

Florida Gaming Control Commission

PUBLIC MEETING

September 15, 2023

Vol 01



September 15, 2023

FLORIDA GAMING CONTROL COMMISSION

LOCATION: Remote Via Zoom

(Page Nos. 1 - 31)

Friday, September 15, 2023

9:32 a.m. - 10:09 a.m.

BEFORE: Commissioner Julie I. Brown
Commissioner Charles Drago
Commissioner John D'Aquila
Commissioner Tina Repp
Executive Director, Louis Trombetta

Stenographically Reported By:
I. Iris Cooper
Stenographic Reporter

Job No.: 327775

1 APPEARANCES: (Appearing remotely via Zoom)

2

COMMISSION MEMBERS:

3

Commissioner Julie I. Brown

4

Commissioner Charles Drago

Commissioner John D'Aquila

5

Commissioner Tina Repp

Executive Director, Louis Trombetta

6

7 COMMISSION STAFF:

8

Joe Dillmore, Director, Division of Pari-Mutuel
Wagering, Florida Gaming Control
Commission

9

10

Jamie Pouncey, Program Admin
Florida Gaming Control Commission

11

Dixie Parker, Senior Management Analyst II
Florida Gaming Control Commission

12

13

Ross Marshman, Esq.

14

Elizabeth K. Stinson, Esq.

Florida Gaming Control Commission

15

2601 Blairstone Road

Tallahassee, Florida 32399-6563

16

Phone: 850-717-1783

Email: Ross.marshman@FLGaming.gov

17

Elizabeth.stinson@FLGaming.gov

18

19

- Various Members of the Public

20

- The Florida Channel

21

22

23

24

25

1	INDEX OF PROCEEDINGS	Page 3
2		PAGE
3	OPENING REMARKS, Vice Chair Brown	4
4		
5	- DISCUSSION OF INITIAL APPLICATION FOR CARDROOM LICENSE	5
6	1.1. 2023-042076 - Ocala Breeders' Sales Company Inc.	5
7		
8	- DISCUSSION OF FLORIDA GAMING CONTROL COMMISSION LOGO DESIGN	10
9		
10	PUBLIC COMMENT	29
11	CERTIFICATE OF REPORTER	31
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		

1 Thereupon, the following proceeding began at 9:32 a.m.:

2 VICE CHAIR BROWN: We are going to set this
3 meeting today, September 15th. Time is 9:32. This
4 is our first live GoTo Meeting. I apologize to the
5 folks if we have a little hiccup. I personally did
6 this morning as well.

7 Just for purposes of decorum, though, please
8 raise your hand. For those of you that are on the
9 call, Commissioners, raise your hand so that we
10 don't speak over each other.

11 Same thing with staff, please feel free to
12 just wait for people to finish their speaking
13 before we interrupt so that the stenographer can
14 also have a clear record.

15 Also for those that want to speak from the
16 public, if you would like to speak, you can raise
17 your hand as well or send Dixie Parker an email
18 right now. Her email address is
19 Dixie.Parker@FLGaming.gov.

20 And then for the items, we have three items
21 before us today. Again, you can speak. You can
22 raise your hand, and I'll identify you. Or you can
23 let Dixie know, and then we'll let you speak.

24 So with that, if there are no further
25 administrative matters, Mr. Trombetta, I think we

1 go ahead and go to Item 1.1.

2 MR. TROMBETTA: My name is Louis Trombetta, as
3 it's spelled on the screen. I'm joined here with
4 three other members of staff on video. I'll kind
5 of just run through it. Joe Dillmore,
6 D-i-l-l-m-o-r-e. Joe is the Director of the
7 Division of Pari-Mutuel Wagering.

8 On the other side of the table is Ross
9 Marshman, general counsel, M-a-r-s-h-m-a-n. And
10 then next to him is Ms. Jamie Pouncey,
11 P-o-u-n-c-e-y.

