

**DeFuniak Springs City Council
Workshop
May 20, 2019**

The following members were present: Mayor Bob Campbell, Mayor Pro-Tem Robert McKnight (Seat 2); Councilman Todd Bierbaum (Seat 1); Councilman Kevin Crystal (Seat 3); and Councilman Henry D. Ennis (Seat 4). Also present were Attorney Clay Adkinson, City Attorney; Mr. Mell Smigielski, City Manager; and Ms. Cindy Permenter, Deputy Clerk. Councilman Wayne Graham (Seat 5) was not present.

Mayor Campbell called the workshop to order at 6:02 p.m. He announced the workshop would be to discuss city branding and committees.

Mr. Jay Evans, Main Street DeFuniak Springs, hosted a presentation on the DeFuniak Springs Brand Package and Marketing Strategy. He briefly discussed the comprehensive brand program recently completed by Main Street DeFuniak Springs. He said the city does not have a current brand program. He reviewed the city's events and committees which operate outside of each other. The presentation will show how a marketing plan will incorporate all the events and departments into one plan. Mr. Evans discussed the differences between Destination Brand and Organization Brand. He read the brand statement which has been developed for the city by Main Street DeFuniak Springs.

Mr. Evans discussed the logo, the accompanying tag line, the different ways the logo can be changed to accommodate the different city amenities, and how to expand the brand. He addressed the differences between a seal and a logo; a seal is used for official city business and a logo can be used in unofficial ways. He described the current seal and reviewed the conceptual design for a new seal. He spoke about the need for a city logo and stated that currently the city seal is used on everything; i.e. banners, letterhead, etc. The logo can be used on uniforms, t-shirts, and advertising. Mr. Evans described the different logos for the city departments and events. He talked about ways a logo could be used in marketing the city. A brief video was shown to give an idea of what life could be like in DeFuniak Springs in the future.

Mr. Evans said there were a lot of great opportunities for the city and said the Main Street organization wants to support the city in every way.

Mayor Campbell voiced concern with the color scheme used on certain logos and asked that those be tweaked to make the logos more clear.

Councilman Ennis noted that the "e" in DeFuniak should not be capitalized. Mr. Evans stated that in certain logos all of the letters are capitalized. Mayor Campbell reported that the DeFuniak family visited the city recently and stated the name never contained a capital f, but it would be difficult to change the city's spelling at this point.

Councilman McKnight also voiced concern with the color scheme of some of the logos and asked that the contrast be considered. He asked if private organizations, such as real estate agencies, could use the logo in brochures and if a licensing fee would be required. Mr. Evans said the marketing and branding package was built specifically for those who sign a contract and agree to stay within brand. There is no fee to use it. Users will be asked to become a brand partner. Discussion was held on the preferred use of 1884 on the branding symbols rather than 1901.

Ms. Geneva Lee voiced concern for the lack of representation for people of color in the video and asked they be considered in promoting the city. She said that there is a line of demarcation between the different races within the city.

Mr. Dan Cosson voiced his appreciation for the excellent presentation. He requested the senior citizen friendly aspect of the city and the city's artist community be displayed in the marketing as well.

Ms. Marie Hinson asked to see more of the lake on the logos and voiced concern with the coloring of some of the logos.

Ms. Joanne Coble voiced her appreciation for all the work that has been done on the presentation.

Ms. Kim Wennerberg spoke in support of the expandability of the logo and suggested more contrasting colors.

Mr. Evans said that the colors looked washed out due to the projecting device and that the colors are much brighter in print. Legibility will be of utmost importance as the program moves forward.

Councilman Crystal asked Mr. Evans to announce his email address so that the public could submit their comments. Mr. Evans said the email address was: jay.evans@mainstreetdfs.org. He said the public is welcome to stop by the office.

