

Library & Events Center Task Force
April 18, 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 and Michelle Neuner

Others present: Shawn Shaffer, Executive Director for Winter Park Public Library

Administrative items

Sam Stark moved to approve the February 21, March 2, March 7 and March 22, 2018 minutes as presented; seconded by Leslie O'Shaughnessy; motion carried unanimously.

Public comment – Shawn Shaffer distributed copies of this month's Library Event Guide. She noted that the library has a great partnership with AARP and their volunteers assisted 1,000+ citizens with their taxes and filed over 810 tax returns.

Informational items

a. Update on Schematic Design and Next Steps

Ms. Neuner advised that on April 9 the City Commission discussed the schematic design package and project budget, resulting in five motions/directives being made, followed by a unanimous approval. Ms. Moody summarized the five motions/directives (see attached April 9 City Commission meeting minutes). Discussion ensued whereby Mr. Attaway and Ms. Neuner addressed questions related to value engineering costs and how it impacts the overall project budget, possible revenue loss if certain amenities are not included in the project (such as the rooftop venue and amphitheater), along with the disruption of services if certain amenities are constructed at a later date in time. Copies of the project budget summary and rooftop rental rate analysis documents were distributed.

During the discussion the task force members relayed that they understand that the City Commission is adhering to fiscal accountability, however they need to hear and understand the business model/revenue side and that the investment made today will bring a continuous revenue stream for years to come.

Ms. Moody and Ms. Neuner advised that the Events Center Rooftop Add/Alternative agenda item will be discussed at the next City Commission meeting on April 23. Ms. Neuner reassured the task force that City Manager Randy Knight will address funding alternatives, income opportunities, return of investment, etc. She also encouraged the task force members to attend so they can share their concerns and recommendations.

Upon request, Ms. Shaffer provided a brief status update on their fund raising activities and said they are anxiously awaiting the campus name so they can move forward. Lawrence Lyman, Development Director of the Library Board of Trustees said they are also awaiting to hear if they need to raise additional funds (in addition to the 2.5 million dollar commitment they originally agreed upon) or not. Ms. Shaffer then asked if the Library Board of Trustees would be able to address the Commission at their April 23 meeting so they can get a better understanding on the funding needed. Ms. Neuner advised them to go before the Commission during the public comment period and request a reconsideration for the library's add alternates. This will allow them to bring new information forward at a future meeting (such as a revenue model, private donation consideration, etc.)

b. Update on Naming Process

Ms. Neuner advised that on April 9, Mark Calvert with Evolve Design Group addressed the branding exercise and presented color palette options for the project to the commission. Ms. Neuner summarized what transpired at that meeting. It was noted that Vice Mayor Weldon spoke about his preference to include the City's logo to identify the facility as a Winter Park facility and that he is willing to support the concept of the Winter Park Canopy with the sub-venue identifications as presented. Commissioner Sprinkel agreed and stated she does not want to be involved in the color scheme. After further comments regarding the inclusion of the City seal, Communications Director Clarissa Howard offered a suggestion to use the colors from our seal and the font used for Winter Park above each Canopy name. Ms. Howard also clarified that the task force is not trying to replace any names of the existing park, facilities or amenities; the Winter Park Library (at the Canopy) will remain as well as the Martin Luther King, Jr. Park (at the Canopy). The City Commission then tabled this item until the next meeting for further discussion.

The task force members then discussed their strategy and what the next steps in the process should be. They agreed that they should be present at all future commission meetings to address any misconceptions or provide clarification on recommendations to be considered. Ms. O'Shaughnessy advised that she will be resigning from the task force due to unforeseen circumstances and would like to submit her comments/recommendations in writing for inclusion at the May 14 commission meeting.

Following a brief discussion, the task force reached favorable consensus on the following recommendations:

- For the City Commission to accept the rooftop study and proceed with full design;
- To consider continuing the design of the raked auditorium;
- To include the amphitheater in design.

Ms. Neuner acknowledged the above recommendations and noted that Mr. Russell with Pizzuti Company will give the presentation, City Manager Knight will address financial alternatives and Mr. Stark will present the task force recommendations.

Action item

a. Review Operating Models

Due to time constraints this item was postponed to the next meeting. Mr. Bouffard acknowledged the request to email them a copy prior to the next meeting.

The next meeting was scheduled for May 2, 2018 at 8:00 a.m. in the Chapman Room, City Hall, Second Floor.

The meeting adjourned at 9:19 a.m.