



City Hall

wildwood-fl.gov
Area Code: 352
Zip Code: 34785

CITY HALL
100 N. Main Street
330-1330 Phone
330-1338 Fax

CITY MANAGER
Extension 109

CITY CLERK/FINANCE
Extension 100

CUSTOMER SERVICE
(Utility Accounts/TDD)
Extension 130

DEVELOPMENT SERVICES
Planning/Zoning/Concurrency
Extension 118
330-1334 Fax

HUMAN RESOURCES
Extension 105
330-1339 Fax

**PARKS & RECREATION
COMMUNITY CENTER**
Reservations:
Extension 114

POLICE
100 E. Huey Street
330-1355
330-1358 Fax

PUBLIC WORKS
410 Grey Street
330-1343
330-1353 Fax

WASTEWATER
1290 Industrial Drive
330-1349
330-1350 Fax

WATER
801 E. Huey Street
330-1346
330-1347 Fax

Citizens Advisory Committee

AGENDA

August 27th, 2014 at 7:00 pm

Opening

Call to Order
Proper Noticing
Determination of a Quorum

1) Agenda Update

Proposed revisions to today's agenda

2) Comments from the General Public

3) Committee Member Reports/Concerns

4) Action Items

Approval of the June 18, 2014 Meeting Minutes

5) Discussion Items

CACs Role in the Update to the City's Logo
City's Partnership with University of Central Florida
FY 2014/2015 Proposed Budget Highlights
Overview of Upcoming Community Events

6) Adjournment – Next Meeting?

**City of Wildwood
Citizens Advisory Committee Meeting
Summary Minutes
June 18, 2014**

The meeting of the Citizens Advisory Committee for the City of Wildwood convened on Wednesday, June 18, 2014, at 7:05 p.m. in Conference Room 124 of City Hall, 100 North Main Street, Wildwood, Florida.

City Representatives Present: Jason McHugh, Assistant City Manager/Director of Strategic Planning; and Kandi Harper, Senior Development Specialist.

Citizens Advisory Committee Members Present: Ron Reader, Chairman; Sam Saleem; Karen Judd; and Robert Hannah.

Members from the Public Present: None

Opening: Call to Order: The hearing was called to order at 7:05 p.m.

Agenda Update: There were no agenda updates offered by any of the Committee members.

Comments from the General Public: None

Action Items:

Approval of the May 21, 2014 Meeting Minutes: Ms. Judd discussed the re-districting initiative, gerrymandering of the City Commission districts. Ms. Judd noted that Mr. Green is not in his district, but that Mr. Green is in Mr. Wolf's district. Mr. McHugh stated that he would research the issue.

Motion made to approve the minutes by Ms. Judd and seconded by Mr. Saleem. Motion carried unanimously.

Discussion Items:

FRDAP Grants for MLK and Millennium Parks: Mr. McHugh discussed the general process of applying for grants from various sources. He noted that the City was awarded two \$50,000.000 grants for two city parks: Martin Luther King Park and Millennium Park. The CAC members asked how the grants were disbursed and when the grant money would be available. Mr. McHugh stated that the monies will become available after July 1 of this year pending the governor's signature. The grant monies are paid as reimbursement for projects that are constructed and paid for the City.

Mr. McHugh noted for the CAC that the parks have master plans that are outdated and that he would arrange for assistance from the schools, such as the University of Central

Florida and Lake-Sumter State College so that students could get real world experience in working with communities toward their goals. Otherwise, the City would hire consultants to complete the master plan updates.

Mr. McHugh further stated that good parks make strong, connected cities. CAC members stated that parks are governed by the people in attendance, particularly parents, and that it is important for children to know that adults are present and are there to govern behavior and support the community's children in a positive manner.

Bingo Hall Ordinance: Mr. McHugh discussed the issue of Bingo Halls as defined and regulated in the Florida Statutes. Mr. McHugh stated that the issue arose when a citizen approached the City for an occupational license and was denied because the stated business was a bingo hall. The citizen has since revised the occupational license and states that the business is offering a "hall for rent." Mr. McHugh stated that the City Commission took up the matter at their June 2nd meeting and directed staff to research the issue and present the legal issues of bingo halls at the next Commission meeting which was held on June 9th.