12 So thank you, Commissioner Brown. As you
13 mentioned, I think the first item on the agenda is
14 an application for cardroom license, which, Jamie,
15 are you prepared to present?

16 MS. POUNCEY: Yes. So this is Ocala Breeders'
17 Sales initial cardroom license application, Case
18 2023042076. Ocala Breeders' Sales possesses a
19 current and valid quarter horse permit that held an
20 operating license for the conduct of pari-mutuel
21 wagering for the 2020-2021 fiscal year.

22 And Ocala Bets was issued a pari-mutuel
23 operating license for the 2023-2024 Fiscal Year.
24 They have submitted an initial application for a
25 cardroom license and paid the \$34,000 licensing fee

1 to operate 34 tables.

2 The Commission must confirm that Ocala Bets is
3 a licensed pari-mutuel permitholder that held an
4 operating license for the conduct of pari-mutuel
5 wagering for the 2020-2021 fiscal year.

6 They have paid their \$1,000 per table annual
7 licensing fee for the cardroom. The authorized
8 cardroom will be operated at the same facility in
9 which the permitholder is authorized under its
10 valid pari-mutuel wagering permit to conduct
11 pari-mutuel wagering activities.

12 We've confirmed that they have submitted their
13 written internal controls and that Ocala Bets has
14 provided proof of authorization of the cardroom by
15 the governing body where the cardroom will be
16 operating.

17 VICE CHAIR BROWN: Thank you, Ms. Pouncey.
18 For purposes of just our legal posture, we heard
19 this at our last meeting on September 7, 2023.

20 Mr. Trombetta or Mr. Marshman, do you want to
21 just give us the legal posture we're in today?

22 MR. TROMBETTA: Sure. The applicant has
23 applied for an initial cardroom license. This was
24 previously on the agenda scheduled for last week,
25 last Thursday. We, due to just getting some

1 information in, we decided to move this to a
2 separate meeting to make sure that the public had
3 full notice and materials to be provided to the
4 public. So we're now in a position where the
5 Commission is in a position to make a decision on
6 whether or not the applicant is fit for licensure.

7 VICE CHAIR BROWN: Thank you for summarizing
8 that.

9 Commissioners, do you have any questions?

10 Or, Mr. Ventura, would you like to speak?

11 If not, we can take it to the Commissioners.

12 COMMISSIONER DRAGO: Vice Chair Brown, can I
13 ask a question?

14 VICE CHAIR BROWN: Certainly, Commissioner
15 Drago.

16 COMMISSIONER DRAGO: Director Trombetta, is
17 there a staff recommendation on this item?

18 MR. TROMBETTA: Commissioner Drago, we can
19 provide -- I'm just trying to figure out how to
20 answer this question. I think we're comfortable
21 kind of saying that it appears that the applicant
22 has provided the required information.

23 But in a situation like this where the
24 applicant is applying for a license for a cardroom,
25 we didn't necessarily think it was our position to

1 advocate for or on behalf of the applicant.

2 So we'd be happy to provide any information
3 about any documentation as part of this
4 application. But I think in terms of the
5 recommendation, the applicant has provided and met
6 all the requirements as part of this application.

7 COMMISSIONER DRAGO: Thank you.

8 VICE CHAIR BROWN: Commissioner Drago, any
9 further comments or questions?

10 COMMISSIONER DRAGO: No. I'm good. Thank
11 you.

12 COMMISSIONER D'AQUILA: Vice Chairman Brown,
13 may I ask a question? This is Commissioner
14 D'Aquila.

15 VICE CHAIR BROWN: Thank you, Commissioner.
16 Yes.

17 COMMISSIONER D'AQUILA: Executive Director
18 Trombetta, have all of the internal control
19 concerns that were addressed earlier in the
20 application process been addressed to the
21 satisfaction of the Gaming Commission.

