

Community Redevelopment Agency Regular Meeting

July 22, 2019 at 2:30pm

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

Agenda Items

1. Opening comments

2. Approval

- A. Worksession minutes for July 8, 2019

3. Action Items

- A. CRA Budget FY19-20

4. 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."

COMMUNITY REDEVELOPMENT AGENCY WORK SESSION
July 8, 2019

The meeting of the Community Redevelopment Agency was called to order by Chairman Steve Leary at 2:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Chairman Steve Leary
Commissioner Greg Seidel
Commissioner Carolyn Cooper
Commissioner Todd Weaver
Orange County Rep. Hal George

Also present:

City Manager Randy Knight
City Clerk Cynthia Bonham
CRA Manager Kyle Dudgeon

Member absent:

Commissioner Sarah Sprinkel

Budget Manager Peter Moore presented the 10 year pro forma estimates through the life of the CRA to FY2027-2018. Each proposed project was identified and discussed. The projects agreed upon by consensus are as follows, subject to funding changes, if any.

- (\$2.9M) U.S. 17/92 (with future clarification over project scope and CRA district boundary)
- (\$382K) Harper Streetscape
- (\$350K) MLK Regional Stormwater
- (\$350k) Stormwater Master Plan
- (\$200K) Downtown Improvements –poles, cans, irrigation; design for stage/restroom
- (\$150K) Comstock Parking

The CRA Agency meeting regular meeting will be on July 22 to officially adopt the CRA budget as proposed at the July 8 work session.

The CRA Agency meeting adjourned at 3:40 p.m.

Chairman Steve Leary

ATTEST:

City Clerk Cynthia S. Bonham

Community Redevelopment Agency Regular Meeting

July 22, 2019 at 2:30pm

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

CRA FY19-20 Budget Update

The real estate market has grown consistently. In turn, taxable valuations for CRA properties have mirrored this trend. Budget estimates suggest increment revenue will increase an additional 14%. This is the third year the CRA has provided a 30% rebate to the County for increment increases over its contribution of \$2 million, and the first year a 50% rebate over its contribution of over \$3 million. Each rebate is a requirement of the establishing ordinance of the CRA Trust Fund.

Increment revenues have continued to see growth in the district as a result of the growing economy and new developments in the district. As of June 2019, actual expenditures and revenues of the CRA are expected to be in-line with budgeted estimates by fiscal year-end. General operating and staffing costs are expected to each stay ten percent or below of total expenditures. Debt Service shows no significant change.

As a result, staff has proposed a budget that maintains all debt service payments, supports operations, fulfills all contracts, continues operation of existing programs and includes prioritized projects and programs based on review by the CRA Advisory Board and CRA work session on July 8, 2019. The included budget documents describe the request from staff to fund programs and projects for FY2019-2020, including the capital improvement plan. The chart below represents highlights of new funding for the upcoming fiscal year divided by project, program, and social and event:

Budget Highlights:

<i>Project Funding</i>	
17-92 PD&E Funding	\$2,935,678
Harper Streetscape Improvements	\$382,775
MLK Stormwater Improvements	\$350,000
Stormwater Master Plan	\$350,000
Downtown Enhancement Program	\$250,000
W. Comstock Parking	\$175,000
CRA Enhancements Fund	\$100,000
Small Scale CRA Projects Fund	\$40,000
<i>Program Funding</i>	
Housing Renovation Program	\$40,000
Summer Youth Employment Program	\$20,000
Residential Paint Program	\$10,000
<i>Social & Event Funding</i>	
Community Center Programming	\$48,000
Heritage Center Operations	\$40,000
Winter Park Playhouse	\$40,000
Welbourne Nursery Program	\$35,000
Snow in the Park	\$35,000
Depugh Nursing Home	\$20,000
Popcorn Flicks	\$6,000
<i>Total:</i>	<i>\$4,877,453</i>

Budget highlights indicate over \$4.8 million of investment by the CRA to the district in project and program funding. Included for discussion is the 17-92 PD&E project and amendment, Harper Streetscape, CRA Stormwater Improvements, Downtown Enhancement Program, and West Comstock Parking additions.

Orlando Avenue (US 17-92) PD&E Improvements

Improvements account for the 2016 PD&E update as well as the 2019 Memorandum of Understanding (MOU). The 2016 update is the second of a three-year commitment consistent with the local match required by the Florida Department of Transportation (FDOT) of the original PD&E study. This will include intersection improvements of Orlando Avenue and Fairbanks, Morse, and Webster Avenue including mast arms, landscaping, pedestrian safety, and stormwater utility improvements. In addition, the CRA's local contribution will provide for sidewalk improvements in excess of six feet where applicable. The CRA's total cost share in this fiscal year is approximately \$1.73 million.

Secondly, the 2019 MOU amendment was provided and approved by the City Commission on May 13, 2019. City costs within the amendment include decorative lighting throughout the corridor, mast arm improvements at Orange and Minnesota Avenue, and additional landscaping over and above the original PD&E. \$1.2 million has been accounted for within this year's budget for decorative lighting. Total costs for additional mast arms and landscaping improvements are currently being coordinated with FDOT. They are estimated to be included in next year's budget. Total cost between the MOU and the amendment for this fiscal year equals \$2.9 million.

Harper Streetscape Improvements

The CRA Plan discusses opportunities for improvement in the Martin Luther King Jr (MLK) park, formerly Lake Island. The CRA Expansion Amendment identifies Lake Island Park as a huge hidden asset, and future development shall be patterned in a fashion that takes advantage of this resource. The plan further acknowledges that parking may be an additional need to respond to demand for events.

A streetscape improvement project located at Harper Street would provide an additional 24 parallel spaces on the east side and grading to complement the Park.

CRA Stormwater Improvements

At the July 8, 2019 CRA worksession, stormwater improvements at MLK Park were considered. The CRA plan identifies stormwater management as a consideration including improvements to the drainage basin. CRA budget allocations will look to provide support both from a design and construction perspective. City staff has met and will work with a consultant on the development of a regional stormwater plan.

Downtown Enhancement Program

The CRA Advisory Board has spent several meetings discussing opportunities for improving the downtown including:

Streetlights, Garbage & Recycling Containers, and Central Park Irrigation:

Streetlights within the downtown area; while still functional, are in need of paint and cosmetic repair. According to city GIS data, there are 75 in the immediate Park Avenue area. Staff has determined that, in lieu of replacement, paint could provide a refreshed look to the existing inventory. A test repaint of four poles on Comstock Avenue near City Hall has already taken place earlier this year.

Additionally, there are various styles of trash and recycling containers some of which need to be repainted, locks repaired, or replaced to provide a more updated look within the district. In addition, the CRA will make irrigation improvements to Central Park in keeping with a Parks Department request.

Central Park Stage Area:

The stage was originally constructed in the early 1980's. Staff has identified a refitting of the canopy after the hurricanes in 2004 as the last known significant improvement to the structure. Through meetings and public process, staff has identified a need to re-tool the stage and provide discussion on upgrading the site given existing demand and normal wear and tear. Outreach on the project to date has included the Parks and CRA Advisory Board, nonprofit partners including the Rotary, Morse Genius Foundation, the Bach Festival, and local merchants and Chamber of Commerce.

City staff has observed several limitations at the site including:

- Tears in the canvas
- Foundational cracking on the stage
- Audio
- Faded aesthetics
- Limited outlet functionality
- Mechanisms for raising banners

Staff direction from the Agency worksession on July 8th was to continue with design considerations which can be supported through the proposed FY 20 budget.

West Comstock Parking

City staff has explored an additional possibility of parking on West Comstock Avenue. Parking would be located along Comstock Avenue within the City right-of-way corresponding to the existing parking lot on the north side of Comstock adjacent to the Rollins softball stadium and to the proposed parking lot of the approved Verax medical site currently under development. The concept yields approximately 65 parking spaces. Staff would like to additionally consider pervious pavers at the site which has adjusted the cost from the worksession.

The concept would also raise Comstock Avenue an additional two feet in order to soften the slopes to the north and the south since the existing parking lot to the north and the proposed grade of the Verax parking lot are substantially higher than the existing road. This necessitates modifying the drainage inlet locations and the cost for this work is included in the estimate.

Community Redevelopment Agency 10-Year Proforma

		FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
ESTIMATED REVENUES											
Total Revenues		5,692,221	6,364,688	6,554,014	6,555,471	6,685,980	6,855,281	7,128,327	7,482,753		
Total Expenditures		2,887,092	2,949,833	2,953,238	3,021,332	2,608,332	2,685,040	2,331,900	1,705,323		
Annual Surplus/Deficit (Funding Available for Additional Projects and Programs)		2,805,129	3,414,854	3,600,776	3,534,139	4,077,648	4,170,240	4,796,427	5,777,431		
Proposed Projects	Est. Totals	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027		
17/92 Streetscape	4,335,678	2,935,678	1,400,000								
Harper Parking	382,775	382,775									
MLK Regional Stormwater	350,000	350,000									
Stormwater Master Plan	350,000	350,000									
Downtown Improvements	250,000	250,000									
W. Comstock Parking	175,000	175,000									
MLK Park South Area Parking Improvements	124,000										
MLK Park Improvements	5,000,000										
Post Office Purchase	6,500,000										
Parking Structures	8,000,000										
Hannibal Sq. Design Guideline Implementation											
Community Center/Shady Park/ Splash pad											
Digital Inclusion/Community WiFi											
Project Total	25,467,453	4,443,453	1,400,000	-	-	-	-	-	-		
Fund Surplus/Deficit		(1,638,324)	2,014,854	3,600,776	3,534,139	4,077,648	4,170,240	4,796,427	5,777,431		
Cumulative Cash Balance (Remaining Project \$)	2,699,404	1,061,080	3,075,934	6,676,710	10,210,849	14,288,497	18,458,737	23,255,164	29,032,595		

