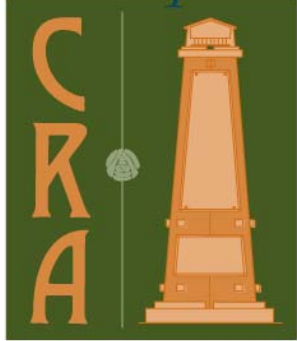


winter park



community  
redevelopment  
agency

# agenda

October 23, 2014

Commission Chamber  
401 S. Park Ave. 2<sup>nd</sup> Floor

## CRA advisory board

### 1 administrative items

- A. Approval of the Work Session Minutes from 09/11/14
- B. Approval of the Meeting Minutes from 9/11/14

### 2 action items

- A. Approval of funding for the Bach Festival Society of Winter Park

### 3 informational items

- A. Review of contract deliverables for CRA Strategic Planning

### 4 new business items

### 5 adjournment items

## appeals & assistance

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"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK  
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Regular Meeting  
1:00 pm**

**September 1, 2014  
Commission Chamber**

**MINUTES**

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Chairman, Hal George, called the meeting to order at 1:15 pm.

**BOARD MEMBERS PRESENT:** Hal George, John Dowd, Alan Thompson, Lance Decuir, Jeff Stephens, Woody Woodall, Daniel Butts

**BOARD MEMBERS ABSENT:** Joe Terranova

**STAFF MEMBERS PRESENT:** Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon, Craig O'Neil

**ADMINISTRATIVE ITEMS:**

**Item A: Approval of Minutes**

Approval of the 08/21/14 Work Session and 08/21/14 Regular Meeting Minutes

**Motion made by Woody Woodall, seconded by Alan Thompson, to approve the August 21, 2014 Work Session and Regular minutes Motion passed with a 7-0 vote.**

**ACTION ITEMS:**

**Item A: Approval of CRA Budget for FY 14-15:**

David Buchheit, CRA Manager, gave the Board members a brief overview of the proposed budget. Mr. Buchheit requested to remove the kiosk item from the budget, zero out the Housing Rehab program account, and return the Heritage Center amount from \$40,000.00 to \$30,000.00.

**Motion made by Daniel Butts, seconded by Woody Woodall, to approve to move the CRA budget forward as Staff has recommended. Motion passed with a 7-0 vote.**

**Item B: Bowling Alley:**

Mrs. Stone gave a brief overview of the potential purchase of the Bowling Alley and possible improvements for use of the property.

**Motion made by Alan Thompson, seconded by John Dowd, to table the item. Board would like to see renderings and receive feedback from the Parks Department, information from Public Works regarding traffic patterns, and any information to show the long term vision for the block/property. Motion passed with 6-1 vote.**

There being no further business to discuss, meeting adjourned at 1:28 p.m.

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Chairperson, Hal George

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CRA Coordinator/Board Liaison, Laura Neudorffer

**CITY OF WINTER PARK  
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session  
12:00 pm**

**September 11, 2014  
Commission Chamber**

**MINUTES**

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Chairman, Hal George, called the meeting to order at 12:05 pm.

**BOARD MEMBERS PRESENT:** Hal George, John Dowd, Alan Thompson, Lance Decuir, Jeff Stephens, Woody Woodall, Daniel Butts

**BOARD MEMBERS ABSENT:** Joe Terranova

**STAFF MEMBERS PRESENT:** Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon, Craig O'Neil

**INFORMATIONAL ITEMS:**

**Item A: Approval of CRA Budget for FY 14-15:**

Dori Stone, Planning & Community Development Director, reviewed the budget with the Board members but questioned the \$10,000.00 increase to the Heritage Center as there as not a formal request from the Heritage Center. David Buchheit, CRA Manager, requested the approval to decrease the amount back to their original amount.

Mrs. Stone informed the board of the \$30,000.00 request made by The Woman's Club for interior renovation and of the Bach Festival's request for support. A brief discussion took place.

A brief review of items approved by the Community Redevelopment Agency were discussed and included: \$80,000.00 for Contractual Services, continuation of the Summer Youth Enrichment Program and Winter in the Park.

**Item B: Bowling Alley:**

Mrs. Stone discussed options for the property if it is purchased with the Board. The Board would like to see a proposed use and/or site plan from the Parks Department prior to allocating the funds.

There being no further business to discuss, meeting adjourned at 1:15 p.m.