Mr. Evans discussed the visitor center and the recent disbanding of the visitors' bureau. He spoke in depth about the needs of the visitor center in order to accommodate visitors with updated city and activity information. There is no allowance within the Main Street budget for the production of new and updated material and spoke on the amounts needed to update the information. Mr. Evans commented on the partnership between Main Street and Walton County Tourist Development Council for material exchanges to inform the visitors of what is available throughout the county. He pointed out the need to decide on which logo to use for the visitor center and that new maps of the city were needed. He announced that an app will be launched for a walking tour of the historic district. He said a grant is being sought from The Visit Florida Association to aid in updating the facility. Mr. Evans questioned if the Visitors Center would be run under the city or separately as a 501(c)(3) non-profit organization; either would be eligible for the grant. Mayor Campbell asked what the revenue stream would be to help pay for the center. Mr. Evans said it would depend on the decision determining if it is run by the city or as a non-profit. He said if it is decided to run the center as a non-profit then it would need someone to manage it long-term. Main Street would be able to manage it if the center is run by the city. He listed the items which could be sold as a source of revenue.

Councilman McKnight voiced concern with the center being run as a non-profit.

Councilman Ennis spoke in favor of the center staying within the city's purview.

Councilman Crystal asked if the center was managed by Main Street, would a full-time person be needed and where would the pay come from. Mr. Evans said there is currently a part-time employee at the Visitors Center and is paid through a grant which expires in September 2020. The granting organization is looking into funding a second person which would run through 2021. Should the city take over the center, the grants would be transferred and would fall under the city's grant writer. Councilman Crystal questioned if the budget request was for immediate funding or to be included in next year's budget. Mr. Evans said it would be dependent on how soon the city wants the materials printed.

Ms. Sharon Grenet discussed *The Signal*, an informational handout which was once available at the museum and the Visitors Center. She recommended researching to see if the money the city had budgeted to publish *The Signal* was still available. Mr. Evans said a visitor information brochure with inserts has been considered. Mayor Campbell discussed the need to determine costs and voiced concern with the added responsibility it would be on Mr. Chris Mitchell, City Grant Writer. Mr. Evans said the brochures have been designed with delegated areas for the informational inserts for the different city events. Ms. Grenet clarified that the unused money for *The Signal* could be used toward the material cost.

Ms. Hinson voiced concern that the information will promote future events and not what is currently happening. Mr. Evans stated the information would also be available on the website.

Councilman McKnight noted that the Economic Development Committee had approximately \$7,000.00 of unspent funds which could be used.

Rev. Debra Kempson-Thompson questioned if the state ran the visitor centers at the state line. Attorney Adkinson stated the visitor centers in south Walton are under the county. Rev. Kempson-Thompson questioned what type of communication and cooperation was had with the

organization that produces the Chautauqua. Ms. Smigielski stated that Mr. Mitchell was on the Chautauqua Board.

Ms. Sally Merrifield, realtor, questioned if advertising opportunities would be available on the maps. Attorney Adkinson said it could be looked into and would be addressed through policy adoption.

Mayor Campbell said staff would look into funding and present it to the council.

Attorney Adkinson began the second part of the workshop by discussing the city processes in regards to city committees. He questioned how the committees need to be structured to best serve the city. He briefly discussed the structure of the committees appointed by the council and reviewed the differences between advisory and fact-finding committees. Attorney Adkinson brought up issues to be considered such as receiving volunteers and the inability to meet quorum. He reviewed the different committee options available to the council. He said the city will need to consider what its relationship to an event is when it becomes a self-sustaining/profitable event without the city funding. The council will need to determine what role the committees play in relation to the city. Attorney Adkinson discussed the difficulties the TDC has had with their committees maintaining quorum and the solutions implemented to resolve the quorum issues. In his opinion, if a committee serves in an advisory capacity, they should be given specific tasks and actions to follow. He recommended the council consider if there needs to be a committee for each of the city events or should there be one committee which oversees them all; and if certain committees should be moved to council workshops for broader public input. Ad hoc committees can be created as the council sees fit. He discussed the clerk's role in working with staff and committees to provide the needed information for meetings and record keeping. He recommended having a staff liaison assigned to the committees to insure that all the responsibility does not fall on the clerk. Attorney Adkinson suggested, for standing committees, that the council consider having a council member appointed to the committee to serve as a Sunshine member. The council member would be able to update the council on the committee's progress.