Color Coding

- In 5-Year CIP
- Potential Additional Projects

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
Salaries and Employee Related Costs	465,058	374,271	358,997	304,135
Contractual Services	200,000	150,000	45,729	112,939
Indirect Costs	94,045	67,955	57,550	42,611
Totals	759,103	592,226	462,276	459,685
Rate of Change	28.2%	111.7%	0.6%	22.8%
Revenues				
TIF Revenue	5,592,221	4,871,213	4,629,217	3,783,493
Investment Revenue	70,000	31,500	35,000	31,088
Misc Revenue	30,000	1,030,000	168,541	258,187
Total Revenues	5,692,221	5,932,713	4,832,758	4,072,768
Rate of Change		22.8%	18.7%	26.6%
Expenditures				
Operational Costs	858,680	689,814	544,185	538,851
Community Initiative	234,000	235,000	190,278	159,591
Capital Maintenance	90,000	90,000	94,471	75,441
Total Expenditures	1,182,680	1,014,814	828,934	773,883
Rate of Change (Actual)		22.4%	7.1%	19.6%
Debt Service				
Debt Service (Principal)	1,230,000	1,185,000	1,160,000	1,120,000
Debt Service (Interest)	269,412	298,491	343,624	373,552
Debt Service Totals	1,499,412	1,483,491	1,503,624	1,493,552
Net Operating Gain/Loss (funding available for projects)	3,010,129.00	3,434,407.90	2,500,200.10	1,805,333.19
Rate of Change				68.0%
Capital Outlay				
Projects	4,668,453	4,681,708	1,729,385	368,289
Other Financing Sources				
Issuance of Debt				
Change in Fund Balance	(1,638,324.00)	(1,255,514.95)	770,814.81	1,437,043.81

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
Beginning Fund Balance	2,699,404	3,954,919	3,184,104	1,747,060
Ending Fund Balance	1,061,080	2,699,404	3,954,919	3,184,104

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
BANK OF AMERICA / EQUITY IN POOLED CASH				
EQUITY IN POOLED CASH / MARKET VAL OF INVESTMENTS				
ACCOUNTS RECEIVABLE / OTHER - MISC REC				
OTHER - MISC REC / MR-DOUBTFUL ACCOUNTS				
OTHER - MISC REC / ACCRUED INTEREST				
CRA / NOTES REC - COWHERD				
ASSET / DUE FROM OTHER GOVERNMENT				
OPERATING PORTFOLIO / COMMUNITY CENTER BOND				
REVENUE / REVENUE				
LIABILITY / VOUCHERS PAYABLE				
VOUCHERS PAYABLE / P-CARD PAYABLE				
VOUCHERS PAYABLE / CITY WATER BILL PAYABLE				
ACCRUED PAYROLL / PAYROLL LIABILITY				
PAYROLL DEDUCTIONS / Unum Life Insurances				
LIABILITIES / DEFERRED REVENUE				
ADVANCE FROM GENERAL FUND / ADVANCE FROM GENERAL FU				
LIABILITY / EXPENDITURES				
LIABILITY / ENCUMBRANCES				
LIABILITY / RESERVE FOR ENCUMBRANCES				
RETAINED EARNINGS / FUND BALANCE				
AD VALOREM TAXES / CURRENT AD VALOREM TAXES				
AD VALOREM TAXES / CURRENT AD VALOREM TAXES	2,838,798	2,428,801	2,414,166	1,822,284
CURRENT AD VALOREM TAXES / FROM COUNTY FOR CRA				
CURRENT AD VALOREM TAXES / FROM COUNTY FOR CRA	2,753,423	2,442,412	2,215,051	1,961,209
OTHER TRANSPORTATION / FDOT PASS THRU PROJECTS				
OTHER FEDERAL GRANTS / CDBG HOUSING REHAB				
TRANSPORTATION / TROLLEY FARES				
PARKING FACILITIES / CBD EMPLOYEE PARKING PROG				
Winter in the Park Total Revenues				
WINTER IN PARK - ICE RINK / GENERAL ADMISSION			123,337	150,720
WINTER IN PARK - ICE RINK / GROUP ADMISSION (10-19)				
WINTER IN PARK - ICE RINK / GROUP ADMISSION (20+)				
WINTER IN PARK - ICE RINK / CONCESSIONS			6,445	1,667
WINTER IN PARK - ICE RINK / ICE RINK SPONSORSHIPS			12,500	16,300
WINTER IN PARK - ICE RINK / VENDOR CONCESSIONS				

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
WINTER IN PARK - ICE RINK / PARTIES				
INTEREST / CHECKING AND SAVINGS				(1,554)
INTEREST / INVESTMENT PORTFOLIO	70,000	31,500	35,000	32,642
INTEREST / BANKFIRST SRB ACCOUNT				
INTEREST / CITIZENS BANK CD ACCOUNT				
STATE INVESTMENT BOARD / STATE INVESTMENT BOARD				
RENT & ROYALTIES / ADVERTISING ON TROLLEY				
SALE OF ASSETS / PLANNING				
OTHER / OTHER MISC REVENUE	30,000	1,030,000	26,259	89,500
INTERFUND TRANSFER / TRANS FROM GENERAL FUND				
INTERFUND TRANSFER / TRANSFER FROM DONATIONS				
INTERNAL SERVICE FUND / EMPLOYEE INSURANCE FUND				
INTERNAL SERVICE FUND / TRANSFER FROM GEN. INSRN.				
FUND BALANCE CARRYFORWARD / FUND BALANCE CARRYFORWA				
FUND BALANCE CARRYFORWARD / ENCUMBRANCE ROLLOVER				
FUND BALANCE CARRYFORWARD / PROJECT BUDGET ROLLOVER				
FUND BALANCE CARRYFORWARD / BOND PROCEEDS				
NOTES PAYABLE / DAN BELLOWS - NE STREET L				
SALARIES / REGULAR WAGES	349,091	291,604	262,580	225,330
SALARIES / PART TIME/TEMPORARY WAGES			5,210	
SALARIES / OVERTIME WAGES			1,816	478
SPECIAL PAY / LONGEVITY				
SPECIAL PAY / MEDICAL ABSENCE SELL BACK				
TAX BENEFITS / FICA TAXES	24,244	20,813	19,498	16,291
RETIREMENT BENEFITS / PENSION	20,888	19,612	18,714	15,807
RETIREMENT BENEFITS / ICMA CITY CONTRIBUTION	3,343	3,274	3,214	3,050
INSURANCE BENEFITS / GROUP HEALTH INSURANCE	62,150	33,300	43,000	40,000
INSURANCE BENEFITS / LIFE INSURANCE	651	620	573	482
INSURANCE BENEFITS / AD&D INSURANCE	72	70	63	53
INSURANCE BENEFITS / DISABILITY INSURANCE	723	720	637	535
WORKER'S COMPENSATION / WORKER'S COMPENSATION	3,845	4,200	3,640	2,069
UNEMPLOYMENT BENEFIT / UNEMPLOYMENT COMPENSATION	51	58	53	41
PROFESSIONAL SERVICES / CITY ATTORNEY	20,000	20,000	20,000	29,643
PROFESSIONAL SERVICES / OTHER LEGAL SERVICES				
CONTRACTUAL SERVICES / CONTRACTUAL SERVICE	200,000	150,000	45,729	112,939

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
CONTRACTUAL SERVICES / SOCIAL PROGRAMMING				
CONTRACTUAL SERVICES / SUMMER YOUTH EMPLOYMENT	20,000	20,000	16,213	17,959
CONTRACTUAL SERVICES / HERITAGE CENTER OPERATION	40,000	40,000	40,000	40,000
CONTRACTUAL SERVICES / CONDUIT-FUTURE PROJECTS				
CONTRACTUAL SERVICES / COMMUNITY CENTER PROGRAMS	48,000	48,000	48,065	42,878
CONTRACTUAL SERVICES / INTRACITY CONNECTOR				
TRAVEL / TRAVEL & TRAINING	8,000	8,000	5,700	3,304
TRAVEL / CAR ALLOWANCE				
COMMUNICATION SERVICES / TELEPHONE - LONG DISTANCE				
COMMUNICATION SERVICES / TELEPHONE - EQUIP CHGS	636	1,133	1,530	819
COMMUNICATIONS SERVICES / AIRCARDS				943
COMMUNICATION SERVICES / CELL PHONES/BEEPERS	2,400	2,400	2,053	3,355
COMMUNICATION SERVICES / TELEPHONE MAINTENANCE				
TRANSPORTATION / POSTAGE & FREIGHT		1,000	20	878
RENTALS & LEASES / VEHICLE RENTAL				
RENTALS & LEASES / EXCESS VEH. RENTAL ADJUST				
COPIER RENTAL	386	1,000	1,000	1,000
RENTALS & LEASES / DATA PROCESSING USAGE CHG				
RENTALS & LEASES / DATA EQUIPMENT CHARGE				
INSURANCE / GENERAL LIABILITY	13,652	9,579	8,881	9,237
INSURANCE / RISK MGMT OPERATIONS	3,567	2,980	2,151	1,761
INSURANCE / VEHICLE INSURANCE				
INSURANCE / OTHER INSURANCE	9,500	9,500	8,500	8,231
REPAIR SERVICES / BUILDING MAINTENANCE				
REPAIR SERVICES / EQUIPMENT MAINTENANCE				
REPAIR SERVICES / VEHICLE MAINTENANCE				
REPAIR SERVICES / FLEET MAINT. OVERHEAD				
REPAIR SERVICES / PARKING GARAGE MAINT.	90,000	90,000	94,471	75,441
PRINTING & BINDING / PRINTING & BINDING	4,000	4,000	6,500	860
PRINTING & BINDING / PHOTOGRAPHY				
PRINTING & BINDING / COPIER	236	796	622	926
PROMOTIONAL ACTIVITIES / PROMOTIONAL ACTIVITIES	10,000	10,000	11,733	239
PROMOTIONAL ACTIVITIES / UNITY HERITAGE FESTIVAL				
OTHER EXPENDITURES / SCHOLARSHIP FUND				
OTHER EXPENDITURES / MICRO LOAN PROGRAMS				

