

**HISTORIC PRESERVATION ADVISORY BOARD  
MEETING  
NOVEMBER 19, 2009**

**MEMBERS PRESENT:** Dawn MacGibbon, Chairman  
John Chalifoux, Nancy Lisby, Karen Maxey,  
Nancy Miller-Houck, Christel Schmidt

**MEMBERS ABSENT:** Dianne Bettmann

**OTHERS PRESENT:** Mitchell Austin, Urban Design Planner  
Nancy Prafke, John Wright

**CALL TO ORDER/ANNOUNCEMENTS**

- A. Roll Call
- B. Next Scheduled Meeting - December 17, 2009
- C. Last Scheduled Meeting - October 22, 2009

**APPROVAL OF MINUTES**

- A. Meeting of October 22, 2009
  - Ms. Lisby MOVED, Mr. Chalifoux SECONDED approval of the October 22, 2009 minutes.  
MOTION CARRIED UNANIMOUSLY.

**NEW BUSINESS**

- A. Presentation from the Punta Gorda Chamber of Commerce regarding a New Logo
  - Ms. Nancy Prafke, Team Punta Gorda (TPG) Chief Executive Officer (CEO), stated work had been underway by the Punta Gorda Chamber of Commerce (PGCC), TPG, Fishermen's Village (FV), Main Street Punta Gorda (MSPG) and the Downtown Merchant's Association (DMA) for a brand to be used specifically by entities to attract business, tourism and residents to the area. She mentioned branding efforts put forth by the former Enterprise Punta Gorda (EPG) had stalled due to lack of funding, adding the PGCC was given responsibility for branding the City when EPG was disbanded. She announced Ms. Patti Allen, FV General Manager, had created a tag line, "Punta Gorda, It's Happening on the Harbor," which had been developed into a logo, as denoted within the agenda material, and was currently in the process of being trademarked to the PGCC for both State-wide and national protections. She expressed endorsement by the above mentioned entities, all of which had started utilizing the logo in communication and advertising. She noted all City Councilmembers had spoken in favor of the logo as it was felt it captured the community's spirit, adding City Manager Howard Kunik was supportive as well and, in fact, had requested she determine the City's advisory boards'/committees' level of support for this activity.

- Ms. MacGibbon asked if City officials had already indicated their intention to utilize this logo or whether they simply wished to determine the community's feelings.
- Ms. Prafke replied she had been asked to gauge the thoughts of the City's boards/committees. She noted a number of boards/committees had unanimously expressed approval of the logo.
- Ms. MacGibbon confirmed a presentation had been made to the Revitalization Committee (RC)
- Ms. Prafke added RC had voted to support the logo as had the Waterfront Development Advisory Committee (WDAC), the Punta Gorda Isles (PGI) and Burnt Store Isles (BSI) Canal Advisory Committees (CACs).
- Ms. MacGibbon asked if the logo had been presented to the Punta Gorda Historical Society (PGHS).
- Ms. Prafke replied they had spoken with a few PGHS members; however, a formal presentation had not been made. She clarified there was no intention to replace the City of Hibiscus designation.
- Ms. MacGibbon recalled the RC held a meeting some time ago on the subject of branding; however, she had been unaware a logo had been developed. She pointed out the agenda material indicated the PGCC's view to have the City use the logo in future applications such as their website and stationery. She stated in her attempts over the past 12 to 15 years to facilitate use of the "City of Hibiscus," she had hoped same would be used on the City's stationery. She asked if the City was considering replacing the City seal with the proposed logo.
- Ms. Prafke replied discussions had not reached that level; however, she did not believe the logo would replace the City seal.
- Ms. MacGibbon asked who had granted the responsibility for branding to the PGCC.
- Ms. Prafke replied City Council, approximately 18 months earlier.
- Ms. MacGibbon commented she did not recall same, pointing out nothing was mentioned at the above mentioned RC meeting.
- Ms. Prafke explained TPG previously had the responsibility for branding; however, TPG did not feel they were the appropriate group to brand the City; thus, the responsibility was handed over to EPG. She clarified TPG had always intended to participate, asking Mr. John Wright, PGCC Director, to elaborate.
- Mr. Wright reiterated the proposed logo was not a replacement for the City of Hibiscus but rather was intended to be used as a commercially based tag line to attract business and visitors to the City. He continued the intent was to use the logo as an external outreach and as a method to link major institutions and not-for-profits to allow

unification under one tag line. He explained EPG had reached a point of selecting a consultant; however, the \$65,000 cost for same was simply prohibitive.

