

winter park



agenda

September 22, 2014 @ 2:30 p.m.

City Hall Commission Chambers
401 S. Park Ave. • Winter Park, Florida

CRA board

1 administrative items

- a. Approval of Minutes from August 25, 2014

2 action items

- a. Approval of CRA Budget for FY 14-15
- b. Approval of Purchase of Bowling Alley Property located at 1111 West Fairbanks Avenue through an assignment of the sales contract with Rollins College

3 informational items

4 new business items

5 adjournment

appeals & assistance

"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."

COMMUNITY REDEVELOPMENT AGENCY
August 25, 2014

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:03 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Kenneth Bradley
Commissioner Steven Leary
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Tom McMacken
Orange County Representative Frank DeToma

Also present:

City Manager Randy Knight
City Clerk Cynthia Bonham
CRA Director Dori Stone
CRA Manager David Buchheit
CRA Attorney Larry Brown

1. Administrative Items

Motion made by Commissioner Cooper to approve the minutes of May 12, 2014; seconded by Commissioner Sprinkel and approved by acclamation with a 6-0 vote.

2. Action Items

a. Approval of CRA budget for FY14-15

CRA Manager David Buchheit presented the budget for approval. CRA Director Dori Stone and Mr. Buchheit addressed questions related to the parking garage operating and maintenance costs and the current parking contracts in place.

Mayor Bradley suggested that we take a look at our long range plans and evaluate what big projects will be forthcoming over the next 13 years so we can plan accordingly and possibly reserve funds for those items. He explained that it might also be beneficial to review the current projects, grants and programs in place and determine what the real needs and demands are.

General concerns were raised regarding the overall cost for the proposed digital kiosks and suggested that the line item in the budget be reduced at this time until they discuss this next on the agenda.

Ms. Stone explained that the Winter Park Playhouse submitted a letter this past week requesting funding assistance and that the item will be deferred to the CRA Advisory Board for review and recommendation. It will then come before the CRA Agency at a later date, possibly in November. She explained said the CRA Agency can at any time in the future modify the CRA budget to accommodate their request.

Motion made by Mayor Bradley to approve the budget as presented but hold \$100,000 for the W. Morse Boulevard streetscape project and \$135,000 for other project spending (\$90,000 signs/way-finding project,

\$25,000 business façade and \$20,000 housing rehabilitation assistance) in reserve to be spent this year after review; seconded by Commissioner Leary.

Ms. Stone answered questions relative to the \$1 million in project balances which will roll forward to this upcoming fiscal year to complete projects that are already funded and underway including the housing rehab program, business façade program and 'Winter In The Park'.

Commissioner Cooper felt it would be beneficial to set aside CRA funds for the replacement of trees, for a commuter rail circulator bus and to retrofit the Orange Avenue building for occupancy and usage. Ms. Stone said she would have to check into the legality of using CRA money for a circulator bus and that no CRA funds can be used for the Orange Avenue property since it is outside of the CRA limits.

Joe Terranova, 151 N. Virginia Avenue, said he has no issues with the proposed motion and agreed that we need to develop a strategic plan once the visioning session is completed.

Steve McElveen, Kendall & Kendall Hair Salon, 339 S. Park Avenue, said he highly recommends the proposed digital kiosks.

Heather Alexander, Winter Park Playhouse, 2918 Sandwell Drive, thanked the Commission for their consideration for organizational support funding.

Michael Schwartz, Panullo's Italian Restaurant, 216 S. Park Avenue, encouraged the Commission to approve the proposed digital kiosks.

Brian Wettstein, The Doggie Door store owner, 329 N. Park Avenue, supported the proposed digital kiosks and the funding assistance for the Winter Park Playhouse.

Motion amended by Commissioner Sprinkel to exclude the \$20,000 housing rehabilitation assistance, \$25,000 business façade, and \$100,000 for W. Morse Boulevard streetscape project from the budget and keep the \$90,000 in for the kiosks. Motion failed for lack of a second.

Upon a roll call vote, Mayor Bradley and Commissioner Leary and Representative DeToma voted yes. Commissioners Sprinkel, Cooper and McMacken voted no. The motion failed with a 3-3 vote.

Motion made by Commissioner McMacken to approve the budget as presented; seconded by Commissioner Sprinkel.

Mayor Bradley explained that he cannot support the West Morse Boulevard bricking at this time since he believes there are greater needs in the CRA.

Discussion ensued regarding the budget allocation of \$140,000 for digital kiosks. Mayor Bradley and Commissioner Leary felt that it would be beneficial to reduce the amount to \$90,000 for the digital kiosks since they have not discussed the actual costs. Once that discussion has taken place, they can then decide whether or not they want to allocate additional funds.

Upon a roll call vote, Mayor Bradley and Commissioner Leary and Representative DeToma voted no. Commissioners Sprinkel, Cooper and McMacken voted yes. The motion failed with a 3-3 vote.

Ms. Stone suggested that they listen to the digital kiosk presentation to better understand the overall costs involved.

Mayor Bradley advised that since there was no consensus agreement on the CRA budget that they will have to revisit this item at the next meeting for approval.

b. Approval of the Park Avenue kiosks

CRA Manager David Buchheit explained the two freestanding informational kiosks that have been on Park Avenue for several years and recommended that they be replaced with digital kiosks to better keep the information up to date. The digital kiosks would utilize two 47" screens. Based upon industry experts this size is ideal for the Park Avenue pedestrian environment.