22 VICE CHAIR BROWN: We can't hear you,
23 Mr. Trombetta.

24 MR. TROMBETTA: I'm going to refer to Joe
25 Dillmore to answer that question.

1 MR. DILLMORE: Joe Dillmore, for the record.
2 Yes, there were a couple of slight clarifications
3 in internal controls and then one slight amendment
4 to the internal controls. So we think the internal
5 control requirements have all been met with the
6 amended application.

7 COMMISSIONER D'AQUILA: Thank you.

8 VICE CHAIR BROWN: Thank you. Good question,
9 Commissioner D'Aquila.

10 Any other questions from Commissioners?

11 Commissioner Repp.

12 COMMISSIONER REPP: No questions.

13 VICE CHAIR BROWN: All right. Well, we are
14 ripe for a motion to take up this application for a
15 cardroom license. Commissioners, can I get a
16 motion to approve the initial application here?

17 Commissioner D'Aquila.

18 COMMISSIONER D'AQUILA: I would like to make a
19 motion to approve this initial application to
20 operate a cardroom.

21 VICE CHAIR BROWN: Thank you. Can I get a
22 second, please?

23 Thank you, Commissioner Drago.

24 COMMISSIONER DRAGO: Second.

25 VICE CHAIR BROWN: All those in favor, signify

1 by saying aye?

2 (Multiple ayes.)

3 VICE CHAIR BROWN: It passes unanimously.

4 Thank you. And thank you, Mr. Ventura.

5 MR. VENTURA: Thank you. I just want to thank
6 the Commission for doing this in this fashion. I
7 appreciate the effort that was made on the Division
8 side and the Commission side to accommodate this
9 situation. I just want to thank you, and hopefully
10 we'll be open soon.

11 VICE CHAIR BROWN: Excellent. Thank you.
12 Good luck. Best of wishes to you.

13 Let's move on to Issue No. 2, which is a
14 discussion of Florida Gaming Control logo design.
15 Commissioners, you have all been given -- I know,
16 Commissioner D'Aquila, we've been given a few
17 different examples of potential logos over the past
18 few months.

19 Since that time, we have a new Commissioner as
20 well on board. My understanding is that we have a
21 team of creative folks, and I don't see them on,
22 but I know that they're on.

23 MR. HUNT: We're here.

24 VICE CHAIR BROWN: Before we get to
25 Commissioner questions, can we have staff kind of

1 just give us an overview of how we got to these
2 different design options, please.

3 MR. TROMBETTA: Yes, Vice Chair. So
4 background, we've been working with 223 Agency.
5 I'm going to introduce Mr. Jim Hunt. We initially
6 entered into a contract with them to procure
7 services related to design.

8 There's been several back and forth where we
9 provided feedback to the graphic designers. They
10 have been very responsive and accommodating to our
11 requests and to our information.

12 (Inaudible.)

13 Would you like me to repeat?

14 VICE CHAIR BROWN: Thank you.

15 MR. TROMBETTA: That's not a problem. So we,
16 the staff, has been working with 223 Agency on the
17 solicitation and procurement and essentially to get
18 them to draft a design for us.

19 We have had several back and forths with them
20 where we provided feedback and they gave us some
21 drafts and some options based on that feedback, and
22 then we've had kind of further feedback based on
23 that.

24 Included in the meeting materials is a
25 document that kind of summarizes. There's one,

1 two, three, four, five, six, seven, eight.

2 There's ten options that have been provided.
3 They are contained in the meeting materials. And
4 the idea today is to allow Mr. Jim Hunt to
5 introduce his team and to interact with the
6 Commission directly in a public setting so that the
7 Commissioners can all get feedback from each other
8 because up until this point, I have been
9 interacting with each of you individually.

10 So in a second, I will stop talking, and I
11 will turn it over to Mr. Hunt, who will then kind
12 of report to you, Vice Chair Brown, however you'd
13 like to do this to kind of then go through the
14 options and get further feedback.

