

**CITY COMMISSION WORK SESSION**  
**April 11, 2011**

The work session was called to order by Commissioner McMacken at 2:04 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Kenneth Bradley  
Commissioner Steven Leary  
Commissioner Sarah Sprinkel (arrived 2:17 pm)  
Commissioner Tom McMacken  
Commissioner Carolyn Cooper

Also present:

CRA Director, Dori DeBord  
City Manager Randy Knight  
Deputy City Clerk Michelle Bernstein  
Barb Scherer, Engauge Marketing  
Kristen Zucks, Engauge Marketing

This meeting was a work session with no public input.

Brand identification process for the downtown area

The purpose of this meeting was for the Commissioners to participate and discuss in the brand identification process for Park Avenue and the downtown area.

Engauge Marketing President Barb Scherer and Senior Account Manager Kristen Zucks provided a brief summary on the current two step process they have performed on this project. Ms. Scherer advised that they have reviewed the existing research that was provided to them. They also performed their own insight collections/investigations by gathering information from key stakeholders and different representatives of the Park Avenue area and the CRA on what it is to understand a brand, to be part of a brand and to communicate that brand outwardly. She noted that they held several workshop meetings, in addition to the public meeting that was held last week and this will be the last workshop meeting.

Ms. Scherer then performed several exercises with the Commissioners. In the first exercise she asked each of the Commissioners to share some background information about themselves such as how long they have been in Winter Park, their role and local participation. She noted that this information will help them understand their perspectives and insight.

In the second exercise Ms. Scherer asked the Commissioners several questions pertaining to brand associations and brand development and to provide their first response that comes to mind on a piece of paper so that they would not influence each other with their responses. Afterwards, a brief discussion followed as to why they chose their particular answer.

The third exercise pertained to visualization. Ms. Scherer asked the Commissioners to first work individually and then together to create a visual and word collage consisting of things that they feel are meaningful and that represent Winter Park. The task involved each of them scanning through several magazines, randomly choosing and clipping out specific items they thought would be appropriate. Afterwards, a team effort was taken by the Commissioners and consensus was made as to what specific items would be included in the collage.

In conclusion, Ms. Scherer thanked the Commission for participating in these exercises and providing their input. She noted that they are really starting to see some common themes as to what the brand traits are and the acronyms needed to complete the branding. Ms. Scherer

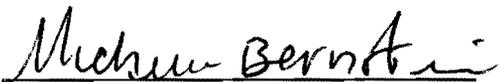
advised that after this week they will move into the brand strategy stage and then into the creative development for brand identities.

CRA Director Dori DeBord explained that this is a 20 week project, which was kicked off in February 2011 and they are looking for a final result in early July.

Commissioner Leary asked if they will be market testing the brand at some point to see if people will be accepting the brand before going full steam ahead. Mayor Bradley said his understanding of Commissioner Leary's concern is that we do not want to create a brand that is introspective, a brand that they like but others do not.

Ms. Scherer explained this item is not part of their current scope. She advised that they could certainly do an additional study once the brand is developed but that would be something they would have to decide on. Ms. DeBord confirmed that would be an extra funded step that they do not have right now but it can be treated as part 2 of the exercise if they agree to that.

The meeting was adjourned at 3:19 p.m.

  
Deputy City Clerk Michelle Bernstein