

# The Daily Commercial

## Tavares building on its Seaplane theme

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TAVARES -- In an effort to enhance their city's unique seaplane branding, Tavares officials floated an idea to further develop that theme at a City Council meeting last week.

In a presentation to the board, Community Development Director Jacques Skutts outlined a plan to add special emphasis to the 14 alleyways in the downtown area.

"We have a capital program to improve these alleys and decorate them with brick pavers," Skutts said. "We have realized, though, that we haven't actually named these alleys. It was suggested that we name these alleys using an aviation or seaplane theme."

The concept isn't new, but it would be the first time alleys in Tavares would be given a distinctive identification. But with the push to build its seaplane identity, the city is exploring a variety of options to creatively reinforce it.

"We will, from time to time, be bringing to this council brand immersion ideas, which is taking a brand and getting into the fabric of the community," City Administrator John Drury said. "This is one way to do it."

City staff presented 14 famous aviators as possibilities. Included were historically significant names like Wright, Earhart, Lindbergh, Rickenbacker and Yeager. Also on the list was aviation pioneer Clara Adams, who took her first ride in a seaplane in 1914 off the shores of Tavares.

However, the fact that hers was the only name on the list with any connection to seaplanes or the city of Tavares led to a lively discussion among city leaders and members of the public in attendance.

"It's a good idea and it is history, but most of the people have nothing to do with Tavares history," Tavares resident Brenda Smith said. "There are a lot of people in Tavares who have not had much named after them."

Council member Bob Grenier suggested the council consider including aviators from the city's rich past along with the more well-known names. That brought agreement from other council members with an additional suggestion to use the person's entire name along with information about their accomplishments.

"That way it's a little historical and if people are wandering around it gives them something to read," Council Member Lori Pfister said. "If we're gonna do this I would rather have the knowledge out there so they don't think we just pulled names out of a hat."

After the debate, the board approved the concept, but retained the authority to decide which names will ultimately be used.

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