



WINDERMERE DOWNTOWN BUSINESS COMMITTEE

MEETING MINUTES

November 5th 2013

Meeting called to order at 6:00 pm by Mark Allen

Attendees: Robert Smith (Town Manager)
John Thurman
Chris Sapp
Lee Cottrell
Matthew Allen
Mark Allen
Mike Pirrozollo (Council Liaison)
Ira Levitt
Irma Yapor (6:12pm)

Apologies:
Guests: Doug Trovillion
Cheryl Fishel
Food Truck Vendors

Previous Minutes: Motion to approve prior minutes Lee Cottrell, Second Matt Allen and carried without objection

Old Business:

Review of October 25th Food Truck

- Matt Allen and Mark Allen requested that any votes required would need to be expedited due to Matt Allen needing to leave early.
- Mike Pirozollo commented that several trucks ran out of food (3 or 4)
- Doug Trovillion confirmed that the trucks that ran out were Lasagna, Monster Lobsta, Twisted Cuban, Cupcake truck was down to one selection, Korean Taco Box
- One truck tried to pull out a little early
- Aside from that it was a very successful event
- The truck vendors have to sign to state they will bring minimum 250 orders
- Chris Sapp addressed the Food Truck vendors to state our reasoning for the price increase plus addressing the fact that the representation of the price increase was not correct. Chris Sapp also highlighted there was a concern that Mark Allen had instigated the issues which arose the following day based on details of the meeting minutes from the Food Truck Selection Committee and Chris Sapp's attendance and subsequent hearing of allegations that Mark Allen had called Doug Trovillion.
- Mark Allen wished to state that he called Doug Trovillion on the following morning that DBC had voted in 3/2 at the end of the meeting on the motion that Chris Sapp made to raise the space cost. He confirmed he did call Mr Trovillion to let him know the decision and the fact he did not agree. He stated that everything was public record. He stated that he wishes it to be publicly known that the information in the minutes for the Food Truck Selection Committee in relation to the above is incorrect.
- Mr Trovillion mentioned that he did not state that Mr Allen told him (paraphrased) "rally the trucks".
- Mr Pirozollo wished to address the non-factored costs. Mr Pirozollo mentioned the efforts that other town staff put in to the event which is not factored into the costing and as such would mean the event costs would be higher if they were.
- Mr Pirozollo feels that the emails sent during October were totally unacceptable. He stated this needs to be addressed.
- Gary Baben – The Big Cheese, Wanted to raise the issue of the charges going from \$50 - \$150. He is worried about the fact that when it rains they do not get any money back, they have to handle those costs even though the Town of Windermere still gets their fee. Cold and rainy seasons impact their bottom line.
- Doug Trovillion stated that The Town of Windermere is the only municipality that does not give a rain check.
- Mr Trovillion stated he has been given his responsibilities only recently.

- Provide input to the DBC
- Contact the truck owners after the event
- Help situate trucks
- Mr Trovillion stated a number of other events charges including that Apopka an Ocoee is the oldest and is \$35.
- Other events mentioned were Oakland \$75, Claremont \$50, Oakland \$50, Leesburg \$50, Cocoa Beach \$35, Palm Coast \$50, Kissimmee \$75, Sanford \$75, Melbourne \$75
- Mr Trovillion says the \$95 for 16 trucks has been accepted.
- Largest push back is the issue of rain
- The trucks that cannot push out the volume such as crepes are worried that the fee is not sustainable in comparison to some of the high volume trucks
- John Thurman comment – Believes we need new management for the food truck event. Proposing a motion that we remove Doug Trovillion as the coordinator for the event and to look into a new coordinator on the event.
- Chris Sapp wanted to comment before he voted, he believes that there is a disconnect between the town and the trucks and that he thinks that the pricing issue would not have gotten out of hand if not for Mr Trovillion. An amendment to the above motion was offered that Robert Smith be the interim liaison to the food trucks until a decision is made.
- Irma Yapor – comment on the discussion, Ms Yapor sees there was a disconnect between the Town and the trucks. Ms Yapor does not think that Mr Trovillion is at fault and thinks that something should be done but not necessarily a removal of Mr Trovillion.
- Matt Allen – comment that a proper procedure should be looked at in relation to communication.
- Robert Smith – Comment on the amount of work that is done by town staff. He does not think that Mr Trovillions recent actions reflect in a positive light to him. Mr Smith stated that if Mr Trovillion had been a town employee then his recent actions would have resulted in his employment being terminated. He stated that a number of event coordinators have contacted him. Different costs are available for DBC to look at if we decide to have a vote of no confidence in Mr Trovillion.
- Mr Trovillion stated he thinks Mr Smith left items out of the meeting minutes and is misrepresenting him.
- Mr Pirozollo objected to Mr Trovillions reaction to Mr Smith's comments. Mr Pirozollo re-stated his disapproval of the way Mr Trovillion handled the recent events.
- Tom Miller – London Fish & Chips was about to speak but at this time the floor was not open to public comment, Mr Miller became frustrated and left.

