

# Library & Events Center Task Force

March 2, 2018 at 8:00 a.m.  
March 7, 2018 at 8:00 a.m.

Rachel D. Murrah Civic Center • Room "D"  
1050 West Morse Boulevard, Winter Park, Florida



## 1 administrative

- a. Approve minutes
- b. Public Comment

## 2 Informational

## 3 action

- a. Naming and Branding Process

## 4 new business

## 5 adjourn

### appeals & assistance

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"If a person decides to appeal any decision made by the Board with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**Library & Events Center Task Force  
February 21, 2018**

The meeting was called to order at 8:00 a.m.

Members present: Leslie O’Shaughnessy, Tom McMacken and Sam Stark

Staff Members present: Brenda Moody, Troy Attaway, Leif Bouffard, Clarissa Howard and Michelle Neuner

Others present: Sabrina Smith, Executive Director for Winter Park Public Library

**Administrative items**

Sam Stark moved to approve the February 7, 2018 minutes as presented; seconded by Tom McMacken; motion carried unanimously.

**Public comment** – None.

**Informational items**

**a. Develop Naming and Branding Process**

Mr. McMacken noted that on February 12, both he and Ms. Neuner spoke before the City Commission recommending the creation of a sub-committee for the naming of the campus and buildings where recommendation would come before the Commission for approval.

Ms. Neuner advised that the City Commission unanimously approved to have the task force come up with naming opportunities, have a branding expert lead them through that and bring back some recommendations for the City Commission to vote on for the naming of the entire facility.

Ms. Neuner clarified that Evolve, Inc. has been asked to facilitate the branding exercise and assist with the brainstorming sessions to name the campus and create a mission statement. Staff’s goal is to have this exercise completed by the middle of March.

In an effort to assist with the task at hand, staff acknowledged the request to provide informational material related to the visioning exercise produced by the Winter Park Library Association and the first Library Task Force, along with inspirational media from Sir David Adjaye and naming recommendations from the Parks and Recreation Department.

Ms. Neuner informed the members that staff is currently researching the preferred catering options and business models, the schematic design is being finalized and cost estimates are underway.

**The following timeline was established:**

Naming and branding exercise discussion	Schedule for March 7 meeting
Present various business plan models to review (May also have schematic drawings to review) (May also have update from Evolve, Inc.)	Schedule for March 21 meeting
Brainstorming	Schedule for April 4 meeting.

The next meeting was scheduled for March 7, 2018 at 8:00 a.m. at the Rachel D. Murrah Civic Center, 1050 W. Morse Boulevard.

The meeting adjourned at 8:32 a.m.