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
OPERATING EXPENSES / GENERAL OPERATING SUPPLY	15,500	15,500	6,637	9,971
OPERATING EXPENSES / FUEL				
OPERATING EXPENSES / EQUIPMENT UNDER \$5,000	2,500	2,500	-	7,847
PUBLICATIONS/MEMBERSHIPS / BOOKS & PERIODICALS	200	200	-	116
PUBLICATIONS/MEMBERSHIPS / MEMBERSHIPS	9,000	9,000	6,582	35
FIXED ASSET PURCHASES / FURNITURE				
FIXED ASSET PURCHASES / MACHINERY & EQUIPMENT				
TRAINING - EDUCATIONAL COSTS			2,137	
CAPITAL OUTLAY - FURN & FIX			(1,075)	
DEBT SERVICE / REPAY ADVANCE FROM G/F				
DEBT SERVICE / BANK LOAN				
PRINCIPAL / CRA LOAN #67				
PRINCIPAL / CRA LOAN #83				
PRINCIPAL / 2005-1 LOAN				
PRINCIPAL / 2005-2 LOAN				
PRINCIPAL / 2006 LOAN	130,000	125,000	125,000	120,000
PRINCIPAL / 2007 LOAN				
PRINCIPAL / ORANGE AVE. NOTE, 2007	535,000	510,000	490,000	465,000
PRINCIPAL / COMMUNITY CENTER LOAN	565,000	550,000	545,000	535,000
CRA NOTE, SERIES 2012				
INTEREST / CRA LOAN #67				
INTEREST / CRA LOAN #83				
INTEREST / 2005-1 LOAN				
INTEREST / 2005-2 LOAN				
INTEREST / 2006 LOAN	31,509	36,469	41,331	46,097
INTEREST / ORANGE AVE. NOTE, 2007	179,312	202,720	225,120	246,512
INTEREST / COMMUNITY CENTER LOAN				
CRA NOTE, SERIES 2012	58,591	59,302	77,173	80,943
CRA PROJECTS / EXPAND SHADY PARK				
CRA PROJECTS / HOUSING REHAB. ASSISTANCE	40,000	56,344	31,486	14,829
CRA PROJECTS / EXTEND ENGLISH ST.-CANTON				
CRA PROJECTS / PEDESTRIAN CROSSWALKS				
CRA PROJECTS / IMP. FOR CANTON PARK PRPY				
CRA PROJECTS / DEMOSTRATION HOUSE				
CRA PROJECTS / 17-92 P.D. & E. STUDY				

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
CRA PROJECTS / COMMUNITY CENTER IMPROVM				
CRA PROJECTS / CENTL BUS. DIST. PARKING				
CRA PROJECTS / HANNIBAL SQ PARK LAND ACQ				
CRA PROJECTS / HANNIBAL SQ PG FACILITIES				
CRA PROJECTS / TRAFFIC CALMING				
CRA PROJECTS / TRAFFIC PLANNING STUDIES				
CRA PROJECTS / LEE ROAD ROW ACQUISITION				
CRA PROJECTS / WESTSIDE NEIGHBORHOOD SCH				
CRA PROJECTS / 17/92 P.D. & E. STUDY				
CRA PROJECTS / HERITAGE CENTER FACILITY				

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
CRA PROJECTS / PENN. AVE. ENHANCEMENTS				
CRA PROJECTS / AFFORDABLE RENTAL HOUSING				
CRA PROJECTS / COMMUNITY CENTER POOL				
CRA PROJECTS / COMM. CENT. STAFF SUPPORT				
CRA PROJECTS / MINORITY BUS. FACADE PROG				
CRA PROJECTS / STREET ENHANCEMENT PLANS				
CRA PROJECTS / BANK OF AMERICA PARKING				
CRA PROJECTS / POST OFFICE REDEVELOPMENT				
CRA PROJECTS / HERITAGE CENTER FACILITY				
CRA PROJECTS / CANTON PK HOUSING-SEED \$				
CRA PROJECTS / UNDERGD ELEC.-CANTON & VA				
CRA PROJECTS / NEW ENGLAND - STREETScape				
CRA PROJECTS / MISC. ENHANCEMENTS/OPP	840,000	297,010	2,990	20,000
CRA PROJECTS / AFFORDABLE SENIOR HOUSING				
CRA PROJECTS / DEMO CHAMBER				
CRA PROJECTS / 329 N. PARK PLACE PARKING				
CRA PROJECTS / ENZIAN THEATER PROJECT				
CRA PROJECTS / GARFIELD/PENN. BUS. CENT.				
CRA PROJECTS / LK ISLD PERFORMANCE STAGE				
CRA PROJECTS / E MORSE BV-STREETScape				
CRA PROJECTS / ORANGE AVENUE IMPROVEMENT				
CRA PROJECTS / DENNING DR INT. IMPROVE		847,909	1,012,634	5,058
CRA PROJECTS / PURCHASE MCCARTHY BLDG.				
CRA PROJECTS / WP WELCOME CENTER				
CRA PROJECTS / HANNIBAL SQ LAND ACQ				
CRA PROJECTS / FAIRBANKS ENHANCEMENT				
CRA PROJECTS / COMMUNITY CENTER				
CRA PROJECTS / CENTRAL PK-EAST SIDE IMPR				
CRA PROJECTS / WEBSTER STREETScape IMP.				
CRA PROJECTS / BUSINESS FACADE MATCH PRG		93,775	25,600	18,102
CRA PROJECTS / CIVIC VENUES-ECONOMIC OPP				
CRA PROJECTS / COMMUTER RAIL MATCH				
CRA PROJECTS / CENTRAL PARK LOT B				
CRA PROJECTS / BUS SHELTER IMPROVEMENTS				
CRA PROJECTS / PARK AVE SURVEY/STUDY				

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
CRA PROJECTS / HISTORIC DISTRICT EST				
CRA PROJECTS / BUSINESS DISTRICT EVENT				
CRA PROJECTS / HOUSING REHAB - CDBG PROJ				
CRA PROJECTS / NEW YORK/NEW ENGLAND UNDG				
CRA PROJECTS / WEST MEADOW ICE RINK	35,000	35,000	184,030	217,084
CRA PROJECTS / NEW YORK/NEW ENGLAND UNDG				
CRA PROJECTS / E. MORSE BLVD STREETScape				
CRA PROJECTS / 17-92 IMPROVEMENTS	2,935,678	1,149,550	13,025	26,925
CRA PROJECTS / PARK AVE. STRATEGIC PLAN		37,742	3,950	-
CRA PROJECTS / NEW ENG-SHADY PK TO CAPEN				
CRA PROJECTS / QUALIFIED TARGET IND PROG		165,900	-	
CRA PROJECTS / SIGNS AND WAYFINDING PJT				1,680
CRA PROJECTS / E WELBOURNE STREETScape				
CRA PROJECTS / ADAPTIVE SIGNALIZATION				
CRA PROJECTS / WP WOMEN'S CLUB RENOVATIO				
NEW YORK STREETScape		1,734,485	33,164	43,919
CIP - PARKING GARAGE	557,775		-	
DRIVEWAY IMPROVE PRGM		36,000	-	11,700
PAINT ONLY PRGM	10,000	11,180	8,820	5,000
17/92 FAIRBANKS				
IMPLEMENT PARKING STRATEG		41,709	66,791	
DEC LIGHTS & TREES IN CRA		175,104	346,896	
DOWNTOWN ENHANCEMENTS	250,000			
COMMUNICATIONS SERVICES / AIRCARDS				
COMMUNICATIONS SERVICES / CELL PHONES/BEEPERS				
OPERATING EXPENSES / GENERAL OPERATING SUPPLY				
OPERATING EXPENSES / ORG. SUPPORT TO ALLOCATE	25,000	25,000	5,000	2,755
OPERATING EXPENSES / PARK AVE ASSOCIATION				
OPERATING EXPENSES / CREALDE ART CENTER				
OPERATING EXPENSES / WELBOURNE NURSERY	35,000	35,000	35,000	25,000
OPERATING EXPENSES / ENZIAN THEATRE	6,000	7,000	6,000	6,000
OPERATING EXPENSES / WINTER PARK PLAYHOUSE	40,000	40,000	40,000	25,000
OPERATING EXPENSES / ST. PATRICK'S DAY PARADE				
OPERATING EXPENSES / DEPUGH NURSING HOME	20,000	20,000		
INTERFUND TRANSFER / TRANS TO GENERAL FUND				

CRA FY2019-20 Budget Request

Account Name	Request	Budget	Actual	Actual
	2020	2019	2018	2017
INTERFUND TRANSFER / CONTRIBUTIONS/DESIGNATION				
INTERFUND TRANSFER / AFFORDABLE HOUSING FUND				
INTERFUND TRANSFER / TRANS TO DEBT SERVICE				
INTERFUND TRANSFER / TRANS TO CAPITAL PROJECTS				3,993
INTERFUND TRANSFER / STORMWATER-CAPITAL PROJ				
INTERFUND TRANSFER / TRANSFER TO PUB. SAFE. CP				
INTERFUND TRANSFER / TRANSFER TO ELECTRIC OPER				
REIMBURSEMENTS / REIMB ADMIN TO GEN FUND	94,045	67,955	57,550	42,611
EXPENSE / CONTINGENCY RESERVE				
PAY PLAN ADJUSTMENTS / PAY PLAN ADJUSTMENTS				
PAY PLAN ADJUSTMENTS / PAY & CLASS. STUDY				
PAY PLAN ADJUSTMENTS / GEN. EMP. PENSION IMPROVE				
PRINCIPAL / FUND REFUND ESCROW ACCT.				

