

RESOLUTION NO. 13-287

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, APPOINTING MEMBERS TO THE HISTORIC DISTRICT SIGNAGE TASK FORCE (SIGNAGE TASK FORCE); PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, in Resolution 13-266, on October 16, 2013, the City Commission created the Historic District Signage Task Force, consisting of five members. The City Commission is responsible for appointing three of the five members. The Commission appoints two members who are citizens of Monroe County, and who either reside or own a business in the historic district, and one member who is a professional or business owner from the sign industry, who resides and/or conducts its primary business in the City of Key West; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AS FOLLOWS:

Section 1: That the following persons are hereby

appointed by the City Commission to the Historic District
Signage Task Force:

<u>CHRISTOPHER SCHULTZ</u>	Business owner
<u>LOIS SONGER</u>	Business owner
<u>CARL REID</u>	Sign industry rep

Section 2: That the Planning Board and HARC shall each
appoint a member to the task force in accordance with Resolution
13-266.

Section 3: That this Resolution shall go into effect
immediately upon its passage and adoption and authentication by
the signature of the Presiding Officer and the Clerk of the
Commission.

Passed and adopted by the City Commission at a meeting held
this 6th day of November, 2013.

Authenticated by the Presiding Officer and Clerk of the
Commission on 7th day of November, 2013.

Filed with the Clerk on November 7, 2013.

Mayor Craig Cates	<u>Yes</u>
Vice Mayor Mark Rossi	<u>Yes</u>
Commissioner Teri Johnston	<u>Yes</u>
Commissioner Clayton Lopez	<u>Yes</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>
Commissioner Tony Yaniz	<u>Yes</u>



CRAIG CATES, MAYOR

ATTEST:



CHERYL SMITH, CITY CLERK

Carl Reid

D.O.B. 2/11/50

I Carl Reid am applying for a position on the Sign Task Force. I have 39 years in the sign industry, 28 of them here in Key West.

Southernmost Signs- 1985-2013 Owner/Operator holding a sign contractor's license (City of Key West)

28 years creating all types of fabricated signage including, florescent signage, outdoor electrical signage, vinyl and printed signage, neon, wood signage, and hand painted signage.

Reid Sign Co.- 1979-1985 Owner/Operator- Minneapolis, Minnesota

7 Years creating all types of fabricated signage including, neon, outdoor electrical signage, and custom vehicle graphics.

Attracta Sign Co. 1974-1978 Installer- Minneapolis, Minnesota

Awnings, Electric, Neon, and Florescent signage

Minneapolis Tech. 1972-1974 Studied in Commercial Arts

United States Army 1970-1972 Vietnam Veteran

Hewery High School Graduated Class of 1969

913 EATON STREET
KEY WEST, FL 33040

305/294-1877

305/797-0129

smsigns@bellsouth.net

Christopher Shultz
305.849.0930
1025 Roberts Lane
Key West, FL
33040

Current business interests in Key West

Co-Owner Waterfront Brewery 2012 - present
Co-Owner The Porch 2010 - present
Co-Owner 2 Cents Restaurant and Bar 2011- present
Vice President Phantom Press 2001- present

Education Emerson College B.S Film / Advertising and Marketing

Lois Songer
1310 Newton St.
Key West, FL 33040

Email: lsonger@yahoo.com
Phone: 305-942-9751
Work: 305-294-3500

Thanks for the opportunity to be of service to the city. The following is a brief summary of work and volunteer experience here in Key West and prior to living here.

Current Business/Work - Artist/Jewelry Designer/ Business Owner

Owner: Impossible Things Bead Emporium and Studio
531 Whitehead St.
A working glass bead studio and jewelry design gallery

Co-Owner: Rubies & Clay Island Gallery & Studios
529 Whitehead St.
Gallery and Pottery Studio

Director of Key West Art Center shows from 2006-current
Key West Craft Show & Old Island Days Art Festival

Previous Key West work experience
Director – Key West Art Center July 2006–October 2011
301 Front Street

Prior Work Experience

Owens Corning Fiberglas – Toledo, Ohio – 1987-2001
Administrative Assistant to Senior Vice President with special assignment to administer the Political Action Committee and act as Event Planner and Coordinator for companywide conferences in WashingtonDC

Other Employment and Experience

Account Rep for Computer Hardware and Security Systems
Retail Management and Visual Display for a variety of small and large retail chain stores

Volunteer Experience

President of the Key West Art Center
Volunteer Administrator for the Key West City Ambassadors
Graduate of the Ambassador Program
Leadership Success Academy CFFK
Community Foundation of the Florida Keys Volunteer

Volunteer Experience outside of Key West

Ohio AIDS Coalition – Board Member
David's House of Compassion – Event coordinator and volunteer
American Red Cross – HIV/AIDS Instructor
Big Brothers/Big Sisters – Board member and President

And others

Anthony Biasetti
P.O. Box 1064
Key West, FL 33041
305-766-6917
TonyBiasetti@gmail.com

SUMMARY OF QUALIFICATIONS

Career Retail Sales Management Professional with a proven record of sales success in high volume, specialty retail venues. Productive, solution minded, and efficient work habits with the ability to team build and inspire. Self-motivator with high energy.

