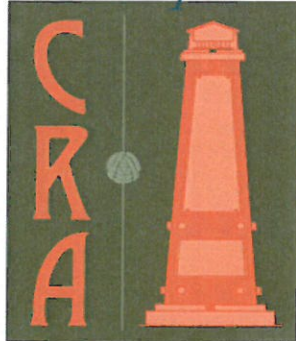


winter park



community
redevelopment
agency

agenda

February 23, 2015 @ 3:00 p.m.

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

CRA board

1: administrative items

- a. Approval of Minutes from September 22, 2014

2: action items

- a. Approval of CRA contribution of \$6,000 for the operation of the Sunrail train during the 56th Winter Park Sidewalk Art Festival, March 21 - 22

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
September 22, 2014

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:30 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
Deputy City Clerk Michelle Bernstein
CRA Director Dori Stone
CRA Manager David Buchheit
CRA Attorney Bill Reischmann

Approval of the agenda

Commissioner Cooper requested to move item 2.b before item 2.a.

Motion made by Commissioner Cooper to approve the agenda with this change; seconded by Commissioner Sprinkel and approved by acclamation with a 6-0 vote.

1. Administrative Items

Motion made by Commissioner McMacken to approve the minutes of August 25, 2014; seconded by Commissioner Sprinkel and approved by acclamation with a 6-0 vote.

2. Action Items

- b. Approval of Purchase of Bowling Alley Property located at 1111 West Fairbanks Avenue through an assignment of the sales contract with Rollins College

City Manager Randy Knight advised that the City Commission and the CRA Agency currently have the opportunity to purchase the property located at 1111 W. Fairbanks Avenue which is the site of the Fairbanks Avenue Bowling Alley.

City Manager Knight explained that over a year ago Rollins College acquired this property for the purpose of building athletic fields for the college. Since Rollins College was unable to complete that project they put the property up for sale. City Manager Knight expressed to Rollins College that the City would like to acquire the property but learned that a contract is already in place with developer Scott Fish.

In summary, the developer has offered to assign the purchase from Rollins College to the City for a total cost of \$3.25 million. The payment of the property would include several different funding sources:

CRA contribution:	\$1,650,000
Parks Acquisition Funds:	\$ 975,000
Sale of 3000 Pennsylvania Avenue:	\$3,250,000
Total:	\$3,250,000

City Manager Knight advised that a joint meeting was held last Thursday with the Parks and Recreation Advisory Board (P&RAB) and the CRA Advisory Board. The P&RAB voted unanimously to recommend that the Commission authorize this agreement. The CRA Advisory Board voted 3-2 in favor of the recommendation with these two caveats: that we try to negotiate a lower asking price with Mr. Fish's portion of the sale and to see if the City would increase their financial contribution in an effort to avoid the CRA reserve and Parks acquisition funds from being depleted.

City Manager Knight explained that with this acquisition of 1.68 acres, the City would expand the park to possibly include a small multipurpose field for youth sports, and add additional parking for the park and the businesses along West Fairbanks. This would include making some immediate improvements to westbound traffic along Fairbanks Avenue with the extension of a third lane.

City Manager Knight advised that an appraisal has not been conducted and that the purchase agreement has a set closing date of October 26.

Commissioner Sprinkel shared her concern with the short notice since no pre-briefing was given to the Commission and was opposed to giving FDOT any City owned land.

Commissioner McMacken addressed the opportunity to expand our parklands. He agreed with exhausting the Parks Acquisition Fund but not the CRA fund.

Commissioner Cooper was opposed to emptying the Parks Acquisition Fund but was in favor of the proposed Fairbanks turn lane extension with a multi-purpose sidewalk with trees. She requested to establish a demonstrated market value.

Motion made by Mayor Bradley to approve the acquisition as presented; seconded by Commissioner McMacken.

A clarification was made that this is an opportunity for the City to secure a 1.68 parcel of land for the CRA and the City to use in the future and that no commitment is being made regarding the use of the property at this time. CRA Director Dori Stone addressed questions.

The following spoke in opposition:

Larry Williams, Eucalyptus Properties, 300 N. Park Avenue

Woody Woodall, 328 N. Park Avenue

Kim Allen, 1800 W. Fawsett Road, shared her concerns with the acquisition.

Motion amended by Commissioner Leary to offer the developer \$150,000 less than the current offer; seconded by Mayor Bradley.

Motion made by Commissioner Leary for an appraisal to be conducted prior to closing; seconded by Mayor Bradley.

Motion amended by Commissioner Cooper to table until such time as they have the appraisal back so they can make a reasonable judgment based on the zoning; seconded by Commissioner Sprinkel.

Upon a roll call vote (on the motion to table), Mayor Bradley, Commissioners Leary and McMacken and Representative DeToma voted no. Commissioners Sprinkel and Cooper voted yes. The motion failed with a 4-2 vote.

