

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.