

**REGULAR MEETING OF THE STUART CENTENNIAL TASK FORCE  
HELD ON April 25, 2013  
AT 4:30 P.M. IN THE CITY COMMISSION ANTE-CHAMBERS  
121 S.W. FLAGLER AVE.  
STUART, FLORIDA 34994**

**TASK FORCE MEMBERS**

Chair, Mary Hutchinson  
Vice Chair, Sandra Newman  
Eugene McHardy  
Robert Crowder  
Denny Hudson (ABSENT)  
Anne Shafer  
Virginia Sherlock

**CITY COMMISSION LIAISON**

Commissioner James A. Christie, Jr.

**ADMINISTRATIVE**

City Manager, Paul J. Nicoletti  
City Attorney, Michael D. Durham (Absent)  
City Clerk, Cheryl White

**OATH OF NEW MEMBERS**

1. Oath of New Members

Oath of Office was administered to Anne Shafer, Robert Crowder and Virginia Sherlock.

**MINUTES:**

2. Approval of Minutes from February 19, 2013 Meeting  
Approval of Minutes from March 20<sup>th</sup>, 2013

MOTION: VICE CHAIR NEWMAN : MOVED APPROVAL MINUTES OF FEBRUARY 19, 2013  
AND MARCH 20, 2013

SECOND: BOARD MEMBER MCHARDY

ROLL CALL

CHAIR HUTCHINSON	YES	BOARD MEMBER CROWDER	YES
VICE CHAIR NEWMAN	YES	BOARD MEMBER SHAFER	YES
BOARD MEMBER MCHARDY	YES	BOARD MEMBER SHERLOCK	YES

MOTION: VICE CHAIR NEWMAN : MOVED APPROVAL MINUTES AND MARCH 20, 2013

SECOND: BOARD MEMBER MCHARDY

ROLL CALL

CHAIR HUTCHINSON	YES	BOARD MEMBER CROWDER	YES
VICE CHAIR NEWMAN	YES	BOARD MEMBER SHAFER	YES
BOARD MEMBER MCHARDY	YES	BOARD MEMBER SHERLOCK	YES

**COMMITTEE UPDATES AND ACTION ITEMS:**

**SPONSORSHIP/MARKETING AND PUBLIC RELATIONS: (Mary Hutchinson)**

STUART CENTENNIAL TASK FORCE

April 25, 2013

### 3. Approve Logo

Chair Hutchinson presented the proposed Logo to the Task Force. She said the Stuart news worked with the committee to develop the logo.

MOTION: BOARD MEMBER SHERLOCK : MOVED APPROVAL OF THE LOGO

SECOND: BOARD MEMBER CROWDER

ROLL CALL

CHAIR HUTCHINSON	YES	BOARD MEMBER CROWDER	YES
VICE CHAIR NEWMAN	YES	BOARD MEMBER SHAFER	YES
BOARD MEMBER MCHARDY	YES	BOARD MEMBER SHERLOCK	YES

### 4. Update Subcommittee meeting on April 9<sup>th</sup>

Chair Hutchinson gave a brief update regarding the work already place for the web site and is currently up and under construction. She suggested kicking off the web site to create excitement about the Centennial and also the subcommittee came up with various marketing and public relations ideas.

#### Set Date for Kickoff

The Board agreed to hold a simple kick off of the Centennial at the City Commission meeting of May 13, 2013.

MOTION: BOARD MEMBER SHERLOCK : MOVED APPROVAL OF THE KICK OFF BE HELD AT THE STUART CITY COMMISSION MEETING OF MAY 13, 2013

SECOND: BOARD MEMBER MCHARDY

ROLL CALL

CHAIR HUTCHINSON	YES	BOARD MEMBER CROWDER	YES
VICE CHAIR NEWMAN	YES	BOARD MEMBER SHAFER	YES
BOARD MEMBER MCHARDY	YES	BOARD MEMBER SHERLOCK	YES

Chair Hutchinson hopes to have the web site up and running by the meeting Kick Off and asked that each member do a Head Shot for the web site and a small bio as to who you are.

#### **EVENTS (Sandra Newman)**

### 5. Approve the Calendar of Community Centennial Events (as of: 3/20/2013)

Vice Chair Newman noted that she has been contacting people who wish to serve on her sub-committee.

City Manager Nicoletti noted that the use of the Centennial Logo will come with a licensing agreement and the City will own the art and we don't want people using it commercially, unless we contract with them, and we want those non-profits to use it for specific things. He said he would draft something.

Mr. McHardy asked if the City was sponsoring the East Stuart Centennial?

City Manager Nicoletti stated he believes it is the East Stuart Main Street that will be sponsoring the East Stuart Centennial and if they wish to sponsor the loge he can provide a license agreement to them for use.

He also reminded those task members about the Sunshine Law, and their role with the subcommittee members.

Chair Hutchinson noted that she tentatively reserved the Flagler Park for the weekend before and weekend after May 7, 2014 for the celebration.

**HISTORICAL: (Eugene McHardy)**

**6. Update Sub-Committee Meeting**

Board Member McHardy presented his subcommittee members report. He said at that meeting they discussed many items and historical data compiled and included in the powerpoint presentation. This is scheduled to be presented at the May 13, 2013 Commission Meeting.

Commissioner Christie noted that there are several parcel of vacant land in East Stuart and suggested contacting the property owners to allow for the placement of kiosk.

Chairperson Hutchinson said they need to come up with a sponsorship program that will help fund the final event. She suggested that between now and the next meeting they should come up with ideas to raise funds for the event.

**FINANCIAL: (Denny Hudson)**

Not Present

**PUBLIC COMMENT (3 Min. Max)**

Al Evans came forward and stated he would like to be on a Committee. He said he organized over 44 programs at the Charter Club in Palm City and is looking forward to serving.

Sam Yates came forward and highly recommended the suggestion by the City Manager and the public use of the Centennial Logo. He also asked that Scripps share this information with other media.

Chair Hutchinson agreed with Mr. Yates about other media outlets.

Sam Yates also recommended business involvement and stated is very important. He also stated this could be a platform for national publicity and visability not just at a local and regional level and would be happy to share his suggestions. He recommended working with Lamar Billboard to secure advertising of the event with them.

**ANNOUNCE NEXT MEETING DATE**

The next Meeting is scheduled for May 22, 2013 at 4:30 p.m.

**ADJOURNMENT 5:42 P.M.**

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Mary Hutchinson, Chair

Date