

winter park



# agenda

May 8, 2017 at 2:30 pm

City Hall Commission Chambers  
401 Park Avenue South • Winter Park, Florida

## CRA board

### 1 administrative items

- a. Approval of minutes from February 27<sup>th</sup>, 2017 and March 13<sup>th</sup>, 2017

### 2 action items

- a. Approval of Qualified Target Industry Resolution for Holiday AL Management Sub LLC

### 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."

winter park



community  
redevelopment  
agency

# agenda item

meeting date May 8, 2017

item type ☒ Administrative  
☐ Action  
☐ Information

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

final vote

## CRA board

### subject

Approval of minutes

### motion | recommendation

Approval of the February 27, 2017 and March 13, 2017 minutes is requested.

### Background

COMMUNITY REDEVELOPMENT AGENCY  
February 27, 2017

The meeting of the Community Redevelopment Agency was called to order by Chairman Steve Leary at 2:00 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Steve Leary  
Commissioner Greg Seidel  
Commissioner Sarah Sprinkel  
Commissioner Carolyn Cooper (arrived 2:16)  
Commissioner Pete Weldon  
Orange County Rep. Hal George

Also present:

City Manager Randy Knight  
City Clerk Cynthia Bonham  
Planning Director Dori Stone  
CRA Manager Kyle Dudgeon

Approval of Minutes

**Motion made by Commissioner Seidel to approve the November 28, 2016 and January 23, 2017 CRA Agency minutes; seconded by Commissioner Weldon and carried with a 5-0 vote with Commissioner Cooper being absent.**

Action Items

a. Design of Denning Drive

CRA Manager Kyle Dudgeon addressed what transpired since the last meeting. He spoke about bus bays and the Lynx representative being present. He stated that the design has been reviewed by Comprehensive Engineer Services (CES) as well as the CRA Advisory Board who has agreed to the plans. He addressed the interlocal agreement that outlines who is responsible for what.

Public Works Director Troy Attaway and Butch Margraf displayed the proposed site plan and summarized the design and location of bus bays, crosswalks, bike paths, and landscaping. Mr. Attaway and Margraf answered questions.

Lynx representative Jeffrey Reine spoke in support of the redesign of Denning Drive as related to bus stops and bus travel.

Planning Director Dori Stone spoke about their work to make the bus bays work, to provide enough landscaping, and to make it part of the budget. She commented that this is final design and will be looking at the pavement from prior discussions held and will bring back those numbers. She stated they are also looking for approvals of the final design and interlocal agreement with the Winter Park City Commission. Then they will move forward to start planning construction dates,

additional costs for the next CRA meeting, and begin putting together the timeframe on this project.

**Motion made by Commissioner Sprinkel to approve the final design (plan) as presented; seconded by Commissioner Seidel.**

Ms. Stone summarized what will come back for approval at the next CRA meeting: pavement types around various intersections and crosswalks, reviewing both striping, faux and real brick, look at Webster intersection for possible re-design, add in another pedestrian way in the area of New England and discussion with Vo-Tech about adding trees at the west side of Denning. Staff will also engage Rollins on the feasibility of a redesign at the northwest corner of New York and Fairbanks for traffic turns.

**Motion made by Commissioner Weldon to approve the interlocal agreement; seconded by Commissioner Sprinkel.**

The following spoke in support of the Denning project as presented:

Tom McMacken, 1821 Shiloh Lane  
Betsy Gardner Eckbert, Chamber President  
Joe Terranova, 151 N. Virginia Avenue

The following spoke in opposition to narrowing the street:  
Kate Carpenter, 1510 Norfolk Avenue

**Upon the roll call vote to approve the final design (plan), Mayor Leary, Orange County Representative George, and Commissioners Seidel, Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 6-0 vote.**

**Upon the roll call vote to approve the interlocal agreement, Mayor Leary, Orange County Representative George, and Commissioners Seidel, Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 6-0 vote.**

b. Saturday SunRail update

CRA Manager Kyle Dudgeon provided an update on the SunRail initiative. He addressed the City's contribution to the Saturday SunRail service. He provided the options for providing a contribution: 1) pay the original \$20,000 in full; 2) Pro-rate the Saturdays that SunRail ran, making the CRA's contribution to Evolve \$10,770; or 3) Pay 75% or \$15,000 for the service that ran six of the eight weeks leading up to Christmas. He stated they are hoping for future Saturday service because of the benefit to the City. Discussion ensued regarding the March Winter Park Art Festival as related to providing SunRail Saturday service.