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Chairperson, Hal George

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CRA Coordinator/Board Liaison, Laura Neudorffer



# agenda item

meeting date October 23, 2014	approved by <input type="checkbox"/> City Manager <input type="checkbox"/> City Attorney <input checked="" type="checkbox"/> N/A
item type <input type="checkbox"/> Administrative <input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	

## CRA advisory board

**subject : Item 2A**

Request from the Bach Festival Society of Winter Park for \$10,000 contribution to promote its 80<sup>th</sup> season

**background**

The Bach Festival Society of Winter Park is requesting that the CRA contribute a \$10,000 match to its marketing campaign to promote the 80<sup>th</sup> anniversary season. This request will supplement the Society's current marketing budget and allow them to reach both a local and regional audience. The Society has provided a detailed proposal for the Board's consideration.

This festival runs from October through April and draws about 8000 people to the numerous events. This type of partnership continues to bring people into the downtown area and encourages participants to shop and dine. The CRA has supported the Society in the past by sponsoring a Big Band Bach performance in 2010 for \$10,000 which was a free concert in Central Park.

Given that the funding requested is a one-time request for marketing match dollars, staff recommends approval of the \$10,000 contribution.

## **Bach Festival Society of Winter Park**

Proposal to the City of Winter Park

September 18, 2014

The **Bach Festival Society of Winter Park (BFS)** respectfully requests a \$10,000 contribution from the City of Winter Park to assist the Society in promoting its programming and history surrounding its 80<sup>th</sup> anniversary season. This support will augment the BFS's marketing budget and allow it to reach local and non-local audiences. The BFS's message will focus on the following:

1. Artistic Excellence
  - a. BFS presents outstanding programming featuring the renowned Bach Choir and Orchestra, guest vocal soloists, and world-class visiting instrumentalists and ensembles
  - b. Bach Choir members' commitment and experience
2. Unique History
  - a. BFS is the third-oldest Bach Festival in the nation.
  - b. First performance of J.S. Bach's *B Minor Mass* south of the Mason-Dixon line in 1940.
  - c. BFS performances aired nationally on NBC radio in the late 1940s and early 1950s.
3. Winter Park as a destination
  - a. Beautiful city with a unique dining, shopping, cultural, and entertainment opportunities.

Below is a brief outline of the campaign strategies followed by a detailed budget showing how City of Winter Park support will be used.

- **Dining and Retail In-Store Promotions** in partnership with the Winter Park Merchants Association and other area businesses. The BFS will develop promotional materials to help the BFS create a campaign to connect Winter Park businesses, residents, and visitors to the 80<sup>th</sup> Bach Festival. Materials include banners, posters, coasters, table tents, and bill stuffers.
- **Web Ads** targeted to music lovers promoting the Festival and Winter Park as a destination.
- **Direct Mail** to over 7,000 targeted households.
- **National and Regional Advertising** to raise awareness of BFS to a national audience.
- **Website** upgrade to simplify navigation, increase content, and be fully functional for visitors using mobile devices as well as larger screens.

**Bach Festival Society of Winter Park**  
 Proposal to the City of Winter Park  
 Detailed Budget

		<b>City of WP</b>	<b>BFS</b>	<b>Total</b>
All	Graphic Design	\$ 500	\$ 2,500	\$ 3,000
Direct Mail Costs	Mailing - Festival Brochure and Postage	\$ 1,000	\$ 2,000	\$ 3,000
Direct Mail Costs	Mailing - Postcard	\$ 1,000	\$ 1,250	\$ 2,250
Email Marketing	MailChimp- 4 months	\$ 100	\$ 100	\$ 200
Online Advertising	Web Ads - Facebook	\$ 200	\$ 400	\$ 600
Online Advertising - International	BachTrack Website	\$ 300	\$ 520	\$ 820
Online Advertising - National	Minnesota Public Radio Web	\$ 460	\$ 740	\$ 1,200
Photography	Photography	\$ 200	\$ 1,100	\$ 1,300
Print Advertising - Local	Program Advertisement - Orlando Philharmonic	\$ 200	\$ 300	\$ 500
Print Advertising - Local	Program Advertisement - Orlando Shakes	\$ 200	\$ 300	\$ 500
Print Advertising - Local	Program Advertisement - Orlando Ballet	\$ 200	\$ 1,300	\$ 1,500
Print Advertising - Local	<i>Orlando Sentinel</i>	\$ 600	\$ 600	\$ 1,200
Print Advertising - National	Chorus America <i>The Voice</i>	\$ 525	\$ 525	\$ 1,050
Print Advertising - National	American Choral Director's Assoc. - Choral Journal	\$ 620	\$ 599	\$ 1,219
Print Advertising - Regional	Program Advertisement - Brevard Symphony	\$ 200	\$ 1,150	\$ 1,350
Promotions	Dining and Retail In-Store Promotions	\$ 550	\$ 550	\$ 1,100
Promotions	WP Light Pole Banners, Print and Hang	\$ 1,820	\$ 945	\$ 3,640
Promotions	Event Team Setup and Supplies	\$ 375	\$ 375	\$ 750
Radio	WMFE On-Air Underwriting	\$ 550	\$ 550	\$ 1,100
Website	Website Redevelopment	\$ 400	\$ 6,600	\$ 7,000
<b>TOTAL</b>		<b>\$ 10,000</b>	<b>\$ 23,279</b>	<b>\$ 33,279</b>