Org	Object	Description	2019 Revised Budget	2019 Actual	2019 Encumbrances	Available (July 2019)	Notes
1042308	565100	CIP - MISC. ENHANCEMENTS	297,010.00	136,399.60	3,697.33	156,913.07	Funding utilized for minor projects such as moonlight garden, parking sensors, sunrail, sidewalk, streetlight and landscaping.
1042308	565101	CIP - DENNING DR INTERSECTION	847,909.00	532,121.96	43,450.00	272,337.04	Electric Undergrounding portions not paid yet. No anticipated surplus will remain.
1042308	565102	CIP - 1792 STREETSCAPE IMP	1,149,550.00	0.00	0.00	1,149,550.00	Contribution towards multi-year funding of project.
1042308	565105	CIP - NEW YORK STREETSCAPE	1,734,484.85	45,224.02	79,368.30	1,609,892.53	Now that Denning is complete, project will begin. Predominately includes some street painting and curb work with bulk of funding related to traffic mast arms at Fairbanks. Revised project cost is no more than \$600k. Currently reviewing with Parks and Public Works for additional landscaping opportunities.
1042308	565107	CIP - IMPLEMENT PRKNG STRATEGY	41,709.00	0.00	0.00	41,709.00	Remaining funding to be spent on upgrades to ticket and LPR technology for parking.
1042308	565108	CIP - DEC LGHTS & TREES IN CRA	175,104.00	1,346.27	0.00	173,757.73	Funding to expand decorative lighting and trees in the CRA. Being done in tandem with electric undergrounding. Reviewing charges to be transferred from Electric to CRA.

Community Redevelopment Agency Regular Meeting

July 22, 2019 at 2:30 p.m.

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

Backup Item

1. Orlando Avenue (US 17-92) PD&E Improvements

408429-2 SR 600 (US 17-92) Winter Park
Summary of LRE and Distribution of Cost
Note: The latest LRE is Version 2.

Sequence	Description & Notes	FDOT Portion	City Portion	Total
1	MP 4.8 to 6.6. Projectwide changes to the typical section. Includes the first 6' width of sidewalk, all pedestrian signals, curb ramps, drainage that are essential to the project. Includes Gay Road signal modifications and all corridor lighting.	\$ 5,481,721.66	\$ -	\$ 5,481,721.66
2	Corridor wide, additional 5-ft of sidewalk per side.	\$ -	\$ 237,015.00	\$ 237,015.00
3	Signal Reconstruction for Orange Avenue and Minnesota Avenue. These signals would both be reconstructed by FDOT as box spans, City is responsible for the difference for mast arms.	\$ 287,537.28	\$ 113,750.00	\$ 401,287.28
4	Fairbanks Avenue Intersection - Aesthetics. FDOT portion includes cost of the signal reconstruction with strain poles only. City is responsible for the difference for mast arms.	\$ 160,000.00	\$ 1,025,783.06	\$ 1,185,783.06
5	Morse Avenue Intersection - Aesthetics. FDOT portion includes cost of the signal reconstruction with strain poles only. City is responsible for the difference for mast arms.	\$ 160,000.00	\$ 486,253.34	\$ 646,253.34
6	Webster Avenue Intersection - Aesthetics. This signal does not require reconstruction to accommodate the proposed configuration, thus the City is responsible for the entire signal cost.	\$ -	\$ 595,099.82	\$ 595,099.82
	Subtotal A	\$ 6,089,258.94	\$ 2,457,901.22	\$ 8,547,160.16
	102-1 Maintenance of Traffic (15%)	\$ 913,388.84	\$ 368,685.18	\$ 1,282,074.02
	101-1 Mobilization (10%)	\$ 700,264.78	\$ 282,658.64	\$ 982,923.42
	Subtotal B	\$ 7,702,912.56	\$ 3,109,245.04	\$ 10,812,157.60
	Project Unknowns (10%)	\$ 770,291.26	\$ 310,924.50	\$ 1,081,215.76
	999-25 Initial Contingency	\$ 118,933.73	\$ -	\$ 118,933.73
	Grand Total	\$ 8,592,137.55	\$ 3,420,169.55	\$ 12,012,307.09

Notes:

Sequences 4, 5 & 6: This includes all work shown on the City of Winter Park's CRA Concepts dated 1/20/2015 that are in addition to the base items covered in Sequence 1. Curb, sidewalk, pedestrian signals are not included in the City portion as they are accounted for in Sequence 1.

The unfactored cost of the signal rebuilds as strain poles is \$160,000. The upgrade to mast arms is estimated as \$65,000 per intersection (\$16,250/pole).



city commission agenda item

item type	Action Items Requiring Discussion	meeting date	5/13/2019
prepared by	Public Works	approved by	City Manager
board approval	final vote		
strategic objective	Investment in Public Assets and Infrastructure		

subject

Addendum to Memorandum of Understanding between Florida Department of Transportation and City of Winter Park

To maximize the use and allocation of the monetary resources for the improvements on 408429-2 SR 15/600 (US 17/92) Orlando Ave from S. of Nottingham St. to Monroe Ave.

motion / recommendation

Staff is recommending approval.

background

FDOT completed a PD&E study and executed an original Memorandum of Understanding (MOU) with Winter Park executed June 2, 2004, that included planned improvements along US 17-92 to be implemented following the completion of the extension of Lee Road between US 17-92 and Webster Avenue, as well as, providing planned improvements along Denning Drive, including a multi-use path so bicycle traffic along US 17-92 could be redirected to Denning Drive. As a part of the reconfirmation of the PD&E and kickoff of the design phase, the City expressed a desire to improve landscaping between intersections, upgrade the paving in the Webster, Morse and Fairbanks intersections, upgrade to decorative lighting and traffic signal mast arms. Also, the City requested to study the Orange Ave/17-92 and Fairbanks/17-92 intersections for potential operational improvement if dual lefts were implemented. The Addendum to the MOU is a confirmation of these desires and stipulates the responsibilities for these tasks. Attached is the original MOU from 2004 and the prepared Addendum to the MOU.

alternatives / other considerations

fiscal impact

The fiscal impact of the items in the MOU Addendum are that the City would pay for all sidewalks wider than 6', any landscaping, upgraded cost of new mast arms signals above the cost of new span wire signals, decorative lighting and upgraded

intersection enhancements.

As previously discussed with the CRA Agency on 11/13/17 and 7/23/18, (minutes attached), the CRA has been provided an estimate of \$3,420,169.55 for the landscaping at intersections, wider sidewalks, and intersection enhancements and proposed to be paid for within the CRA budget as previously approved. The City is still awaiting the upgrade cost estimate of mast arm traffic signals at Minnesota and Orange Ave and additional landscaping between intersections. The decorative lighting would be provided by the City and is roughly estimated to be \$1.2M. A funding decision can be made on these additional costs once the plans are developed enough to actually determine said costs.

Since most of this project is within the CRA, it is anticipated that would be the funding source for the additional possible upgrades.

ATTACHMENTS:

Description	Upload Date	Type
MOU Addendum FINAL	5/3/2019	Cover Memo
Memorandum of Understanding	4/12/2019	Cover Memo
CRA Minutes	4/12/2019	Cover Memo
CRA 5 year CIP	4/12/2019	Cover Memo

ADDENDUM TO MEMORANDUM OF UNDERSTANDING

THE STATE OF FLORIDA, DEPARTMENT OF

TRANSPORTATION AND

THE CITY OF WINTER PARK, A MUNICIPALITY OF THE STATE OF FLORIDA

Whereas, it is the policy of the State of Florida, Department of Transportation (Department) and of the City of Winter Park, a municipality of State of Florida (Winter Park) to cooperate with each other to maximize the use and allocation of the monetary resources each are entrusted with, and

WHEREAS, the parties hereto mutually agree that the improvements on US 17-92 from south of Nottingham Avenue to south of Monroe Street, will benefit the traveling public and will enhance the transportation system in the area, and

WHEREAS, the Department completed a PD&E study and executed an original Memorandum of Understanding (MOU) with Winter Park executed June 2, 2004 that included planned improvements along US 17-92 to be implemented following the completion of the extension of Lee Road between US 17-92 and Webster Avenue, as well as, providing planned improvements along Denning Drive including a multi-use path so bicycle traffic along US 17-92 could be redirected to Denning Drive, and

WHEREAS, in addition to the proposed improvements along US 17-92 as identified and agreed to in the original MOU between the Department and Winter Park both the Department and Winter Park staff have met and discussed additional improvements to be provided along US 17-92 in addition to those identified and agreed to in the original MOU, and

WHEREAS, subsequent discussions between the Department and Winter Park staff occurred on September 7, 2018 and again on December 4, 2018, the following proposed improvements have been discussed and agreed upon.

IT IS AGREED BY THE PARTIES TO THIS ADDENDUM TO AMEND THE EXECUTED MEMORANDUM OF UNDERSTANDING, as follows:

1. The Department's design consultant preparing the SR 15 (US 17-92) engineering design services shall include in the design additional turn lanes at the intersections of Orange Avenue and Fairbanks Avenue. The turn lanes in question will be located along both the eastbound approaches of both Orange Avenue and Fairbanks Avenue, providing a second northbound left turn lane at each intersection. The proposed turn lane improvements will include the required topographic design survey and right-of-way mapping efforts necessary to identify all required improvements and impacts to adjacent properties.