- Ms. MacGibbon recalled the consultant discussed at a previous RC meeting had a poor track record.
- Mr. Wright noted the above mentioned groups had been utilizing the logo for the past two months, adding Councilmembers approached PGCC with an idea to incorporate same into the City's activities. He asserted there was no intention whatsoever to replace the City seal.
- Ms. Schmidt stated her understanding was the logo would promote the City of Hibiscus.
- Mr. Wright expressed uncertainty as to how same would work; however, he reiterated the tag line would not replace the City of Hibiscus.
- Ms. Lisby clarified it was a marketing tool.
- Mr. Wright mentioned the Punta Gorda Airport wished to use the logo to market their airport to airlines and to attract businesses to the airport area.
- Ms. Maxey commented she felt this was necessary, forward thinking and easy to remember.
- Ms. Miller-Houck noted this Board was attempting to promote the history of the hibiscus in Punta Gorda, adding she felt having two different logos was somewhat confusing.
- Ms. Prafke acknowledged the hibiscus was part of the history of the community, confirming TPG embraced same.
- Ms. Maxey MOVED, Mr. Chalifoux SECONDED to recommend City officials incorporate the proposed logo in their activities as appropriate.
- Ms. Schmidt clarified the hibiscus was not being replaced as far as use on the City's letterhead.
- Ms. Miller-Houck concurred.
- Ms. Lisby expressed hope members of the community would be assured of same through some type of educational process.
- Ms. Schmidt MOVED to AMEND the motion to recommend City officials incorporate the proposed logo in their activities with the exception of official business letterhead, recommending the City of Hibiscus be utilized for same.
- Ms. Miller-Houck SECONDED the AMENDMENT.
- Ms. MacGibbon called for a vote on the amended motion.
- MOTION CARRIED UNANIMOUSLY.

B. Certificates of Appropriateness

1. HPAB Review

a. CA-26-09 - 322 Sullivan Street; Installation of a 3' x 2' Single-sided Carved PVC Ground Sign & 12" x 6" Window Decal Sign

- Mr. Mitchell Austin, Urban Design Planner, provided a brief review of the subject property located within the National Register Historic District (NRHD) and displayed renderings of the proposed signs, as delineated in the agenda material, stating the signage would consist of window graphics and a ground mounted, monument style sign facing Sullivan Street. He noted the signs met the provisions of Sections 26-11.4(e)(4) and 26-11.4(e)(7) of the City Code and would be well within allowable size limits. He confirmed there would be no adverse impact on the historic character of the NRHD. He recommended approval of the request, offering to answer any questions regarding same.
- Ms. MacGibbon noted three structures previously located on this site had been demolished; however, she did not recall reviewing the applications for same.
- Discussion ensued with regard to the fate of the old structures.
- Ms. MacGibbon requested same be researched, acknowledging the issue before the Board was restricted to signage.
- Mr. Chalifoux MOVED, Ms. Schmidt SECONDED approval of CA-26-09. MOTION CARRIED UNANIMOUSLY.

b. CA-27-09 - 408 Tamiami Trail; Sign Installation

- Mr. Austin displayed an overhead of a rendering of the proposed signage, as denoted within the agenda material, stating the subject business, Manatees Pizza, would be located in the existing Ice House building. He explained the proposal consisted of a projecting sign as well as window lettering/graphics facing Tamiami Trail, adding both signs met size and location requirements of City Code. He noted the signs were also consistent in character and scale with existing signage at this location. He concluded with a recommendation for approval, offering to address any concerns of the Board.
- Mr. Chalifoux MOVED, Ms. Lisby SECONDED approval of CA-27-09.
- Ms. Miller-Houck commented favorably on signage throughout the City.
- Ms. Schmidt asked if the Ice House building was full at this time.
- Mr. Austin replied he believed so.
- MOTION CARRIED UNANIMOUSLY.