Mayor Bradley shared concern with the cost of approximately \$45,000 for each kiosk to be constructed. His preference was to install the same digital boards which are currently located in the lobby of City Hall. The overall cost savings would allow us to install additional digital boards throughout the City such as the train station, the Welcome Center, etc. Upon inquiry, Mr. Buchheit noted that the kiosks can be relocated.

Sam Rogers with AlivePromo, the vendor specializing in custom kiosks responded to questions including the fabrication costs for outside versus inside digital kiosks. He noted that there is a control button to adjust the brightness and an on/off timing mechanism.

Motion made by Commissioner Sprinkel to support the installation of one digital kiosk (\$78,550); seconded by Commissioner McMacken.

Upon questioning, Ms. Stone advised that since this is a wayfinding project the CRA did not approach the merchants for assistance and City staff will provide for the maintenance and upkeep of the kiosks.

John Dowd, 427 N. Phelps Avenue, fully supported the digital kiosks.

Ms. Stone asked the Commission to consider having another CRA meeting on September 22 so that staff can present additional budget information and to discuss the 'Winter In The Park' item.

Motion made by Commissioner Leary to table this item and for it come back on September 22; seconded by Commissioner McMacken. Upon a roll call vote, Mayor Bradley, Commissioners Leary and Cooper, and Representative DeToma voted yes. Commissioners Sprinkel and McMacken voted no. The motion carried with a 4-2 vote.

c. Approval of the 2014-15 Winter in the Park

Motion made by Mayor Bradley to approve the 'Winter In The Park' ice rink contract as presented; seconded by Commissioner Leary. Mr. Buchheit answered questions. No public comments were made. Upon a roll call vote, Mayor Bradley and Commissioners Leary, Sprinkel, McMacken, Cooper and Representative DeToma voted yes. The motion carried unanimously with a 6-0 vote.

3. Informational Items - None.

4. New Business

Mayor Bradley requested an update at the next meeting regarding the Everyday Exceptional Marketing Program.

Mayor Bradley advised that the recent decision to not extend the life of the CRA by five years has cost the City approximately \$12 million dollars. He explained the importance of looking at decisions as they make them and to understand the future consequences to those decisions. He stated that a large portion of that money could have been used elsewhere in the City.

The CRA Agency meeting adjourned at 3:32 p.m.

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham

winter park



agenda item

meeting date September 22, 2014

item type ☐ Administrative
☒ Action
☐ Information

approved by ☐ City Manager
☐ City Attorney
☐ N/A
☒ Advisory Board

final vote

community
redevelopment
agency

CRA board

Subject: Item 2A

CRA Budget Update and Proposed Budget FY 2015

motion | recommendation

Approve the proposed FY 2015 budget as presented.

background

FY 2014 Budget Update:

The Tax Increment Finance (TIF) revenue is projected to increase by \$286,957. This shows a continuation of the market rebound that started last year. Due to the continued growth of our TIF revenue the CRA has continued all existing programs and is beginning new projects.

Actual expenditures and revenues for FY14 are expected to be in-line with budgeted estimates by the fiscal year-end.

Tax Base:

Our tax base is continuing to grow, due to increased real estate market growth. The forward estimates from Orange County show that TIF revenue will increase from \$2.1 million to \$2.4 million, or about 13.75%. This is an improvement over last year's increase of 6.5% and shows the improved growth of the market.

FY 2015 Proposed Budget:

Staff has proposed a budget that maintains all debt service payments, supports operations, fulfills all contracts, and continues operation of existing programs. Staff anticipates future growth to the TIF as the economy and real estate market continues to improve.

Budget Highlights:

- Grants:
 - o Business Façade Matching
 - o Housing Rehab

- Programs and Events Funding:
 - o Summer Youth Enrichment Program
 - o Popcorn Flicks
 - o Heritage Center Operations
 - o Community Center Programs
 - o Welbourne Nursery Program
 - o St. Patrick's Day Parade
- Projects:
 - o Winter in the Park
 - o Parking Garage Maintenance

Projects:

The following project balances will roll forward to this upcoming fiscal year.

Housing Rehab:

Staff worked to complete the outstanding waiting list from 2012. The wait list has been completed and currently there is \$26,998.00 that will roll forward to continue the Housing Rehab program for FY 2015.

Business Façade:

The Business Façade program has been reinstated to assist businesses. The program has assisted approximately 50 businesses in the past 6 years. Currently there is \$68,677.00 that will roll forward to be allocated during FY 2015.

Signs and Wayfinding:

The Signs and Wayfinding account has \$71,837.28 remaining. The roll forward for this could be used to create or update kiosks on Park Avenue in FY 2015.

Denning Drive Improvements:

This project currently has \$113,662.00 in funding that will roll over, and could be transferred toward a different capital expense in FY 2015 per CRA Agency direction.

W. Morse Blvd Streetscape:

This project currently has \$168,427.00 in funding that will roll over, and could be transferred toward a different capital expense in FY 2015 per CRA Agency direction.