Caroline Gardner, SunRail representative, stated they are committed to providing service on March 18 for the art festival and other Orlando events that they hope will run from 9:00 a.m.-11:00 p.m. She asked for the commitment from the City to provide the \$20,000 and for the Chamber of Commerce and Park Avenue Area Association to pay their \$5,000 so that they can add an additional Saturday in the future. Commissioner Cooper expressed the need to understand if providing this service is supporting the merchants. It was determined that this can be documented for future use.

Ms. Gardner addressed their schedule for October-February 4 but that the hurricane interrupted the schedule for a month. She summarized the dates they provided service in November and December that provided Winter Park with six Saturday dates. She stated they were not able to provide data with people's destinations once they left the train but can provide how many people rode per Saturday in and out of Winter Park.

Mayor Leary stated we cannot commit at this time to cover the art festival because that has not publicly been announced as of now. Commissioner Cooper expressed the need for written confirmation as to what the CRA is agreeing to and that a pro-rata share of what they agreed to is reasonable at this time. Orange County Representative Hal George stated he would not commit to the \$20,000 that we previously agreed to but supported the pro-rata amount.

**Motion made by Commissioner Weldon that we pay the prorated \$15,000 amount of our initial commitment; seconded by Commissioner Cooper.**

Betsy Gardner Eckbert, Chamber of Commerce President, spoke in support of the pro-rata commitment and that they will also support a pro-rata contribution on their behalf and the Park Avenue Area Association. She addressed the need for accountability standards moving forward, including the art festival weekend. She stressed the need for more and expanded notice to the public regarding Saturday SunRail services.

**Upon a roll call vote (for the \$15,000), Mayor Leary, Orange County Representative Hal George, and Commissioners Seidel, Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 6-0 vote.**

#### Informational item

##### a. CRA Project List Update

Planning Director Dori Stone provided a list of CRA projects to include: downtown parking, network fiber undergrounding, field turf for Martin Luther King Park, electric undergrounding, Post Office purchase, Orlando Avenue improvements, decorative lighting plan, tree planting program, and the introduction into the budget of a CRA enhancement line item. This was for informational purposes only and no action was taken. She stated the numbers provided are for the projects the

CRA Agency listed as their high capital improvement interest areas at the prior work session. They are continuing to determine numbers on all other projects and will provide those at a future meeting.

Mr. George expressed concerns with using CRA funds for undergrounding because that is already going to be done and wanted to make sure of the timing. Ms. Stone stated they will expand the spreadsheet to add another column to discuss specific issues they have as they go through the list.

Schedule CRA meeting

Ms. Stone asked since there are no other scheduled CRA Agency meetings before the art festival and if there is a request from SunRail for art festival funding that we schedule a CRA Agency meeting during the regular March 13 Commission meeting. There was an agreement to schedule this if necessary.

The CRA Agency meeting adjourned at 3:25 p.m.

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Chairman Steve Leary

ATTEST:

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City Clerk Cynthia S. Bonham

COMMUNITY REDEVELOPMENT AGENCY  
March 13, 2017

The meeting of the Community Redevelopment Agency was called to order by Chairman Steve Leary at 4:50 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Steve Leary  
Commissioner Greg Seidel  
Commissioner Sarah Sprinkel  
Commissioner Carolyn Cooper  
Commissioner Pete Weldon  
Orange County Rep. Hal George

Also present:

City Manager Randy Knight  
City Clerk Cynthia Bonham  
Planning Director Dori Stone  
CRA Manager Kyle Dudgeon

Action Items

- a. SunRail's "Get On Board" support request for Saturday, March 18, 2017 operations

CRA Manager Kyle Dudgeon addressed the discussion from the last CRA Agency meeting. He stated they were provided a request for funding of \$5,000 for Saturday SunRail service for the art festival. He spoke about the Memorandum of Understanding that was also provided for approval. Commissioner Cooper expressed the need to determine if the riders on Saturday are customers that will help to determine the economic impact. Mr. Dudgeon spoke about the Chamber of Commerce being willing to partner with the City to develop a surveying mechanism to obtain data. Planning Director Stone suggested this happen a time after the art festival weekend and hoped that the merchants would also inquire with customers.