15 The goal here today is to leave this meeting
16 with more feedback so that the graphic design team
17 can essentially give you guys one or two options
18 based on the feedback today so you can then make a
19 vote at some later evening. Any questions?

20 VICE CHAIR BROWN: No questions on the
21 process.

22 Commissioners, any questions before we turn it
23 over to Mr. Hunt?

24 MR. HUNT: Good morning, and thank you for
25 allowing us to join your meeting this morning. On

1 behalf of the 223 Agency, we're very pleased to be
2 working with the Commission, and nice to meet with
3 the Commissioners. Our team here --

4 VICE CHAIR BROWN: Can I just stop you for a
5 second. If you could identify yourself and all of
6 those in the room for the record, that would be
7 great.

8 MR. HUNT: Yes. Good morning. My name is
9 Jim Hunt, and I am the COO and partner at the 223
10 Agency here in Tallahassee. I'm joined today by my
11 colleagues, Nick Williams.

12 MR. WILLIAMS: Nick Williams, Director of
13 Business Development for the 223 Agency.

14 MR. HUNT: And Javier Lopez.

15 MR. LOPEZ: Javier Lopez, partner and design
16 director.

17 MR. HUNT: And Andy Hlushak.

18 MR. HLUSHAK: Andy Hlushak, creative manager.

19 MR. HUNT: This is the team that has been
20 working throughout the process with the Gaming
21 Commission. Today what we're going to do is
22 hopefully answering questions from the Commission
23 and get some fine tune direction on finalizing the
24 project.

25 We have been very pleased with our working

1 relationship thus far. We are committed to the
2 success of this to represent the agency, not only
3 across the state, but by anyone who is interested.
4 So with that, I'm going to turn it over to Nick
5 Williams who's led the project.

6 MR. WILLIAMS: Hi, everybody. So does
7 everybody have the PDF that has like all the
8 options included --

9 VICE CHAIR BROWN: We do.

10 MR. WILLIAMS: -- that's part of the agenda
11 packet?

12 We'll go through this really quick just so you
13 can understand our thinking, our thought process,
14 and I think that will lay kind of some foundational
15 work and kind of understanding of like how we got
16 to where we've gotten.

17 So the first iterations, we were a little bit
18 more playful, a little bit more open. Some of the
19 examples we were given, this kind of models that.
20 We wanted to include some symbols of the State, but
21 also make a nod to the gaming.

22 So you'll notice throughout you'll see kind of
23 a poker chip element that is kind of the edge of a
24 poker chip that's just kind of used, whether that's
25 in the sunrise, whether that's kind of connecting

1 the Keys to the Florida Panhandle.

2 In option B, a sunrise has this kind of poker
3 chip element as well as the orange. If you're
4 asking how we were really stuck with a poker chip
5 when we initially started based on our meeting with
6 staff, this was kind of the one element that we
7 were really allowed to use, even though it covers
8 -- the agency covers more.

9 After this kind of first round, we came back
10 with kind of having a more corporate feel, a little
11 bit more of like a State agency, so we kind of
12 revisited. This is where you have option E through
13 H. You know, option E and F kind of both represent
14 having kind of a seal.

15 The option G with a lion kind of creates some
16 trust and strength and security. That also has
17 kind of a standalone element that can be used.
18 Option H is a direction I think we wanted to head.
19 And then our last option kind of goes towards that
20 a little bit more with some modifications.

21 But this is kind of your more traditional
22 seal. Some of the feedback we were hearing was we
23 kind of liked that traditional approach, and so we
24 began to work throughout some refinement.

25 The shield was also on the table for

1 discussion, so this is where we landed with option
2 I and option J. Option I is a refind version that
3 doesn't have the stylized eagle.

4 It more elevates the State and kind of the
5 oversight kind of with the columns and the stars.
6 And then option J was kind of a modernization of
7 the shield kind of for protection for the State
8 that incorporated the two logos or the two initial
9 elements to it.

