

MINUTES
TOWN COMMISSION WORK SESSION
MARCH 14, 2023
6:30 P.M.

CALL TO ORDER:

This meeting was held in-person and livestreamed as a Zoom webinar. Mayor Stark called the Town Commission Work Session to order on March 14, 2023, at 6:35 p.m. at the Town Meeting Hall.

ROLL CALL:

COMMISSIONERS PRESENT: Commissioner McMullen
 Commissioner Polland
 Commissioner Ramos
 Vice Mayor Satterfield
 Mayor Stark

COMMISSIONERS ABSENT: None

PRESENTATION:

Discussion on Events

Town Manager Koontz provided a PowerPoint presentation. Please see attached presentation for additional details.

Highlights of the presentation included the following:

- Events Staff include 3 full-time employees and 1 part-time employee; one of the full-time positions is currently vacant. Public Works Staff working events has included 3 full-time employees; one of these full-time positions will be vacant starting March 20th. The Oakland Police Department has also provided event staffing.
- Sponsorships for events have been as follows:
 - 2019 – Cash \$5,540 and In-Kind donations \$1,385 for a total of \$6,925.
 - 2020 – No events due to COVID.
 - 2021 – Cash \$8,875 and In-Kind donations \$2,000 for a total of \$10,875.
 - 2022 – Cash \$13,660 and In-Kind donations \$8,240 for a total of \$21,900.
- 2022-2023 welcomed the return of all historic major festivals including Santa’s Lane, Heritage Day, and Celebration Among the Oaks.
- Saturday Events that are reoccurring have been Santa’s Lane, Heritage Day, Celebration Among the Oaks, Jazz Night, and an average of twice a month opening at the Arts & Heritage Center. There was also a one-time Lakeside Church 5k that

took place in 2023 and the Healthy West Orange Fresh Start 5k that took place in 2022 and was then combined with Heritage Day in 2023.

- Reoccurring Weekday Daytime Events include Yoga on the Porch; 4th Friday: Music on the Porch; Coffee with the Town Manager; Wednesday Food Truck at the Center; Take Over the Trails Day; HAPCO International Jazz Day; Trees of the Season OACS Field Trips; and Arts & Heritage Center Public Hours. There was also a one-time Special Olympics Law Enforcement Torch Run in 2022.
- Reoccurring Weekday Evening Events include Art Exhibit Opening Nights; International Jazz Day for 2023; 4th Friday: Music on the Porch for June and August 2022; and the 135th Town of Oakland Anniversary in 2022.
- Summary - Events – Currently there are the following events:
 - Three Town of Oakland festivals
 - HWO Arts & Heritage Center operating hours
 - Town center lighting
 - Music events such as Ron Carter
 - Exhibit openings
 - Community events
 - Food trucks
 - Music on the porch
 - Any other community type event
 - Partner events
 - 5K races
 - Nature Fest (ONP)
 - Takeover the Trail (HWO)
- Summary – Budget – Current budget amounts are as follows:
 - Three Town of Oakland festivals
 - \$24,000 budget
 - Town Center Lighting
 - \$27,000 budget
 - HWO Arts and Heritage Center
 - \$6,000 budget for entertainment
- Summary – Staffing –
 - Town Staff
 - Events Staff – 4 (one vacant)
 - 3 Full time and 1 part time
 - Public Works Staff – 3 (one vacant)
 - Oakland PD as needed
 - Contract help
 - Volunteer help
 - Other Considerations
 - Part time/on call group of staff to work events should be considered
 - Communication, public information, and marketing

Town Commission discussion was as follows:

- Mayor Stark said that one thing that was not talked about was the new Oakland General Store.
 - Town Manager Koontz the new Oakland General Store will be in our concession area and should be opening soon, maybe even this week.
 - Mayor Stark said she feels we should include that in the deck, what their operating hours are, etc.
 - Town Manager Koontz said that we will have to get more information on that; we are trying to give them the flexibility to be as successful as possible.
 - Mayor Stark said that all the events we have done so far have been very well done. Commissioner McMullen has brought the talent into town and we need to figure out how to partner on those kinds of events. We are growing, it has been two years that we have accomplished all of this. The door is open for even bigger and better things. She said she would add Oakland General Store to that.
- Vice Mayor Satterfield said that he agrees that we are getting to where we need to split the positions. We need to have social media and advertising type things separate from event planning because we are getting to where event planning can turn into and personally, he would like to see it turn into a big beast. The more that we can do of the 200-300 size, the better it is for us. It is good to have bigger events for Santa and the Easter Bunny and the Heritage Festival.
- Town Manager Koontz said that is what he would recommend. We have our 3 signature festivals and that is a great place to be, not try to have more of these bigger events but supplement with smaller community events like 200-300 people.
- Vice Mayor Satterfield said that if we do hire that person for that position, we need to make sure people are aware that a flexible schedule is needed for the position. Events are like theme parks; they are weekend events. He is not as knowledgeable about communications; do we need a full-time PIO?
- Mayor Stark said that she thinks we do need a full-time PIO but she leaves that to staff to flesh that out. She also said that she thinks we can find local residents that are good at planning events to help take the lead on some of these events.
- Town Manager Koontz said the commission needs to decide if they want to move forward and then give staff the ability to figure out the best way to staff the events and support them moving forward.
- Mayor Stark said she felt the Ron Carter Event was one of the best events she ever attended. The sound was amazing, she feels we could really make that a true hybrid event where Commissioner McMullen brings in the talent and then the town does the work of putting the event on so no one person is overloaded. Mayor Starks feels that we can do that type of event over and over again if Commissioner McMullen keeps bringing forward that kind of talent.
- Vice Mayor Satterfield said that he agrees that we should rely heavily on Commissioner McMullen for the music end of it because that is his talent, and he is so good at it.