Mr. McHugh discussed the details of the proposed City Bingo Hall ordinance. The ordinance is based on Bingo Hall ordinances from other communities. Ms. Judd stated that she was pleased the staff did not "reinvent the wheel" in drafting the proposed ordinance and that it seemed to present the "best practices" for that type of operation. CAC members discussed the issues surrounding Bingo Halls that included public safety and the citizen's motivation for moving his business to the City of Wildwood.

The City Commission is set to hear the proposed ordinance on July 14th for the final reading.

Wildwood community Development Center Block Party: Mr. Saleem discussed the responsibilities of each party, both the City of Wildwood and the community, in the post-part clean-up as well as details of the equipment use, delivery and return to the City; in particular, the barricades. Mr. Saleem and Mr. Hannah discussed the details of garbage disposal and how best to accommodate disposal. They suggested the use of personal trash receptacles and that larger containers may be needed. Mr. McHugh, Mr. Saleem and Mr. Hannah agreed to discuss the matter in more detail.

Mr. Hannah stated that the purposed of the block party is to influence the community's children in a positive manner and to offer the children an opportunity for positive activities.

Mr. McHugh stated that the past parties have been well attended and appeared to be a good thing for the community.

Relocation of Public Works Facility: Mr. McHugh discussed the relocation of the Public Works personnel to the former Wildwood Library building which was vacated when the new Library was built on Powell road. Relocating the Public Works personnel is made necessary because of overcrowding at the current location as the space is shared by Fleet Services. Fleet Services will remain at the current location.

Mr. McHugh stated that the City is looking at relocating Palmer Park facilities but will leave the tennis courts in place because they are currently in use by the public. Other site improvements will be made such as parking and landscaping.

Mr. Hannah stated that he had discussions in the past with the former City Manager about acquiring the Public Works building if the City vacated those premises. Mr. Hannah stated that his organization wanted to use the building as a community recreation center for the youth of the community where they would be supervised and have computers available to them.

Mr. McHugh stated that because Fleet Services will remain at the Public Works building, that the building will not be for sale; however, Mr. McHugh has other opportunities, particularly through Code Enforcement activities, to identify other more appropriate buildings. Mr. McHugh stated that he would keep Mr. Saleem and Mr. Hannah informed as properties became available.

Ms. Judd asked if the Martin Luther King Center was not big enough for activities. Mr. Hannah stated that the Center was not big enough for all of the activities they wanted to provide to the community such as computer space and recreational activities. Mr. Hannah also stated that the lack of activities adversely affects children and that the place where children gather needs to be monitored by adults.

Ms. Judd suggested portable buildings be placed on the site to accommodate additional activities. Mr. McHugh stated that options are available.

Ms. Judd was interested in the differences between Martin Luther King Park and Millennium Park. Mr. McHugh noted the size of the parks and that the City is considering centralizing parks for convenience and accessibility.

Ms. Judd brought up the issue of using Palmer for a walking path for students and safety. Mr. McHugh cited access issues and available data for the number of students walking to school. Ms. Judd noted a possible safety issues with the placement of the fence and that it might be best to move the fence location prior to construction.

Mr. McHugh stated that he would research pedestrian connectivity concerns at the school.

Ms. Judd asked about the timing of the CAC meetings; Mr. McHugh stated that the CAC has the authority to decide how often and when CAC meetings will be held. Ms. Judd asked if some meetings could be combined such as July and August and then November and December.

Mr. McHugh asked the CAC members if they wanted to maintain the July 16th meeting as scheduled. The CAC members agreed to meet in July as scheduled.

Mr. Saleem asked about voting procedures for the redistricting plan and wanted to know how the public would be informed. Mr. McHugh advised the CAC members that the City may encourage citizens to vote but could not direct citizens to vote one way or the other on issues. Mr. McHugh stated that the City will produce a pamphlet to advise citizens of the issue and provide it to the public. Mr. McHugh also encouraged the CAC members to discuss the issues with their communities to spread the word and will be in touch with other civic organizations for the same purpose.

Ms. Judd asked about the timing of the redistricting information being delivered to the Supervisor of Elections office (SOE). Mr. McHugh stated that the SOE has the information now.