10 Any version of, you know, what we're elevating
11 as far as the weight within the font, those are all
12 easily modifiable. So really kind of where we've
13 landed based on our initial conversation with staff
14 and where we are now, really I and J, from our
15 understanding, I is a very strong contender.

16 There's other options. There's variations of
17 that. There is a variation that has the elements
18 broken out of the seal into a more horizontal style
19 approach that can be used for envelopes,
20 letterheads, items where a round logo just may not
21 work.

22 These were all provided to staff. There's
23 multiple varieties within the setups of each of the
24 logos. So that's kind of where we are today. You
25 know, I think it's been a little working through

1 just finding general consensus, you know, of things
2 that either represent the State or represent the
3 gambling elements.

4 You know, originally we were really limited to
5 the poker chip, and now it's our understanding that
6 there may be some flexibility in that. So we're
7 really just trying to find some consensus on a
8 direction, that way we can really kind of bring
9 this in for a landing.

10 So we realize everybody has a different
11 palate, different taste, different vision
12 potentially. You know, this is what we do day in
13 and day out is kind of pull out these ideas that
14 are in your head and you can't necessarily
15 articulate it in trying to create, like I said,
16 this consensus from everybody.

17 So that's really kind of where we are today.
18 Like Jim said, we're committed to getting this
19 across the finish line. We've invested a
20 significant amount of time and effort into this,
21 and I think we're headed in the right direction,
22 but we're welcoming this opportunity to hear from
23 everybody.

24 VICE CHAIR BROWN: Thank you so much, and
25 thank you for the time and effort that you have

1 spent on it. I know it can be difficult when
2 you're not interacting directly with the
3 commissioners, so this form is really great to get
4 direct feedback.

5 I'm sure each of the commissioners have strong
6 opinions about some of them and maybe others, so it
7 is somewhat hard to come to a decision without all
8 of us being in a room together. So this is great,
9 so thank you for your time.

10 Commissioner D'Aquila, I know you had your
11 hand raised earlier. If you want to start by
12 asking some questions, that would be great.

13 COMMISSIONER D'AQUILA: Yes, please. Thank
14 you, Vice Chairman Brown. Mine is a general
15 question. Today quite often the phone or a passing
16 logo is the one way you identify an organization.

17 Did you consider putting the URL within any of
18 the logos? I was curious if that was a
19 consideration in the process, specifically just
20 FLGaming.gov?

21 And I mention that for a number of reasons, as
22 there are many other gaming URLs out there that
23 could be confused, and we're concerned about it
24 being clear which is ours and how best to reach us.

25 So was that a consideration, and is that a

1 possibility?

2 MR. WILLIAMS: It's a point that we discussed
3 internally. We would consider that a variation.
4 Really, when we're going in this creating kind of
5 the main option, this is what would be on your
6 sign, what would be on your car, what would be on a
7 badge.

8 We would consider that a variation. In our
9 daily work, it's not something that we would really
10 consider as a primary logo. It can be, should the
11 Commission choose that.

12 But it would be our suggestion to have that as
13 an option, and that's kind of where we really
14 focused on creating a main. But there would be
15 multiple variations of it.

16 MR. HUNT: One of the elements that we provide
17 in the logo development --

18 VICE CHAIR BROWN: Could you hold on one
19 second, Mr. Hunt. I just want to make sure
20 Ms. Cooper is okay with each -- okay. Great. All
21 right. Thank you, Mr. Hunt.

22 MR. HUNT: One of the elements that we provide
23 in this whole process would be what we'll call a
24 brand book. So once the final logo is approved in
25 whatever format, our team puts together a full

1 array of how that logo can be presented, as Nick
2 alluded to, on letterhead, on vehicles, on business
3 cards. And in there, that is where a lot of the
4 places where the URL will be displayed.