PROFESSIONAL RETAIL EXPERIENCE

Coach	Store Manager	Nov 2009 - Present
Duval Street		Key West, Florida

- *Increased sales by 2 million dollars in a 3 year time frame
- *Achieved Exceeds Expectations on FY11, FY12, FY13 year end reviews
- *Hire, train and develop a team of 30
- *Traveling District trainer for new initiatives and stores with opportunities
- *Co-editor of the Regional Connection Newsletter
- *Managed multiple new store openings

Express	Store Manager	June 2002 - Nov 2009
Lenox _ Town Center _ Cumberland _ Perimeter		Atlanta Georgia
Duval Street _ Edison _ Coastland		South Florida

- * SM in a 2.5 million dollar dual gender apparel retailer
- * Awarded Top Store Sales Manager in region 25 Dec 08, March 09, June 09
- * Number one performance in region spring 09
- * Rank number 17 nationwide out of 660 stores to LY performance
- * Supervise and develop a staff of up to 30
- * Train management on all Brand competencies and assign individual DOR's
- * Highest conversion growth in district 2 years in a row
- * Number one store in region for customer compliments Spring 09
- * Co-manager in high visibility Regional Office home store

Pacific Sunwear	Assistant Manager	Feb 2001 - June 2002
Lenox _ Town Center _ Perimeter		Atlanta Georgia

- * Promoted to higher volume retail locals within the first year of employment
- * Responsible for maintaining shrink levels of less than 1%
- * Hired, trained, and motivated sales associates
- * Consistently exceeded sales expectations while remaining within allocated budgets for payroll
- * Executed floor sets and window designs

EDUCATION

Business Management *Three Years Undergraduate Studies* 1998 - 2001
Kennesaw State University Kennesaw Georgia

RESOLUTION NO. 13-266

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA; CREATING THE HISTORIC DISTRICT SIGNAGE TASK FORCE (SIGNAGE TASK FORCE); PROVIDING FOR RECOMMENDATIONS TO HARC REGARDING PROPOSED ORDINANCE AND HARC GUIDELINE REVISIONS CONCERNING SIGNAGE IN THE HISTORIC DISTRICT; PROVIDING FOR MEMBERSHIP; PROVIDING FOR ITS COMPOSITION, STAFFING AND DUTIES; PROVIDING FOR A SUNSET DATE; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, a comprehensive review of all ordinances and HARC guidelines will update the current ordinances and guidelines and allow for a more equitable application of said regulations; and

WHEREAS, the HARC and Planning Board conducted a joint signage workshop on and it was the overwhelming desire of both boards, as well as the public in attendance, to create a signage task force for the historic district to bring forward recommendations to these respective boards concerning any changes to said ordinances and guidelines for a more consistent application of these regulations; and

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AS FOLLOWS:

Section 1: A. Creation, Membership, Term: There is hereby created the Historic District Signage Task Force of the City of Key West (Signage Task Force) consisting of five members. One member shall be nominated and appointed by successful vote from the Planning Board. One member shall be nominated and appointed by successful vote from HARC. Two members shall be citizens of Monroe County, who either reside or own a business in the historic district, brought forward by the Signage Task Force sponsor, Commissioner Johnston, for approval by the City Commission. One member shall be a professional or business owner from the sign industry, who resides and/or conducts its primary business in the City of Key West, brought forward by the Signage Task Force sponsor, Commissioner Johnston, for approval by the City Commission.

B. *Qualifications and Procedures:* The Signage Task Force shall be governed by The City of Key West Code of Ordinances Chapter 2, Article V, Division 2 "Uniform Procedures for Advisory Boards".

C. *Mission and Duties:* The Signage Task Force shall perform a comprehensive review of all of the city ordinances on signage, as well as all HARC guidelines concerning signage in the

historic district. The Signage Task Force shall then forward its recommendations and findings to HARC, the Planning Board and the City Commission for approval. Consideration shall be given to commercial interests, storefront footage, and building mass, while respecting the historic fabric of the historic district of the City of Key West.

D. *Sunset*: The Signage Task Force shall be created at the passage of this Resolution and shall exist no longer than six months from the date of the signature of the Mayor, below unless extended by a subsequent majority vote of the City Commission.

Section 2: The Signage Task Force shall operate in accordance with the Florida Sunshine Law and the Florida Public Records Law. The Signage Task Force shall appoint a chairperson and vice-chairperson, and establish a schedule of its public meetings. The City Manager shall provide staff to support and an appropriate budget to facilitate the mission of the Signage Task Force. The City Clerk shall provide staff to keep accurate written minutes of the public meetings and the City Attorney may provide staff as required at his discretion. No later than four months after its inception, the Signage Task Force shall issue a written report of its findings and recommendations to HARC for discussion and deliberations

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the Presiding Officer and the Clerk of the Commission.

Passed and adopted by the City Commission at a meeting held this 16 day of October, 2013.

Authenticated by the Presiding Officer and Clerk of the Commission on 17 day of October, 2013.


Filed with the Clerk on October 17, 2013.

Mayor Craig Cates	<u>Yes</u>
Vice Mayor Mark Rossi	<u>No</u>
Commissioner Teri Johnston	<u>Yes</u>
Commissioner Clayton Lopez	<u>Yes</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>
Commissioner Tony Yaniz	<u>Yes</u>



CRAIG CATES, MAYOR

ATTEST:



CHERYL SMITH, CITY CLERK