

SIESTA KEY COALITION

20 November 2020

Since the last e-blast, the members of the Siesta Key Coalition have continued to develop their opposition to the proposed 8-story, 170-room hotel on the south end of Siesta Key Village. They are also monitoring two other hotel projects, one in the Stickney Point Area and the other at the site of the existing Siesta Key Beach Resort on Ocean Boulevard. All three hotels will require amendments to and variances from the regulations enabled to protect the Barrier Islands.

The current focus of the Coalition is to expand the base of support for our group, on Siesta Key and throughout Sarasota County; to develop new talking points; and to prepare to engage in the public review and approval process in the weeks ahead. Several new owner groups have joined the Coalition, including the Siesta Isles Association and the Terrace East Condominium. If you live in a neighborhood or condominium, please connect us with your Association representative(s) to discuss joining us. You can e-mail us at SKCoalition@gmail.com.

On December 3rd, Mark Spiegel of the SK Coalition will give an update on our hotel opposition efforts and some new considerations at the SKA's Monthly Meeting. The meeting will be at the St. Boniface Episcopal Church on 5615 Midnight Pass from 4:30 pm to 6 pm. Everyone is welcome.

In the last few weeks the Siesta Key Coalition has continued to advance the case for opposing the project:

- The SK Coalition formalized the Mission Statement for the group and clarified that: "We strongly favor economic growth on Siesta Key, but not at the cost of so many adverse consequences, or if it involves revising and circumventing existing protective policies, regulations, and codes. The full text can be found on the coalition webpage at www.siestakeyassociation/projects/sk-coalition/.
- The Coalition sent a letter to the developers' representative, expressing opposition to the Siesta Village Hotel, and strongly encouraging them to consider alternate plans for the site, compliant with their "by-right" zoning.
- We are encouraged by the numerous letters of enquiry and support received at the Coalition e-mail account (SKCoalition@gmail.com). Keep them coming!

Our diligent efforts resulted in significant media coverage:

- The Sarasota Herald-Tribune has weighed in with an article by Timothy Fanning, "Developers look skyward on Siesta"; an Editorial on the Opinion Page, "This is no time for castles in the sand"; and a cartoon a few days ago was an amusing "Siesta Key's Very First Developer to Hit Paydirt".
- The Sarasota Herald Tribune also published a letter from Mark Spiegel "Protect the charm of Siesta Key" on The Opinion Page.
- The Sarasota Observer by Brynn Mechem, "Resident's worry hotel proposals will change Siesta"
- Rachel Brown Hackney published "Condo Council members strongly opposed to hotel plans" in the Sarasota News Leader 13 November edition.
- See links to these articles on www.siestakeyassociation/projects/sk-coalition/.

The Coalition has organized around two committees: a Core Leadership Committee, chaired by Mark Spiegel, and made up of the original grass-roots owner representatives, and a larger Advisory Committee chaired by Catherine Luckner of the Siesta Key Association (SKA). The latter group also includes the leadership of both the SKA and the Siesta Key Condominium Council (SKCC), and representatives of several other Siesta Key associations.