

**CENTENNIAL TASK FORCE
HELD ON MARCH 20, 2013
AT 4:30 P.M. IN THE CITY COMMISSION CHAMBERS
121 S.W. FLAGLER AVE.
STUART, FLORIDA 34994**

TASK FORCE MEMBERS

**Chair, Mary Hutchinson
Vice Chair, Sandra Newman
Robert Crowder (Absent)
Denny Hudson (Absent)
Eugene McHardy
Dr. J. Thompson
Anne Shafer (Absent)**

CITY COMMISSION LIAISON

Commissioner James A. Christie, Jr. (Absent)

ADMINISTRATIVE

**City Manager, Paul J. Nicoletti
City Clerk, Cheryl White**

PLEDGE OF ALLEGIANCE

OATH OF OFFICE

1. Oath of Office New Members

Dr. J. Thompson was sworn in as a new member of the Centennial Task Force.

MINUTES:

2. Approval of Minutes from February 19, 2013 Meeting

The minutes will be added to the next meeting for approval.

COMMITTEE UPDATES AND ACTION ITEMS:

SPONSORSHIP/MARKETING AND PUBLIC RELATIONS: (Mary Hutchinson)

3. Preview Logo and Branding Materials and Discuss Selection Process.

Chair Hutchinson presented two draft logos for the review and consideration by the Task Force.

The Task Force agreed to add the word “Florida” to the logo and bring it back at the next meeting.

Mary Dawson came forward from the public and expressed concern over the logo and whether or not some of them would be too busy once condensed down for letterhead and such. She also noted the words celebrating and celebration and the amount of space used. She suggested using the word “Centennial” only.

City Manager Nicoletti agreed.

Al Evans came forward and asked why we have the wording “On the St Lucie” in the logo.

Chair Hutchinson said many earlier ads or publications had the words “On the St. Lucie” for marking Stuart as its identifier, historically based.

Sandra Thurlow said that was Stuart’s motto, in history.

4. Discuss Participation with the MC Tourist Development Board

Chair Hutchinson said she spoke with Rozeta Mahboubi – Executive Director of the Martin County Convention & Visitors Bureau who expressed an interest in participating in the Centennial. She said she came up with a list of possible naming opportunities in the park for sponsorships. She said she the City came up with a list to discuss opportunities.

5. Discussion items

EVENTS (Sandra Newman)

6.

**Approve the Calendar of Community Centennial Events
(as of: 3/20/2013)**

Member Newman met with several community members and is working toward joint celebrations in conjunction with already scheduled events.

Chair Hutchinson suggested meeting with the Lyric to see if they will host a day of screening to movies that were filmed in Stuart.

Member Thompson suggested looking at the Library for those films.

City Manager Nicoletti said he spoke with John from the Lyric who agreed to host a type of Film Festival but needed more screens.

Dr. J. Thompson suggested getting in the newspaper some sort of historical informational did you know that.

Al Evans came forward and presented his plan for Stuart and community events. He suggested a veterans program and he would like to see the Lyric Theatre as well as other theatres bring in people like Burt Reynolds or other celebrities from this area. He suggested the City use the Martin County Athletic field for a famous music venue to draw a crowd to raise revenue. His program was designed for the Viva 500 Celebration.

Chair Hutchinson suggested a couple of ideas such as retrospective of Art in Martin County exhibits, depicting the time period of the Centennial. She also suggested neighborhood parties, where everyday a neighborhood hold events similar to National Night Out, using neighborhood captains.

Member Thompson suggested a “Community Unity Night Out”.

City Manager Nicoletti explained how the Task Force was formed to the public.

Chair Hutchinson said he would add the list of upcoming calendar of events on the next meeting agenda.

7. Discussion Items

HISTORICAL: (Eugene McHardy)

8. Discuss Stuart News Publication Timeline

9. Discussion Items

Member McHardy gave a brief overview of his role with the Centennial Task Force. He announced his sub-committee members. He stated that he spoke with the Stuart news regarding the publication timeline, and would be working on that. He said he would work on that

City Manager Nicoletti reminded the Task Force members of the Sunshine Law and any planning or discussions must be done at the official published meetings.

Mr. McHardy said he would remove Dr. Thompson as a member of his sub-committee.

FINANCIAL: (Denny Hudson)

10. Discussion Items

DISCUSSION AND DELIBERATION

11. Discuss/Consider additional subcommittees.

Joe Crankshaw gave a brief update to the members regarding his project for his Timeline project for the Stuart news. He stated the Stuart news is committed to producing a major timeline production both in print, online, mobile devices and more, for the City of Stuart in conjunction with the 100th Anniversary of the Stuart News. He asked the Task Force for their Logo once adopted so they can use it for every story ect.

PUBLIC COMMENT (3 Min. Max)

ANNOUNCE NEXT MEETING DATE :

The next meeting is scheduled for April 25, 2013 at 4:30 P.M. in the City Hall Ante Chambers.

ADJOURNMENT 5:43 p.m.

Mary Hutchinson, Chair Date