

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39

**CITY OF TAVARES
MINUTES OF REGULAR COUNCIL MEETING
OCTOBER 21, 2009
CITY COUNCIL CHAMBERS**

COUNCILMEMBERS PRESENT

ABSENT

Nancy Clutts, Mayor
Robert Wolfe, Vice Mayor
Bob Grenier, Councilmember
Lori Pfister, Councilmember
Norb Thomas, Councilmember

STAFF PRESENT

John Drury, City Administrator
Bob Williams, City Attorney
Nancy Barnett, City Clerk
Lori Tucker, Director of Human Resources
Jacques Skutt, Director of Community Development
Chief Richard Keith, Fire Department
Chris Thompson, Interim Public Works Director
Tamera Rogers, Director of Community Services
Brad Hayes, Director of Utilities
Chief Stoney Lubins, Police Department

CALL TO ORDER

Mayor Clutts called the meeting to order at 4:00 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE

Chief Richard Keith, gave the invocation and those present recited the pledge of allegiance.

APPROVAL OF AGENDA

MOTION

1 **Robert Wolfe moved to approve the agenda, seconded by Norb Thomas. The**
2 **motion carried unanimously 5-0.**

3
4 **APPROVAL OF MINUTES**

5
6 **Robert Wolfe moved to approve the minutes for the October 7, 2009 Regular City**
7 **Council Meeting, seconded by Robert Grenier. The motion carried unanimously 5-**
8 **0.**

9
10 **PROCLAMATIONS/PRESENTATIONS**

11
12 **Phase I Deliverables of the Branding Program**

13
14 Mayor Clutts gave a background on the Branding program. She noted that a video
15 would be presented that depicted the past 18 months of the Visioning Process, the
16 meetings held with the residents and the input from residents, business owners, and
17 staff. The video was then presented.

18
19 Mayor Clutts acknowledged the participation of those in the audience who contributed to
20 the Visioning process. She noted a committee was created to brand the city and
21 reviewed several proposals from firms. She stated that Wilesmith Advertising was
22 selected and would now be giving a presentation on their recommendations.

23
24 Margaret Wilesmith, President of Wilesmith Design from West Palm Beach, Florida
25 stood to give a presentation. She introduced Scott Eurich, Senior Art Director who led
26 the design team on the project. She stated it had been very rewarding to work with the
27 city and that she appreciated the collaborative spirit. She said the firm would be
28 showing its recommendations for the brand position, the brand identity, the byline and
29 the tag line slogan for Tavares. She summarized the process that had been followed.
30 She noted a brand is about the value of the promise that the city will make, who it will
31 be, and how it will live that every day to add value to the city and to the people who
32 come to the city to experience it. She then discussed the rationale behind developing a
33 brand for the city.

34
35 Ms. Wilesmith discussed the various assets of the city. She stated the one thing that
36 makes Tavares distinctive is the seaplane basin. She said they had researched
37 extensively and found that no other cities claim a seaplane as its brand. She noted it will
38 be an exciting brand and is representative of the spirit of adventure that has always
39 defined Tavares. She noted that seaplanes have been flying from Tavares since 1914.
40 She said with the right execution it will be a positive brand. She noted it did not mean

1 the city had no other assets; all the other assets mentioned (history, waterfront, etc.)
2 have tremendous value. She said it is based on history but moving toward the future.
3 She said the recommendation is being made to make Tavares an international
4 destination. She then presented the Tavares brand: “America’s Seaplane City – Land
5 and See.”

6
7 Ms. Wilesmith added that the firm is also recommending a gateway sign of a seaplane
8 coming out of the fountain and then showed a graphic depiction.

9
10 Mayor Clutts clarified that there were several opportunities for residents, visitors, and
11 business owners to be interviewed during the firm’s research and investigation.

12
13 Mayor Clutts asked Council for comment.

14
15 Council consensus was a positive response. Councilmember Thomas commented
16 favorably on the tag line. Vice Mayor Wolfe asked what would be the next step for
17 implementation as he was particularly interested in moving forward on the way finding.

18
19 Councilmember Pfister noted there were several projects underway and it would be
20 important to move quickly. Ms. Wilesmith said the agency was ready to move forward
21 as soon as approval was granted.

22
23 **Mayor Clutts asked for input from the audience.**

24
25 Edd Holder expressed his joy at the outcome of the visioning process. He said he liked
26 the idea of the plane over the fountain and that he continued to invite those who came
27 to the unveiling of the gateway fountain to remember their parents. He said he had
28 dedicated his involvement in the fountain project to his mother and father. He said his
29 father was a Tavares businessman and had served on the city council.

30
31 Mayor Clutts acknowledged Ken Mattison, Florida Hospital Waterman and Paul Gross
32 (both in the audience) and the Humana Corporation, who had contributed to the
33 fountain project.

34
35 Betty Burleigh

36
37 Ms. Burleigh said she is the historian for the Historical Society of Tavares. She said the
38 only thing she could find wrong is that the color of the seaplane on the logo and words
39 “Seaplane City” were too light. Ms. Wilesmith said in real life the colors are very rich and
40 the power point presentation did not show its real colors.

1
2 Ms. Burleigh said she had attended every meeting of the Visioning Series and this was
3 a thrilling outcome.

4
5 Bud Beucher

6
7 Mr. Beucher of Howey in the Hills (owner and developer of Mission Inn Resort and
8 Club) stated that they have had the honor of meeting with Mr. Neron and having a tour
9 of the facilities. He said in 1964 when his brother Bob came to the area he had a vision
10 that had started with an 18 hole golf course with no grass and six employees. He said
11 the city can have a regional and international impact if it is willing to stay the course and
12 work hard.