Upon a roll call vote (to offer the developer \$150,000 less than the current offer); Mayor Bradley, Commissioners Leary and McMacken and Representative DeToma voted yes. Commissioners Sprinkel and Cooper voted no. The motion carried with a 4-2 vote.

Upon a roll call vote (for an appraisal to be conducted prior to closing); Mayor Bradley, Commissioners Leary, Sprinkel and McMacken and Representative DeToma voted yes. Commissioner Cooper voted no. The motion carried with a 5-1 vote.

Motion amended by Commissioner Leary to add language to the contract that the property appraise at our offer or above or the purchaser has the opportunity to cancel; seconded by Commissioner McMacken. Upon a roll call vote; Mayor Bradley, Commissioners Leary and McMacken and Representative DeToma voted yes. Commissioners Sprinkel and Cooper voted no. The motion carried with a 4-2 vote.

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

a. Approval of CRA budget for FY14-15

Motion made by Mayor Bradley to approve the budget as presented with the specific funding for the following: \$7,000 for the Winter Park Day Nursery, \$85,000 in total for the Wayfinding program, \$30,000 for the Winter Park Women's Club rehab project and \$30,000 for the Heritage Center as well as contracted services, our debt and the administrative fees that we have budgeted; seconded by Commissioner Sprinkel.

Upon request, CRA Manager David Buchheit answered questions and provided clarity related to this year's budgetary items.

Linda Walker, 794 Comstock Avenue, shared concerns with the housing rehabilitation and Summer Youth Program being removed from the budget.

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.

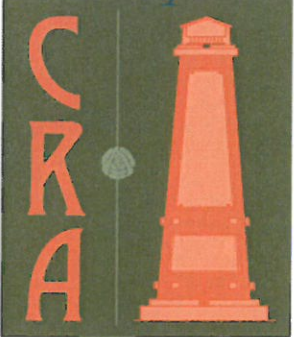
4. New Business - None.

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

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham



community
redevelopment
agency

meeting date	February 23, 2015	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
		final vote	<input type="checkbox"/> Advisory Board

CRA board

Subject: Item 2B

Contribute \$6,000 for the operation of the Sunrail train during the 56th Winter Park Sidewalk Art Festival, March 21 - 22

motion | recommendation

Recommend approval to use CRA funding to contribute \$6,000 for the operation of the Sunrail train during the 56th Winter Park Sidewalk Art Festival, March 21 - 22.

background

The Winter Park Sidewalk Art Festival is one of the nation's oldest, largest and most prestigious juried outdoor art festivals, consistently rated among the top shows by Sunshine Artist and American Style magazines. In 2013, Art Fair Calendar.com readers voted the Winter Park Sidewalk Art Festival as America's Best Juried Fine Art Fair. Each year more than 350,000 visitors enjoy the show.

Every year about 1,100 artists from around the world applied for entry and an independent panel of judges selected 225 national and international artists to attend the show. The National Endowment for the Arts, The White House, Congress and many others have lauded the Festival for promoting art and art education in Central Florida. An all-volunteer board of directors runs the annual Festival, now celebrating its 56th year.

The Winter Park Sidewalk Art Festival was started by a handful of enthusiasts as a community project to benefit local artists and art lovers. The first festival was held on Park Avenue in March 1960. The festival featured original works of art and, after being advertised for just three weeks before the opening, drew 90 exhibiting artists. Over the next decade, the festival grew to over 600 artists and was spread out over Park Avenue from Fairbanks Avenue to Canton Avenue and on all cross streets. For the past 30 years or so, the festival has been contained solely in the park area and currently features 225 artists and 3 emerging artists. A loving art community has created and nurtured a successful festival that looks forward to another 50 years in Central Park.

CRA staff is requesting funding to pay for the operation of the Sunrail train on Saturday March 21st and Sunday March 22nd. The total amount needed to operate the train on both days is \$38,000. However, the CRA would be partnering with the Florida Department of Transportation,

the Winter Park Sidewalk Art Festival, The Winter Park Chamber of Commerce, and the Park Avenue Merchants Association to cover the cost. The train would be open to the public and free of charge for those two days. This would offer Winter Park Sidewalk Art Festival patrons an alternative mode of transportation, and could help alleviate some of the parking issue that arise with an event of this magnitude.

Sunrail Weekend Service - \$38,000

FDOT Contribution - \$16,000

Art Festival Contribution - \$5,000

Chamber of Commerce Contribution - \$5,000

Winter Park CRA Contribution - \$6,000

alternatives | other considerations

The CRA Agency Board may choose to not contribute.

fiscal impact

\$6,000 to be funded from the Winter Park CRA reserves

strategic objective

Transportation



MARKETING INITIATIVES INCLUDED IN PARTNERSHIP

SunRail.com desktop and mobile banners



ADDITIONAL INITIATIVES:

- SunRail Social Media features
- :30 Radio spots on COX Radio during week leading up to event
- Dedicated on-board signage during event days

50% rotation on I-4 Digital Boards

- 4 boards that rotate across 7 locations
- Rotation begins upon contract execution

