Community Redevelopment Advisory Board
Virtual Meeting
October 22, 2020 at 12:00 noon

Agenda Items

1. Opening comments
   A. Business Assistance Funding

2. Approval
   A. Minutes for September 24, 2020

3. New business
   A. Downtown Enhancements
   B. Holiday meeting dates

4. Public Comment

5. Adjourn

appeals & assistance

“If a person decides to appeal any decision made by the Board 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.”
Economic Recovery Task Force Report 3
Update 10/7/2020

Economic Impact Study

Betsy Gardner Eckbert provided a review of the Phase II analysis of the Economic Recovery Analysis commissioned by THRIVE Winter Park and prepared by Valerie Seidel, Balmoral Group. The Task Force had previously identified four areas of interest. Below is a summary of the findings regarding these issues.

1. **Mask Wearing Campaign**
   - A significant campaign is already underway.
   - Study confirmed beyond safety, mask wearing has a positive economic impact.

2. **Open Container Outdoor Area**
   - Modeled Winter Park Village, Park Avenue, Hannibal Square and Orange Avenue between Denning Drive and US Highway 17-92.
   - Impact $1,500: $1. Potential improvement of $27M in revenues and 222 jobs

3. **Fee Waivers**
   - Modeled expansion of outdoor seating.
   - Potential improvement of $14M and 122 jobs.

4. **Direct Financial Assistance**
   - Modeled $10K grants.
   - Net impact $0.7: $1

Special Events

Events Underway
- August 27: Curbside To-Go launched.
- September 10: Music and Movies in the Park launched and will continue through December.
- September 11: Monthly Sidewalk Sales launched and will continue the second weekend of every month through December.
- October 7: West Meadow Wednesdays began and are scheduled weekly through December.

Events Scheduled
- October 16 – 18: Fall Festival Weekend Road Closure
- October 25: Bach in The Meadow Orchestral Concert
- December 4: Winter in the Park (Tree Lighting)
- December 5: Holiday Parade (modified)
- December 13: Bach in the Meadow
Events Under Development

- November 13 – 15: Park Avenue & Hannibal Square Road Closures (Commission approval TBD)
- December 4 – 6: Park Avenue & Hannibal Square Road Closures (Commission approval TBD)
- December 11: Winter Park District Market
- December season: CRA Window Decorating Contest

Citywide Postcard

- Monthly event postcard to be mailed to all residents and businesses in October, November and December

Mask Up Winter Park Campaign

Street Banner Program

Installed in early October as part along the following corridors:

- Park Avenue
- Hannibal Square
- Orange Avenue

Winter Park Health Foundation

The city is working with the Winter Park Health Foundation to prepare a series of videos to be shared on social media by Task Force members to encourage mask wearing in Winter Park.

Coming soon!

Community Resources

- Orlando Health Business Ready
  Resources to Help You Reopen Your Business Safely

- Orange County Government
  Safer Stronger Together Do Your Part
  We Got You Covered
  PPE for Community

Policy Recommendations

- The Economic Recovery Task Force established the following criteria for reviewing ideas/concepts:
  1. Safety
  2. Meaningful beneficial impact
     a. Financial
     b. Emotional wellbeing
     c. Broadly available
  3. Financially viable for partners

- Based on the results of the THRIVE study, the Economic Recovery Task Force is building a recommendation for weekend open container districts (modeled from a recent program implemented in Deland) for presentation to the City Commission on Wednesday, October 28.
Additional policy issues under consideration:

- Sewer capacity impact fee deferral (similar to adopted guidelines for Fairbanks)
- Temporary parking waivers or use of pooled parking
- Reduction in seats required for liquor license

**Task Force Information Available Online**

The Economic Recovery Task Force information including city summary reports, Chamber of Commerce presentations and resources can now be accessed online on the city’s [COVID webpage](#) under the [Business & Economic Recovery](#) tab.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Betsy Gardner Eckbert</td>
<td>Winter Park Chamber of Commerce</td>
<td>Chamber</td>
</tr>
<tr>
<td>Michelle Neuner</td>
<td>City of Winter Park</td>
<td>City</td>
</tr>
<tr>
<td>Sarah Grafton</td>
<td>Park Avenue District</td>
<td>Park Avenue District</td>
</tr>
<tr>
<td>Drew Madsen</td>
<td>City’s Economic Dev Advisory Board</td>
<td>Advisory Board</td>
</tr>
<tr>
<td>Michelle Strenth</td>
<td>Orlando Health</td>
<td>Healthcare</td>
</tr>
<tr>
<td>Mike Carolan</td>
<td>Winderweedle, Haines, Ward &amp; Woodman</td>
<td>Professional Services</td>
</tr>
<tr>
<td>Joanne McMahon</td>
<td>JM Hospitality</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Tracy Klingler</td>
<td>Frank</td>
<td>Retail</td>
</tr>
<tr>
<td>Sam Stark</td>
<td>Rollins College</td>
<td>Education</td>
</tr>
<tr>
<td>Lief Erickson</td>
<td>ComReal Orlando</td>
<td>Real Estate</td>
</tr>
<tr>
<td>Jay Chaudhari</td>
<td>RVR Consulting Group</td>
<td>Financial Services</td>
</tr>
<tr>
<td>Betsy Gwinn</td>
<td>Bach Festival Society of Winter Park</td>
<td>Non-Profit</td>
</tr>
</tbody>
</table>
Subject
Approval of Minutes

Motion/Recommendation
Motion to approve the September 24, 2020 meeting minutes.

