

BAL HARBOUR VILLAGE
BRANDING WORKSHOP MINUTES
FEBRUARY 19, 2014

A workshop, for the public to review and provide input on the Bal Harbour Brand Guide, was held on February 19, 2014, at the ONE Bal Harbour Resort & Spa (10295 Collins Avenue, Bal Harbour, Florida). The workshop started at 5:20 p.m.

Mr. Gonzalez welcomed those in attendance and recognized the following members of the Council and Resort Tax Committee, who were in attendance:

Council Members: Mayor Jean Rosenfield, Assistant Mayor Joni D. Blachar, Councilwoman Patricia Cohen, and Councilman Martin Packer

Resort Tax Committee Members: Gilberto Garcia-Tunon, Bruce Gelb, Michael M. Krop, Richard Lodes, Sandra S. Lansing, and Angelica Lenox

Also present: Jorge M. Gonzalez (Village Manager), Ellisa L. Horvath (Village Clerk), and Carolyn Travis (Director of Tourism Marketing)

Andrea Spiegel (Managing Director) and Michael Doody (Creative Director) - Partners & Napier, reviewed a Powerpoint presentation of the proposed Brand Guide.

Council members, Resort Tax Committee members, and members of the public provided comments during the presentation.

Mr. Gonzalez discussed the resort tax collection and the restricted use of those funds. He also discussed the purpose of the workshop, to align the proper brand with the Village.

The presentation was discussed at the individual tables.

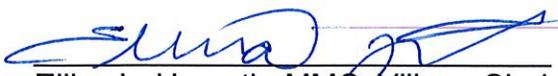
Council members, Resort Tax Committee members, and members of the public provided comments, from each table.

Ms. Spiegel summarized the comments received, which would be considered for inclusion in the Brand Guide. She welcomed additional comments via email, etc.

Mr. Gonzalez thanked those in attendance, for providing input.

The workshop ended at 7:10 p.m.

Prepared and submitted by:


Ellisa L. Horvath, MMC, Village Clerk

