

MINUTES

**BRADENTON BEACH W.A.V.E.S
WATERFRONTS FLORIDA PARTNERSHIP ENTITY
“TROLLEY UP” SUBCOMMITTEE / PARKING COMMITTEE
KATIE PIEROLA COMMISSION CHAMBERS
CITY HALL
FEBRUARY 11, 2008 2:00 PM**

IN ATTENDANCE: Lisa Marie Phillips, Program Manager; Carl Parks, Subcommittee Co-Chair; Dana Snell; Sissy Quinn; Mayor Michael Pierce; Bob Bartelt; Bob Schubert; David Teitelbaum; Dawn Betts; Pat Gentry; Connie Drescher; Ed Chiles.

PRESS: AMI Sun; Islander

**CALL TO ORDER: 2:05
PLEDGE TO THE FLAG**

A. OLD BUSINESS: “Trolley Up” Campaign & Bridge Street Trolley – Carl Parks reported by reading a prepared report; attached.

- 1. Report from Judy Giovanelli, Re: Anna Maria Island Chamber of Commerce – No Report.**
- 2. Campaign Ideas / Kickoff**
 - Dana Snell proposed an audit of trolley stops, so that all can be outfitted with “maps.”
 - Ed Chiles proposed a utilization log for the weekend trolley that runs to the beach from the 75th & Manatee Park’N’Ride.
 - Create “Trolley up” webpage; provide links to area businesses
 - Prepare a packet for area businesses that will include MCAT collateral, a letter on how to “sell” the campaign, possible “trolley up” window cling.
- 3. Assignment of Duties: Who will contact other cities? Who will represent us to the County?, etc.?**

The following were identified as steps to accomplishing this task:

- Collect collateral from County
- Design logo!
- Develop window clings for storefronts
- Prepare packets for retailers, etc., to include: a letter outlining goals and staff “training/sales” techniques, a window cling, collateral materials, area business discount coupons
- Develop a webpage; businesses should include the link on their websites
- Ask TDC for help with funding

LMP Duties: Call Randy Beckwith, Marketing Coordinator with MCAT; collect collateral, etc.; ask for assistance. Ask local artist for help with “Trolley up” logo; develop letter for packets; develop webpage. Will introduce as commission item on March 6, 2008; will go to other cities?; will try to get on TDC agenda.

Members’ Duties: Attend county commission meeting! **Start talking up campaign at any opportunity.**

4. Open discussion regarding this issue only. All discussion noted above.

B. NEW BUSINESS:

1. Wayfinding/Signage: Pat Gentry & Connie Drescher – this project also includes Bob Bartelt.

Ms. Gentry identified existing parking signs within the CRA and passed around a map asking members for their input. A reiteration of description of small, easily identifiable signs for free parking/trolleys; must redo sign at City Hall (too confusing).

2. Set Responsibilities – N/A

C. SET NEXT MEETING & AGENDA: TBD

ADJOURN

Respectfully Submitted by Lisa Marie Phillips