winter park



community  
redevelopment  
agency

# agenda item

meeting date October 23, 2014

item type  Administrative  
 Action  
 Information

approved by  City Manager  
 City Attorney  
 N|A

## CRA advisory board

### subject : Item 3A

Update on CRA Capital Improvement Project Options

### background

Under a continuing services contract with GAI, Inc., the CRA staff has asked Bellomo Herbert to evaluate several projects for consideration by the CRA Advisory Board. The attached scope outlines the five projects that staff intends to bring back to the CRA Advisory Board for further discussion. The intent of the work is to provide the Board with a "look" of the project and an estimated cost to begin prioritization of the existing and projected CRA revenue over the remaining 14 years of the CRA.

October 3, 2014



**TASK ORDER NO. 1**

**of the Continuing Professional Consulting Services Agreement  
Between the City of Winter Park, Florida and Bellomo-Herbert & Company  
(Contract No. RFQ-2-2012)**

**Proposal for Professional Services  
Capital Improvement Design and Priority Study for Projects in the CRA District  
City of Winter Park, Florida**

The purpose of this Task Order is to specify the services required of Bellomo-Herbert & Company, Inc. ("BH") to the City of Winter Park ("City") for the above-referenced project. This proposal reflects the anticipated Scope and related costs for services to be provided based on our knowledge of the project.

**Project Understanding**

The Project for which BH is to perform services is generally described as the completion of the design intent of five (5) projects within the Winter Park Community Redevelopment Agency District that have been identified by the City as warranting study. The projects are:

**Capital Improvements**

1. Park improvements to the West Meadow, located at the intersection of West Morse Boulevard and New York Avenue.
2. Aesthetic improvements to the intersection of US Highway 17-92 at Fairbanks Avenue, Webster Avenue and Morse Boulevard.
3. New York Avenue streetscape improvements from Fairbanks Avenue to Webster Avenue.

**Site Redevelopment Plans**

1. North side of Fairbanks Avenue from New York Avenue to Ward Avenue.
2. Property on US Highway 17-92 between Symonds Avenue and West Canton Avenue.

**Scope of Services**

**I. Data Collection**

BH will review all previously developed plans and available information for the projects, if any, to be provided by the City, including any previously completed planning studies for any of the selected five (5) projects or project areas, and/or any design guidelines of the Community Redevelopment Area, and will identify and collect other additional information necessary to begin the project. Such information will include available aerial photographs and GIS maps.

BH will review the information provided by the City and will visit of each project site in order to understand the current condition of the public rights-of-way and private properties of the five (5) projects identified above. BH will extensively photograph each project site for use as a planning tool during the completion of the design phase of the work.

**II. Preliminary Design**

BH will develop preliminary design plans of the five (5) projects described below. These plans will be presented to the City as hand drawn, un-rendered design concepts, suitable for presentation to city staff for further discussion.





**A. Capital Improvements**

1. West Meadow: Conceptual design of the property including the addition of a restroom/storage building, walkways, multi-purpose lawn area (to accommodate holiday ice rink and other special events), landscaping, and bike/ped improvements including bicycle valet area.
2. US Highway 17-92 Intersections: Conceptual design of the intersections as gateways including specialty paving design, crosswalks, and adjacent opportunities for architectural gateway features, landscaping, lighting and hardscape treatments.
3. New York Avenue Streetscape: Conceptual design of New York Avenue to include bike/ped improvements, sidewalk upgrades, street and pedestrian lighting, banners, street furnishings, landscaping, specialty paving, crosswalks, bulb-outs at intersections, and other improvements deemed necessary and appropriate.