5 VICE CHAIR BROWN: Commissioner D'Aquila.

6 COMMISSIONER D'AQUILA: Well, I understand the
7 point. I guess I'd like to maybe hear from the
8 other commissioners and maybe even the staff as to
9 is there value in having it there within the logo
10 itself. I understand the point of that. It's an
11 option in adding such.

12 VICE CHAIR BROWN: Commissioners or staff, do
13 you have an opinion? Yes, Mr. Trombetta.

14 MR. TROMBETTA: Just to add to what Mr. Hunt
15 just said, the variations or what they provide are
16 done for each of the examples that we've asked them
17 to do are different. So each of these options,
18 they have provided kind of how that option could be
19 in use.

20 They show usually each option. They show
21 where there's one that would work for like a
22 website. There's one that would look good on a
23 T-shirt and would all be the same option, just kind
24 of little variations. I think that having a URL
25 incorporated in one variation is probably a good

1 idea.

2 VICE CHAIR BROWN: I would tend to agree as
3 well, Commissioner D'Aquila.

4 Commissioners, do you have any other comments
5 on that point?

6 COMMISSIONER REPP: I would also agree.

7 VICE CHAIR BROWN: Thank you.

8 Commissioner D'Aquila, do you have any other
9 questions?

10 COMMISSIONER D'AQUILA: No.

11 VICE CHAIR BROWN: Commissioners, do you want
12 to talk about the options or if you have any other
13 questions on the options?

14 COMMISSIONER D'AQUILA: One question. Is it
15 possible to have a screen share of the options when
16 discussing them so we're not all fumbling through
17 our drives?

18 VICE CHAIR BROWN: That's a great question.
19 Ms. Stinson, she's working the screen, so I think
20 it would be great if she could help out with that.
21 She could share her screen.

22 MS. STINSON: Absolutely. I'm working on that
23 right now.

24 VICE CHAIR BROWN: While you're working on
25 that, I did want to talk about option C. First, I

1 did like a more formal look. I like a more
2 professional look. I guess when we started out
3 with this originally, it was less more enforcement.

4 And I was looking at various other Commission
5 states that have a very strong regulatory
6 enforcement arm. There were three that really
7 jumped out at me that I liked. I loved the Nevada
8 Gaming Commission Board.

9 They have like an actual sheriff's symbol. I
10 like that kind of a more enforcement oriented.
11 Ohio also had a more professional, sophisticated
12 less playful look. I liked that one. I loved
13 Mississippi as well.

14 I love the more professional rather than the
15 poker chip itself somehow on option C,
16 particularly. At one point, I was talking with
17 staff about the emphasis on gaming isn't really
18 necessarily what we want to be focused on, so that
19 was another comment.

20 We have the screen shared right now with
21 everyone. So those are just some comments. I
22 liked the look with the Florida. I didn't
23 understand the eagle or the lion, although I
24 thought those options -- I mean, I thought option H
25 definitely had that more professional look, as well

1 as option I.

2 I just don't get what the column is, really.
3 It's just not obvious to me. I'm just trying to
4 give you transparent feedback, not criticism, but
5 feedback.

6 Commissioners, do you have any comments?

7 COMMISSIONER DRAGO: Vice Chair Brown.

8 VICE CHAIR BROWN: Yes, Commissioner Drago.

9 COMMISSIONER DRAGO: If I could just make a
10 couple of comments, I think I like a combination of
11 option C and option E. I think it meets a lot of
12 the things I think that we stand for, if we were to
13 combine C with E. And by that, I mean take C, put
14 it inside the shield of E.

15 So it would be kind of like E, but the inside
16 would be actually C, but without the Florida Gaming
17 Control Commission in there. So I know I'm
18 probably confusing you even more.

19 So the shield with the drawing of C inside the
20 shield and the Florida Gaming Control Commission
21 written underneath like E is. So not emphasizing
22 gaming, but making it -- I think the way it's
23 written in E is a little more official looking and
24 not emphasizing the gaming as much.

