



Centennial Celebration 2011
Steering Committee Meeting Minutes; December 14, 2010; City Hall

In attendance: Scott Girouard, Barbara Irwin, Patricia Smith-Fields, Katie Gernert, Jane West, Tess Dull, Karen Thompson, Cindy Price, Duke Burr, Community Services Director T. Michael Stavres, Communications/Marketing Division Director Donna Sheehan, Captain Charlie Bird, Winter Haven Police Dept.

The meeting was called to order at 4:30 p.m.

The minutes from the previous meeting were approved.

The internal event subcommittees presented updates to the Centennial activities currently planned:

- **New Year's Eve Centennial Celebration:** Donna reported that 2000 flyers have been printed and distributed. She gave flyers to the committee to distribute as well. Information on the event has been added to Facebook and Twitter. In the week or so leading up to the event they will continue to send out messages through the social media mediums. The Ledger and News Chief will be running digital ads on both the home page and news page between the 26th-31st. The ledger is also providing a few print ad spots. 2" x 3" posters will be displayed at many city locations. Info will be given to the schools and on PGTV. Karen announced a full page in the December issue of Focus magazine. A suggestion was made to contact Bright House and Today & Tonight magazine. T. Michael reported that the ball is close to completion. The fireworks were pushed back to 11:30 pm and they are working on getting a real-time clock display. Recorded music will play during the fireworks show. They are in the process of notifying residents and businesses close to the park about the fireworks.
- **Police Anniversary Celebration:** Captain Charlie Bird presented the centennial badge that is available for purchase by his officers. He also presented a picture of the commemorative coin that will be available for

purchase by the public. The date for the police department open house has been set for June 25th. An internal committee has been formed to plan the event, but Captain Bird asked for the committee to give input.

- **Marketing of the Centennial:** Donna stated that the window clings for local businesses (4"x6") and city facilities (12"x12") have come in. They are unsure whether they are going to sell the decals to local facilities or just give them away. Donna contacted the Friends of the Library to see if they would be a point of sale for any centennial items. The web page should be finished this week. Nicole created that separate City of Winter Haven Centennial Page on Facebook. Donna asked the committee to like the page and send to their friends on Facebook.
- **The Trailhead Park Dedication:** The committee was asked to put together a letter of recommendation on naming the trailhead park in honor of the centennial. This letter can be addressed to T. Michael and will go to the city commissioners. A discussion was held regarding the naming of the park and whether they will name segments of the park or the whole park. T. Michael states that the whole park will be name. There was an effort about a year ago to garner support for naming in Marlene Young Park. The city does not have an official policy in place on how to name city parks but this is on the docket to be discussed this spring. Typically parks are named after an event, or significant person in the community. Naming after an event is much less controversial.
- **Tree Planting Committee:** T. Michael reported that the internal committee is requesting quotes on the trees. In the next few weeks they should know pricing, quantity, and sizes of the trees. This committee will begin to meet again in January.
- **Time Capsule:** The committee discussed a time capsule to be placed in Trailhead Park. The library is gathering information on time capsules and beginning to compile a list of items that may be appropriate to put in it. Scott, Barbara and Patricia will assist on that committee. There are several other time capsules in the city including one in central park, one in the Orange Dome, one in city hall and one in the WHAT terminal.

Additional ideas

Discussed November 4, 2010

- Research milestones and interesting Winter Haven facts for promotional purposes.
- Provide guest columnists in local papers, and City newsletter. Update 11/1610- Scott Girouard mentioned that the News Chief may be interested in allotting a

Sunday column during 2011 to the history of Winter Haven. He noted that 2011 is also the 100th anniversary of the News Chief.

- Provide Focus Magazine monthly articles and historic pictures. Update 11/30/10: An article ran in Focus regarding the city's centennial.
- Main Street Historic Tours or ghost 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)- Update 11/16/10- Duke Burr presented a draft of his jingle.
- 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.