2. Winter Park has requested additional landscape and streetscape design be provided beyond the identified and agreed upon landscape/streetscape design efforts to be provided at the intersections of Fairbanks Avenue, Morse Boulevard, and Webster Avenue, as well as at any proposed pedestrian refuge island locations. Additional landscape and streetscape design efforts shall include investigating and evaluating providing landscape/streetscape design to be provided within the corridor at regular spaced intervals. Additional landscape limits shall include tree plantings with tree wells to be constructed at intermittent regular intervals along the corridor. The Department's design consultant shall determine the appropriate frequency of these intervals and will evaluate landscape and streetscape requirements against potential conflicts with existing utilities, as well as potential conflicts with proposed signal pole locations, signage requirements, street lighting and meeting American Disability Act (ADA) requirements for the project. Funding for additional landscape improvements beyond those identified and agreed upon as part of the original scope and MOU will be provided by Winter Park.
3. The Department and Winter Park will agree to the funding responsibilities of street lighting during the final design aspects of the Project. Original scoped roadway lighting requirements include decorative street lighting to be provided at signalized intersections and at four potential pedestrian refuge island locations. Additional decorative roadway lighting will be provided along US 17-92 on both sides of the roadway. Funding for additional street lighting beyond those identified and agreed upon as part of the original project scope and MOU will be provided by Winter Park. Project street lighting beyond standard conventional type lighting fixtures (not decorative lighting) shall be funded by Winter Park.
4. As identified in the original MOU, Winter Park shall fund the cost of any sidewalk width over six feet. Additionally, reference in the original MOU regarding texturing of the bi-directional two-way center turn lane of US 17-92 and the associated required funding is hereby removed. The existing pavement for the bi-directional two-way center turn lane will remain in place with the exception of any existing concrete pavement slabs that need to be replaced due to deterioration or in those locations where signalized intersections are to be reconstructed. The bi-directional two-way center turn lane will not be textured pavement.
5. Emergency signal pre-emption is to be provided for all the signals within the corridor. The installed system shall be compatible with requirements provided by Winter Park. The following traffic signals will be upgraded to decorative mast arm configurations: Orange Avenue, Minnesota Avenue, Fairbanks Avenue, Morse Boulevard, and Webster Avenue. Existing mast arm type signals have already been installed at Gay Road and Lee Road and are not intended to be upgraded beyond those elements as identified in the project scope. Funding costs above and beyond a standard strain pole signal configuration and for the signal pre-emption equipment and installation will be paid for by Winter Park.

6. Relocation and/or adjustments of Winter Park water and sewer facilities will be performed as part of the project. A “Utilities Work by Highway Contractor” (UWHC) Agreement that defines this work is to be prepared and executed.

7. The parties agree and understand that the purpose of this memorandum is to establish expectations of each with respect to the prioritization, funding and construction of the additional work as identified herein on the SR 15 (US 17-92) project. All intentions relative to funding herein are dependent on the placement of funding into the Department’s work program and on appropriation of funding of the work program each year by the legislature. The parties further agree and understand that this Addendum and the original MOU are not a binding commitment of any funds by the Department and that implementation of the intention of the parties will require further agreements to be executed. Any obligation of the City to provide funds for any work contemplated by this Memorandum of Understanding is contingent upon such obligation being memorialized in one or more implementing agreements as contemplated by this Paragraph., and 2) such funds being appropriated by the City Commission for such purpose.

8. This Addendum to Memorandum of Understanding shall be effective upon the last party to sign and shall remain in effect until the funds have been fully expended by the Department for the purposes set forth hereinabove.

STATE OF FLORIDA, DEPARTMENT OF TRANSPORTATION

 By:

Title: _____

Date: _____

THE CITY OF WINTER PARK, A Municipality, incorporated under the laws of the State of Florida

 By:

Title: _____

Date: _____

Resolution #: _____

Date of Resolution: _____

Attest: _____

By: _____ Title: _____

MEMORANDUM OF UNDERSTANDING

THE STATE OF FLORIDA, DEPARTMENT OF TRANSPORTATION

And

THE CITY OF WINTER PARK, A MUNICIPALITY OF THE STATE OF FLORIDA

RECEIVED

JUN - 1 2004

FDOT-DISTRICT V
Cons. Project Mgmt.

WHEREAS, it is the policy of the State of Florida, Department of Transportation (Department) and of the City of Winter Park, a municipality of State of Florida (Winter Park) to cooperate with each other in order to maximize the use and allocation of the monetary resources each are entrusted with, and

WHEREAS, the parties hereto mutually agree that the extension of Lee Road from US 17-92 to Denning Drive and the improvements on US 17/92 from Norfolk Avenue to Monroe Street, will benefit the traveling public and will enhance the transportation system in the area, and

WHEREAS, the parties further agree that the construction of a bicycle trail along Denning Drive within the City limits of Winter Park are in the public interest, and

WHEREAS, the Department has completed a PD&E study associated with the extension of Lee Road between US 17-92 and Denning Drive that indicates the need for and the viability of said extension of Lee Road

IT IS AGREED BY THE PARTIES TO THIS MEMORANDUM OF UNDERSTANDING:

1. The transportation improvements covered by this memorandum of understanding are as follows: (a.) Extension of Lee Road, and the enhancements to US 17/92 (FM #408429) and (b.) the Bicycle Trail within the limits of right of way of Denning Drive.

2. It is the agreement of the parties that the extension of Lee Road shall be funded and completed prior to or at the same time as the construction of the enhancements on US 17/92. The bicycle facilities will be relocated from US 17/92 to Denning Drive by Winter Park prior to the construction of the US 17/92 enhancements. Unless and until the Lee Road extension project is completed, the Department shall have no obligation to fund the enhancements on US 17/92. Alternatively, if both projects can be and are funded together, the Department may elect to proceed with the construction of both projects at or about the same time.

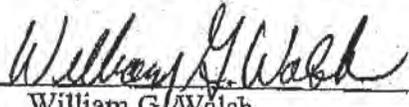
3. The parties agree that the Department's request for FHWA funding for the enhancements along US 17/92 shall be conditioned on the Lee Road extension project being funded for design and construction prior to, or at the same time. Winter Park agrees to fully cooperate in establishing the Lee Road extension project as a high priority with the MPO and in the Department's work program.

4. Winter Park shall fund the cost of any sidewalk widths over 6 feet. Winter Park shall also fund all landscaping enhancements associated with the project. Winter Park will also fund the incremental cost associated with the texturing of the center bi-directional turn-lane on US 17/92. Winter Park and the Department will agree to the funding responsibilities of street lighting during the final design aspects of the study. The Department will be responsible for funding the remaining aspects of the project.

5. The parties agree and understand that the purpose of this memorandum is to establish the expectations of each with respect to the prioritization, funding and construction of these three related projects and that the enhancement of US 17/92 is dependent on the Lee Road extension and the construction of the bicycle trail along Denning Drive. All intentions relative to funding herein are dependent on the placement of funding into the Department's work program and on appropriation and funding of the work program each year by the legislature.

6. This Memorandum of Understanding shall be effective upon the last party to sign and shall remain in effect until the funds have been fully expended by the Department for the purposes set forth hereinabove.

STATE OF FLORIDA, DEPARTMENT OF TRANSPORTATION


By: William G. Walsh
Title: Project Manager
Date: 6/2/04

THE CITY OF WINTER PARK, A MUNICIPALITY INCORPORATED UNDER THE LAWS OF THE STATE OF FLORIDA


By: Kenneth R. Marchman
Title: Mayor
Date: 5-24-04

Resolution #:

Date of Resolution:

Attest: Cynthia S. Bonham

By: Cynthia S. Bonham

Title: City Clerk

COMMUNITY REDEVELOPMENT AGENCY
July 23, 2018

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:

Chairman Steve Leary
Commissioner Greg Seidel
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Pete Weldon

Also present:

City Manager Randy Knight
City Clerk Cynthia Bonham
Assistant Planning Director Kyle Dudgeon

Absent:

Orange County Rep. Hal George

Approval of agenda

Motion made by Mayor Leary to approve the agenda, seconded by Commissioner Sprinkel and carried with a 5-0 vote.

Approval of minutes

Motion made by Commissioner Sprinkel to approve the minutes of July 9, 2018, seconded by Commissioner Weldon.

Commissioner Seidel announced a minor adjustment to page 3, second paragraph, regarding "DOT looked at getting the traffic management hardware onto certain City signals and had funding available". He asked to change had to may have. The minutes will be changed to reflect this change.

The motion carried with a 5-0 vote (with the change).

CRA Manager Kyle Dudgeon summarized the proposed CRA budget. He addressed the 10 year historical CRA tax base and revenues, the CRA 10 year proforma distribution of expenses and overall revenues, the general overview of revenue growth, capital projects, staff and operations budget, rollover projects (Denning Drive, New York Avenue, Decorative Street Lighting Phase I and Park Avenue refresh), and rollover grant funding (business façade and business sign replacement).

Mr. Dudgeon summarized the capital projects (Lawrence Center garage (\$3,258,161), 17-92 PD&E (\$750,000), Decorative Street Lighting Phase II (\$271,000), CRA Enhancement fund (\$100,000) (parking sensors, bollards pilot), QTI project fund (\$56,000), and the Small Scale CRA Project Fund (\$40,000) (Sunrail, etc.).

Program highlights included the Housing Rehabilitation Program (\$40,000), Summer Youth Employment Program (\$20,000), Driveway Renovation (\$12,000) and Paint Only (\$10,000).

The Social and Event Program highlights included the Community Center Programming (\$48,000), Non-Profit support (\$130,000) (Crealde, Welbourne Day Nursery, Winter Park Playhouse, Organization support grant), Depugh Nursing Home request for annual organizational support (\$20,000), Popcorn Flicks (\$7,000), and the Winter in the Park alternative (\$30,000).

Discussion ensued regarding the decorative street lighting and the installation of different lighting styles. Mayor Leary stressed the importance of continuity throughout the City and that the new lights installed are different from the Sternberg lighting. Public Works Director Troy Attaway addressed the lights that are cost effective, LED, and do a great job of lighting the road. He stated the poles are the same ones made by Sternberg but that the Electric Department has been experimenting with different heads. Mayor Leary asked for further discussion by the Commission regarding the lighting. Commissioner Sprinkel reminded the CRA Agency that this was also done for aesthetic purposes, not only to light the streets.

