

**MINUTES
CENTENNIAL WORKSHOP
MONDAY, OCTOBER 13, 2014
6:00 P.M.
CITY HALL**

Call to order – Nancy Z. Daley, Mayor

Invocation: John Dame

Pledge of Allegiance: Nancy Z. Daley, Mayor

Roll Call: Those in attendance were Mayor Nancy Z. Daley, Vice Mayor Charles Lake, Commissioner John Duncan, Commissioner Jack Dearmin, Commissioner Albertus Maultsby, City Manager Ryan Leavengood, and City Clerk Linda Bourgeois.

Staff attendance: Public Works Director John Deaton, Finance Director Amber Deaton, Parks and Recreation Manager Richard Weed, Fire Chief Chris Costine, Community Development Director Valerie Ferrell, and Police Chief Art Bodenheimer.

Other attendance: Joseph Hults, Jane Brumbaugh, John Dame, Fran Beach, Rita Fawcett, and Marilyn Anderson.

1.) DISCUSSION OF CENTENNIAL EVENTS

City Manager Leavengood thanked everyone for coming out this evening. He went on to say the City had budgeted \$15,000.00 to assist us with whatever projects we desire to pursue. That excludes any sponsorships or in-kind donations we may receive from any outside entities. He went on to present ideas for consideration, and said this is not an inclusive list - just a starting point. He welcomed all organizations to participate in sharing their ideas for direction.

- Centennial logo for branding and trademark.
- Logo can be placed on items such as banners, lapel pins, custom coins, hats, T-shirts, and centennial badges for police and fire.
- Display case for the sale of Centennial items at cost.
- Proclamation from the Board of County Commissioners proclaiming "June" our Centennial Month.
- Resolution from our City Commission recognizing 2015 as the Centennial year.
- Time capsule; container and location selection, items that are placed within such as the Centennial Logo and Police Department badge, and incorporate schools and community organizations to place items inside.
- Historic markers; provides opportunities to recognize other historic places or buildings.
- Centennial celebrations; combine the Bluegrass Bash and Grillin and Chillin.
- November event to have a better opportunity to maximize participation.
- Lions Park fireworks component from sponsorship opportunities from places such as Mizkan or Republic Services.
- Food Truck Event
- Car Show

- Centennial presentations at City Commission meetings such as early pioneer families, pioneer businesses, historical events, or period pieces.
- Historical Society to be open more than once a month.
- Reach out to residents and businesses to get photos and family histories.
- Centennial Art "100 years in Agriculture".
- Centennial float for the Christmas Parades.

He concluded by saying, again, this is an opportunity to discuss and provide feedback. He asked do we like some things but not others? Do we want to cross some off of the list or add more? This is a good foundation to start from and it has a good opportunity to provide a lot of value.

Joseph Hults suggested having events in locations other than Lion's Park. He said the events may need to start at Lions Park but not stop at Lions Park. He recommended hosting events from Haines Boulevard up to Seminole Avenue. He said the Lions Park area does not recognize our businesses and we need to recognize our businesses. They pay their taxes and support the City as much as any citizen. He went on to say there is a lot of rich history in Lake Alfred and Betty Biggar has some pictures hanging up in her shop that you will not find anywhere. He agreed with the Art Society concept and referenced Mount Dora. If they can do it on a larger scale, there is not a reason we can't do this on a smaller scale.

Mayor Daley said the events can be on different days, like the food truck wars can be right downtown and Grillin and Chillin can be on a different day that way they are not competing with each other. A lot of the events can happen all over the town and we can plan it that way.

John Dame asked if the City would be spearheading the entire Centennial celebrations, and wanted to know the actual date of the Centennial.

City Manager Leavengood replied and said the Articles of Incorporation were signed by the Secretary of State on June 29, 1915.

Mayor Daley said a Resolution declaring the entire year as a Centennial celebration was a good idea. She suggested shooting off fireworks on New Year's Eve of this year to kick off the celebratory events.

A discussion ensued about the benefits of forming a steering committee to oversee all of the events, and establishing smaller committees for specific events.

Janet Baldwin said she is in favor of incorporating a Centennial element to all of the events throughout the year and not just limiting it to a fall festival in November. She suggested having a Centennial event in February or March before the northerners go back home.

Vice Mayor Lake suggested having the Historical Society open more often during one entire month, even if it was every weekend or a couple days per week.

It was discussed to plan a schedule of events throughout the year either on a monthly or quarterly basis.

Jane Brumbaugh said she is in favor of something every month, and said it does not have to be big things. She recommended having the pioneer families and community organizations share their stories at the first City Commission Meeting of each month.

Vice Mayor Lake said each organization could head up an event and be designated a month to plan.

A discussion ensued about the actual anniversary falling on a Monday.

Commissioner Dearmin reminded everyone that next year will be the year Lake Alfred will host the Veterans Day event.

City Manager Leavengood said there is a lot that goes into event planning, and it cannot all be on the City staff side of it either. He explained the involvement and cooperation necessary to facilitate successful events. He said if we are only focusing on our citizens for participation, it would be easier to host, however if we are looking for outside participation we really need to look at the staple events that have already got the participation built-in.

Commissioner Duncan recommended having the groups work together to create the events and have staff as support them in things like advertising or whatever else is needed.

Janet Baldwin said since the Bluegrass Bash is in January; that is where we should kick-off the Centennial year events.

A discussion ensued about phasing out the Bluegrass Bash at the Mackay due to the event growth, limited space, and parking issues with the homes being built-out in "The Lakes".