25 But once we put that C inside the shield of E,

1 then I would add -- I think I would add if we could
2 cross flags behind Florida, the flag, the
3 United States flag and the Florida flag to give it
4 the government authority look.

5 And then again, we've gone back and forth
6 about the law enforcement side and the regulatory
7 side, and I think those kinds of things would cover
8 both. And if everybody was so inclined, we might
9 be able to add in place of the chip around the
10 state of Florida, some stars around the state of
11 Florida.

12 You know, I agree with Vice Chair Brown in
13 trying to show enforcement official organization, a
14 State jurisdiction and in both regulatory and law
15 enforcement.

16 So if you have any questions or if I've
17 confused you even more, I apologize, but that's
18 kind of where I'm thinking.

19 VICE CHAIR BROWN: Thank you, Commissioner
20 Drago. You encapsulated that pretty well. I like
21 your idea as well, and it would be more official
22 looking.

23 Does 223 have any questions or clarification?

24 MR. HUNT: No questions. We're just
25 feverishly taking notes.

1 VICE CHAIR BROWN: That's great.

2 Commissioners, do you have any comments or
3 additional questions? I liked Mr. Drago's
4 suggestion.

5 Commissioner D'Aquila.

6 COMMISSIONER D'AQUILA: I concur with
7 Commissioner Dragos's suggestion. I favor option E
8 and again with maybe a smaller font size on the
9 Florida Gaming Control Commission wording. I'm not
10 necessarily sure I understand the stars and
11 crowning.

12 My only other thing was is gambling today is
13 more understood by the general public with regard
14 to sports gambling, and there's so much more
15 besides chips. I just question the value of the
16 chip and might it crowd the shield.

17 I think I'm going to repeat myself. I think I
18 would always like people to be aware of that it's
19 FLGaming.gov and not one of the many copycat sites
20 out there. That's it.

21 VICE CHAIR BROWN: That's great.
22 Commissioner D'Aquila, great. We're getting
23 somewhere here.

24 Commissioner Repp, do you have any comments or
25 questions?

1 COMMISSIONER REPP: Yes. I do, too, like the
2 idea of C inside the shield. I think that I like
3 the colors and the simplicity, which is why I
4 really wouldn't want any more added. I think for
5 the effect of being able to put it -- embroiderer
6 it like on a shirt or something or put it --
7 transfer it onto a vehicle.

8 If you're putting too much in there, I think
9 if you shrink it down to size, it's going to be
10 less recognizable. So I think C inside of E,
11 something like that where it's easy to recognize
12 and see and to actually go various sizes
13 comfortably without it becoming just a blob if we
14 ever tried to shrink it down. That's all.

15 VICE CHAIR BROWN: Thank you,
16 Commissioner Repp. Good points as well.

17 If 223 has any additional questions?

18 MR. WILLIAMS: General consensus is we
19 appreciate the feedback. I think we have some
20 clear direction. We've been having some internal
21 conversation and internal questions while
22 listening. I think we got very clear direction.

23 VICE CHAIR BROWN: That's great. Again,
24 really thank you all for the time and work you've
25 done. I want to make sure we're good on the color

1 scheme as well.

2 Commissioners, do we like the color scheme of
3 option C and E? I personally do as well.

4 Yes, Commissioner Drago.

5 COMMISSIONER DRAGO: Yes, I do, too. I guess
6 I would like to know what the Commissioners think
7 about the flags, whether we want to keep that idea
8 or eliminate it? I think it gives the appearance
9 of authority for the organization to have the State
10 of Florida and the United States flag in there.
11 But also, I think it also gives it a little bit of
12 color.

13 And I understand what Commissioner Repp was
14 saying that sometimes when you replicate these
15 things, you can get too many colors with the State
16 emblem and all the little figures and everything
17 that are in it can sometimes be very difficult to
18 replicate.