The ice skating rink was discussed and if another alternative should be considered as per the direction to staff. He summarized the input back from the merchants within the Central Business District and stated the cost for the rink is not included in the proposed budget. He commented they began this about 10 years ago to try and increase foot traffic downtown and that there are several other events downtown during the holiday season that bring people into the City. He proposed a weekend special event on December 7-8 (Winterfest) to help support 'Winter on the Avenue' and a second movie in the park provided by Enzian on December 15. He summarized the proposed allocations for the year and that the revenues meet the expenses that provides a balanced budget.

Commissioner Sprinkel asked about reducing the garage funding and having that much more money to look at. She asked if they can know about the bollards before they go up. Mayor Leary recommended discussing these at the City Commission meetings. She stated the proposed Winterfest sounds like a good idea to replace what was there before.

Commissioner Cooper spoke about the Qualified Targeted Industry line item and that the salary listed is an average salary that includes the CEO. She commented about the need to have a certain number of employees above the average salary as opposed to a high CEO and everyone coming in at a lower level (remove the CEO from the calculation). Mr. Dudgeon stated this is a great discussion for the Economic Development Advisory Board to have.

Commissioner Cooper spoke about the social and event program funding that she agreed with but expressed concerns that the legislature is working hard to keep them from using CRA funds for this.

She asked about the cost of their contribution to a parking garage that is compliant with their comprehensive plan and within our existing code where they can add one level to the Rollins garage that she would support. Planning Manager Jeff Briggs explained the comprehensive plan height map that has a maximum of three stories downtown. He stated they have advertised that portion of the comprehensive plan to allow them to build more stories; if they do not agree to amend the comprehensive plan it would add one level with 60 spaces and 1/3 of the placeholder funds contained in the budget.

Commissioner Weldon addressed the bollards and that he thought they approved the trial period that was in last year's budget and already approved the parking monitoring technology for the Park Place garage that is also in this year's budget. He asked about the \$100,000 being set aside for those type of projects. Mr. Dudgeon explained part of the \$100,000 is for the sensors, bollards and golf course improvements.

Mayor Leary stated he agrees with not having the ice skating rink but was not sure they need to add other events in December so was not in support of the Winterfest. He stated they can discuss the funding for the garage and the number of levels. He asked about using CRA dollars for The Canopy. Mr. Dudgeon commented that was discussed at the advisory board level but with the garage taking precedent they allocated that funding there. He stated as part of the longer term strategic planning applications of the CRA and as part of the strategic list from the last meeting that is on there as an item for consideration and that the CRA needs to advise when the funding needs to be available for those projects. City Manager Knight stated they will be spending money for The Canopy over the next 2 ½ years for that project so from a budget standpoint knowing it will be committed now gets it into the design but does not have to be fully funded until FY 2020. He stated if they do not know if the rooftop venue is going forward by the Fall, it will not be part of the project as it is being built. He stated if it is part of the design they can fund it over the FY2019 and FY2020 budgets. He stated the best scenario is to know which way this will go by the end of this budget cycle in September.

Commissioner Cooper stated she did not realize they had contemplated funding the rooftop out of the CRA funds and was more interested whether or not they could fund the garage because that was being anticipated. Mr. Dudgeon asked that the remainder of the Commission respond to the strategic prioritization list he provided on July 9.

Mayor Leary was in favor of the rooftop venue that he believes is much more in line with the project. Commissioner Weldon stated he has no bias one way or another regarding the garage and he wanted to fully evaluate it before making a decision to trade off current CRA dollars for something else. Regarding the rooftop venue, he did not believe they should be spending CRA dollars on building a venue that was not part of the original approval but hoped that someone would donate the funds for this.

Commissioner Seidel commented about the 17-92 project and the importance of understanding the FDOT's intention for the scope and see if we want to participate or change that. Public Works Director Troy Attaway stated they will be involved once the designer is on board. There was a consensus to bring forward what the initial design looks like.

Commissioner Sprinkel asked how long they can secure funding for into the future. City Manager Knight responded that they can put forth a plan to work towards that a future Commission can change. She stated they have a lot of funding right now that they can look at and secure into the future with a plan that says they are hopeful that anyone serving on the Commission behind them will continue that.

Motion made by Commissioner Seidel to approve the budget as presented, seconded by Commissioner Cooper.

Motion amended by Commissioner Cooper to reduce the line item for the Lawrence Center garage from \$3.2 million to \$1.3 million. Motion failed for a lack of a second.

Motion amended by Commissioner Sprinkel to reduce the line item for the Lawrence Center garage from \$3.2 million to \$2.6 million that would limit it to five stories, seconded by Commissioner Cooper.

Commissioner Weldon explained he still has answers he needs regarding potential and wants more information before deciding on the number of levels. He asked about the Depugh line item that is not included in the presented budget and was unsure of supporting a non-Winter Park operation. Mr. Dudgeon clarified that the \$20,000 is part of the budget.

Motion made by Commissioner Weldon to approve the budget absent the request from Depugh of \$20,000; seconded by Mayor Leary.

The following comments were made:

Rick Baldwin, President, Depugh Nursing Center, stated they are not affiliated with any outside non-profit and asked for approval of the \$20,000 in the budget. Commissioner Weldon apologized for his misunderstanding as to them being part of a Not-For-Project.

Heather Alexander, Winter Park Playhouse, thanked the Commission for their support and for their support again this year.

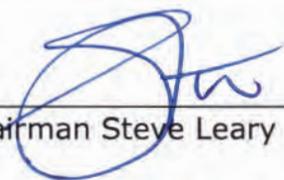
Gary Brewer, 1250 S. Denning Drive, spoke in support of the Winter Park Playhouse request for funds.

Motion withdrawn by Commissioner Weldon to approve the budget absent the request from Depugh.

Upon a roll call vote on the amendment, Commissioners Seidel, Sprinkel and Cooper voted yes. Mayor Leary and Commissioner Weldon voted no. The motion carried with a 3-2 vote.

Upon a roll call vote on the main motion to approve the budget, Mayor Leary and Commissioners Seidel, Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 5-0 vote.

The CRA Agency meeting adjourned at 3:14 p.m.



Chairman Steve Leary

ATTEST:



City Clerk Cynthia S. Bonham

Community Redevelopment Agency Regular Meeting

July 22, 2019 at 2:30 p.m.

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

Backup Item

2. Downtown Enhancements Project









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Community Redevelopment Agency Regular Meeting

July 22, 2019 at 2:30 p.m.

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

Backup Item

3. Organizational Support Documentation



**From: Peter Schreyer, CEO/Executive Director
Crealdé School of Art**

Date: April 18, 2019

**To: Wes Hamil, Director of Finance, City of Winter Park
Peter Moore, Budget and Performance Measurement Manager
Kyle Dudgeon, Manager, Economic Development/CRA
Lindsey Hayes, Program Manager, Planning & Community Development**

**Re: 2018-2019 Six Month Report for the Hannibal Square Heritage Center and
Proposal for 2019-2020**

Now in its 12th year of operation, the Hannibal Square Heritage Center, under the leadership of Heritage Center Manager Barbara Chandler and Crealdé Executive Director Peter Schreyer, has continued to inspire residents and former residents of the C.R.A. district and has garnered ongoing praise and national support.

As in the past Crealdé respectfully requests a renewed \$40,000 grant to help with Heritage Center salaries and operations. As you will see on the budget, Crealdé funds all educational programs and exhibitions with a wide range of public and private grants and fundraising. In addition, Crealdé and the Heritage Center team request that the City of Winter Park consider repainting the upstairs exhibition area which has become worn due to heavy use from our programs and exhibitions. We have blocked out the entire month of August 2020 for this to take place. All artwork will be removed and Crealdés curator has selected a simple off-white color that will be most suitable to our exhibitions.

The Mid-Year Report for October 2018 to March 2019 and Funding Request for 2019-2020 includes:

- 2018 comprehensive progress report (based on Crealdé’s fiscal year), including the months of October 2018 through March 2019
- 2018 Hannibal Square Heritage Center actual expenditures with 2018-2019 CRA grant designations and the 2019 budget
- Copies of up-to-date Board of Directors-approved minutes
- Updated Board of Directors roster

- 2019-20 Attendance Projections (Exhibit “B”)
- 2019 Crealdé Exhibition and Special Events Planning Calendar (includes HSHC)
- 2019 Tourism Marketing Plan and Educational Outreach
- 2018-19 Marketing: Exhibition Invitations to Vibrant Vision and Andrew Grant and related media coverage

2018 - 2019 Report

- a. Overall attendance for the HSHC was 6,289. The HSHC shows a continued strong economic impact, as measured by patron surveys. Average spending per person is \$134 in connection to visits to the HSHC and Jenkins Gallery, resulting in a total spending of \$842,726 in 2018. With 38% percent of visitors from outside of the four-county area, the estimated total economic impact from out of town visitors is \$320,236.
- b. The HSHC hosted many events, groups, and tours including the Winter Park Public Library *Let's Talk Diversity, Equality and Inclusion*, Rollins College and Valencia College classes, the Equal Justice Initiative, Bridging the Color Divide, and Leadership Winter Park. Special events included the 3rd annual Juneteenth Celebration in partnership with the Winter Park Community Center and the "Minnie the Mule" Field Trip presentations to children and seniors, sponsored by AARP.
- c. The HSHC hosted the ninth annual Hannibal Square Heritage Center Folk & Urban Art Festival. The free outdoor festival was a celebration of blended cultures through art and entertainment, drawing over 1,000 guests. In addition to the artwork demonstrations and sales by Florida artists, the festival delighted visitors with the cultural traditions of Central Floridians, including African storytelling, Zydeco music, Puerto Rican Vejigante mask-making, and the Aztecas Indian Headband workshop and musical parade for children, as well as performances by youth percussionists and dancers.
- d. 17 elders were chosen for the second phase of *The Sage Project: Hannibal Square Elders Tell Their Stories*. Interviews were conducted by HSHC Chief Historian Fairolyn Livingston and portraits were taken by Documentary Photographer Peter Schreyer. HSHC Historian and Docent Mary Daniels provided field assistance, helping connect elders and their families to the project.
- e. In 2018, installation of the audio kiosk with braille buttons was completed, enabling the visually impaired to listen to the history and a sampling of the stories presented in the *Heritage Collection: Photographs and Oral Histories of West Winter Park*.
- f. The HSHC continued to offer the free Hands-On After-School Art Classes for an average of 25 children per week, in three different age groups from September through May in partnership with the Winter Park Community Center.
- g. The HSHC continued to offer the free Art Sampler for Winter Park seniors, in partnership with the Winter Park Community Center.
- h. Crealdé's book, *The Hannibal Square Heritage Collection*, which won the *Samuel Proctor Award* from the Florida Historical Society and "recognizes outstanding oral history projects whose content is substantially about Florida," continues to sell well through the HSHC.
- i. From October 2018 to March 2019, Crealdé produced two major visiting exhibitions at the HSHC: *Vibrant Vision: African Diaspora and African American Artists from the John Green and Richard Weedman Collection* from Charleston, (September 2018 to January 2019) and Orlando painting and Crealdé alumnus *Andrew Grant: Elements* (February to April, 2019.)