2. Information Only
  - a. CA-25-05 - 118 Sullivan Street; Addition of Handicap Ramp to the Price House
    - Ms. Lisby stated the Price House had been a difficult, expensive project, adding a great deal of volunteer work had been done in preparation for the upcoming Christmas Tour event. She explained a sidewalk led from the front of the house, off to the side, adding the handicap ramp itself led to the back of the building. She mentioned several 1925 sewer lids were saved when a downtown road was torn up and incorporated into the sidewalk which led to the ramp itself.
    - Ms. Miller-Houck mentioned she had been advised The Home Depot would install handicap ramps at no charge.
    - Ms. Lisby stated she would keep same in mind for future projects.
  - b. CA-28-09 - 207 Cross Street; Installation of Awning over Front Entrance
    - Mr. Austin announced this was the former Shell's Realty building, providing a brief description of the awning. He noted the awning was consistent with what had existed on the building in its original 1920s-1930s configuration. He mentioned the structure had been substantially altered in the 1960s; however, the owners were attempting to restore the building to a more historical countenance.
    - Ms. Lisby commented the site was formerly an apartment building.

#### OLD BUSINESS

- Ms. Maxey commented on the Board's past discussions of holding a Hibiscus Ball as a fund raiser, stating Edison Community College (ECC) indicated their desire to participate in the coordination of same. She noted she also approached the Chamber of Commerce, area hotel managers and the Sun Herald newspaper, adding the Event Center was available on April 9, 2010. She mentioned the Event Center required a \$1 million bond.
- Ms. MacGibbon responded that type of bond was not as costly as it appeared.
- Ms. Maxey continued a tax exempt certificate would have to be provided; however, \$1,500 was required to reserve the space. She questioned whether coordination of the event with Charlotte County may negate the \$1,500 rental cost.
- Ms. MacGibbon replied she did not believe same was possible. She then recalled discussion of holding the event at the City's parking garage, Herald Court Centre.
- Ms. Maxey stated she thought tours of the parking garage could be incorporated into the event, adding perhaps local antique car clubs would be willing to participate. She suggested horse & buggy rides, sales of a hibiscus calendar and boating tours of Charlotte Harbor as activities for a weekend long event.

- Ms. MacGibbon commended Ms. Maxey for her actions thus far; however, she expressed concern with regard to a possible conflict with the April 2010 Block Party.
- Ms. Maxey responded she believed the Block Party would be held either the week prior to or following April 9, 2010.
- Ms. MacGibbon asked if the PGCC wished to assist with the event.
- Ms. Maxey replied she had not yet met with Mr. Wright but planned to do so, adding an offer had been made to advertise the event free of charge. She opined the next step was to form a planning committee.
- Ms. Miller-Houck asked if organization of this event fell under the Board's purview.
- Ms. MacGibbon replied it did not, stating Ms. Maxey would be primarily responsible; however, there were many members of the community with a great deal of organizational experience. She suggested the Hibiscus Festival committee could assist Ms. Maxey, stating perhaps the date for same could be changed to coincide with the Hibiscus Ball. She then displayed several framed photographs of various hibiscus varieties hybridized by Mr. Harry Goulding, providing a brief description of their development. She commented on the possibility of hibiscus murals at the parking garage, as discussed at the Board's previous two meetings, asking if images could be scanned to reveal the hibiscus' natural colors.
- Mr. Austin replied color enhancement of original photographs was technically possible; however, true color originals were necessary to ensure a match.
- Ms. MacGibbon noted Mr. Ron Norsell, Punta Gorda Mural Society (PGMS), was not present, expressing concern with regard to the timing of making a conceptual presentation to the City in December 2009 as discussed at the Board's October 2009 meeting.
- Ms. Lisby suggested the Board make a recommendation to City Council for approval to work with the PGMS in providing examples of how to present Punta Gorda as the City of Hibiscus.
- Ms. MacGibbon stated she felt the Board must be prepared to discuss phases and costs when making their presentation to City Council to ask for conceptual approval.