Caroline Gardner, Team SunRail representative, summarized their efforts to publicize the upcoming art festival weekend hours. Communications Director Clarissa Howard addressed the City's efforts to get the word out. Ms. Gardner stated they will determine future Saturdays after they determine the funds left from this upcoming Saturday. Ms. Gardner addressed the increase in SunRail cars for Saturday and accommodating large crowds.

**Motion made by Commissioner Weldon to approve the \$5,000 funding; seconded by Commissioner Sprinkel.**

Lurline Fletcher, 811 English Court, asked about the hours the train will run and if SunRail could run earlier to accommodate Saturday workers. Mayor Leary responded that the schedule will be posted but do not think it will be revised at this time.

Orange County Representative George stated he does not have a problem with this for the weekend but before the CRA commits again, he wanted to have a better handle on what the City is actually getting.

**Upon a roll call vote, Mayor Leary, Orange County Representative Hal George, and Commissioners Seidel, Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 6-0 vote.**

Meeting scheduled

Planning Director Dori Stone addressed an economic development item they are working with Orange County and the State on. She asked to schedule another CRA Agency meeting at 2:30 for this item. There was a consensus to schedule the meeting.

The CRA Agency meeting adjourned at 5:03 p.m.

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Chairman Steve Leary

ATTEST:

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City Clerk Cynthia S. Bonham





## agenda item

meeting date	May 8, 2017	approved by	<input type="checkbox"/> City Manager
			<input type="checkbox"/> City Attorney
item type	<input type="checkbox"/> Administrative		<input type="checkbox"/> N/A
	<input checked="" type="checkbox"/> Action		<input checked="" type="checkbox"/> Advisory Board
	<input type="checkbox"/> Information	final vote	6-0

## CRA board

**Subject**

Request by Holiday AL Management Sub LLC (Holiday Retirement) to support a Qualified Target Industry (QTI) resolution and commitment to financial support.

**motion | recommendation**

Approve the resolution upon approval by Orange County Commission of the county's portion of the local financial support for a qualified target industry.

**Background**

City staff maintains a relationship with the Metro Orlando Economic Development for business relocation and expansion assistance. Staff was contacted regarding participation in a QTI application by an out of state business interested in moving their headquarters to Winter Park. The QTI program is a state-led incentive program for encouraging new and expanding businesses to move to and grow in Florida.

In 2010, the city passed resolution 2052-10 which defined the Economic Development/CRA department as the city's local economic development agency, a prerequisite of participating in state economic development incentive programs under F.S. 288. This resolution has been attached for reference.

Holiday Retirement is requesting that the Winter Park CRA commit a total of \$109,900 as a 10% share of a \$1,099,000 financial incentive under Florida's Qualified Target Industry Tax Refund Program. The award will induce Holiday Retirement to relocate their headquarters to Winter Park. Originally established in 1971, Holiday Retirement is the management company for over 300 senior living retirement properties. The proposed relocation provides for a total of 157 net new jobs to Winter Park over the next three years with an average annual salary of \$90,926. This is over 200% above the prevailing average wage in Orange County. The new jobs would largely consist of administration, human resources, accounting/finance, and information technology. Additional information, including the application, is under confidentiality of public record protected

under Florida Statue 288.075.

The payout schedule is over five years and begins in 2018 providing for no immediate financial contribution until the next budget cycle. The program acts as a rebate providing for additional protection to the Agency ensuring all jobs have been created and retained prior to remission of any funds. Funding is additionally subject to the firm meeting all the statutory requirements of the QTI program and an affirmation and obligation of support by Orange County.

The CRA Advisory Board unanimously approved the funding for Project Castle at their meeting on March 23.

**fiscal impact**

\$109,900 over 5 years with payments beginning in 2018.