Mayor Campbell briefly discussed the issues the Special Events Committee has had maintaining a quorum due to its size. He noted Lakefest and Marvel of Flight are volunteer groups and spoke on the benefits of a liaison on the committees. He indicated that all committee expenses go through the City Manager and the Finance Director.

Councilman McKnight discussed his time served as a citizen on the Economic Development Committee and spoke about their issues in maintaining a quorum. He voiced concern that the only means of reporting the actions of the committees to the council was through the committee minutes. He recommended reviewing the Economic Development Committee and stated that it was a committee which may not be needed. He suggested a part-time employee to perform the duties rather than having the committee.

Mr. Smigielski discussed the busyness of the staff in preparing for events and questioned if the city should be in the special event business. He spoke in favor of appointing a liaison to the committees.

Mayor Campbell discussed the budgetary effects and the need for approvals before submitting committee expenditures. Mr. Smigielski stated bills filter through the Finance Director and himself. The unusual requests will be brought to the council for approval.

Discussion was held regarding the possibility of hiring part-time employees to handle certain committee duties rather than having the committee.

Councilman Crystal stated there were too many committees that are tasked with the same duties. Using the Economic Development Committee as an example, he questioned what they had developed. Councilman McKnight said an important issue he had wanted to establish during his time on the committee was to create a city business listing and noted there were a number of businesses operating within the city which do not have a valid business license. Councilman Crystal stated that should not be the responsibility of the Economic Development Committee, but rather Code Enforcement. Discussion continued on the tasks of the Economic Development Committee and the results of having too many committees.

Attorney Adkinson encouraged the council to stay in touch with their committee appointees and to not completely eliminate committees. He stated they are needed, but they also need to be well defined.

Ms. Hinson questioned if the Special Events Committee meeting would be cancelled considering there are appointments which have not been made. Attorney Adkinson stated there would not be enough for a quorum. Mayor Campbell said it would be cancelled.

Councilman McKnight requested that a committee on committees not be established. Attorney Adkinson said it needed to stay at the workshop level.

Councilman Bierbaum expressed concern that the committees do not have enough direction on what their tasks and goals are.

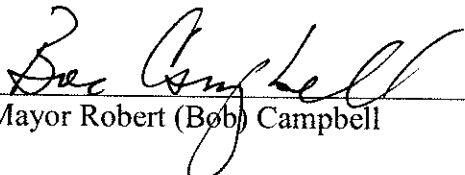
Councilman Crystal discussed how the Special Events Committee was started and the lack of direction it had in the beginning. Councilman McKnight stated it should be the role of the clerk to insure that the new members on the committees were informed of the rules and procedures.

Councilman Bierbaum suggested an additional workshop be held to have the committees laid out and hold additional discussion to determine what changes are needed. Those changes could be presented for approval at the regular meeting following the workshop. Councilman McKnight agreed that an additional workshop is needed.

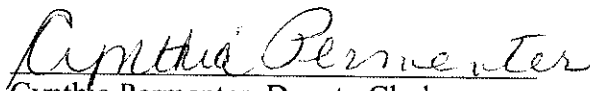
Attorney Adkinson recommended scheduling it as a Special Council Meeting in which action could be taken.

Mayor Campbell discussed the different committees and said they would need to be considered for funding. He spoke in favor of consolidating committees and staff.

There being no further items to discuss, the meeting was adjourned at 7:55 p.m.



Mayor Robert (Bob) Campbell



Cynthia Permenter, Deputy Clerk