- j. In 2018, Crealdé provided 12 scholarships to Crealdé's sold-out Summer ArtCamp and after school classes for children of Winter Park residents in need, as well as three scholarships for seniors, funded by the Winter Park Rotary Club and other private donors.
- k. The HSHC continued to offer curriculum-based Crealdé visual arts classes for adults and children in photography, painting, cartooning, papermaking, fiber arts, watercolor and professional development.
- l. HSHC manager Barbara Chandler and docents hosted many reunions, associations, tours, classes and other groups including the Walking Tour of the Black Churches, NAACP, Florida Historical Society, Welbourne Day Nursery Board of Directors, Miss Black USA Ambassadors, AAUW, Boy Scouts, various Rollins College and Valencia classes, and Leadership Winter Park.
- m. Crealdé provided employment in the form of a Heritage Center manager, docents, contracted field trip coordinators, historians, curators and teachers.
- n. HSHC staff engaged over 100 children in activities at the Winter Park Sidewalk Art Festival.

Heritage Center operations and cultural programming were made possible through grants from the City of Winter Park's Community Redevelopment Agency, the Orange County Government Department of Arts & Culture, The Orlando Magic Youth Foundation, United Arts of Central Florida, Duke Energy, and Crealdé's membership program.

Crealdé secured another year of excellent media coverage for HSHC exhibitions from the *Orlando Arts Magazine*, *Winter Park/Maitland Observer* and numerous other publications, guides and listings. The HSHC is one of three must-visit Winter Park sites in the Lonely Planet Guide.

<https://www.youtube.com/watch?v=WITJfNod5uQ&feature=youtu.be>

AARP Video, 2018

Exhibit “B”

Operations, Programming Overview and Attendance Goals

Crealdé Arts, Inc. (Crealdé) is a Florida not-for-profit corporation that has leased the Hannibal Square Heritage Center from the City of Winter Park for a term of years. Crealdé has agreed to perform certain operational and managerial responsibilities in conjunction with its tenancy of the Hannibal Square Heritage Center. Crealdé will operate and program a majority of the Heritage Center on behalf of the City of Winter Park through 2038.

The Heritage Center is a partnership project between the City of Winter Park, the Community Redevelopment Agency and Crealdé. The Heritage Center is a tribute to the past, present and future contributions of Winter Park’s African American community. Through innovative programming in arts and humanities, the Heritage Center will become a neighborhood focal point, archive, and home to the Heritage Collection: Photographs and Oral Histories of West Winter Park. Through exhibitions and diverse educational programs it will inspire all Central Floridian’s and visitors to Winter Park and make them more aware of, respect, explore and participate in their own community’s history and heritage.

Hours of Operation for viewing and docent tours of the Heritage Collection and traveling exhibitions. During the open hours, the Heritage Center will be staffed by a Docent Manager hired and managed by Crealdé who will be responsible for security, facilitating tours of the collection, the training of volunteer docents, and sales of artwork, books, and gift cards.

Tuesday – Thursday 12:00 PM– 4:00 PM

Friday 12:00 PM – 5:00 PM

Saturday 10:00 AM– 2:00 PM

Programing Overview and Attendance Goals

October 1, 2019 – September 30, 2020

Ongoing Displays and Permanent Exhibitions:

- **Tours of Heritage Collection** of more than 150 museum-quality framed photographs and oral histories provided by community docents.
- **The Sage Project Phase I and II: Hannibal Square Elders Tell Their Stories** photographic documentary and oral histories of 33 west Winter Park residents, ages 80 to 106.
- **Historic time lines** of West side history as it parallels national African American events researched by Fairolyn Livingston and Dr. Ron Habin located in the front galleries of the Heritage Center.
- **The Heritage Collection/Oral History Program** will be available on a regular basis to copy historical photographs, conduct interviews, and take portraits of the contributors.
- **DVD Viewing Area** showcasing exhibition-related and mission-related videos.
- **Celebrating Community Pride in Hannibal Square Mosaic Mural** in Shady Park, reinstalled at the new Community Center, facing Shady Park.

<ul style="list-style-type: none"> · Hannibal Square Memory Wall by Pennsylvania-based folk artist Mr. Imagination (outdoors). · Richard Hall, Tuskegee Airman Life Sculpture by international artist Rigoberto Torres (outdoors). · Indoor Public Art pieces, from our permanent collection including <i>A Community Picnic</i> by Ruby Williams, a bronze sculpture by Teresa Hewitt, work by Smithsonian folk artists Mary Proctor and O.L. Samuels, and several prints and quilts from past artists residencies and exhibitions. · A display of senior’s and children’s art work from our outreach classes. · Hannibal Square Walking Tour · Hannibal Square Heritage Collection Audio Kiosk for the Visually Impaired <p>Visiting Exhibitions and Tours</p> <ul style="list-style-type: none"> · <i>Kianga Jinaki and John Mascoll: Florida CraftArt Members</i> (September to December, 2019) · <i>Power, Myth and Memory in African Art: Select Pieces From the C.J Williams Collection</i> (January through April, 2020) · <i>Storytellers XVIII: Using Words and Pictures, Young DeLand Photographers Explore and Capture the Heritage of Their African American Community</i> (May through July, 2020) · Visiting gallery closed for painting during the month of August. · <i>Cynthia Slaughter: On Broken Pieces – A photographic documentary on the impact of hurricane Irma on family and home</i> (September through December, 2020) · Throughout the year, special receptions, tours, and open houses will be held with other Winter Park and Central Florida-based not for profit and cultural organizations. · Volunteer training and appreciation events. 	
Total Exhibitions and Tours	4,000
Hannibal Square Heritage Center Folk & Urban Art Festival	1,000
Traveling Exhibitions and Programs Originating at the Heritage Center	TBD
Juneteenth Celebration	200
Historical and Community Research:	
<ul style="list-style-type: none"> · Heritage Collection research and oral histories · Donations to community archive of photographs, documents, and small artifacts. 	50
Arts and Humanities Classes:	
<ul style="list-style-type: none"> · Continuation of the free, 8-week, hands-on art sampler classes for children during the school year (32 weeks). 	600
<ul style="list-style-type: none"> · Continuation of the free, year-round, hands-on art sampler classes seniors (45 weeks). 	360

<ul style="list-style-type: none"> Tuition-driven visual art classes for adults and children from Crealdé’s extensive curriculum in photography, drawing, and painting. (five sessions of 8-week class sessions per year, 8-10 separate courses offered each session). 	1,250
<ul style="list-style-type: none"> “What Heritage Means to Me” Field trip program for 4th – 8th graders. Each group of 25 students participates in a guided tour and discussion of the Heritage Collection: Photographs and Oral Histories from West Winter Park, resident docent, followed by an art workshop in which children reflect on “what heritage means to me,” incorporating the experience of touring the center, as well as their personal experience of family, home and community. After a two-year funding hiatus, limited support for public school children in Orange County is being provided by the United Arts Arts & Culture Access Grants for School Kids program. 	100
<ul style="list-style-type: none"> Free children’s art workshops at the Winter Park Sidewalk Art Festivals and others 	200
<ul style="list-style-type: none"> Quilting Guild with Lauren Austin 	
Total Projected Attendance	7,760

Attendance tracking notes:

- Attendance is tracked according to methods set up by Orange County: Visitors to all exhibitions are counted once.
- Visitation is tracked by the Heritage Center Manager through a sign-in book for individuals and Public Impact Forms for groups. Special events attendees are counted at the door.
- Students from both the free outreach classes and the Crealdé tuition-driven classes are counted one time per 8-week session.
- Festival and field trip participation is tracked through Public Impact forms completed by our art instructors.

