

**MINUTES  
CITY OF ORMOND BEACH  
QUALITY OF LIFE ADVISORY BOARD  
REGULAR MEETING**

**October 6, 2011**

**7:00 PM**

**City of Ormond Beach  
Training Room  
22 South Beach Street  
Ormond Beach, Florida**

**1) Call to Order**

Dr. Shapiro called the meeting to order at 7:00 p.m.

Members present were: Debbie Berner, William Masters, Becky Montgomery, Troy Railsback, Dr. Philip Shapiro and Dr. Gerald Woodard. Excused were Marianne DiFiore, Dr. Daniel Drake and Betty Smith. Absent was Janet Dannehower.

Others present were: Leisure Services Director Robert Carolin, Recording Secretary Shá Moss, MainStreet Director Maggie Sacks and James Harper.

**2) Approval of Minutes - August 4, 2011**

Ms. Berner stated the acronym for "CDBG" needed to be corrected as it read "DCGB".

**Ms. Berner moved seconded by Mr. Masters to accept the minutes of the August 4, 2011 meeting, as amended. The motion passed unanimously.**

**3) Main Street Art District Flags Art Work**

Dr. Shapiro stated one of the Board's functions was to review the aesthetics and downtown development issues. He introduced MainStreet Director Maggie Sacks and Chairman of the Arts District Committee James Harper.

Mr. Harper, 44 West Granada Boulevard, owner of the art gallery next to the Ormond Garage. He stated he studied other art districts and how much they brought to the cities economically and thought it would be good for Ormond Beach. He wanted to join the eastside and the westside. Mr. Harper stated the art district would like to increase and maintain the high quality aesthetics of Ormond Beach and add a competitive advantage to attract more businesses to the City; increase customers to existing businesses, as well as revenue to the

area; and encourage development of additional aspects to strengthen tourism in Ormond Beach. The first goal would be branding the art district with a banner.

Mr. Harper presented a few designs of the banner. He noted the white background would represent the beach, the blue/green lettering would represent the ocean, the sun represented the Sunshine State, the red swirl represents the hub of the activity in the arts district, and the ascent of the sun would represent the Mecca of cultural activity. He welcomed any suggestions from the Board.

MainStreet Director Maggie Sacks agreed that we needed to bring new businesses to fill the empty spaces in the downtown area and the need for economic development. She noted the area needed a branding. The MainStreet Downtown District covered from Orchard to A1A, but the focus would start at Washington and go to A1A.

Dr. Shapiro stated he attended a start up meeting for the Art District and they came up with a phrase "Heads in Beds" to get people to stay in the area and not just pass thru. He stated it was a good concept.

The Board liked the overall idea of the image but didn't like using the OBAD acronym as presented in one of the images.

Dr. Woodard stated the overall idea was commendable, but the sun was not a specific represent of Ormond Beach.

Mr. Railsback suggested using the Ormond bridge image which would also tie the east and the west.

Several members agreed with the image of using the bridge; and noted there should not be a lot on the banner, but it should identify Ormond Beach.

**Dr. Woodard moved, seconded by Mr. Masters that the Quality of Life Advisory Board endorses the concept of an Art District in Ormond Beach. The motion passed unanimously.**

**Mr. Railsback moved, seconded by Mr. Masters that the Quality of Life Advisory Board endorses branding words that would say Ormond Beach and Art District without using acronyms. The motion passed unanimously.**

**Dr. Woodard moved, seconded by Ms. Berner that the Quality of Life Advisory Board endorses the Art District Committee to work towards the development of a logo that is distinctly identifiable with Ormond Beach. The motion passed unanimously.**

Mr. Masters stated he was still in favor of the image with the sun.

Dr. Woodard asked whether the Board review the final design.

Ms. Sacks stated the City Commission has already given approval for the Art District and developing a design.

Mr. Harper stated there would be images the Board could view at his gallery, but understood that they could not view it as a group and make comments outside of an advertised meeting.

Ms. Sacks stated Mr. Harper was going to present the concept to the Convention and Visitors Bureau thru the Arts and Cultural Committee in the next few days.

Ms. Sacks and Mr. Harper thanked the Board for their input and endorsements.

#### **4) Member Comments**

##### Movie on the Halifax

Mr. Carolin stated the next Movie on the Halifax would be Haunted Mansion, because of Halloween.

##### Next Meeting

Mr. Carolin stated he would be out of town the first week of November; therefore the next meeting would be in December 1, unless something comes up. He noted he was still waiting to view the image for the Timucuan Mound statute.

#### **5) Adjournment - Next Meeting - Date**

The meeting adjourned at 8:00 p.m.

Respectfully submitted,

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Shá Moss, Recording Secretary

ATTEST:

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Dr. Philip J. Shapiro, Chairman