

MEETING IN THE SUNSHINE MINUTES

Date: Wednesday, October 3, 2012
Time: 1:08 p.m.
Location: Room N320, Orange County Convention Center, 9400 Universal Boulevard, Orlando, Florida
Members Present: County Mayor Teresa Jacobs; Commissioners John Martinez, Jennifer Thompson
Members Absent: Commissioners S. Scott Boyd, Fred Brummer, Ted Edwards, Tiffany Russell
Presenters: - City of Orlando Mayor Buddy Dyer
- Karl Nebel, Vice President, The North Highland Company
- Melissa Medley, Senior Vice President, Enterprise Florida
- Alex Martins, Chairman, Metro Orlando Economic Development Commission

County Mayor Jacobs and Commissioners Martinez and Thompson; the Mayors of Orlando and Windermere; the Chairmen of the Brevard and Seminole County Boards of County Commissioners; along with area business leaders attended a meeting regarding Central Florida Branding.

- OFFICIALS RECOGNIZED: Town of Windermere Mayor Gary Bruhn
Brevard County Chairman Chuck Nelson
Seminole County Chairman Brenda Carey

County Mayor Jacobs welcomed the attendees and announced the purpose of the Central Florida Branding Summit.

Mr. Nebel presented an overview of the summit, provided additional regional updates and led discussion by administering a question and answer session.

Mayor Buddy Dyer presented the opportunity of branding Central Florida.

Ms. Medley presented the state initiatives update.

Mr. Martins presented the next steps of the branding process.

County Mayor Jacobs presented her final remarks.

- MEETING ADJOURNED

There being no further business, the meeting was adjourned at 2:16 p.m.

ATTEST:

Martha O. Haynie
County Comptroller as Clerk

Kelli Smith
Assistant Deputy Clerk

Craig A. Stopyna
Senior Minutes Coordinator