19 But I wonder if we want to consider the flags
20 in there? Or if nobody wants them, then we can
21 eliminate that now and not have to put everybody to
22 work on that. Do we want to consider the flags in
23 there or do we want to not, I guess?

24 VICE CHAIR BROWN: I do think it gets a little
25 busy with more than two colors. When you look at

1 option F, it's just a little flashy. I don't know
2 if you put a flag in there, it will add a lot more
3 busyness.

4 Commissioner D'Aquila.

5 COMMISSIONER D'AQUILA: I think as you use the
6 logo on printed matter, in an app, in an email, it
7 gets a bit crowded, as the flags have a lot going
8 on. So I like the concept and the idea, but I
9 don't know if it's practical. I'll leave that to
10 the design folks.

11 VICE CHAIR BROWN: Absolutely.

12 Commissioner Repp.

13 COMMISSIONER REPP: I also think that the
14 flags in there is going to make it difficult for us
15 to replicate it in various sizes and formats.

16 VICE CHAIR BROWN: Maybe 223 can add an
17 option, and we can just see it without spending too
18 much time on that aspect, if that's okay.

19 MR. WILLIAMS: Yes, we would be happy to add
20 that element as an option. Just to echo, when
21 we're printing this -- or really when designing
22 this, it needs to be printable and legible as the
23 size of your thumb.

24 So if you can't print it and read it at the
25 size of your thumb on a business card, on a

1 letterhead, on something like a small stationery,
2 it's going to start to run into issues. These are
3 kind of all tests that we run throughout our design
4 process.

5 So I love the enthusiasm and the Americana of
6 it. You're not going to find a more Americana crew
7 than us. We've got some Army Reserve here. We can
8 create it as an option. But as a primary, we're a
9 little hesitant.

10 VICE CHAIR BROWN: Commissioner Drago.

11 COMMISSIONER DRAGO: Sounds good. Thank you.

12 VICE CHAIR BROWN: If there are no other
13 questions from Commissioners or if staff have no
14 other questions -- I'm just going to pause -- then
15 we thank 223 for your time, and we look forward to
16 seeing some additional options. Again, thank you
17 for your time.

18 Now we are going to take public comment. For
19 those that would like to speak under this item,
20 please feel free to raise your hand.

21 I'm going to turn to Dixie Parker, actually,
22 or Ms. Stinson and see if we've received any
23 notification of people who would like to speak?

24 MS. STINSON: It does not appear that we have
25 anyone who has requested to speak in the group

1 chat.

2 MS. PARKER: I have received no emails.

3 VICE CHAIR BROWN: Thank you, Ms. Parker and
4 Ms. Stinson.

5 If there is nobody on the phone here that
6 would like to speak?

7 We don't have a place here for other matters,
8 but are there any other matters to discuss?

9 Mr. Trombetta, any other matters to discuss?
10 I know we have a workshop coming up next week, just
11 a reminder.

12 MR. TROMBETTA: No, I have nothing else to
13 discuss, Vice Chair.

14 VICE CHAIR BROWN: What time is the workshop
15 next week, just a reminder?

16 MS. STINSON: It's at 9:30 in the morning.

17 VICE CHAIR BROWN: Great. Thank you.

18 Commissioners, any other matters to discuss?
19 Seeing none, this concludes our first virtual
20 meeting. Thank you.

21 (Proceedings concluded at 10:09 a.m.)

22

23

24

25

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

CERTIFICATE OF REPORTER

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

I, I. IRIS COOPER, do hereby certify that I was authorized to and did stenographically report the foregoing remote proceeding, and that the transcript is a true and complete record of my stenographic notes.

Dated this 29th day of September, 2023.



I. Iris Cooper
Stenographic Reporter
Notary Public, State of Florida
My Commission No. 1366674
Expires: July 27, 2025

Job No.: 327775