

WINDERMERE DOWNTOWN BUSINESS COMMITTEE

MEETING MINUTES

Meeting called to order at 6:07pm by Mark Allen

ATTENDEES: Robert Smith (Town Manager)
Councilman Pirozzolo (Town Council)
Mark Allen
Matthew Allen
John Thurman
Ira Levitt

Absent: Chris Sapp
Irma Yapor
Lee Cottrell

Guests: Cathy – Tim's Wine
Stephanie Desaulniers - Dixie Cream Café
Trent Helmes Troop 225
Mayor Bruhn
Cheryl Fischel
Lesli Riggins

Previous Minutes: Motion to approve previous minutes by John Thurman and a second from Ira Levitt.
Motion Carried

OLD BUSINESS

Food Truck Review and Recap:

Robert Smith stated that he was pleased with the variety of trucks at the event and that all but one truck did a good night of business. The event was well attended although there was some looming weather that may have been limiting people from coming.

Mayor Bruhn also notated that it was the first weekend of High School Football

Councilman Pirozzolo commented on how the Food Truck Selection committee has refined the process of selecting the trucks.

Farmer's Market Review:

Cheryl Fischel stated that the event continues to do well and we introduced some new vendors including a cookie making company. She attended the Farmer's Market Selection Committee meeting and gave insight into different businesses that had applied for approval.

Stephanie Desaulniers from Dixie Cream café asked the question of what criteria is in place to select the food vendors.

Robert Smith explained the use of the Farmer's Market Guidelines regarding prepared foods. A discussion then occurred regarding the previous month's approval for the Farmer's Market Selection Committee and if there could be an amendment to the rules on selecting vendors for the Farmer's Market.

Ira Levitt made a motion to amend the Rules of the Farmer's Market Selection committee on how they interpret prepared Food. The motion was seconded by Matthew Allen and the motion carried without opposition.

Cheryl Fischel was then asked to give a definition of the difference between Prepared Food and a Food Vendor.

Councilman Pirozzolo gave some background on the guidelines and how the selection committee was handling the approval process.

A motion was then made by Matthew Allen to restrict "Food Vendors" from the Farmer's Market for sale.

After further discussion including a suggestion from Councilman Pirozzolo to put a moratorium on approval of "Food Vendors", the motion was revised by Matthew Allen to restrict "Food Vendors" that cook/prepare food on site for sale excluding the Peanut Vendor and the Kettle Corn Vendor. Ira Levitt seconded the motion and the motion carried with 3 in favor of (Ira Levitt, Mark Allen, Matthew Allen) and one Nay Vote (John Thurman).

NEW BUSINESS

Discussion & Approval Of Movie Night:

Robert Smith asked the committee if they had any objections to changing the movie to Coraline for the October 25th Food Truck Event. There was no objection by the committee.

Landscaping Update:

Robert Smith supplied the committee with an update on the Landscaping plans for downtown as well as set of plans for the committee to review.

Christmas Tree Discussion:

Mark Allen asked for the committee to review the possibility of adding extensions onto the town tree to bring it to 20' tall. He also explained that there is a need for a new bid on a company to put up the Town Tree and take it down as well as decorations for the tree. The estimate given for all of this was approximately \$8000.

Mayor Bruhn spoke in favor of doing so and explained that he would like to designate the 4th Friday in November Food Truck as the Light Up Windermere event. He has asked that we consider having a DJ to play Christmas Music and to have local businesses available to turn on lights at their respective businesses upon the countdown.

He is also going to approach Windermere Elementary to see if they would like to have an essay contest with winners assisting with the "Light Up" process.

A suggestion was also brought up to work with Robert to bid out both the tree and town hall decorations together.

Ira Levitt made a motion for the Downtown Business Committee to approve a budget of up to \$8000 to be used to increase the size of the Downtown Christmas Tree to 20 feet, hire a company to professionally put up and take down the Christmas Tree as well as to purchase decorations for the tree. Matthew Allen seconded the motion and the motion carried with 3 members in favor of (Mark Allen, Matthew Allen, Ira Levitt) and one Nay vote (John Thurman).

Downtown BBQ Event:

Matthew Allen discussed that the proposed October 5th Downtown BBQ Throw Down event will have to be cancelled due to the marketing and promotions person not being able to fulfill her duties.

Matthew then introduced Lesli Riggins with On Tour Event Productions to possibly be the replacement coordinator for the event once we came up with a new date.

Lesli spoke about her experience and her Downtown Orlando Food & Wine Festival event. She then presented a Budget of expenses based on a meeting that took place with Matthew Allen and Robert Smith. She explained that she could not estimate revenue as this was a new event and it would be difficult to gauge participation.

Several attending members including John Thurman and Councilman Pirozzolo expressed concern that there needs to be an estimate of revenue as well as a decision as to what the event focus will be prior to making a decision.

Mark Allen suggested we put it on the agenda next month to discuss a proper date in March or April as well as a discussion as to whether we will continue with the BBQ theme or another type of event. The committee was in agreement on this point.

Wine/Liquor Tasting at the Windermere Food Truck Event:

Mark Allen brought on the table from the agenda that an outside vendor asked to be able to give free Wine/Liquor Samples at the food truck event.

Several members of the meeting and committee spoke up against this as they are not an approved food truck, it would compete with surrounding businesses and several other reasons. The Vendor's request was denied.

Film Academy Food Truck Sponsor:

Mark Allen brought on the table from the agenda that a Winter Garden based Film Academy wanted to sponsor a downtown event.

Matthew Allen explained that he was already in contact with her and was ready to sponsor a Food Truck Event.

5th Annual Windermere Auto Show Discussion:

Mark Allen brought on the table from the agenda that he will be needing outside help in putting on this event. In the past it was an event that was completed by volunteers, and Downtown Business Committee Members.

It was suggested by Mark Allen that we consider hiring someone to run this event.

After a brief discussion and the possibility of having to vacate due to the Library closing, this item was to be put on next month's agenda for discussion.

Meeting Adjourned approximately 7:55pm