(For a complete line item budget and summary of the CRA's revenues and expenses since 2012, see the attached line item budget.)

alternatives | other considerations

N/A

fiscal impact

See background commentary above.

strategic objective

N/A

City of Winter Park Community Redevelopment Fund
Multi-Year Actual and Budget Summary
FY 12 - FY 15

Revenues

TIF Revenue	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
Ad Valorem Taxes	1,003,087	961,467	1,022,445	1,160,162
From County for CRA	1,087,015	1,041,912	1,107,992	1,257,232
Total	2,090,102	2,003,379	2,130,437	2,417,394

Investment Revenue	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
CHECKING AND SAVINGS	-1,156	-1,964	0	0
INVESTMENT PORTFOLIO	63,605	-75,923	40,000	20,000
BANKFIRST SRB ACCOUNT	311	190	0	0
STATE INVESTMENT BOARD	5	2	0	0
Total	62,765	-77,695	40,000	20,000

Misc. Revenue	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
Winter in the Park	170,586	205,358	195,000	225,000
Other Misc. Revenue		15,304	30,000	30,000
Total	170,586	220,662	225,000	255,000

<u>Total Revenue</u>	2,323,453	2,146,346	2,395,437	2,692,394
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Operational Expenses

Personnel	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
REGULAR WAGES	233,107	194,130	186,278	228,859
PART TIME/TEMPORARY WAGES	-	15,012	29,256	-
OVERTIME WAGES	-	41	-	-
FICA TAXES	16,609	15,232	15,964	16,518
PENSION	16,756	5,513	13,499	16,282
ICMA CITY CONTRIBUTION	3,883	2,871	2,300	3,772
GROUP HEALTH/DENTAL	24,570	28,945	18,828	31,260
LIFE INSURANCE	505	418	405	499
AD&D INSURANCE	56	46	45	55
DISABILITY INSURANCE	562	464	450	554
WORKER'S COMPENSATION	427	384	402	411
UNEMPLOYMENT COMPENSATION	30	27	30	36
Total	296,505	263,083	267,457	298,246

Operational Expenses

General Operating	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
TRAVEL & TRAINING	3,826	2,076	6,000	8,000
TELEPHONE - EQUIP CHGS	1,846	1,581	2,016	1,047
CELL PHONES/BEEPERS	2,430	2,074	1,800	2,400
POSTAGE & FREIGHT	340	195	1,000	1,000
GENERAL LIABILITY	8,291	8,166	8,639	9,377
RISK MGMT OPERATIONS	1,055	1,096	1,189	1,149
OTHER INSURANCE	-	-	7,700	8,231
CITY ATTORNEY	29,997	20,006	20,000	20,000
PRINTING & BINDING	2,510	1,406	4,000	4,000
COPIER	2,650	3,281	3,599	3,600
PROMOTIONAL ACTIVITIES	4,616	1,941	5,000	5,000
GENERAL OPERATING SUPPLY	5,897	11,053	7,000	7,000
EQUIPMENT UNDER \$1,000	489	3,056	2,500	2,500
BOOKS & PERIODICALS	133	-	200	200
MEMBERSHIPS	2,257	1,245	3,500	3,500
FURNITURE	-	3,325	-	-
Total	66,337	60,501	74,143	77,004

Operational Expenses

Contractual Services	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
CONTRACTUAL SERVICE	8,970	49,798	20,000	80,000
Indirect Costs	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
REIMB ADMIN TO GEN FUND	31,600		25,000	45,905
Transfer to other Funds	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
Transfer to Capital Projects	-	203,561	22,934	3,993
Total	403,412	576,943	409,534	505,148

Community Initiatives

Community Programs	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
SUMMER YOUTH EMPLOYMENT	17,507	-	15,000	15,000
HERITAGE CENTER OPERATION	35,000	30,000	30,000	30,000
COMMUNITY CENTER PROGRAMS	40,413	27,078	40,000	40,000
UNITY HERITAGE FESTIVAL	7,761	4,884	-	-
Total	100,681	61,962	85,000	85,000

Organizational Support	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
WELBOURNE NURSERY	4,500	5,000	5,000	7,500
ENZIAN THEATRE	12,000	12,000	6,000	6,000
ST. PATRICK'S DAY PARADE	1,168	1,630	2,000	2,000
Total	17,668	18,630	13,000	15,500

Capital Maintenance

	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
PARKING GARAGE MAINT.	70,141	85,178	90,000	90,000

CRA Projects

Project Name	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
HOUSING REHAB. ASSISTANCE	47,724	20,000	-	
ORANGE AVENUE IMPROVEMENT	2,840	-	-	
DENNING DR INT. IMPROVE	3,533	-	-	
FAIRBANKS ENHANCEMENT	1,442	-	-	
COMMUNITY CENTER	226,327	3,919	-	
BUSINESS FACADE MATCH PRG	11,175	10,000	50,000	
COMMUTER RAIL MATCH	4,078	-		
CENTRAL PARK LOT B	4,497	-		
WEST MEADOW ICE RINK	181,334	198,001	195,000	225,000
E. MORSE BLVD STREETScape	15,101	-		
W. MORSE BLVD STREETScape	2,402	-		
PARK AVE. STRATEGIC PLAN	31,286	-		
NEW ENG-SHADY PK TO CAPEN	14,592	-		
QUALIFIED TARGET IND PROG	19,800	19,800		
SIGNS AND WAYFINDING PJT	33,164	-		
Total	599,295	251,720	245,000	225,000

Total Expenditures

	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
Personnel	296,505	263,083	267,457	298,246
General Operating	66,337	60,501	74,143	77,004
Contractual Services	8,970	49,798	20,000	80,000
Indirect Costs	31,600	0	25,000	45,905
Transfer to other funds	0	203,561	22,934	3,993
Community Programs	100,681	61,962	85,000	85,000
Organizational Support	17,668	18,630	13,000	15,500
Parking Garage Maintenance	70,141	85,178	90,000	90,000
CRA Projects	599,295	251,720	245,000	225,000
Total	1,191,197	994,433	842,534	920,648

Debt Service

Principal	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
CRA LOAN #67	150,000	-	-	
CRA LOAN #83	140,000	-	-	
2005-1 LOAN	35,516	-	-	
2005-2 LOAN	71,718	-	-	
2006 LOAN	100,000	100,000	105,000	110,000
COMMUNITY CENTER LOAN	375,000	390,000	410,000	430,000
CRA NOTE, SERIES 2012		-	495,000	515,000
Total	872,234	490,000	1,010,000	1,055,000