13
14 Lou Ronca, President of the Antique Classic Boat Society, Sunnyland Chapter, Mt. Dora

15
16 Mr. Ronca said he thought the brand was fabulous and that he thought the city was
17 75% there already in terms of living its brand. He said he was a member of the
18 committee that brought the Antique Boat Show to Tavares. He said the decision was
19 made with a great deal of reluctance and from the beginning the City of Tavares did
20 everything possible to welcome the Antique Boat Society and to facilitate its event.

21
22 Brenda Smith, 1250 Smith Avenue, Tavares

23
24 Ms. Smith stated that history has been made and will be made. She said she is from the
25 Historical Society and that this is the beginning of a new chapter of the history of
26 Tavares and it is time to get a better museum site. She asked that people keep that in
27 mind.

28
29 Roger Kooser, President of the Downtown Business Development Committee

30
31 Mr. Kooser said small businesses struggle every day to get business into their facilities
32 and to be a part of this is a gift to every one of the businesses. He complimented
33 Council for hiring Wilesmith. He said to recommend something that is more than just
34 local and more than just aesthetic is huge for the businesses and the city.

35
36 T.J. Fish, MPO and Tavares Chamber of Commerce

37
38 Mr. Fish said as the MPO director it was very exciting to see the emphasis on
39 transportation. In terms of the Chamber, he said the Visioning process had been unique
40 and to pull the community together and get it organized had been a major achievement.

1 He said the Chamber of Commerce has grown and been supportive of the Visioning
2 process. He said he had never witnessed a community coming together so quickly. He
3 said a lot of local governments are using the economy to stop growing and a city that is
4 not growing and progressing is dying and that is what is exciting about Tavares. He said
5 moving forward on the capital projects is also indicative of this process

6
7 Phil Laurien, Regional Planning Council
8

9 Mr. Laurien said it was exciting to come back to Tavares three years after the Visioning
10 sessions began. He said Mayor Clutts had participated in the first planning session that
11 was held by the Regional Planning Council in Eustis in 2006. He said Mayor Clutts had
12 then invited him to come to Tavares to speak. He described the first Visioning Session
13 and mentioned the CD that he had shown "Save our Towns." He said he had asked the
14 participants to describe what had moved them about the video and what was heard was
15 a yearning for place-- a community with a core that had a unique identity. He said after
16 he had left the visioning process, the city went on to implement its vision. He suggested
17 that the city consider polished riveted aluminum (like a WWII airplane) for its signs.
18

19 Bob Kaiser, Chairman of the Community Redevelopment Area Advisory Committee,
20 stated that he was proud of the brand and thought it was a great step. He said that
21 being the county seat, Tavares has a greater significance. He said his dream is for rail
22 and seaplanes and noted that as well Leesburg has an international airfield and that its
23 customs office could be utilized to make this truly an international city.
24

25 Mayor Clutts noted that the brand that Tavares is creating is so distinct that it will create
26 magnetism for the industry around seaplanes. She discussed the potential for
27 developing industries and trade shows and events related to seaplanes.
28

29 Mayor Clutts discussed the hiring of Mr. Drury three years ago. She noted that while he
30 did not have a great deal of experience in municipal government he did have extensive
31 experience in aviation management. She noted Mr. Drury's experience has helped to
32 navigate what has been seen today.
33

34 Mr. Drury commented on his reaction when he was notified of the recommendation
35 being made. He pointed out that Clara Adams (famous in the aviation industry for
36 paving the path for air transportation) took her first plane ride in a seaplane in 1914 off
37 the shores of Tavares. He added he had specifically stayed away from the branding
38 process because he lives in Tavares and felt it needed to come from the people and
39 from outsiders looking in.
40

1 **MOTION**

2
3 **Norb Thomas moved the approval of the Phase I deliverables [city logo, tagline,**
4 **gateways and signage designs}, seconded by Robert Grenier. The motion carried**
5 **unanimously 5-0.**

6
7 **CONSENT AGENDA**

8
9 Mayor Clutts asked if council wished to remove the item on restrooms at Aesop's Park
10 from the consent agenda or if anyone in the audience wished to object.

11
12 **MOTION**

13
14 **Lori Pfister moved to approve the Consent Agenda [CDBG Grant application and**
15 **Interlocal agreement with Lake County for building restrooms at Aesop's Park],**
16 **seconded by Robert Wolfe. The motion carried unanimously 5-0.**

17
18 **SWEARING IN BY CITY ATTORNEY AND DISCLOSURE OF EX-PARTE**
19 **CONTACTS**

20
21 None

22
23 **GENERAL GOVERNMENT**

24
25 **OLD BUSINESS**

26
27 None.

28
29 **NEW BUSINESS**

30
31 None

32
33 **AUDIENCE TO BE HEARD**

34
35 **REPORTS**

36
37 **Attorney Williams**

38
39 Attorney Williams said a copyright and trademark firm had been engaged to preserve
40 and trademark the logo and tagline of the City. He said it has been filed but has not

1 been approved officially. He said one of the elements of being able to trademark it is to
2 put it into use so it would be good to get it on the web site.

3
4 **Councilmember Greiner**

5
6 Councilmember Grenier said that he appreciated the emphasis on history that had been
7 brought into the presentation.

8
9 **Mayor Clutts**

10
11 Mayor Clutts thanked everyone for their contributions.

12
13 **Adjournment**

14
15 There was no further business and the meeting was adjourned at 5:08 p.m.

16
17 [After adjournment, Vice Mayor Wolfe asked the audience to be seated and stated a
18 reception would be held in honor of outgoing Mayor Clutts following remarks that would
19 be made by the councilmembers to the Mayor.]

20
21 Respectfully submitted,

22
23
24
25
26 _____
27 Nancy A. Barnett, C.M.C.
28 City Clerk