



New Leadership of the City Commission



***Acting Mayor
LeHeup-Smith***



***Acting Vice-
Mayor Holland***

The City Commission elected a new Acting Mayor and Acting Vice-Mayor on August 20th. Commissioner Karen LeHeup-Smith was voted as Acting Mayor and Commissioner Michael Holland was voted in as Acting Vice-Mayor. This action by the Commission was the result of the resignation of Scott Ales from the Commission on August 6, 2009.

Why is “acting” a part of the prestigious title? The City’s Charter states that the election of the mayor and vice-mayor shall be done annually at the first regular City Commission Meeting in January of each year. So, until January 2010, the Commissioners will be acting in these roles. You can still call them Mayor LeHeup-Smith and Vice-Mayor Holland but any documents requiring a signature should include “Acting.”

Guidelines now in place for logo use

The Eustis City Commission adopted the *Brand Guidelines* via Resolution #09-79 on August 20th that outlined the use of the City’s Logo and Marketing Brand. This 17-page document was created to provide consistent use of the City Logo and Marketing Brand on items that are used by all Departments, including letterhead, business cards, vehicle markings, etc. Examples of items that are most commonly used by the Departments are shown within the document and specifically mention size, variation, colors and fonts. In addition, the Brand Guidelines addresses Department-specific and one-time use of the Logo and Marketing Brand to address specific needs. A trademark application has been made for both logos to protect against unauthorized use.

The City logo was designed to represent recognizable elements of the City that are highly identifiable and make Eustis unique, including the waterline, downtown building silhouettes, and the stainless steel heron sculpture with fountain in Ferran Park. This logo will be used to identify related to government function.

The marketing brand, was designed for use in the City’s marketing efforts through the Branding and Marketing Plan. Uses and variations of the marketing brand will be more visible to the public, and will allow for numerous variations to meet specific goals. The Marketing Brand will be used in connection with City programs or promotional activities.

Implementation of the City Logo and the Marketing Brand Logo will be a concerted effort. The public will soon see the new logos appearing on City vehicles, stationary, business cards, and other City-related items. Contact information for the Brand Guidelines is Richard Hoon, Assistant to the City Manager / Community Relations, (352) 483-5430 or hoonr@ci.eustis.fl.us

Marketing Brand



City Logo



Media contact information:

Richard Hoon
Assistant to the City Manager / Community Relations
Phone: (352) 483-5430 • Email: hoonr@ci.eustis.fl.us

Eustis Business Retention & Expansion Survey Completed

A total of 64 Eustis Businesses completed 24-page Business Retention & Expansion (BRE) Questionnaire in late June and July. The business visitations were conducted by 25 teams of two volunteers each. Each volunteer received two hours of training on interview techniques.

A "Red Flag Committee" made up of representatives from the Lake Eustis Chamber of Commerce, Eustis Main Street, Lake County Economic Growth & Redevelopment and the City of Eustis was utilized to identify those businesses which required personal contact in order to address specific concerns. Approximately 30% of the surveyed businesses required re-contact. Just a handful of re-contacts remain. The majority of surveyed businesses also requested technical information regarding the benefits of working with 15 local, county and regional economic development groups. The majority of these information requests have been complete.

The next step in the process is data analysis, interpretation and report writing, including recommended action steps. It is anticipated that the City's BRE consultant will complete the report in mid to late September. The report when completed will be shared with the BRE stakeholders, sponsors, participating businesses, Eustis City Commission and general public. A BRE Action Plan will be developed following a meeting of BRE stakeholders and community businesses. For more information call 483-5430.

Electronic (paperless) agenda is getting closer to reality

The ability for the public to view the Commission Meeting agenda, with all supporting documentation at the click of the mouse is quickly coming to fruition. Select City employees from all departments who would frequently utilize the system to prepare agenda items received training on the new Legistar system on August 18-20 at City Hall.

The Legistar system is scheduled to go live on October 1 and a link for the public will be available on the City's website. Features of the system will allow the public to view all background information for each agenda item as well as the ability to search through agendas, minutes and all legislation.

Eventually, all City Commission meetings will be able to be viewed live in the form of streaming video. An exciting feature of the video will be the ability to click on an item in the minutes and the video will play for that portion of the meeting.

Façade Facelift - Bryant Coverall Insurance

The former Duval Federal Bank/Lake Lock & Key has not only changed hands to become Bryant Coverall Insurance but also changed its face through the CDBG Commercial Revitalization Façade Grant through the City of Eustis. The evidence on the outside of the former businesses there are visible in the before pictures. After the building the Bryant's were in before burned down, this building made a new home for the Insurance agency.

After much deliberation regarding the new design and the new colors, the project has the right impact desired by owners, George and Ray Bryant. As you can see the end result was worth the time and energy spent on this renovation. The new look really pops out at you as you drive by going north on Grove Street. The Lake Eustis Area Chamber of Commerce even gave the project a beautification award.

For more information on the CDBG Commercial Revitalization Façade Program, contact Cindy Lesure at (352) 357-6576.

Before...



...After



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Assistant to the City Manager / Community Relations
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