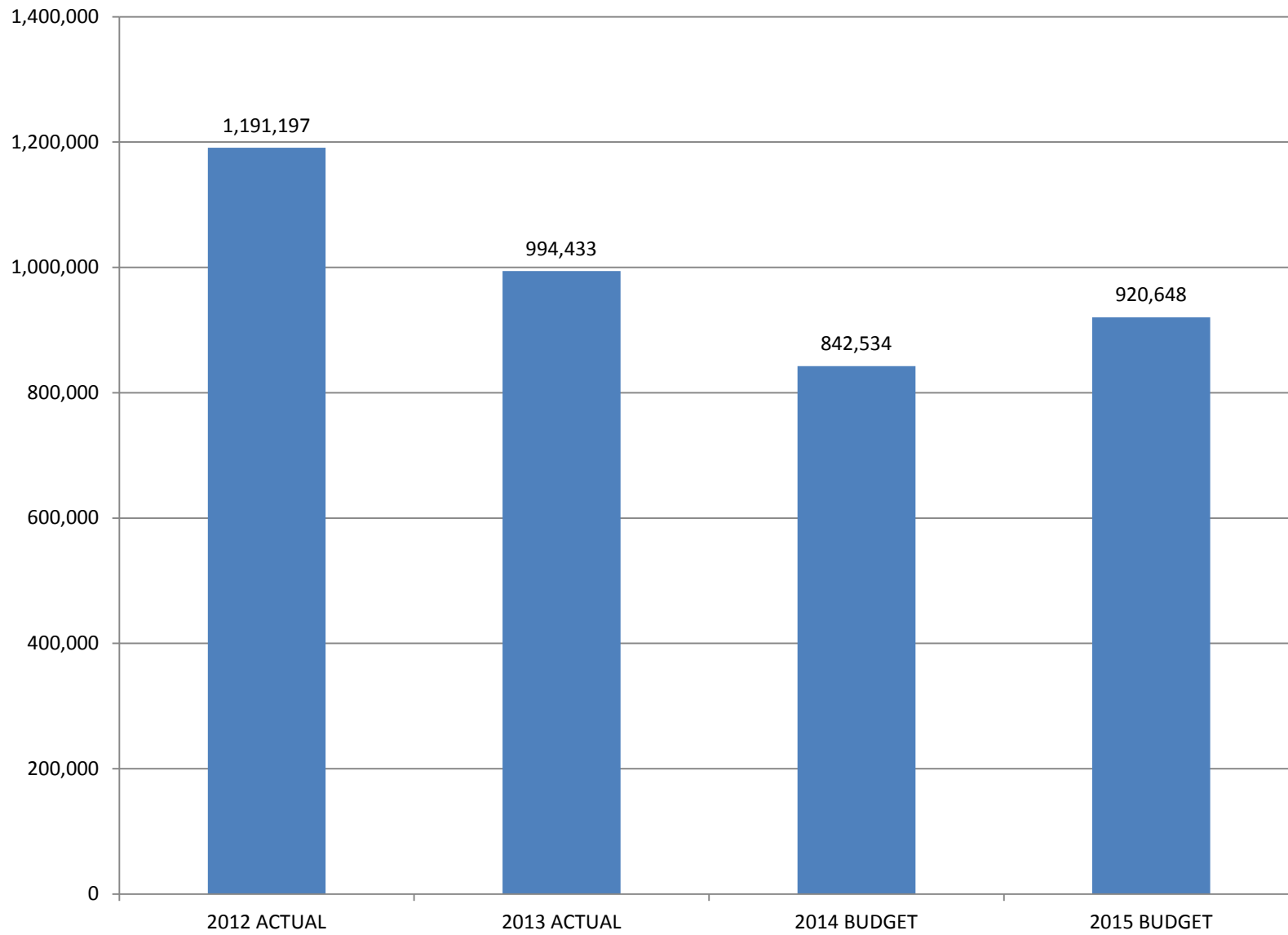
Interest	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
CRA LOAN #67	84,342	-	-	-
CRA LOAN #83	77,694	-	-	-
2005-1 LOAN	25,660	-	-	-
2005-2 LOAN	87,845	-	-	-
2006 LOAN	67,103	50,008	59,225	55,044
COMMUNITY CENTER LOAN	340,368	323,232	305,312	286,496
CRA NOTE, SERIES 2012		62,625	111,888	101,838
Total	683,012	435,865	476,425	443,378

