$168.00
• Social Media Professional	\$500.00
<input type="checkbox"/>	
Administrative (postage, printing)	\$500.00
Memberships in Other Organizations	
• DSA Annual Membership	\$300.00
• CCNA Annual Membership	\$20.00
<input type="checkbox"/>	
Event Sponsorships	
• ?	\$1,000.00
Miscellaneous	\$112.00
Operating Expenses	\$3,400.00
Net Income	(\$1,000.00)
Cash on Hand	\$4,000.00

DSCA Operations Plan for 2015

OUTSOURCED SERVICE PROVIDERS

Following are the current outsourced service providers providing various types of services for DSCA.

Finance & Accounting Service Provider

- Cavanaugh & Company, LLP

Information Technology Service Provider

- SiteSpring, Inc., Sarasota, FL
- Constant Contact

Marketing Communications Service Provider

- None

Event Management Service Provider

- Mary Kenealy Events

DSCA Operations Plan for 2015

ATTACHMENT A - DSCA MEMBERS

Downtown Sarasota Condos

Condo Name	Addresses (Sarasota, FL 34236)	# Units
1350 Main	1350 Main St.	134
Bay Plaza	1255 N. Gulfstream Ave.	100
Broadway Promenade	1064 N. Tamiami Trail	165
Burns Court Enclave (Villas)	562 S. Palm Ave. (Oak St, Selby Ln)	23
Condo on the Bay	888-988 Blvd. of the Arts	300
Embassy House	770 S. Palm Ave.	69
Gulfstream Towers	33 S. Gulfstream Ave.	69
Kanaya	505 S. Orange Ave.	35
La Bellasara	464 Golden Gate Point	28
Lawrence Point	97,99,101 Sunset Dr.	40
Marina Towers	1233 N. Gulfstream Ave.	44
Marquee En Ville	235 Coconut Ave.	29
One Watergate	1111 N. Gulfstream Ave.	104
Plaza @ Five Points	50 Central Ave.	52
Regency House	435 S. Gulfstream Ave.	80
Ritz Carlton Residences	1111 Ritz Carlton Drive	47
Rivo at Ringling	1771 Ringling Blvd.	105
Royal St. Andrew	555 S. Gulfstream Ave.	55
St. Regis	301 S. Gulfstream Ave	13
Sarabande	340 S. Palm Ave.	57
Savoy on Palm	401 S. Palm Ave.	24
Sunset Towers	11 Sunset Dr.	62
Tessera	500 S. Palm Ave.	24
Tower Residences at Ritz Carlton	35 Watergate Dr.	48
Versailles	605 S. Gulfstream Ave.	14

DSCA Operations Plan for 2015

ATTACHMENT B - DSCA BOARD OF DIRECTORS & OFFICERS

Name, Position	Condo
Patrick Gannon, President	Condo on the Bay (888)
Graham Edwards II, Vice President	Marque En Ville
Curt Schantz, Treasurer	Rivo
Mary Hale, Secretary	Versailles
Peter Fanning, President Emeritus	Savoy On Palm
John Moran, President Emeritus	Marina Towers
Roger Barry	Sunset Towers
Barbara Campo	Tessera
Art Levin	One Watergate
Michael Normile	Ritz Tower Residences
Bob Pirollo	Broadway Promenade
Bridget Spiess	Ritz Carlton Residences
Ronald Ward	Labellasara

ATTACHMENT C - DSCA COVERAGE AREA