**strategic objective**

RESOLUTION NO. 2052-10

A RESOLUTION OF THE CITY OF WINTER PARK, FLORIDA  
DEFINING THE ECONOMIC DEVELOPMENT/CRA DEPARTMENT  
OF THE CITY OF WINTER PARK AS THE CITY'S LOCAL ECONOMIC  
DEVELOPMENT AGENCY FOR THE CITY OF WINTER PARK  
PURSUANT TO THE REQUIREMENTS OF CHAPTER  
288.106(3)(a)(9), FLORIDA STATUTES AND PROVIDING AN  
EFFECTIVE DATE.

**WHEREAS**, the City of Winter Park is entering into a Qualified Target Industry Tax Refund Program in cooperation with Orange County and the State of Florida; and

**WHEREAS**, the purpose of the Qualified Target Industry Tax Refund Program is to retain and expand job opportunities within the City of Winter Park and part of the program is to provide certain tax refund benefits to targeted industries; and

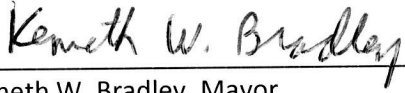
**WHEREAS**, assignment and recognition of a Local Economic Development Agency within the City of Winter Park provides for the submittal of an application for participation in the Tax Refund Program to the State of Florida in an expeditious manner.

**BE IT ENACTED** by the people of the City of Winter Park, Florida as follows:

Section 1. The City Commission of the City of Winter Park hereby designates the Economic Development/CRA Department as the City's Local Economic Development Agency for the City of Winter Park pursuant to Chapter 288.106(3) (a) (9), Florida Statutes.

Section 2. This resolution shall take effect immediately upon its passage and adoption.

Adopted at a regular meeting of the City Commission of the City of Winter Park, Florida held at City Hall, Winter Park, Florida on the 10th day of May, 2010.

  
Kenneth W. Bradley, Mayor

ATTEST:

  
Cynthia S. Bonham, City Clerk

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE WINTER PARK COMMUNITY REDEVELOPMENT AGENCY, FLORIDA RECOMMENDING THAT HOLIDAY AL MANAGEMENT SUB LLC (HOLIDAY RETIREMENT) BE APPROVED AS A QUALIFIED TARGET INDUSTRY BUSINESS PURSUANT TO SECTION 288.106, FLORIDA STATUTES AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Winter Park Community Redevelopment Agency (CRA) is entering into a Qualified Target Industry Tax Refund Program in cooperation with Orange County and the State of Florida; and

WHEREAS, the purpose of the Qualified Target Industry Tax Refund Program is to retain and expand job opportunities within the City of Winter Park CRA and part of the program is to provide certain tax refund benefits to targeted industries; and

WHEREAS, Holiday Retirement has made a complete application for participation in the Tax Refund Program to the State of Florida in an expeditious manner;

BE IT ENACTED by the City of Winter Park CRA, Florida as follows:

Section 1. The CRA Agency hereby recommends that Holiday Retirement be approved as a Qualified Target Industry Business pursuant to Section 288.106, Florida Statutes.

Section 2. The necessary commitment of local financial support for the Qualified Target Industry Business for the Qualified Target Industry Tax Refund Program has been identified in the amount of \$219,800 (20% OF \$1,099,000). Subject to approval by the Orange County Board of County Commissioners, fifty percent (50%) of said local contribution shall be paid by Orange County and fifty percent (50%) shall be paid by the City of Winter Park CRA. The amount will be paid over a five year period to the Florida Economic Development Trust Fund as tax refunds become due. These funds are intended to represent the local financial support required by Section 288.106, Florida Statutes and are conditional upon the applicant meeting all statutory requirements of the program and obtaining all necessary approvals from, without limitation, the State of Florida, Orange County, and/or the City of Winter Park.

Section 3. This resolution shall take effect immediately upon its passage and adoption.

Adopted at a regular meeting of the CRA Agency of the City of Winter Park, Florida held at City Hall, Winter Park, Florida on the \_\_\_\_ day of \_\_\_\_\_, 2017.

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Mayor Steve Leary

ATTEST:

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Cynthia S. Bonham, City Clerk