Background
N/A

Alternatives/other considerations
N/A

Fiscal impact
N/A
Community Redevelopment Advisory Board Minutes

September 24, 2020 at 12:00 pm.
Virtual Meeting

Present
Board Members: John Caron, Linda Washington, Carol Rosenfelt, Lambrine Macejewski, Christine Girand; Teri Gagliano
Staff Members: Peter Moore, Kyle Dudgeon

Absent
Sarah Grafton

Meeting called to order
Staff called the meeting to order at 12:00 pm.

Opening Comments

1. Business Assistance Funding

Staff provided an update to the work associated with the Economic Recovery Task Force. Items included special events, policy options, and marketing campaign. The board discussed the viability of projects and useful life. The board also discussed the potential impacts on revenue projections of increment revenue in future years. Staff replied that pro forma and budget projections have been conservative to anticipate this, and more information will become clear as time progresses.

Approval of Minutes

Motion made by Teri Gagliano, seconded by Carol Rosenfelt, to approve the August 27, 2020 minutes. Motion passes 6-0.

New Business Items

1. Winter Park Central Park Stage

CRA Assistant Director, Kyle Dudgeon, began the conversation by providing background information regarding existing conditions on the Central Park stage. He conferred use of the stage and commented on physical deterioration of the site. He described use of the stage, physical deterioration of the site, highlighted relevant information regarding function, plans, codes, and policies that pertain to any improvement to the location. The board commented on the implications to the budget and capital improvement plan. Staff responded that the CRA has roughly $900,000 in reserves that were left for project flexibility, or to mitigate any future depreciation in increment revenue due to the pandemic. Further discussion ensued regarding potential restroom locations in
relation to the park, businesses, new Farmer’s Market location, and over environment context. Timing with
regard to the project, referendum requirement, further design, and construction were also discussed.

Motion made by Teri Gagliano, seconded by John Caron, to approve moving up stage funding in the CRA
Capital Improvement Plan to this fiscal year and provide restrooms somewhere within the area. Motion
passes 6-0.

2. Shady Park Improvements
Assistant Division Director, Kyle Dudgeon stated that Shady Park improvements are within the CRA Capital
Improvement Plan for this year. He said staff has been working with the Parks Department and consultant on
the development of concept plans to show what enhancements could look like. He pointed out the repurposing
of the unused splash pad, bollard lighting, formalization of open lawn and seating areas near the Community
Center, and buffering of existing parking as the existing scope of work. Staff stated before moving too far
discussion to the board was to identify any other potential issues or enhancements to be considered as part of
the scope. The board asked about community input and process going forward. Staff responded that the Parks
Department receives input regarding improvements. The board suggested exploring alternative options to the
splash pad and the importance of connectivity.

Public Comment
No public comment was made.

Adjournment
There being no further business to discuss, the meeting adjourned at 1:10 pm.

_________________________  __________________________
Chairperson, Lambrine Macejewski  Board Liaison, Kyle Dudgeon
Subject
Downtown Enhancements

Motion/Recommendation
Recommendation to approve phase II of repair/repainting of acorn lights within CRA

Background
Phase one of downtown enhancements included repair/replacement of trash cans, recycle containers, street light repair, and discussions on the central park stage. As phase one nears completion and final considerations, staff is recommending moving forward with phase two of repainting streetlights in additional sections of the district. Included in phase one was the repainting of 90 light poles along Park Avenue including mast arms at three intersections (Park & New England, Morse, and Webster). Phase two locations include commercial areas around New England, Pennsylvania Avenue and Orange Avenue. Staff anticipates an additional 100 streetlights to be repainted/repaired at a cost of $65 per pole totaling $6,500. Funds are included in the budget.

The attached map displays locations of existing light poles across phase two commercial corridors in the district. As part of its decorative lighting program, the CRA has also successfully installed 131 new streetlights in residential areas. Phase II continues these successes by continuing the enhancement of the district through beautification of the public right-of-way and elevated maintenance of existing assets.

Alternatives/other considerations

Fiscal impact
Approximately $6,500 from downtown enhancements line item
Outstanding Issues:

- Broken banner arms
- Faded paint

Estimated Repair Cost per Pole: $65

Total Number to be Repaired: ~100

Total Estimated Cost: $6,500
Community Redevelopment Advisory Board
Virtual Meeting

October 22, 2020 at 12:00pm

Subject
Holiday meeting dates

Motion/Recommendation
Motion is at the pleasure of the board

Background
CRA Advisory board meetings fall on the fourth Thursday of the month. For calendar year 2020, this means our dates for the remaining year are November 26 (Thanksgiving) and December 24 (Christmas Eve). Staff is proposing rescheduling these dates to a combined meeting on December 10.

Alternatives/other considerations
Have both meetings
Consider an alternative date
Cancel both meetings

Fiscal impact
N/A