

**CITY OF TAVARES
SPECIAL CITY COUNCIL MEETING
DISCUSSION OF SPECIAL EVENT**

**June 9, 2010
TAVARES CITY HALL COUNCIL CHAMBERS**

COUNCILMEMBERS PRESENT

ABSENT

Robert Wolfe, Mayor
Lori Pfister, Mayor
Sandy Gamble, Councilmember
Robert Grenier, Councilmember
Kirby Smith, Councilmember

STAFF PRESENT

City Attorney Robert Williams
Nancy Barnett, City Clerk
Tammy Rogers, Director of Community Services
Bill Neron, Economic Development Director

Mayor Wolfe called the Council Meeting to order at 4:00 p.m.

Discussion of Events

Mr. Drury presented the following summary:

Previously the Special Events Horizon Project Team identified a new "Special Event" to add to the three annual special events that the City puts on (Planes/Trains/Barbeque; 4th of July and Light-up Tavares). The additional event would be a recreational boat oriented event and include live music.

Vice Mayor Pfister and Tamera Rogers were appointed to look into the music portion of this new event and Councilmember Kirby Smith and Bill Neron were appointed to look into boating portions and Mayor Robert Wolfe and John Drury were appointed to look into Seaplane portion.

As it relates to Seaplanes, it was determined that they would be encouraged and invited to attend but putting together an air show or seaplane completion event would be reserved for the annual "Planes Trains and Barbeque" event not this boating event.

As it relates to the Boating portion Council member Smith's research determined that

1 October was too late for the boating community (temperature, weather, end of season
2 etc...) and that Labor Day weekend would be a better time frame for a boating event.
3

4 As it relates to the music component Vice Mayor Pfister had developed an October 22nd
5 and 23rd "Harvest Moon on the Lake Dora bayou" concept that would complement a "Fish
6 Fry and Boat Bash" special event with music.
7

8 Should the Council decide that a "Boating Festival" would best be served on Labor Day
9 weekend 2011 an opportunity exists to go forward with the "Harvest Moon on the Lake
10 Dora Bayou" special event focusing more on the food aspects of the event and less on the
11 boat portion reserving the boat aspects for the Labor Day 2011 event. If this is the direction
12 of the Council then Council can re-appropriate the 2010 budget of \$30,000 for music
13 (\$15,000 reserves and \$15,000 sponsorship) and \$10,000 for to the event (\$5,000 reserves
14 and \$5,000 sponsor) for the "Harvest Moon on Lake Dora bayou event and instruct staff to
15 develop a 2011 budget for the Boating event.
16

17 Mr. Drury recommended that Council discuss specifics of the boating event and the
18 Harvest Moon event, appropriate a budget for the Harvest Moon event of the \$20,000 from
19 reserves and the \$20,000 sponsorship and then put in next year's budget the boating event
20 and pick the date for that event for next year.
21

22 He suggested that Councilmember Smith discuss the boating portion and Vice Mayor
23 Pfister the music portion.
24

25 Councilmember Smith said he had done extensive research. He said when the City
26 provides a special event it should mainly be for economic development for the Downtown
27 area. He said he had consulted with the downtown business owners about their slow time
28 and was told it was June, August, and September. He then spoke to local boating
29 businesses and asked their best time to sell boats. He was advised that was March. He
30 said he also contacted the president of the Marine Industry of Central Florida and asked
31 her about doing an event in June, August or September and was advised that it should not
32 be August because that is when the two biggest boat shows in Central Florida occur and
33 that Labor Day is not ideal as that when the boat businesses allow their employees to be
34 off. He said he would like to have 30 days to provide information regarding a
35 recommended date in 2011 for the boat show.
36

37 Vice Mayor Pfister questioned the concept of having boat sales at a recreational boating
38 event.
39

40 Councilmember Smith said a lot of boating events have boating certifications, safety
41 classes, etc. for people attending the event, so it is not considered only "boat sales." It
42 gives boaters other options to get their boats certified and is an economic event for
43 everyone involved.
44

45 Vice Mayor Pfister said she would like to keep the October event but that she would like to

1 keep some aspect of boating. She noted that a lot of time has already been invested in
2 planning the event and that some of the people downtown have invested time and money.

