Present

Staff Present: Clarissa Howard, Craig O’Neil, Kelsi Baker, Lindsey Hayes and Stephanie Silva.

Voting Members Present: Betsy Gwinn, Debbie Komanski, Dina Mack for Ena Heller, Peter Schreyer, Susan Omoto and Susan Skolfield.

Additional Attendees: Barbara Gugel, Jo Marie Hebeler, Leesa Bainbridge, Melody Cortez, Monty Livermore and Rachel Simmons.

Meeting called to order at 9:10 a.m.

Agenda Items

1. Approval of October 17, 2019 minutes
   a. Motion made by Susan Omoto and seconded by Betsy Gwinn. Approved unanimously.

2. Presentation by Sam Stark to discuss the Rollins College project: Innovation Triangle
   a. The alliance members collectively expressed support.

3. Discuss materials needed to prepare for Phase II Strategic Planning scheduled with Diane Mataraza
   a. Discussion about phone call conferences to be held the week of January 13 with each Alliance member and Diane before the strategic planning takes place.
   b. Discussion about deliverables being sent to Clarissa by Friday, December 20.

4. Update on Marketing Budget
   a. Craig discussed the budget items that the Alliance has previously committed to ($12,046) leaving a remaining balance of $17,954.
   b. A motion was made my Susan Omoto not to spend any more money until after the strategic planning session with Diane. The motion was seconded by Debbie Komanski and approved unanimously.
   c. Open discussion in regards to Weekend of the Arts staying for 2020 with possible changes in the upcoming years.

5. Next meeting will be held at the Winter Park History Museum Offices on January 9, 2020.
6. Meeting adjourned at 10:31 a.m.