



Centennial Celebration 2011
Steering Committee Meeting Minutes; November 4, 2010; City Hall

In attendance: Duke Burr, Nicole Chartrand, Chris Collany, Tess Dull, Katie Gernert, Barbara Irwin, Chris Samuel, Martha Santiago, Patricia Smith-Fields, Karen Thompson, Jane West, Community Services Director T. Michael Stavres and Communications/Marketing Division Director Donna Sheehan.

Introductions were made by each committee member in attendance.

A City internal oversight committee was established and includes Assistant to the City Manager/Support Services Director Deric Feacher, Communications/Marketing Division Director Donna Sheehan, Community Services Director T. Michael Stavres, Police Captain Charlie Bird, Fire Chief Tony Jackson and Technology Services Director Hiep Nguyen. Internal event subcommittees have been formed for various planned activities, and meetings are taking place.

An overview of Centennial documents was conducted. The theme, “Honoring Our Past – Focused on Our Future” was introduced. The Steering Committee purpose was reviewed.

Internal Plans and Events – Committees

The goal is to secure at least one Centennial event each month during 2011.

- New Year Celebration – Internal committee is established, and plans continue. (Committee Assistance – determine time of fireworks, spread the word)
- Centennial Parade - Internal committee is established, and plans continue. (Committee Assistance – need community involvement; and suggest parade Marshal(s))
- Centennial Tree Planting - Internal committee is established, and plans continue. (need community involvement)

- Internal plans – The City plants 100 trees in designated areas to visualize the Centennial in a perpetual manner.
 - Centennial Steering Committee Idea – Ask residents/property owners to plant a tree on their property to commemorate the Centennial. Then on June 22, the City can request all Centennial trees to be wrapped with a special color ribbon in recognition of the Centennial.
- Black History Month with a Centennial theme – Internal committee is established, and plans continue.
- Centennial Commission Meeting (Centennial Committee Responsibility) - A special City Commission meeting will be called June 22, 2011 (Wednesday) to read a proclamation, possibly dress in period costumes and hold a reception afterwards. Location, agenda, give-away, attendees, reception menu and additional items will need to be determined by the Committee.
- My Winter Haven Art Show with a Historic Theme - Internal committee is established, and plans continue.
- Centennial Golf Tournament - Internal committee is established, and plans continue.
- Historic Recordings – Library staff is working with Mike Potthast.
- Centennial Recognition at the Trailhead Park – The trailhead could open around June 2011. A time capsule, along with possibly naming the park Centennial Park could occur at that time should the Steering Committee be interested in pursuing that thought.
- Other organization involvement - Main Street Winter Haven was asked to become involved in branding some of their events with the Centennial theme.
- Chamber of Commerce may implement a Centennial event.
- Havendale Christmas Parade 2011 could have a Centennial theme.
- March Police event recognizing the first Town Marshal - Internal committee is established, and plans continue.
- Fire Department Open House with a Centennial theme - Internal committee is established, and plans continue.
- Existing events will be enhanced with a Centennial theme.

Additional ideas

(It is hoped the Centennial Steering Committee could assist with these ideas, and add more.)

Research milestones and interesting Winter Haven facts for promotional purposes.

Provide guest columnists in local papers, and City newsletter

Provide Focus Magazine monthly articles and historic pictures

Main Street Historic Tours

Ridge Art Association Historic Photo Scavenger Hunt

Implement "A day in the life of a 1911 professional" reenactment, perhaps at the Woman's Club Building. (Suggested by Duke Burr)

Create a Centennial song or jingle. (Suggested by Martha Santiago and Duke Burr)

Involve the schools. (Suggested by Martha Santiago)

Reenactment of the first City Commission meeting was suggested by Katie Gernert.

It was suggested an advertisement be placed requesting historic pictures, writings, letters, etc.

It was suggested plaques be placed on building that were existing in 1911.

Marketing

- Official Centennial Logo - With the assistance of Bob Gernert at the Chamber of Commerce, and the professional work of Deborah Coker, the Centennial logo was secured, and multiple useable files are in-hand.
- A brand/tag line was developed for use on promotional pieces. "Honoring our past. Focused on our future."
- Centennial Banners - Banners will be placed on street lights including downtown, Avenue T and Hwy. 17.
- Welcome to Winter Haven signs will be enhanced with banner poles with Centennial banners.
- Monument Sign Banner Enhancements
- Facility Window Clings – it was suggested these window clings be available for Winter Haven businesses to purchase.
- Website Recognition
- City Vehicle Decals
- Letter Head
- Lapel pins
- Promotional Articles
- Facility Monitors
- Displays
- Facebook
- Community Day at the Library
- Department Promotions - i.e. Willowbrook hole flags; Library Art Expo

A list of suggested responsibilities for consideration by the Committee was distributed.

The next meeting is Tuesday, November 16 at 4:40 p.m. in City Hall.

Respectfully submitted by Communications and Marketing Division Director Donna Sheehan.