

Library & Events Center Task Force

April 18, 2018 at 8:00 a.m.

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



1 administrative

- a. Approve minutes (February 21, March 2, March 7 and March 22)
- b. Public Comment

2 Informational

- a. Update on Schematic Design and Next Steps
- b. Update on Naming Process

3 action

- a. Review Operating Models

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
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.

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.

Library & Events Center Task Force
March 22, 2018

The meeting was called to order at 4:00 p.m. in the Chapman Room at City Hall, 401 S. Park Avenue.

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

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

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

Administrative items

Public comment – None.

Action item

a. Naming and Branding Process

Mr. McMacken distributed a copy of an aerial photograph of the campus for reference purposes.

Mark Calvert with Evolve Design Group, Inc. summarized the feedback received from the last meeting. They were tasked with making two minor changes: to include the word or some form of the word "learn" into the description and come up with a better name for "events center". Mr. Calvert noted that the alternate name for "events center" provided in this exercise is "venue".

Mr. Calvert distributed the attached *revised* document titled "Branding Exercise – Winter Park's New Library & Events Center" which illustrated the mission statement and logos for "Canopy" and "Exchange" for consideration and feedback. Ms. Mansfield summarized the branding and logo process, presented both options and addressed questions.

Each of the task force members shared their thoughts and opinions with each of the two options presented. Mr. Stark recommended changing "The Fields at the Canopy" to read "Rollins Softball at the Canopy". Favorable consensus was reached by the task force to implement this change.

Several members of the audience were also asked to provide input whereby a majority favored "Canopy".

Discussion ensued regarding the naming of the individual assets within the campus and if further refinement needs to occur now or at a later date. The task force agreed that the best approach would be to perform an inventory of the assets and present each component at a later date, however this may change depending upon City Commission direction.

Following a brief discussion, the task force reached a favorable consensus on the campus name and logo. They recommended to implement Mr. Stark's change as noted above and then present the "Canopy" and "bar logo" to the City Commission on March 26 for approval. A majority of the audience members showed favor to this recommendation.

It was agreed that Mr. McMacken present opening remarks to the City Commission, with Mr. Calvert providing a powerpoint summarizing the overall process and revealing the task force recommendation and then Mr. McMacken offering closing remarks.

The meeting adjourned at 5:13 p.m.