

**Library & Events Center Task Force**  
**November 8, 2017**

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, Clarissa Howard and Michelle Neuner

Others present: Shawn Shaffer, Executive Director for Winter Park Public Library and Trish Gallagher, Vice President of Library Board of Trustees

**Administrative items**

Assistant City Manager Michelle Neuner asked for approval of the October 25, 2017 minutes. Tom McMacken moved to approve the minutes as presented; seconded by Sam Stark; motion carried unanimously.

**Public comment**

Charlie Williams requested meeting minutes related to the design documentation/decisions for the proposed library events center/parking garage made by the previous library task force so that he can compare it to what was presented at last week's formal design unveiling. Ms. Neuner acknowledged the request.

Terry Bryant commented on the design unveiling presentation, the need for community connectivity, and branding for the events center.

**Informational items**

On behalf of Dan McIntosh, President of Library Board of Trustees, Ms. Neuner emailed and distributed a copy the Winter Park Library's visioning/programming piece. Ms. Shaffer and Ms. Gallagher explained briefly that this is a library focused performance based evolving document for what will be happening inside the library (health/wellness center, business center, etc.) and that something might grow out of their process that they City may want to use. Ms. Howard commented by stating that this project encompasses 2/3 City and 1/3 library; therefore it would make sense in the overall picture to take elements from what the library is creating and incorporate that into the City's messaging/branding/marketing. A majority agreed with Ms. O'Shaughnessy's suggestion that the City should create a similar document for the Event Center.

**a. Provided leases of City owned facilities operated by partners or 3<sup>rd</sup> parties**

Ms. Neuner announced that this information was emailed to the task force members last week per their request. She advised that the City's Budget & Performance Manager, Peter Moore will be present at one of the upcoming meetings in an effort to provide budgetary information for this project and address questions.

**Action items**

**a. Provide input to Commission on Design Concept**

Each task force member shared their excitement with the design concept and agreed that based on the current presentation the City Commission should move forward with the next phase of the project.

Items of concerns mentioned:

- The parking and the fact that it has not been resolved at this stage of the game
- The need to send a clear message within the community clarifying that this project not only entails the library, but that it encompasses a collection of buildings/facilities with many uses on one campus, including a civic center, recreational park/playing fields, etc.

**b. Develop a priority of tasks**

- Sponsorships and Naming
- Operational discussion (roles and responsibilities)
- Communications – unified intentional messaging
- Branding – library, campus, etc.
- Education
- Programming for the entire campus, cross utilization with library & parks
- Park integration (the whole park) – how do these venues work together
- Partnerships, Fundraising, Community Contributions/Participation
- Parking – street parking at surface level or structural building, including operational, revenue, management, day to day, special events
- Leases/contract agreements, arrangements (library/softball, etc.)
- Roof top venue
- Outdoor auditorium
- Community/Neighborhood connectivity

Communications Director Clarissa Howard addressed questions related to the City's role in communicating/messaging with informing the public throughout the entire process and reassured them that this is a priority task for staff.

**A request was made for staff to provide the following:**

- Copy of the City's naming policy
- Copy of the priority tasks list from today's meeting for ranking, in preparation for the next meeting
- Provide an update from the November 13 City Commission meeting regarding their decision on the draft design concept
- The next meeting was scheduled for November 22, 2017 at 8:00 a.m. in the Chapman Room, City Hall, Second Floor

The meeting adjourned at 9:04 a.m.