<u>Total Debt Service</u>	1,555,246	925,865	1,486,425	1,498,378
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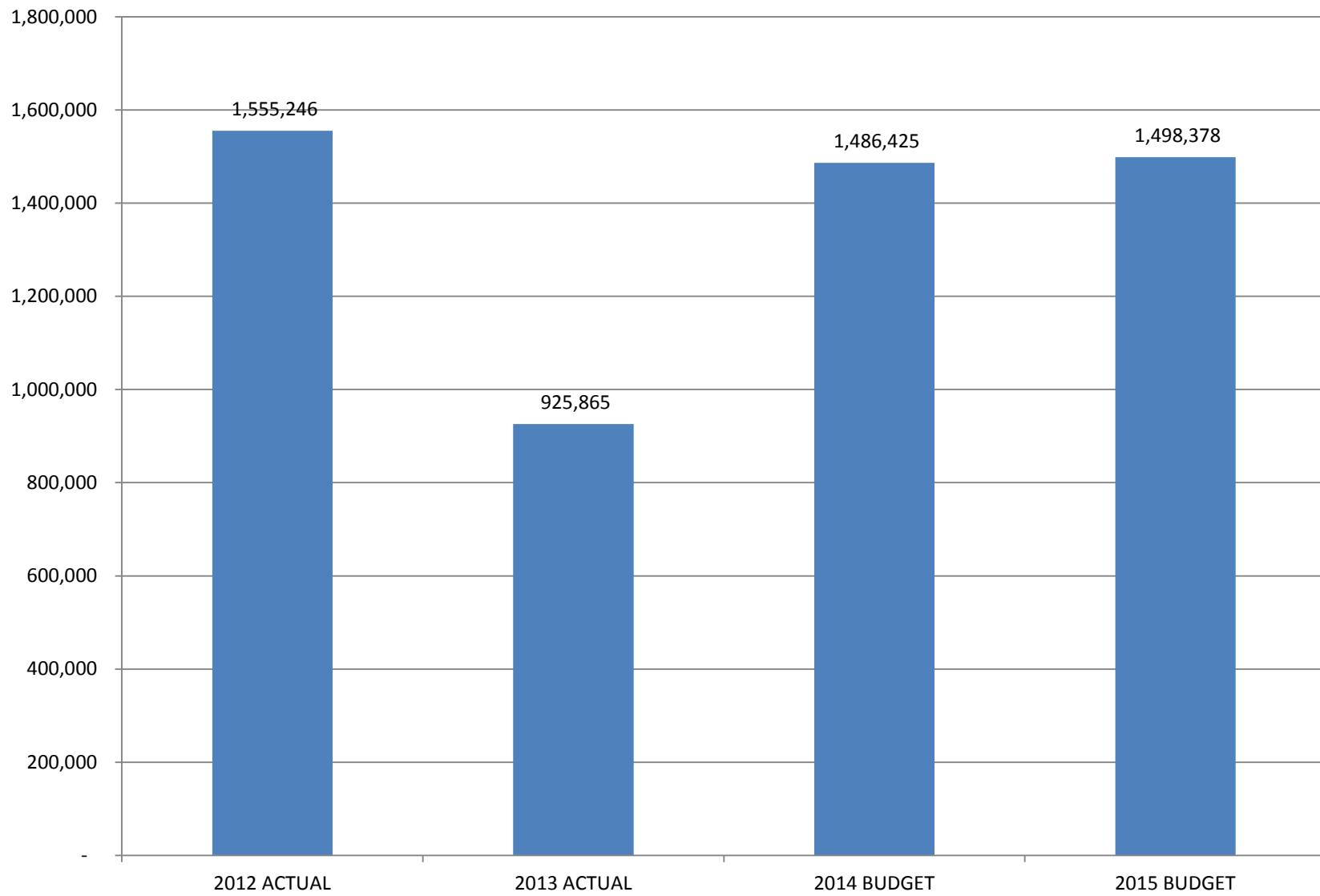
Net Operating Gain/Loss

	2012 ACTUAL	2013 ACTUAL	2014 BUDGET	2015 BUDGET
Total Revenue	2,323,453	2,146,346	2,395,437	2,692,394
Total Expenses	1,191,197	994,433	842,534	920,648
Total Debt Service	1,555,246	925,865	1,486,425	1,498,378
Total	-422,990	226,048	66,478	273,368

