

Viva Florida Time Capsule Committee

May 10, 2013

3 p.m.

Leon County Courthouse
Commission Chambers, 5th floor

A G E N D A

- I. Call to Order
- II. Review of April 19, 2013 Committee Minutes
- III. County Staff Update
- IV. Review of Proposed Marketing Plan
- V. Member Discussion
- VI. Adjournment

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Leon County Viva Florida Time Capsule Committee

Meeting Minutes

April 19, 2013

3 p.m.

The Leon County Viva Florida Time Capsule Committee (Committee) met in the County Commission Chambers on the 5th floor of the Leon County Courthouse located at 301 South Monroe Street.

Members in attendance were: Robert Bullard, Laura Lee Corbett, Paula Deboles-Johnson, Sharon Gray, Marion McGee, and Jordan Thompson. Kim Galban-Countryman was absent.

Also in attendance were: Shington Lamy, Assistant to the County Administrator, Cay Hohmeister, Library Service Director, and Lee Daniel, Tourism Division Director. The meeting was called to order by Shington Lamy at 3:05 p.m.

I. Committee Member Introductions

Mr. Lamy recognized each member of the Committee as well as the County staff present to provide brief introductions. Mr. Lamy mentioned that Ms. Galban-Countryman was not present due to a family emergency.

II. Overview of Viva Florida Time Capsule

Mr. Lamy provided a PowerPoint presentation to the Committee regarding the statewide Viva Florida Celebration commemorating the 500 year anniversary of Ponce de Leon arrival to Florida in 1513. Mr. Lamy stated that as part of the Viva Florida Celebration the Florida Department of State provided all 67 counties with a time capsule to collect items that uniquely represents each respective community.

Mr. Lamy stated that the Leon County Commission created the Committee to lead the effort of recommending and collecting the items for the time capsule as well as raising public awareness and input. Additionally, the Committee is to recommend when the time capsule will be sealed and the length of time. Mr. Lamy mentioned that the time capsule will be located at the Leon County Courthouse due to the high volume of County residents that visit the facility and its close proximity to local visitors' attractions such as the Old Capitol Building and the World War II Memorial.

In order to garner public input, Mr. Lamy proposed a two-three week public outreach campaign to include a dedicated webpage, electronic campaign and a public hearing during the month of May 2013. Mr. Lamy also presented to the Committee a draft timeline/schedule to be discussed later in the meeting (see Section V) that takes into consideration the Committee dissolution date of June 30, 2013.

III. Review of Committee By-laws

Mr. Lamy presented the proposed Bylaws for the Committee's review.

Ms. Corbett moved to adopt the bylaws and it was seconded by Mr. Thompson. The motion passed 6-0.

IV. Election of the Chair and Vice-Chair

Mr. Lamy opened the floor for the nomination of chair of the Committee. Ms. McGee nominated Mr. Bullard and it was seconded by Ms. Johnson. ***The nominations were closed and Mr. Bullard was elected chairman of the Committee, 6-0.***

Subsequently, Mr. Lamy opened the floor for the nomination of vice-chair of the Committee. Ms. McGee nominated Ms. Johnson, however Ms. Johnson declined. Ms. Johnson nominated Ms. Corbett and it was seconded by Ms. McGee. ***The nominations were closed and Ms. Corbett was elected vice-chair of the Committee, 6-0.***

V. Review of Committee Timeline/Schedule

Mr. Lamy presented a proposed timeline that would consist of three Committee meetings including a public hearing. The work of the committee would conclude with a July 9th presentation to the County Commission. Mr. Lamy stated that the next meeting of the Committee would focus on adopting a marketing plan that would raise public awareness of the opportunity to provide input on the time capsule.

After considerable discussion by the Committee, it was agreed that the proposed timeline would need to be revised and extended due scheduling conflicts and to provide a more reasonable time period for public input. Chairman Bullard suggested that the Committee completion date be extended from June 30, 2013 to September 30, 2013. Mr. Lamy stated that he would inform the County Commission of the Committee's request at the first County Commission meeting in May.

In the interim, Committee moved forward with scheduling its next few meetings for Friday, May 10, Tuesday, May 21, and Friday, June 14. The Committee agreed that additional meeting would be scheduled at a later date.

In regards to the May 10th meeting, Chairman Bullard suggested that members forward to Mr. Lamy their ideas for promoting citizen participation in the time capsule process so that it may be compiled and sent to the Committee prior to the meeting. Mr. Lamy suggested and the Committee agreed that members email their ideas by Friday, May 3 and that he would prepare a marketing plan proposal comprised of submitted ideas on Tuesday, May 7.

VI. Member Discussion

In reference to the marketing plan, Ms. Corbett added that Committee should consider the following:

- the timeframe for which the time capsule would represent (i.e. events occurring exclusively in 2013 or multiple years)
- what groups to target
- social media outreach

Chairman Bullard suggested that members identify groups and organizations that the Committee should reach out to as part of their submittal for ideas for the marketing plan. Ms. Johnson inquired whether staff had considered a date to seal the time capsule and the period length. Mr. Lamy mentioned that October 25 marks the date that Dr. Simmons met with Mr. Williams at St. Marks, choosing Tallahassee as the capital of Florida. Mr. Lamy stated that he would inform the Committee of the exact date at the next meeting.

VII. Adjournment

Ms. Gray moved that the meeting be adjourned at 4:25 p.m. and it was seconded by Ms. Corbett. The motion passed 6-0.

DRAFT

Leon County Viva Florida Time Capsule Marketing Plan

As part of the state's 2013 Viva Florida celebration, which marks the 500th anniversary of Juan Ponce de Leon's arrival to Florida in 1513, the Department of State provided all 67 counties a time capsule to collect items that uniquely represents each respective community.

