



CITY COUNCIL WORKSHOP MEETING

City of Greenacres, Florida

Monday, February 03, 2025, at 4:30 PM

City Hall Council Chambers | 5800 Melaleuca Lane

MINUTES

CALL TO ORDER AND ROLL CALL

Mayor Shaw called the meeting to order at 4:30PM. All of Council was present. Mayor Shaw, Deputy Mayor Dugo, Councilmembers Tharp, Noble, Diaz and Bousquet.

PLEDGE OF ALLEGIANCE

COMMENTS FROM THE PUBLIC FOR AGENDA ITEMS ONLY - None.

AGENDA APPROVAL

Motion made by Councilmember Diaz and seconded by Deputy Mayor Dugo to approve the Consent agenda. All were in favor.

PRESENTATION

- 1. Presentation:** Rebranding Research and Strategy Presentation. - Sam Preston, North Star Place Branding and Marketing.

Mr. Preston presented the steps being taken for the re-branding. He reviewed some feedback from the various surveys which was circulated for months. He reviewed some data collected such as traffic, parks, passports, events, and youth programs. He mentioned some challenges were safety, traffic and boundaries. Mr. Preston said the importance that was highlighted was quality parks and culture events.

M Roberto explained the brand barometer scoring and the process. He did mention the City was below the national average score. The City scored -16.89 percent. The Community survey revealed the City was overlooked and underrated. The City was distinguished by diversity centrally located and had great parks.

Survey revealed the City was missing a walkable area, mixed-use development and no fine dining.

The photo that matched the City style was a minivan. Parks was listed as a visual of Greenacres.

The survey revealed Greenacres was not a very well-known city.

Mr. Roberto M. continued to review survey results highlighting impressions, trip visits, and character style.

Mr. Preston reviewed the external data stating diversity, parks and cultural were assets. Some challenges were slow to change, reputation and traffic. The survey reviewed that the City was missing downtown area, fine dining and mixed use.

Ms. Angela Branguccio highlighted some other results which revealed the City struggles with identified boundaries, being a pass-through city only, and with growth and traffic issues.

Ms. Branguccio stated the DNA platform statement framework was based on target audience, frame of reference, point of view.

The Council thanked the North Star and asked a few follow-up questions such as survey takers, locations, and detailed data.

COMMENTS FROM THE PUBLIC ON NON- AGENDA ITEMS - None.

ADJOURNMENT - 5:39PM

Chuck Shaw
Mayor

Quintella Moorer, MMC
City Clerk

Date Approved: _____