Ms. Judd wanted to know if the redistricting issue would be on the primary ballot. Mr. McHugh said that the issue would be on the general election ballot.

Mr. Hannah stated that he could arrange for a speaker to come the MLK building to discuss redistricting.

Ms. Judd asked if there would a town meeting. Mr. McHugh stated that there was public workshop in May and that redistricting was discussed by the City Commission on June 9th.

Chairman Reader asked for further comments from the CAC members. There were no more comments from the CAC members.

Adjournment:

Motion to adjourn by Ms. Judd, seconded by Mr. Hannah. The Motion carried unanimously and the Citizens Advisory Committee adjourned at 7:50 p.m.

CITY COMMISSION OF THE CITY OF WILDWOOD

EXECUTIVE SUMMARY

SUBJECT: Proposal from Tangent Media: New City Logo

REQUESTED ACTION: Consideration of Proposal from Tangent Media (Board Option)

Work Session (Report Only) **DATE OF MEETING:** 7/14/14
 Regular Meeting Special Meeting

CONTRACT: N/A Vendor/Entity: _____
Effective Date: _____ Termination Date: _____
Managing Division / Dept: _____

BUDGET IMPACT: \$2,000

Annual **FUNDING SOURCE:** General Fund
 Capital **EXPENDITURE ACCOUNT:** _____
 N/A

HISTORY/FACTS/ISSUES:

The City's logo is outdated and needs to be updated. Tangent Media has approached Staff on a conceptual process to facilitate a new logo. Details of the process are included in the attached proposal.

Should the Commission chose to engage Tangent Media to update the City's logo, Staff recommends a Committee be created to facilitate the creation of the logo. Staff's proposal is for the Committee to include:

- The 5 members of the Citizen's Advisory Committee
- 1 City Commissioner
- 1 City Staff Member

This 7 member board would work independently of the City Commission. The new logo would be created utilizing Tangent Media's expertise and would include public involvement. After consensus is reached by the Committee, the logo choice(s) would be presented to the Commission for approval.

Board Option.



Jason F. McHugh, AICP
Assistant City Manager/Director of Strategic Planning



Wildwood Logo/Branding Questionnaire

Client Name: City of Wildwood
Contact Name: Jason McHugh
Website URL: www.wildwood-fl.gov
Date: 08.18.2014

1. List your top keywords or phrases that best describe the City of Wildwood.

2. What attributes would you *desire* your audience to associate with the City of Wildwood?

3. What are your Unique Selling Points? Why would a prospect choose you over a competitor?



4. Do you know of any other cities who's logo or branding you like?

5. Describe your past experience with design, branding and logo development.

6. How do you view the role of the logo/branding in a marketing strategy? How do you see this role evolving?

7. What are some specific goals pertaining to the city's new logo/branding?

8. Do you currently have a brand (as opposed to just a logo)? If yes, what is your current brand strategy?

9. What is the number one marketing challenge the City of Wildwood faces?



10. How will you measure success as it pertains to the city's logo/brand?

11. What perception do you want your audience to have when thinking about your city?

12. Is there anything else we should know about City of Wildwood in order to be successful?

Jason McHugh

From: Erika Corley
Sent: Thursday, August 21, 2014 5:04 PM
To: Jason McHugh
Cc: Jason Wheeler
Subject: RE: Need Something

Jason,

Our next Special Event is scheduled for Friday, September 19th. To date, there is no catchy name. However, we do have the "Old Friends Band" slated to perform from 6p-9p in the City Hall Courtyard. Food trucks will also be on site. I am currently waiting for Kurt to tell me which trucks will be on site. He is shooting for 4 food trucks, and 1 dessert truck.

We are currently working on a few extras to make this a more appealing event. I am still hoping to have Corvette's on display. I have been in touch with 3 different clubs, and so far the most promising is "Touch of Class" Corvette Club. He will be giving me a definite answer Monday this coming week.

We will also be inviting the Wildwood FFA to the courtyard, as their infamous boiled peanuts are becoming quite the hit! We have not determined if we are going to ask the Tri County Clowns or possibly the Magician to be present to appeal to families of all ages....

At this time, this is all I have. My apologies that there is nothing more concrete than the band and food trucks. However, I will not give up just yet on those corvettes!

Until next month!
Erika

Erika L Corley
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