**Note: Ms. Miller-Houck left the meeting at 9:31 a.m.**

- Ms. Schmidt mentioned a request for conceptual approval of establishment of an artisan's village was heard at a recent City Council meeting, adding Council requested clear, detailed information before seriously considering same.
- Ms. Maxey opined the Board's funding ideas would boost their position.
- Ms. MacGibbon countered the Board must have more than ideas.

- Mr. Austin agreed firm numbers and a solid plan were necessary before approaching City Council. He acknowledged discussions of murals at the parking garage had taken place among staff, stating he believed Councilmembers were aware of same.
- Discussion ensued with regard to the proper timing of a presentation to City Council coordinated between the Board and the PGMS.
- Consensus of the Board was to ask Mr. Norsell to attend their December 17, 2009 meeting.

#### **OTHER BUSINESS**

- A. Punta Gorda Historical Society, Inc.
  - No discussion.
- B. Punta Gorda Community Redevelopment Agency (CRA) Project Status Report
  - Mr. Austin reported installation of concrete pavers was underway on U.S. 41 South from Marion Avenue to Virginia Avenue.
  - Mr. Chalifoux asked if City funds were being utilized.
  - Mr. Austin replied they were not but rather Federal money had been received. He then stated he would propose dates for a joint City/County Meeting in January 2010 at the Board's December 2009 meeting.
  - Ms. Schmidt reminded members of their concerns relative to the rear of the old Courthouse.
  - Mr. Chalifoux responded he understood same was the City's responsibility, suggesting a reinforced block wall represented the least expensive method of shielding the equipment.
  - Mr. Austin noted one of the primary concerns of hiding the heating/air conditioning equipment was air flow; however, the generator fell under the County's purview. He advised the design architects for the parking garage had been asked to develop a plan to address shielding of the mechanical equipment.
  - Mr. Chalifoux asked who was tasked with following up on same.
  - Mr. Austin replied Mr. Dennis Murphy, Growth Management Director.
  - Ms. MacGibbon confirmed Mr. Chalifoux would follow up with Mr. Murphy.
  - Ms. Schmidt suggested the Wayfinding System be incorporated into the above mentioned block wall, stating perhaps businesses who wished to be identified on the wall could be required to do so for a fee.
  - Ms. MacGibbon mentioned sculptures were placed throughout downtown on stands purchased through the private sector.

### **BOARD MEMBER COMMENTS**

- Mr. Chalifoux commented he and a County board member had been tasked with looking into historical plaques, asking if same applied strictly to NRHD structures.
- Ms. MacGibbon replied affirmatively.
- Mr. Chalifoux asked if the Board wished to use a logo and, if so, should it be a City, County or joint logo.
- Mr. Austin interjected the three historic plaques recently placed by Charlotte County incorporated the official County seal as well as the City of Hibiscus seal.
- Mr. Chalifoux concluded he would update the Board at their next meeting. He then reported the virtual tour of the City's historic district was not current, expressing concern he had not received a response from either the webmaster or the City Manager. He mentioned he had also offered his assistance on updating the web site.
- Mr. Austin stated the virtual tour was done a few years earlier, stating its out datedness was a result of budget cuts. He explained there simply was insufficient staff to routinely maintain same.
- Ms. MacGibbon commented on the importance of the virtual tour, offering to draft a letter on behalf of the Board to express members' concerns and to offer their assistance.
- Consensus of the Board was approval of same.

### **ADJOURNMENT**

- Meeting Adjourned: 10:06 a.m.

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Dawn MacGibbon, Chairman

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Mary Kelly, Recording Secretary