



Keep Winter Park Beautiful & Sustainable Advisory Board Minutes

March 16th, 2023 at 2:00 p.m.

Commission Chamber
401 S Park Ave, Winter Park

Present

KWPB&S: Stephen Pategas, Catherine (Kay) Hudson, Carey Bond, Laura Gustafson-Hullinger (virtual)

City Staff: Mia Brady; Sustainability Specialist, Sara Miller; Sustainability Manager

(1) Call to Order

Work session called to order by Mia Brady at 2 PM.

(2) Timeline

Mia Brady established that the timeline will be centered around National Photography Day on June 15, the day the actual photography workshop will be. Mia said the contest will follow this workshop. Carey Bond suggests that the day of the workshop be the beginning of the timeline for the photography contest. Mia mentions that the contest should run for about a month. Stephen Pategas suggested that the timeline should be figured out starting from when the calendar will be sold and working backwards from there. Stephen also mentioned that the calendar must be available by October/November so that residents can actually purchase them for use. Mia suggests that the calendar should aim to be finished by the Autumn Art Festival in early October. Kay Hudson inquired about how long it will take for the calendars to be produced once the contest is finished. Stephen raised the issue of cost and funding the publishing of the calendar. Sara Miller suggested that, once the research has been finished, the board votes on what to do via email.

(3) Layout

Kay mentioned how the calendar will look when published and suggests that the calendar be laid out as a picture taking up the whole top page and then the calendar on the page below. Stephen mentioned that, rather than using a spiral to connect the calendar, stapling might be more cost effective.

Carey asked what the ultimate goal is with this calendar. Kay said that the calendar should be seen as a fundraiser as opposed to a product to sell. Carey suggested that the winners of the photography contest be honored separate from the calendar in addition to having their pictures in the calendar.

Stephen clarified that the photographs submitted do not have to be taken within the timeline of the due date, but mentioned that contestants should be limited to Winter Park residents. Laura Gustafson-Hullinger inquired about who would be eligible to participate in the contest and if contestants had to provide additional information about the photograph they submit. Mia specified that the contestants will not be required to be Winter Park residents, but that their submitted photographs will have to have been taken within city limits.

(4) Logistics

Mia referenced materials provided by Stephen. Mia established that there will be 12 winners of the contest. Stephen mentioned incentivizing submissions for the calendar so that the contest gets more involvement. Stephen suggested that the kiosk in City Hall (?) have a rotating image from contestants to encourage both participation and purchasing of the calendars.

Stephen said that the physical parameters for the competition are within Winter Park city limits but that the content of the photographs should also be limited to public areas (i.e. not people's backyards) to promote the nature accessible to residents. Kay disagreed and advocated for including photographs taken on private property in the contest. Carey agreed with Kay and said that the calendar should exist to promote all of Winter Park, not just public areas. Kay mentioned that a large amount of the photographs will most likely come from public parks and that including photos taken in residential areas might allow them to diversify the content of the calendar. Sara mentioned that including photos from private residences could allow KWPB to promote Florida-friendly landscaping. Sara suggested that the board provides a list of photography locations to choose from (i.e. residential, public space, park) for contestants. Stephen mentioned that there might be an overabundance of submissions if residential areas are included in the areas allowed for photographs. Stephen suggested that the board includes "no manmade objects" in the photograph parameters.

Mia addressed who would be judging the competition. Stephen suggested that the board asks a local photographer and the Rollins photography club/students to participate in judging. Carey suggested that Bob, the person who will be teaching the photography workshop, be included in the panel of judges. Laura seconded Stephen's suggestion of the Rollins photography club/students. Laura suggested Lee Lines as a reference for nature photography at Rollins.

Mia addressed that calendar sales will hopefully take place at the fall art festival in early October. Mia mentioned that providing a virtual purchasing option is a good idea. Stephen suggested selling calendars at the farmer's market. Mia mentioned that Kay is doing research on what company to use for printing the calendar.

Stephen mentioned looking into potential sponsors for the calendar.

Mia established that there will be a biweekly update via email on the progress of the calendar. Mia also established that the board will vote on whether to move forward with the photo competition at the next board meeting.

Stephen said that he will be doing the cost analysis for printing the calendars.

(5) Adjournment

Kay adjourned the work session at 3 PM.

Minutes approved the board on mm/dd/yyyy.
/s/ Recording Secretary Victoria Tabor