- Irma Yapor and Ira Levitt stated they had not read the notes and copy communications provided the prior day before attending the meeting.
- Vote on the motion in relation to Mr Trovillion was taken with a 4 no to 3 aye and as such not passed
- Chris Sapp – Aye
- John Thurman - Aye
- Lee Cottrell – Aye
- Mark Allen – Nay
- Matt Allen – Nay
- Irma Yapor – Nay
- Ira Levitt – Nay
- Mr Smith has stated we will continue with Mr Trovillion but he is completely objected to him receiving a 2 year contract
- The floor was opened for public comment
- Gary – Big Cheese, would like to reiterate that not knowing what the price fee is all about when the fee was conveyed was an issue. 52% increase he is sure we would all have questions I our landlord wished to raise. Smaller turn outs due to weather etc hurt the trucks, he states it is a losing proposition. A suggestion was made that the fee be changed to a 10% of takings.
- Mr Sanchez – Micasita. Main food is Empanadas where the price point is normally no more than \$8. They frequent a lot of events. To make \$1000 500 empanadas need to be sold. They worry that based on all other costs they have a very low margin of profit. The only communication channel they know is through Mr Trovillion. It was stated they never hear Mr Trovillion take sides in decisions made.
- Andrew McCarthy, to begin he is agreeing with the points made by the food truck vendors. He has the issue with Mr Trovillion and the way he handled the situation. He stated that we should have voted differently based on the fact that the documentation shows that Mr Trovillion did not seem to carry out the direction given.
- Brandon Gant – Caro Bama BBQ Food Truck, Mr Grant's number one issue is the weather. He was not a fan of the 10% of profit, he did say that maybe on a rain night instead of the \$150 then the 10% deal may be fair.
- Mr Macallad – Curbside Chef. Mr Macallad said they can only have a certain number of people to prepare the food. He would be in favor of the 10%. The rain refund issue. He will not be able to participate going forward due to the costs.
- Mr Florez Mayan Grill. Mr Florez mentioned the ongoing associated costs of running the truck. Mr Florez mentioned he is against the increase of the rent. He also stated that the numbers
- John Morello – Chillin and Grillin. Does not agree in the price increase. Mr Morello thinks that it will set a precedent and will be a big hit going forward if others raise their costs.

- Bob Mackenly. No food truck but comments in relation to our meeting. Mr Mackenly stated that the initial section was chaotic and he does not think that good minutes will have been taken. On Mr Trovillion he is stating that he does not know if Mr Trovillion has done a bad thing or not. Mr Mackenly stated that his daughter started dine on main and now it no longer runs since DBC took over. With regards to running out of food he states that even any other restaurant has those sort of issues also. He states that raising our cost by 57% should be questioned. He hopes that we manage it better going forward. Make sure the communication is open to the food truck vendors going forward.
- Mark Allen is apologizing that we normally have very cordial meetings and that it should have been stopped but it is not normal for our meetings.
- Doug Trovillion – Kona Dog, served on town council for four years and wanted to give something back. He stated that a promoter came to the DBC and wanted a fee for \$75 per truck and he put together a counter proposal. Mr Trovillion stated that he had comments that people do not think the fee increases will stop. They think that if people take this rate hike then another will follow, maybe more trucks will be added. Mr Trovillion stated he is worried that the library does not close until 5pm. Mr Trovillion is worried that too many people are going out of business.
- Mark Allen stated that the only way that the decision can be reversed is that if the three individuals wish to change their vote.
- Bob Mackenly stated that Mark Allen was wrong. This was countered as being correct by other council members in attendance.
- Irma Yapor wished to know if prices could be raised by the truck vendors to offset the additional cost of attending.
- Chris Sapp mentioned that he is not willing to change his vote but willing to discuss other items including the rain costs.
- Mr Macallad asked how many trucks are lined up for Thursday. Chris Sapp said he does not have the exact amount.
- Chris Sapp mentioned that Farmers Market is Brick Main only and that we have had pressures from other committees directly related to Food Truck event.
- John Thurman had no comment
- Lee Cottrell commented that we had previously discussed percentages and how difficult it is to maintain.
- Mark Allen stated we will look at a price fix in New Business
- Mike Pirrozollo wished to state that he admonished those who had not read the information provided. He also expressed his disappointment with the lack of support shown to the Town Administration by the vote result.

