

Library & Events Center Task Force

March 22, 2018 at 4:00 p.m.

Chapman Room (Room 200) • City Hall Second Floor
401 South Park Avenue, Winter Park, Florida



1 administrative

- a. Approve minutes
- b. Public Comment

2 Informational

3 action

- a. Final Naming and Branding Process

4 new business

5 adjourn

appeals & assistance

"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
March 2, 2018

The meeting was called to order at 8:00 a.m. at the Rachel D. Murrah Civic Center, 1050 W. Morse Boulevard.

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: Mark Calvert, Regina Cargill and Sara Mansfield with Evolve Design Group, Inc.

Public comment – None.

Action item

a. Naming and Branding Process

Mayor Leary opened the meeting and provided a brief overview. It was noted that on February 12 the City Commission unanimously approved to have a branding expert lead the task force through a naming and branding exercise so they can bring back recommendations for the City Commission to vote on. Mayor Leary advised that a local firm, Evolve Design Group, Inc. has volunteered to assist with this exercise.

Mark Calvert, Regina Cargill and Sara Mansfield with Evolve Design Group, Inc. facilitated the naming and branding exercise. During today's meeting, the task force members were directed to provide approximately twelve significant words for each of the four specific topics: future, place, people, and history. Each task force member was then directed to select their top six word choices in an effort for Evolve Design Group, Inc. to prepare and finalize their recommendations which will be presented at the next task force meeting 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 8:43 a.m.

Library & Events Center Task Force
March 7, 2018

The meeting was called to order at 8:00 a.m. at the Rachel D. Murrah Civic Center, 1050 W. Morse Boulevard.

Members present: Tom McMacken and Sam Stark

Members absent: Leslie O'Shaughnessy

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

Others present: Mark Calvert, Regina Cargill and Sara Mansfield with Evolve Design Group, Inc.

Administrative items

Public comment – Terry Bryant thanked the City for allowing any interested party to share their thoughts and creative ideas for consideration.

Action item

a. Naming and Branding Process

Mark Calvert with Evolve Design Group, Inc. distributed the attached document titled "Branding Exercise – Winter Park's New Library & Events Center" which illustrated the task statement, pillars (future, place, people, and history), vision statement and position statement, along with four proposed campus names with mission statements for consideration.

A brief discussion transpired between Mr. McMacken and Mr. Stark regarding the pros and cons with each of the four names presented (Exchange, LENS, Canopy and Deco). In an effort to assist the task force, they requested feedback from Communications Director Clarissa Howard and from a member with the Winter Park Public Library. Ms. Howard provided a brief description as to why she favors "Canopy". Ms. Trish Gallagher, Vice President of Library Board of Trustees explained that "Canopy" was not one of her favorites, but after hearing the reasoning from Ms. Howard, she is thinking about it in a new light. Several members of the audience also provided comments.

A consensus was reached between Mr. McMacken and Mr. Stark that their two top choices would be "Exchange" and "Canopy". They asked Mr. Calvert if he could work on tweaking the narratives by possibly adding additional words such as pavilion and learning; to find another word for event center; to reach out to Ms. O'Shaughnessy today and present both of their top choices for feedback; and then work with the City to setup a final meeting with the task force members prior to presenting to the City Commission. Mr. Calvert acknowledged the request.

The meeting adjourned at 8:44 a.m.