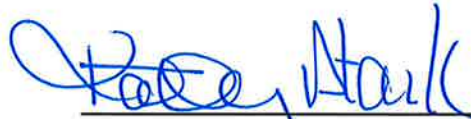
- Town Manager Koontz said that if we want to make it a true town event then the town puts up the resources and the staff to organize everything and then the only thing the town doesn't have to do is find the talent. They can concentrate on the rest of the ancillary things that need to happen.
- Commissioner McMullen said that the first thing we need to do is put it on paper and pull a calendar together so we can see what the impact looks like. He feels we need to look at the weekends because that is really when people get out and enjoy themselves. Residents have said that we have music from 11-3 but unless you are retired, you can't really get out and enjoy it. If we put together a calendar of the things we want to do and how we want to do it, then we can see what the impact is. Commissioner McMullen said Heritage Day wasn't really ours, it was the Oakland Nature Preserves event. It was the town's event at one time and then it was given back to the Oakland Nature Preserve. He used to do Juneteenth so maybe something like the Ron Carter event can replace it. We really just need to put it on paper and see what the impact is.
- Town Manager Koontz said that is why we need to get staff in place so that we can put everything on paper so we know if we have the support to do Saturdays. It goes hand in hand with whether the commission is willing to put forth the resources. Town Manager Koontz said he has faith that the staff can put together a series of events on a regular basis to try to meet the expectations.
- Commissioner McMullen said it was mentioned that we do a couple of Saturdays so instead of doing music on a Friday, you add a Saturday date. If you put everything on paper, you can see what is being done.
- Town Manager Koontz said that the exhibit openings have been taking place on Thursdays and they have been good. So maybe just looking at some of the Friday events and moving a few to Saturdays would be good but we need to make sure we have the support to do that.
- Commissioner McMullen said that the Friday activities really were initiated by Mike and Dennis because Dennis wanted something to happen in his building and Mike wanted to make sure we kept some type of building where the white house was. Dennis wanted some live music in town monthly and then the museum came and then we shifted it over there and expanded it.
- Commissioner Ramos said that he agrees with all 3 commissioners that have comments so far; kudos to staff and all they have been able to do. Feels we need someone in charge who can coordinate instead of just sharing the hat. We also need to consider our neighbors, so we aren't competing with Winter Garden and Windermere events.
- Commissioner Polland said he agrees with most everything that has been said and he agrees that we need a full-time events person; as far as a PR person, he is not sure how much time we need. However, when we need a PR person, we need a PR person when something happens. It is only going to get bigger so we may want to consider a full-time person.
- Mayor Stark said that she is hopeful we could hire someone as a contractor to do the PR portion.

- Town Manager Koontz said that he hears the consensus is that we need to move forward with prioritizing events with a person that oversees it; we need to continue this direction we are going with events and put together a calendar; and the PIO needs to be thought through.

ADJOURNMENT:

The work session was adjourned at 7:04 p.m.

TOWN OF OAKLAND



Kathy Stark, Mayor

ATTEST:



Elise Hui, Town Clerk



COMMUNITY EVENTS & FESTIVALS – 2021-23

MARCH 14, 2023

TOWN EVENTS STAFF



EVENTS STAFF

Elisha Pappacoda, *Admin Services Director* – **vacant**

Lynn Dattolo, *Facility Rentals Manager*

Jessica Lovejoy, *Event Planner - part-time*

Gabby McGee, *Cultural Arts & Heritage Program Specialist*

PUBLIC WORKS STAFF

Scott Townsend, *Public Works Supervisor*

Luis Reyes, *Public Works* – **vacant**

Danny Leno, *Public Works*

OAKLAND POLICE DEPT

Darron Esan, *Chief of Police*

Rene Castro, *Community Relations Officer*



SPONSORSHIPS

2019

Cash - \$5,540
In-kind - \$1,385

Total - \$6,925

2021

Cash - \$8,875
In-Kind - \$2,000

Total - \$10,875

2022

Cash - \$13,660
In-Kind - \$8,240

Total - \$21,900



MAJOR FESTIVALS

2022-23 welcomed the return of all historic major festivals:



December

Santa's Lane

Attendance: '21 - 1,750 '22 – 2,500

Staff: 4 Events Team, 3 Public Works,
5 Officers, 12 Volunteers



January

Heritage Day

Attendance: '23 - 2,500

Staff: 4 Events Team, 2 Public Works,
4 Public Works temp. workers, 15 Volunteers,
Entire Police staff participated



April

Celebration Among the Oaks

Attendance: '22 - 4,000

Current Scheduled Staff: 3 Events Team,
1 Public Works, 2 Public Works temp.
workers, 10 Volunteers, 5 Officers

EVENT SCHEDULE 2021-2023



SATURDAY EVENTS

Reoccurring:

Santa's Lane

Heritage Day

Celebration Among the Oaks

Jazz Night

Ron Carter in 2022. Based on food sales and Oakland PD count, estimated Attendance – 375 People

Arts & Heritage Center Opening with Food Truck

The Center is currently averaging a twice monthly opening, staffed by volunteers from 10 a.m. – 3 p.m.

Attendance – 33 average visitors

Food Truck – 30 average transactions

One-time:

2023- Lakeside Church 5k

Town Sponsored - Staff supported the event by opening the Center and providing a water hydration station in Speer Park

2022 - HWO Fresh Start 5k

2023 Combined with Heritage Day

EVENT SCHEDULE 2021-2023



WEEKDAY DAYTIME EVENTS

Reoccurring:

Yoga on the Porch

Weekly on Friday morning

Attendance – 6-10 average

4th Friday: Music on the Porch

7 dates in '21-'22

5 performances: 11 a.m. – 3 p.m. Attendance – 33 average

2 performances: 3 p.m. – 6 p.m. Attendance – 30 average

Coffee with the Town Manager

Monthly in the Arts & Heritage Center

Attendance – 5-10 people average

Wednesday Food Truck at the Center – weekly

Attendance – 30 average

Take Over the Trails Day – yearly

Attendance – 350 average

HAPCO International Jazz Day – yearly starting in

2021 – 2022 3-6 p.m. Attendance – 94 people

Trees of the Season OACS Field Trips – all grades at

OACS visited the Center in December 2022

Arts & Heritage Center Public Hours– in 2022 we

increased days open to include every Wednesday and two

Saturday's a month with hours from 10 a.m. – 3 p.m.

One-time:

2022- Special Olympics Law Enforcement Torch Run

Attendance – 150

EVENT SCHEDULE 2021-2023



WEEKDAY EVENING EVENTS

Reoccurring:

Art Exhibit Opening Night –

2023 will host six exhibits vs four in 2022

Sept. 2021 Hispanic Heritage, Fri. 5-7 p.m.

Attendance – 150 people

Nov. 2021 Places of Worship, Thurs. 5-7 p.m.

Attendance – 125 people

Feb. 2022 Black History

Cancelled due to Covid among staff

April 2022 Oakland History, Sat. 10-3 p.m.

Opened with CATO – Attendance – 815 people

June 2022 Planes, Trains & Automobiles, Fri. 3-6 p.m.

Paired with 4th Friday – Attendance – 87 people

Sept. 2022 Hispanic Heritage, Thurs. 5-7 p.m.

Attendance – 125 people

Dec 2022 Among the Oaks, Sat. 3-6 p.m.

Paired with Santa's Lane – Attendance – 400 people

International Jazz Day – yearly

Moved to Friday evening for 2023

One-time:

4th Friday: Music on the Porch – Aug. & June 2022

were an evening timeslot from 3-6 p.m.

2022 - 135th Town of Oakland Anniversary

Attendance – 50 people

SUMMARY - EVENTS

- Three Town of Oakland festivals
- HWO Arts and Heritage Center operating hours
- Town center lighting
- Music events, for example Ron Carter
- Exhibit openings
- Community events
 - Food trucks
 - Music on the porch
 - Any other community type event
- Partner events
 - 5K races
 - Nature Fest (ONP)
 - Takeover the trail (HWO)



SUMMARY - BUDGET

- Three Town of Oakland festivals
 - \$24,000 budget
- Town Center Lighting
 - \$27,000
- HWO Arts and Heritage Center
 - \$6,000 budget for entertainment



SUMMARY - STAFFING

- Town Staff
 - Events Staff – 4 (one vacant)
 - 3 Full time and 1 part time
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 - Oakland PD as needed
- Contract help
- Volunteer help
- Other Considerations
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 **Oakland** TOWN OF
FLORIDA