Discussed November 16, 2010

- Placing a plaque in downtown Winter Haven with a chronological listing of what happened on specific days.
- Ask the public to donate (loan) historic items for display at the Winter Haven Public Library. Update 12/14/10: Scott reported that several community members have approached him about loaning historic items to display. Donna reported that the library is doing another community day and this may be a good place to display those items.
- Offer history projects to the school with historical questions, almost like a scavenger hunt.
- Incorporate the county 150th anniversary, which is February 8, 2011.
- Recognize a person from each decade.
- Create a book of all those honored by the City Commissioners

Discussed November 30, 2010

- Scott asked the committee to be thinking about school involvement to discuss at the next meeting.
- Patricia asked about the types of promotional items that will be given out throughout the year to those hosting centennial sanctioned events. She suggested having a packet/promotional items together for the centennial sanctioned events. Katie suggested having a Christmas ornament available for sale. Donna stated that the committee will need to think about where these items could be sold.

- Scott suggested a buy-a-brick campaign in which the purchaser could have their names placed on the bricks. A discussion was had regarding where the proceeds from the sale would go—charity or back to the city to improve the parks. The committee believed that proceeds would need to go back to the city. Cindy suggested that if this occurred perhaps the paved walkway could go in the centennial park. [Update 12/14/10: T. Michael also explained that the Trailhead Park is a FDOT grant project and changes to its layout will be minimal until the completion of the grant project. A discussion was held regarding the sales of bricks to put in the park to commemorate the centennial. T. Michael will find out what size bricks are already going into the walkways as that makes it easy to pull out a brick to insert an engraved brick. A cost of \\$100 per brick was discussed with the proceeds benefiting the upkeep of the park.](#)
- Cindy also suggested a memorial to the centennial somewhere in Winter Haven. Seretha suggested commissioning an artist to make a statue. Cindy suggested a roundabout with a centennial seal on the ground to mark the dedication of the park. [Update 12/14/10: T. Michael asked if the committee was thinking about something flat on the ground or a wall. Donna mentioned the seal. T. Michael will speak to Andy to see if he has any ideas on where best this could go in the park.](#)
- The committee continued the discussion from the last meeting regarding Honorary Committee Chairmen. Deric Feacher suggested using the founding families as groundwork for choosing those to honor. After a lengthy discussion the committee decided to look into who the founding families were using city records, books written about Winter Haven and also opening it up to the public to provide information regarding the founding families. The suggestion was made to try to find living relatives of those founding families and present them with a plaque at the June 22nd celebration. Another suggestion was made to put the founding families name on a plaque to go in the museum. Jane suggested that certain criteria still be set such as what is defined as Winter Haven i.e. within city limits etc. Steve suggested that we set a range of dates that would allow a family to be considered a founding family. Cindy suggested using the records from the board of trade history. [Update 12/14/10: Donna has done some research regarding the founding families. She has found a voter registration log and there are about 50 people for 1911. This, however, does not contain the names of any women or African-Americans. She also presented the rules of decorum passed by the 1911 city council for the committee members to read. Cindy Price presented some research she completed on the early settlers of the area.](#)

Discussed December 14, 2010

- Donna announced that the library is working with Mike Potthast to make a video about the history and future of Winter Haven. They will sell the video as a

fundraiser. Cindy suggested they also address how inventions affected Winter Haven, such as electricity.

- Duke made a request to use the Centennial logo on the desk calendar he prints and distributes to his clients and colleagues. Donna stated that there is a form to request the use of the logo. The committee agreed once the form is filled out it was ok for this logo to be used. Donna will carefully monitor the use of the logo.
- Donna announced that the Winter Haven Chamber of Commerce will be selling centennial calendars with 12 artist sketches of old photos. The city has purchased the artist's sketches to display.

The next meeting is **Tuesday, January 11th at 4:30 p.m.** in City Hall.

The meeting was adjourned at 5:50 p.m.

Respectfully submitted by Centennial Steering Committee Secretary Katie Gernert.