The Leon County Commission created the Viva Florida Time Capsule Committee (Committee) with the responsibility of leading the effort of recommending and collecting the items for the time capsule. Additionally, the Committee is charged with gathering public input on determining the appropriate items that capture the events, policies, literature and technologies that shape the community today.

The purpose of the marketing plan is to develop a strategic approach that will allow the Committee to reach out to a large segment of the Leon County community. The marketing plan provides ideas for engaging citizens in process of determining the contents of the time capsule, as well as identifies the approach in which information will be relayed to the public. The following material pools the thoughts and ideas that have been submitted by members of the Committee and County staff.

Viva Time Capsule Website

Viva Florida Time Capsule Website (www.leoncountyfl.gov/timecapsule)

The website would be the main source of information to the public regarding the Leon County Viva Florida Time Capsule and the Committee. It would also be one way in which citizens may submit their ideas. The website would include:

- Viva Florida Time Capsule History/Background
- Viva Florida Time Capsule Timeline
- Time Capsule Event and Contest Information
- Committee Meeting Dates, Agendas, and Minutes
- Electronic Suggestion Box (timecapsule@leoncountyfl.gov)

Proposed Viva Time Capsule Committee Events and Contents

Time Capsule Photo Competition

Many counties have adopted photo competitions to solicit content for their respective communities. In Leon County, citizens would be encouraged to submit photos to be included in the time capsule. The photos would then be provided on the time capsule website where they would be voted on by the public for inclusion in the time capsule.

The Photo Competition submission period would be for three weeks beginning Monday, May 20 and ending Friday, June 7. Citizens would be encouraged to submit photos from local events, such as Springtime Tallahassee, Winter Festival, Operation Thank You, proms, graduation, etc. Subsequently, the photos would be uploaded to the time capsule website for voting by the public which, would begin on Monday, June 17 and end Friday, June 28 (two-week period).

Community Fact Sheet

The community fact sheet would ask citizens to develop a list of fact statements on current events and issues in Leon County (i.e. current gas price, 2013 Neighborhood of the Year, largest employer in Leon County, etc.) The survey questions and answers would be submitted through the website or by mail. Fact statements would be accepted Monday, July 8 through Friday, July 26. Fact statements would be reviewed by the Committee then compiled for the time capsule.

Crystal Ball Entry

A small plastic crystal ball may be included in the time capsule that provides citizens the opportunity to list events that they believe would occur between the period of the sealing of the time capsule and the time in which it is scheduled to open (i.e. bus service to Miccosukee Community, Performing Art Center built, FSU finally wins the College World Series, etc.). Entries would be accepted Monday, August 5 through Friday, August 23.

Letters to the Future

The Committee would partner with Leon County Schools to have 5th grade students from the district write letters to future citizens of Leon County with a theme to be determined by the Committee. The 2013-14 school year begins Monday, August 19. This would provide a considerable period of time to work with the Superintendent's office to have the assignment incorporated into the curriculum for the school year. The letters would be submitted to the Committee by Friday, August 30.

Time Capsule Community Road Show

The time capsule would be displayed at the County Main Library and branch libraries to showcase the contents that will be included once it is sealed on a date determined by the Committee. The "road show" would follow the Committee's presentation to the County Commission in September until the date of the sealing at the County Courthouse.

Public Hearing

Public hearings provide citizens the opportunity to share their thoughts on issues that shape the community. An evening Committee meeting (preferably 6 p.m.) would be held on a weekday to provide citizens the opportunity to present their thoughts for content they believe would be appropriate for the time capsule. The public hearing may be held as the final Committee meeting in August.

Sealing Ceremony

The community would be invited to a ceremony at the County Courthouse on the date determined by the Committee for the sealing of the time capsule. At that time the contents would be presented a final time prior to be placed in the time capsule, sealed, and put on display in a designated area at the Courthouse.

Marketing and Promoting Events and Contents

The following is a detailed list of approaches that would be utilized to market and promote the events and contents in order to generate public participation:

News Releases – emailed to local media partners as well as citizens that are part of the County information notification *listserv* prior to each of the Time Capsule Committee's contests and events.

Posters/Flyers – posters would be displayed at Leon County facilities; flyers distributed to local businesses and organizations.

Notify Current and Former members of County Citizen Committees – more than 1,000 citizens have served or are currently serving on a County Citizen Committee; email notification would be sent to this group of the community prior to each of the Time Capsule Committee's contests and events.

County Website – a link would be provided on the front page of the County and Library websites to the Time Capsule website.

CountyLink – Committee events and contests would be advertised on the CountyLink which normally runs the first Wednesday of each month.

Newspaper Ads – Ads would be purchased in the Tallahassee Democrat and Capitol Outlook to advertise the Committee's events and contests.

WFSU/NPR – Radio ads would be purchased to advertise the Committee's events and contests.

Targeted Organizations

The Committee recently discussed local organizations that may be approached to provide input on the time capsule process. Committee members were asked to provide a list of organizations that may be targeted for this process.

Organizations that have been identified by the Committee may be invited to future Committee meetings to present ideas and thoughts for contents and materials for the time capsule. Additionally, the Chairman or a member designated by the Committee, may attend

a meeting of the targeted organizations to raise awareness of the opportunity for public participation in the process of determining what goes in the time capsule. The following are the organizations that have been identified by members of the Committee:

- Council on the Culture of Arts (COCA) organizations
- Council on Neighborhood Associations (CONA)
- Area museums
- Area genealogical societies
- Area lineal societies
- Community Redevelopment Area (CRA)
- Leadership Tallahassee/Chamber of Commerce
- The Village Square
- Area Summer Camps
- The Distinguished Young Gentlemen of America
- Leon County Student District Advisory Council
- Leon County Schools Students
- Tabernacle Missionary Baptist Church