3
4 Councilmember Gamble said he liked the idea of the Harvest Moon in October but that he
5 understood the comments made by Councilmember Smith. He said he would be in favor of
6 having that event without the boating events except for the water taxis.

7
8 Councilmember Smith said he did not mind the Harvest Moon idea; it just did not fit for
9 pleasure boating which is what Council had voted on previously.

10
11 Councilmember Grenier said he would like a signature fall event whether it happened this
12 year or in 2011 to better plan it, but he was waiting for the Horizon Team report.

13
14 Mayor Wolfe questioned if the Harvest Moon event would take away from the community
15 Halloween event being held the following weekend.

16
17 Vice Mayor Pfister said she had spoken with the business owners and most of them were
18 excited about the October event. She said she had also spoken with Mr. Drury about
19 possibly changing the theme every year; i.e. this year would be Harvest Moon with the
20 Cajun theme but next year it could be Harvest Moon over Munich and could be a German
21 theme, etc.

22
23 There was discussion as to the purpose of the workshop. Mr. Drury noted there was an
24 issue with the need to set a date in order to confirm with the bands. He said he believed
25 both events could be done. He discussed two new businesses that opened up recently
26 noting Tavares is being seen as model city for its downtown redevelopment. He reiterated
27 that both events could be done: the boating event in 2011 (after Councilmember Smith
28 recommends the best date) and the Harvest Moon event in October 2010. He said it would
29 mean a signature event would occur every quarter of the year and as long as sponsorships
30 are achieved it will be in the interest of both the downtown business community and the
31 taxpayers.

32
33 Councilmember Grenier said the proposed title for the Harvest Moon includes a boat bash.
34 Mr. Drury said the discussion seemed to suggest that the boating aspect should be
35 removed and emphasis made on the music and food.

36
37 Mayor Wolfe asked for audience comment.

38
39 Roger Kooser

40 .
41 Mr. Kooser spoke in support of both events.

42
43 Denise Laratta

44
45 Ms. Laratta discussed her impressions of Council's decision at the previous meeting. She

1 said she thought the discussion of the last meeting regarding Harvest Moon and
2 recreational boats had to do with residents bringing their boats onto the lake. She
3 questioned the budget implications of having a 5th event.
4

5 Council Discussion
6

7 Councilmember Gamble questioned the impact of hurricane season. He said he still liked
8 the concept of pleasure boating associated with the October event.
9

10 Councilmember Grenier said he had anticipated that the October event would include a
11 boat bash.
12

13 Mr. Drury discussed the staff recommendation. Various titles that would include recreational
14 boating were discussed. Mayor Wolfe suggested "Float in and Fish Fry."
15

16 **MOTION**
17

18 **Sandy Gambled moved to leave the Harvest Moon on the Lake Dora Bayou event**
19 **alone with the activities described in the draft flyer except change the title to "Float**
20 **In and Fish Fry". The motion was seconded was Kirby Smith.**
21

22 Councilmember Smith said he believed this was a rough draft and that the Horizon Team
23 should determine the final name. He said his only concern about the October date was the
24 possible conflict with the Halloween event put on by the Tavares chamber of Commerce.
25 Vice Mayor Pfister said she thought the business owners were not concerned about a
26 conflict since they have indicated an interest in giving sponsorships for this event.
27

28 **The motion carried unanimously 5-0.**
29

30 **Adjournment**
31

32 There was no further business and the meeting was adjourned at 4:57 p.m.
33

34 Respectfully submitted,
35
36
37
38

39 _____
40 Nancy A. Barnett, C.M.C.
City Clerk