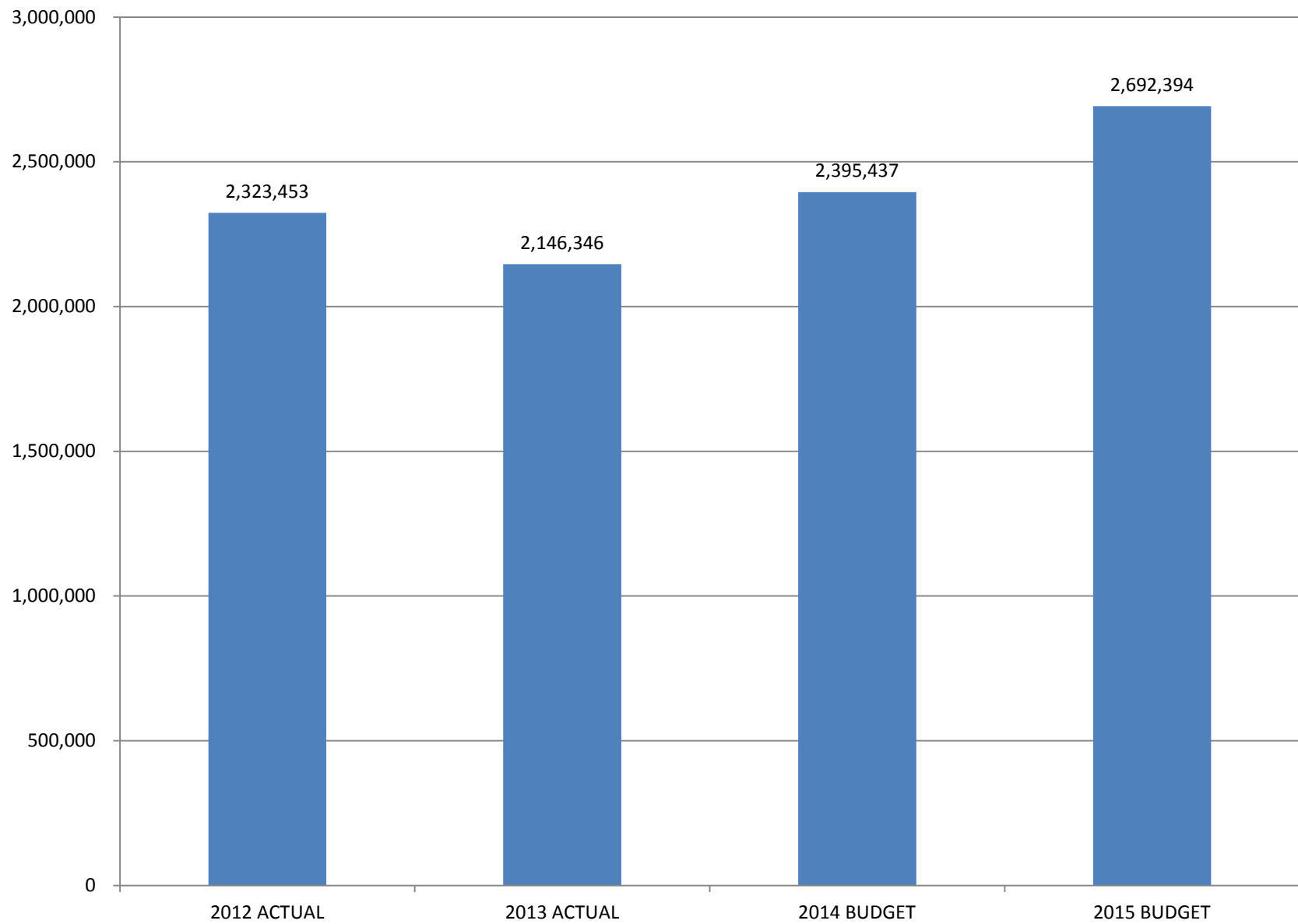
Expenses



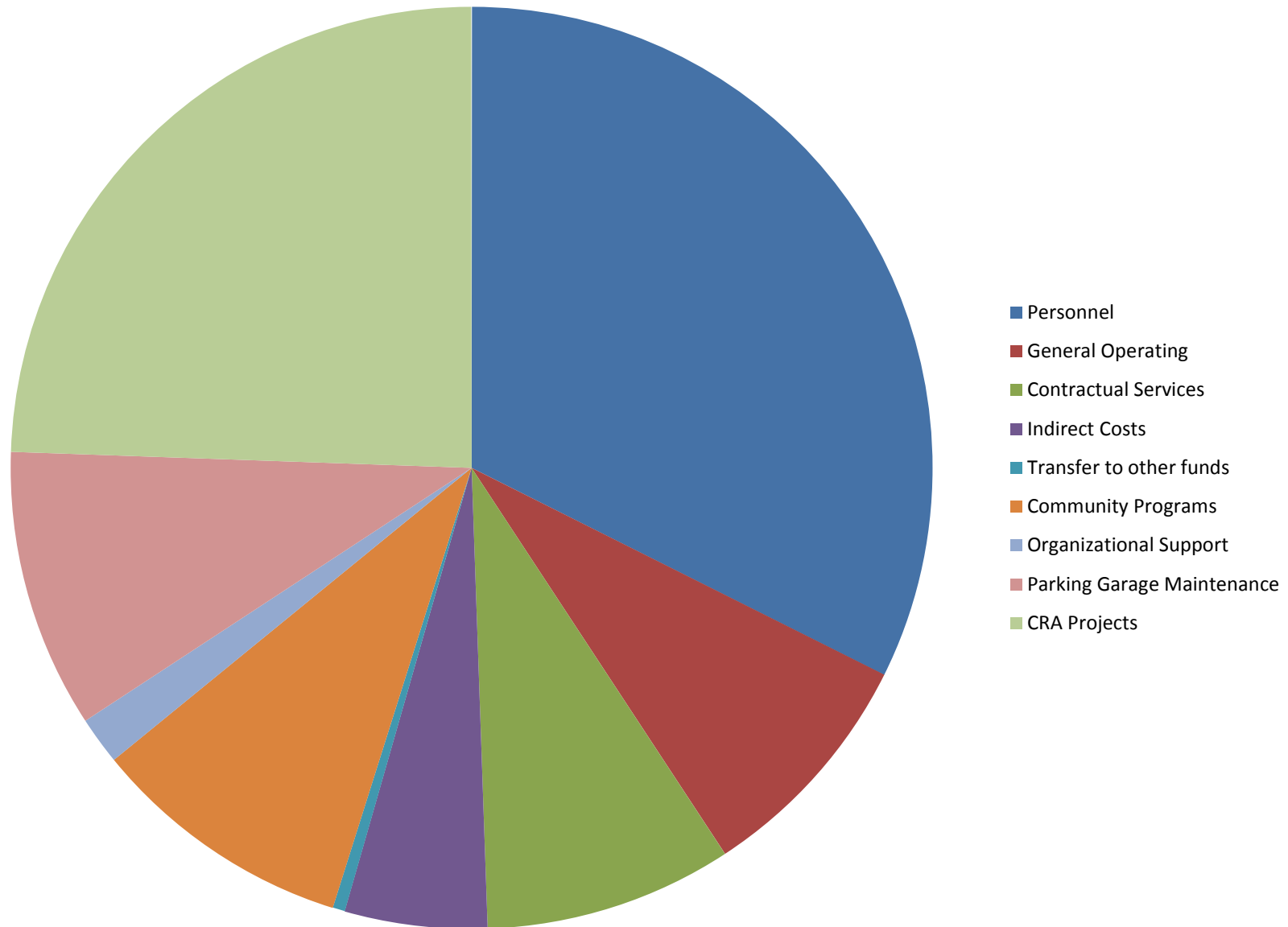
Debt Service



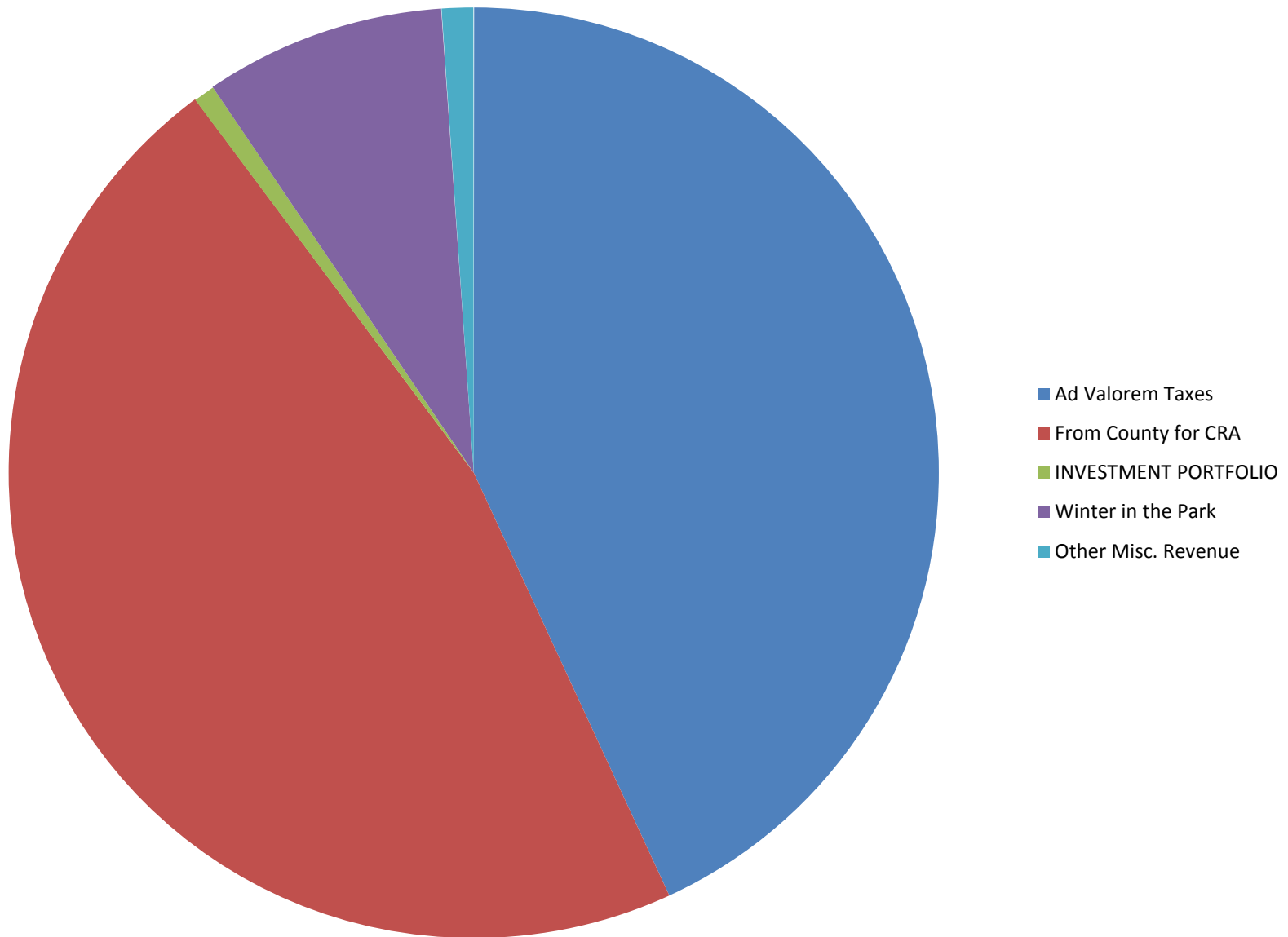
Revenue



2015 Expenses



2015 Revenue



winter park



community
redevelopment
agency

agenda item

meeting date	September 22, 2014	approved by	<input type="checkbox"/> City Manager
item type	<input type="checkbox"/> Administrative <input checked="" type="checkbox"/> Action <input type="checkbox"/> Information		<input type="checkbox"/> City Attorney
			<input type="checkbox"/> N/A
			<input type="checkbox"/> Advisory Board
		final vote	

CRA board

Subject: Item 2B

Purchase of Bowling Alley property located at 1111 W. Fairbanks Avenue through an assignment of the sales contract with Rollins College

motion | recommendation

Recommend approval to use CRA funding to purchase of the property located at 1111 W. Fairbanks Avenue through the assignment of the sales contract between Rollins College and UP Development Company for \$3.25 million and authorize city attorney to close and transfer property to the city.

background

The City Commission and the CRA Agency have the opportunity to purchase the property located at 1111 W. Fairbanks Avenue, site of the Fairbanks Avenue Bowling Alley. The property is currently closed and has shown signs of blight since the closing. The property was purchased by Rollins College in 2013 for the purpose of building athletic fields for the College. With this acquisition, the city would expand the park to possibly include a small multipurpose field for youth sports, add additional parking for the park and the businesses along West Fairbanks and make some immediate improvements to westbound traffic along Fairbanks Avenue with the extension of a third lane.

