

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.