**B. Site Redevelopment Plans:**

1. Fairbanks Avenue from New York Avenue to Ward Avenue: Development of a site plan indicating the preferred disposition of the current commercial property at this location into a more appropriate gateway into the City. The plan may address the expansion of MLK Jr. Park towards Fairbanks Avenue, the re-development of the commercial uses, the removal of the sinkhole pond or other more appropriate uses.
2. Highway 17-92 between Symonds and Canton Avenues: Development of a site plan indicating the preferred disposition of the current vacant property at this location which provides a public benefit and/or an economic development opportunity for the benefit of the community and the CRA.

BH will meet with City staff one time during this phase of the work to receive input on the designs as presented and to recommend modifications to the plans prior to commencement of the Final Design Phase.

**III. Final Design**

- A. Based upon comments received from City staff BH will modify the Preliminary Design plans completed in Task II, above. These Final Design plans will be presented to the City staff as fully rendered plans.
- B. A Photoshop digital perspective will be prepared for each of the five (5) projects, to assist in describing the overall design intent of each project.
- C. In order to assist the City in the prioritization of the development of the five (5) projects, BH will prepare a Preliminary Estimate of Probable Cost for each. Due to the preliminary nature of the plans, BH does not warrant these costs, which are provided solely for preliminary planning purposes. More detailed estimates should be prepared for further planning purposes upon the completion of individual project contract documents.

BH will meet with CRA staff one time during this phase of the work to review the Final Designs, renderings, Estimates of Probable Cost and to develop a Capital Improvement Priority List to include each of the five (5) projects. In addition to the five (5) projects described herein, BH will include additional



capital expenditures to be added to the list at the pleasure of the City. These additional capital expenditures projects will be determined by the City staff but may include:

- Denning Drive Streetscape Study
- Right of Way Acquisition Study for Fairbanks Avenue
- Expanded and/or proposed CRA Social programs

The Capital Improvement Priority List will include the project, estimated cost, anticipated funding period, and will list the projects in order of priority.

Upon completion of this phase of the work, BH will attend a presentation of the plan by the CRA staff to the CRA Advisory Board and the City Council.

### Schedule

The services described herein shall be completed within 70 days of receipt of the Notice to Proceed.

### Deliverables

The Consultant will provide the following deliverable items during the completion of the project:

1. One fully rendered design plan of each of the five (5) projects, along with an associated perspective rendering, mounted for public presentation.
2. One Capital Improvement Design Study Manual, including reduced, full color versions of the aforementioned rendered plans and perspectives, Estimates of Probable Cost, and the proposed Capital Improvement Priority List.
3. One (1) electronic version of the Design Study manual, including individual electronic files of each of the rendered plans and the perspective renderings.
4. Five hard copies of the Capital Improvement Design Study Manual.

### Compensation

Compensation for the services described above is as follows:

Section	Description	Method of Payment	Fee
1.0	Data Collection	Lump Sum	\$2,960
2.0	Preliminary Design	Lump Sum	\$15,610
3.0	Final Design	Lump Sum	\$19,790
Total Fee ( <i>less reimbursables</i> )			\$38,360



Direct, out-of-pocket expenses such as express mail delivery, postage, printing, plotting, copying and long distance telephone services are considered reimbursable costs which are not included in the fees quoted herein. These costs will be billed in addition to the stated fees, at the Consultant's direct cost. Automobile mileage will be billed at the current mileage rate as designated annually by the IRS.

### **Services Not Included**

Public Meetings and/or presentations not specifically noted above.

- Additional meetings not specifically described in the above scope of services
- Detailed design and construction documents
- Permitting
- Additional design options or additional perspective views not specifically described herein
- 

### **Assumptions and Understandings**

The Consultant's Scope of Services and Compensation as set forth above have been prepared on the basis of the following assumptions and understandings:

1. Client has provided all its requirements for Consultant's scope of services and all criteria and/or specifications that Consultant should utilize at the time this Proposal is authorized.
2. Client will give Consultant prompt notice whenever it observes or otherwise becomes aware of any development that affects the scope or timing of Consultant's performance.
3. Client will examine and provide comments and/or decisions with respect to any of the Consultant's interim or final deliverables within a period mutually agreed upon.

### **Prime Agreement**

This Task Order is bound by the terms of the Agreement to Furnish Continuing Professional Consulting Services, between the City of Winter Park, Florida and the firm of Bellomo-Herbert & Company, Inc., dated March 26, 2012.