The total cost of the property is \$3.25 million. A developer has offered to assign the purchase from Rollins College to the city. The payment of the property would include several different funding sources:

CRA contribution:	\$1,650,000
Parks Acquisition Funds:	\$ 975,000
Sale of 300 Pennsylvania Ave	\$ 625,000

Total	\$3,250,000
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The CRA contribution would come from the money that was held back in case it was needed to pay debt service when the economy began to drop which is about \$1.4 million with the balance of \$250,000 coming from this year's TIF allocation and project accounts.

The opportunity to acquire land along Fairbanks is important for several reasons. The ability to extend a third lane along Fairbanks Avenue will provide traffic relief along a road that is constrained. This also gives the city the advantage as redevelopment along this corridor occurs to ask for easements to ultimately provide a dedicated left turn lane onto Denning Avenue. Showcasing Martin Luther King Jr. Park as a vista along Fairbanks Avenue provides a true sense of the city's commitment to quality of life and would create an identity for a gateway into downtown. As businesses redevelop, the ability to have public parking available is always beneficial and part of the CRA Plan.

The Parks Board and the CRA Advisory Board are having a joint meeting on Thursday, September 18, 2014 at noon to discuss this request. Their recommendations will be included in the Commission presentation.

Staff recommends approval of the acquisition of the property using the blended funding sources for the purchase.

alternatives | other considerations

The City Commission may choose to not purchase the site. The intent of the current contract holder is to build a commercial use there within the next 12 months.

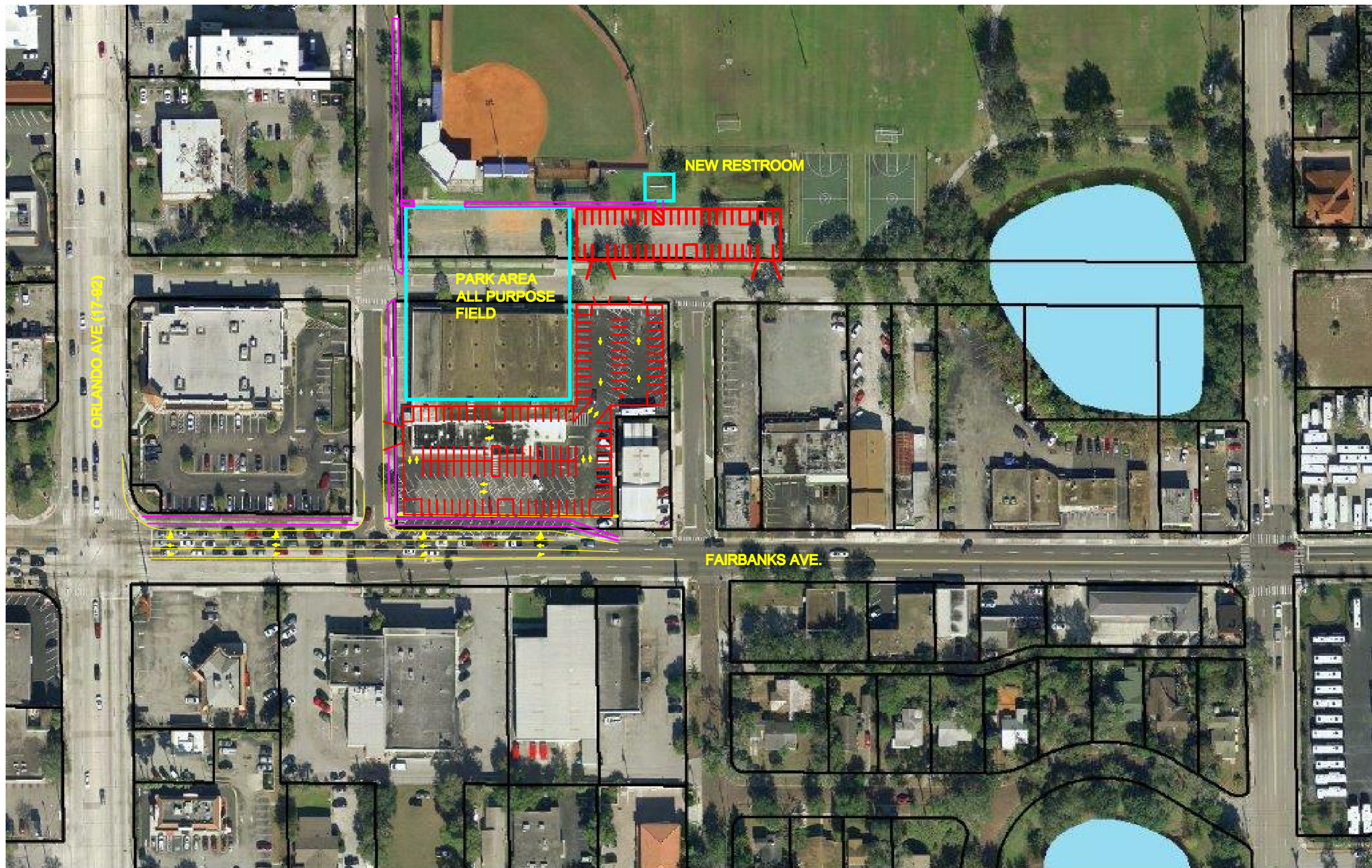
The Commission could also choose to acquire just enough of the frontage to add the additional lane if the seller is willing to accommodate the city's request.

fiscal impact

Property Base Value <i>(when CRA was created)</i>	\$1,410,279
2014 Taxable Value	\$1,453,087
2014 Taxes to General Fund	\$5,946
2014 Increment Revenue	\$365.02
% of overall TIF revenue	.013%

strategic objective

Intelligent Growth & Development



ORLANDO AVE (17-32)

NEW RESTROOM

PARK AREA
ALL PURPOSE
FIELD

FAIRBANKS AVE.