September Farmers Market

- Cheryl Fishel stated that the guidelines are working well.
- Market is at capacity and when we tried to use the basketball court it did not get received well.
- Chris Sapp would like us to look into the fact of opening up Town Hall to allow other vendors who may benefit from being in an air conditioned space.
- Mark Allen stated we may need to check on fees related to Town Hall with Robert Smith
- Cheryl Fishel agreed with Chris Sapp and thinks we are missing out on some vendors due to items they sell.
- Mark Allen asked if we could utilize the other areas in front of Town Administration but Cheryl Fishel stated that people are hesitant to cross over roads.
- Curbside chef asked if he could sell food in the Farmers Market. Cheryl Fishel said for them to contact her.
- Bob Mackenly stated that other markets have food trucks and maybe we should speak to them to see if we wish to look at adding to the market.

5th Annual Auto Show

- Mark Allen stated he has spoken to planners and they have mentioned that the event could cost the DBC \$5000
- Mark Allen approached some of the participants of the Auto Show to see if they would like to run the event with sponsorship from the DBC and that the DBC will not be financially responsible for the event.
- Chris Sapp just worried how Town Council would react to a private company doing the event due to us having to shut down roads etc.
- Mark Allen stated that he has spoken to Robert Smith and there may not be any objection. The running will be by a professional company, local Windermere residents, there could be a charity tied to the event. JR Goodman, the DJ that normally comes to the event is the main person in the team of people that wish to run the event. Mark Allen sees it as a positive move allowing people who are versed in these type of events. Mark Allen asked Robert Smith what the protocol is for handing over if we decide to do so. There would be a contract involved to show there will be no cost to us.
- Ira Levitt - motion to approve the DBC to enter in to a contract with the third party to run the 5th Annual Auto Show pursuant to the event being cost neutral to the DBC and the town approving the closing of the roads for the event. Seconded Mark Allen
- Passed unanimously

New Business:

November 2013 Food Truck Event

- Robert Smith states that if there is a rained out event the food trucks are invited again the following month to give them more

- Mr Trovillion stated that other municipalities have a cost sharing basis with the participating food trucks.
- The usual cut off period is 1 hour in to the event, some offer a 50% discount on fees.
- Gary – Big Cheese, The bad weather impacts on the attendance. There is an assumed zero liability to the town.
- Chris Sapp mentioned he is open to figuring out some form of compensation for bad weather events.
- An equation needs to be defined by Mr Smith or a designated person for us to review.
- Bob Mackenly - Suggestion. Consider Pro Ration of the time impacted and credit it to the fee for the next event.
- Irma Yapor asked what the verification of inclement weather is
- Mark Allen stated the DBC are totally on board with making up for any rained out events.

Other

- Bob Mackenly raised he stands corrected on the prior issue of vote reversal.

Capitol Enhancements

- Ground cover came in at \$60,000 which is double the initial. It has since been negotiated down to \$45,000 and hopefully back down to \$30,000

Meeting Adjourned

- Town square lighting. Meeting with Duke Energy on Oct 30th. We cannot currently do the LED change outs. Mr Smith has a meeting on the photometric plan tomorrow at 2pm for a plan. Mr Smith is now dealing with people higher in the chain.
- Mr Smith has already signed easement to run conduit down brick main.
- Mark Allen gave us letter from Mayor Bruhn.
- Town Council rejected the additional spending for the tree extension
- John Thurman motion to approve \$600 for the tree board for a real Christmas tree to be planted. Seconded by Chris Sapp. Approved by all.
- Chris Sapp put forward a proposal by Hudson Holiday Helpers. \$400 to get a majority of Main Street lit up. Chris Sapp was looking to getting a buy back on the original tree to offset the original cost.
- Chris Sapp motion to approve the Hudson Holiday Helpers contract subject to the 5 year contract requirement being removed from the proposal and minus the \$500 that is coming from private money. Seconded by John Thurman. Mark Allen Nay, Irma Nay. Ira Nay. Lee Cottrell stated he was unsure and would

rather see us reconvene for a meeting to finalize Light Up Windermere decoration issues.

- Mark Allen is stating that we may be making a rash decision based on the fact that we do not have the correct contract and we have not looked into other options for selling the tree maybe at a higher price.
- Interim meeting to be called to finalize decision for light up Windermere decoration.
- The meeting was adjourned at 8:20pm