Mayor Daley suggested a walking tour of the historical homes and having the buildings advertised on the website.

Joseph Hults suggested even hosting bake sales at these events.

Vice Mayor Lake said October is the "Discover Lake Alfred Day" so the walking tour would fit in with the Discover Lake Alfred theme.

Janet Baldwin mentioned incorporating the yard sales again in October to bring people into the City.

Rita Fawcett said on the Fourth of July there is a fishing tournament, a pageant, and a car show. She said we can enhance the event to include the Centennial celebration.

A recap was given with the Bluegrass Bash in January, the July 4th Celebration, Grillin and Chillin with Discover Lake Alfred Day in October, and Veterans Day in November.

A discussion ensued about not having to have a monthly event, just when they do occur we would add the Centennial component.

Commissioner Maultsby suggested the City could design a municipal flag.

Banners, a centennial flag, and a municipal flag were discussed. Schools and church organizations were discussed as other community interest groups. It was shared the Presbyterian Church was also celebrating its centennial this upcoming year.

A Sunday celebration, with a combined service, was suggested by **Commissioner Duncan** in November.

Janet Baldwin recommended a 100 year publication be constructed for sale to the citizens. She suggested having the homes displayed, and articles of their history. Suggestions included: the founding family's stories, churches, history of the town. The Historical Society wants to be heavily involved in this publication to make sure it is written up properly.

A discussion ensued about potential advertising, individuals paying a minimal fee to include their personal family information, and including local organizations such as the scouting groups, the Chamber of Chamber, the Lions Club, and the Historical Society history.

City Manager Leavengood said the City has to be cautious of the fee it would charge because it has to be sold at cost to avoid potential litigation.

It was agreed the Historical Society would take on the publication project. A funding request was made to assist with the project so there would be no government entanglement issue.

Other suggestions were:

- Bumper stickers
- Pens
- Cozies
- Pads
- Magnets

Families to have showcased were discussed:

- Shinn
- McNeer
- Gardner
- Goodman
- Costello
- Maultsby

Mayor Daley thought there were a lot of good historical names submitted for the trail naming survey: Amos Watson, Costello, Sam Devito, Sr. and said there are a lot of historical families we should name something after. There may be the opportunity to choose some other places for their recognition within the Centennial year. She suggested naming sections of streets after them. She acknowledged these sections should be considered only for the least impact on addressing issues. She continued and said maybe we can do several of them all at once or just do one at a time throughout the year.

City Manager Leavengood said staff can look at the streets to determine where the opportunities may be.

Vice Mayor Lake suggested placing markers along the trail in dedication of the historical names submitted.

Commissioner Duncan suggested doing a historical geocaching site.

An explanation was given for informational purposes on what geocaching entailed.

Commissioner Duncan also recommended creating quick response (QR) codes for the building tour so when they walk the area, they can scan the codes with their smartphone and it will tell them all about the building they are viewing. Additionally, this can mark that they have been there to visit on a scavenger hunt map.

Jane Brumbaugh suggested having a prize attached to that for the winner.

Commissioner Duncan said maybe they can ride on the 100 year float. He went to say he flagged the art show suggestion as a great opportunity and asked if the City would allow a sculpture show outside of City Hall. He said he would check into this.

John Dame said it would be nice to generate a newsletter or calendar for the citizens about the community events.

Commissioner Duncan said from here we need to create a rough draft calendar and distribute it to the group. Then we can see which organization will volunteer and take on those events.

Mayor Daley said then we may need to put a committee together for like the publication.

City Manager Leavengood said he would provide centennial updates and present them at the City Commission meetings as well. He said the City would send some historical elements and the seal to a company for the creation of a Centennial logo.

A discussion ensued about the water tower being an icon. It was agreed the City Manager would create the rough draft of an event calendar, consolidate the list of suggestions, and then send it out to everyone in an update.

Janet Baldwin said if we were to do larger quarterly events, the City is only missing an event to host in April. She went on to say the Ministerial Association, the Chamber of Commerce, and the Historical Society used to put on a Heritage Day event. She said the Chamber of Commerce always got the craft vendors and the Historical Society did the period people demonstrations. She recommended having this event in the spring. She said in the past, all of the proceeds from this event went to the food bank.

Mayor Daley envisioned something of that nature being held at the Mackay Gardens and Lakeside Preserve.

Janet Baldwin suggested Central Park for a Heritage Day event as well.

Rita Fawcett said the Lions Club would assist with this event.

Fran Beach said she still has the list of participants from the previous Heritage Day events, if we were interested in having it.

Janet Baldwin said the event eventually involved into "Community Day" when the Ministerial Association had dropped out.

Joseph Hults reminded everyone that we need to keep the business community involved during the Centennial year.

Commissioner Duncan suggested hosting the Heritage Day (or weekend) on Haines Boulevard.

Joseph Hults said then there could be an open house for all of the businesses.

Janet Baldwin said that is what Discover Lake Alfred is for in the fall.

A discussion ensued about the Discover Lake Alfred Day and the economic impact it had on the local businesses.

City Manager Leavengood said this will be a continuous process. He said his door is always open and he will present continuous status updates. He concluded by saying this was a very good kick-off meeting to get to what we are looking at.

Rita Fawcett suggested having a birthday party on June 29, 2015 to celebrate the actual Centennial day.

There were no citizen comments.

Everyone was thanked for their attendance and the meeting was adjourned at 7:39 p.m.

Respectfully Submitted,



Linda Bourgeois, M.M. C.
City Clerk