Crealdé School of Art 2018/19 HANNIBAL SQUARE HERITAGE CENTER BUDGET DETAIL				
NOTE: The C.R.A. grant pays for expenses indicated in yellow.				
EXPENSES	2018 Budget	2018 Actual	2019 Budget	CRA 10/1/18 - 3/31/19
Salaries				
Management	\$29,950	\$32,585	\$31,616	\$19,196
Crealdé administrative support: Executive Director 20%, Marketing Manager 10%, Facility & Special Events 10%, Grants 30%	\$29,090	\$31,080	\$30,182	
Outreach classes: After-school program and Senior class	\$4,480	\$4,086	\$4,752	
Birds are my People: Lauren Austin Quilting Project			\$9,000	
Tuition-driven classes	\$8,250	\$10,412	\$12,100	
Operating Costs				
Telephone, utilities, security, cleaning, repairs and maintenance and misc	\$14,450	\$19,852	\$19,000	\$6,739
Insurance: 10% of Crealdé's liability, crime policy and workman's comp	\$3,580	\$2,940	\$3,399	
Programming (includes curation, installation, text, travel, shipping, rental fees, receptions, etc.)				
2018 Exhibitions: 50% of McKean (two-venue exhibition at HSHC and Crealde main campus)	\$12,075	\$12,864		
2018 Exhibitions: 50% of Storytellers (part of traveling exhibition)	\$3,000	\$992		
2018 Exhibitions: 50% of Vibrant Vision (two-venue exhibition at HSHC and Crealde main campus)	\$7,600	\$6,651		
Folk and Urban Art Festival: Management, musical performers and art presentors	\$6,640	\$7,180	\$6,700	
Art materials for outreach classes and fieldtrip program	\$1,000	\$344	\$250	
2019 Exhibitions: 100% of Andrew Grant (exclusive exhibiton at the HSHC)			\$4,850	
2019 Exhibitions: 100% Sage and Juneteenth Celebration (exclusive exhibition at the HSHC)			\$24,325	
2019 Exhibitions: 25% Kianga Jinaki and John Mascoll from Florida Craft Art (two-venue exhibition at HSHC and Crealde)			\$2,825	
Marketing				
HC Brochure Reprint	\$0	\$0	\$1,000	
General promotion, advertising and memberships	\$4,250	\$4,893	\$9,493	
<small>(Half of my Emma, 10% of Program Guide, \$2k HC Website, \$2.5k HC Diversity, WUCF/WMFE Sage & Folk Art \$2k, Orlando Arts \$300, \$300 WP/Maitland Observer, \$235 for Visit Ori Memb, \$250 Networking</small>				
subtotal	\$124,365	\$133,878	\$159,492	\$25,935
INCOME	2018 Budget	2018 Actual	2019 Budget	
Grants				
CRA grant from the City of Winter Park	\$ 40,000	\$ 40,000	\$ 40,000	
4/5 of Diversity Grant for marketing from United Arts	\$ 4,000	\$ 4,000	\$ 4,000	
Grant from Winter Park Rotary for youth scholarships for Winter Park children	\$ 2,500	\$ 2,500	\$ 2,500	
50% of Orange County Tourism grant	\$ 37,500	\$ 37,500	\$ 37,500	
50% of Edyth Bush Charitable Foundation grant for McKean exhibition	\$ 7,500	\$ 7,500	\$ -	
1/3 of OMYF grant (also serves Apopka and Winter Garden after-school outreach sites)	\$ 5,000	\$ 5,000	\$ -	
Orange County/United Arts grant for fieldtrip program	\$ 1,500	\$ -	\$ -	
Florida Humanities Council			\$ 5,000	
Pennington Foundation for Quilting Program			\$ 10,000	
Donations/Memberships/Other				
Restricted donations	\$ 2,000	\$ 3,015	\$ 2,000	
Friends of the Heritage Center memberships	\$ 1,000	\$ 1,780	\$ 2,000	
Folk Art Festival Income	\$ 500	\$ 770	\$ 750	
Educational Programs				
Tuition for art classes in various media for adults and youth held at the center	\$ 15,000	\$ 18,930	\$ 22,000	
Total	\$ 116,500	\$ 120,995	\$ 125,750	
	\$ (7,865)	\$ (12,883)	\$ (33,742)	

Crealde School of Art

BOARD OF DIRECTORS EXECUTIVE BOARD

Toni Peck

President (Elected 2016)
Board Member since 2009
Brand Developer/Marketing Consultant
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President Emeritus

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Kristen Allen

Board Member since 2018

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Minutes for Board of Directors' Meeting, Crealdé School of Art
Wednesday, January 30, 2018, 6 pm
Showalter Hughes Community Gallery, Crealdé Main Campus

1. Welcome and Introductions:

Board Members present: Dean Jennings, Mark Thompson, Shannon Kelly, Christina McKelvey, Kristen Allen, Ann Clement, Frank Schornagle and Valada Flewellyn. Also present: Peter Schreyer, Michael Cantillo, Tia Harris and Laura McBryde

2. December Meeting Minutes were approved.

3. President's Report was given by Toni Peck

- No news

4. Treasurer's Report was given by Mark Thompson

- Preliminary December 2018 year-end financial statement was presented. Income is up 12% compared to last year (not including the in-kind) and expenses are up 1.1% (preliminary)

- Cash flow and general financial overview memo was presented

	Current	Jan 30, 2019	Last Year
SeaCoast Operating Account	\$26,138.37	\$ 5,463.51	\$15,215.68
Centennial Account	\$15,521.20	\$ 446.00	\$42,568.13
SeaCoast Reserve Account	\$29,466.91	\$14,641.36	\$14,750.24
Endowment Fund	\$34,464.02	\$33,615.67	\$34,750.79

Accounts Payable	\$35,345.01	\$52,374.43	\$63,826.44
Line of Credit	\$49,735.23	\$37,735.23	\$ 7,500.00

- 3 months of financials have been caught up and done, Tia is mastering ProClass.
- Better allocation of grant money for marketing resulted in an overall tuition increase of 16.8% compared to last year with highest increases being the Young Artist Program, the combined 3-D programs, and Photography. Gift Shop sales increased by 91% and the annual Cup a Thon event increased by 50%!
- Expenses are up due to increased programming, and increased staffing salaries.
- Winter session has 708 registered students generating \$140,336 with additional workshops scheduled over the next two months, breaking our previous record for enrollment for a single session from Winter 2017 of \$108,257!
- Wishlist Campaign is complete with 54 gifts reaching out goal of \$20,000.
- We have received first payments of 2019 Tourism Grant of \$37,500 and United Arts General Operating Grant of \$14,425.
- Replaced and upgraded electrical panel (\$1,600) in the Foundry to accommodate Blacksmithing and Knife Making classes.
- Presentation of 2019 Crealdé General Operating Budget- Approved

5. Donor Relations Report presented by Michael Cantillo
 - Thanks to volunteers for Night of Fire. 1000 in attendance. Raised \$900, down from \$2200 last year
 - A detailed analysis was presented on the Year-end campaign to raise funds for the Crealdé Emergency Fund.
 - Presentation of 2019 United Arts Campaign Plan
 - Crealdé's Goal- \$50,000
 - Barbara Tiffany donated a painting for raffle.
 - Update online giving with MLB for website

6. Special staff Presentations-
 - Tia Harris, Program Coordinator
 - New classes
 - Laura McBryde, Registrar and Office Manager
 - New technique for canceled classes to roll students into another class

7. CEO/Executive Director's Report presented by Peter Shreyer
 - Newsletter- Mila does an exceptional job
 - Exhibitions and events
 - Upcoming gallery exhibitions and receptions: *Puerto Rican Artists in Central Florida* in the Jenkins Gallery, a Solo Exhibition by Andrew M. Grant at the Heritage Center, *A Proud Heritage: Documenting Winter Garden's Historical African American Community* at City Hall in Winter Garden
 - Winter Park Weekend of the Arts and VIP Event at Casa Feliz.
 - UCF partnership- Intern Alex Staltin is working well. Paid by UCF 20 hours/week through June working with Peter and getting exposure doing marketing, Grant writing with Betsy, and Gallery curating.
 - Staffing update- Fully staffed!
 - Peter explained about the Winter Park University Club and the possibility of Crealdé sponsoring his membership. \$330/year with \$25 initiation. It would be good exposure for Crealdé.
 - Grants Updates-
 - Orlando Magic declined \$15,000 that is used for the afterschool programs
 - Florida Humanities Council- \$5000 for Sage Project in St Petersburg.

8. Old Business/New Business- None

Next Executive Board Meeting: Friday, February 22, 8:30 am at Hannibal Square Heritage Center.

Next Board Meeting: Wednesday, February 27, 6:00 pm at Showalter Hughes Community Gallery



2019 Exhibitions & Special Events Planning Calendar

ALICE & WILLIAM JENKINS GALLERY

Recognizing Established Artists from Florida, the Nation and Beyond

Formally opened in 1980, the mission of the Alice & William Jenkins Gallery is to exhibit the work of noted and established Florida artists, as well as to introduce national and international artists to the Central Florida region. Each of the three annual exhibitions is professionally designed by Crealdé's Curator of Exhibitions or a guest curator.

SHOWALTER HUGHES COMMUNITY GALLERY

Celebrating the Art of Crealdé's Community

Established in 2000, the Showalter Hughes Community Gallery highlights four to five exhibitions annually, featuring work by students, faculty, emerging artists and outreach programs. The gallery also has lecture seating for 80 guests.

HANNIBAL SQUARE HERITAGE CENTER

VISITING EXHIBITION GALLERY

Exploring Heritage and Folklore through the Visual Arts and Humanities

Established in 2007, the Hannibal Square Heritage Center pays tribute to the past, present and future contributions of Winter Park's historic African-American community. The visiting exhibition gallery hosts three annual exhibitions and related events that explore local history, cultural preservation, the African-American experience and Southern folklore through educational and visual arts mediums including documentary photography, sculpture, painting, print and textiles.

HAND IN HAND: THE CREATIVE WORKS OF JANVIER MILLER AND GUSTAF MILLER

January 12 – April 27

**Opening reception: Saturday, January 12, during the Annual Night of Fire Event, 5 – 8 pm
Showalter Hughes Community Gallery**

This artistic duo met at Syracuse University and then studied in Rome, Italy, each with a lifelong love of creating works of art. The exhibition will feature their most recent paintings, sculpture, and ceramics. Sharing a home studio in Vero Beach, Florida, or Stonington, Connecticut, Janvier and Gustaf support each other's efforts through collaboration, critiques, and problem solving and exhibit annually at over 12 locations along the Eastern Seaboard. Curated by Barbara Tiffany, Curator of Exhibitions.



Gus Miller painting



Gus Miller sculpture



Vero Beach home studio



Jan Miller painting



Jan Miller ceramic plate

8th ANNUAL NIGHT OF FIRE

Saturday, January 12, 5- 8 pm

Hands on Youth Workshops 5-6:30 pm

The whole campus comes alive after dark for the eighth annual Night of Fire. Tour the Crealdé studios and galleries, participate in art workshops and demonstrations including a torch cut metal demonstration, a gas kiln firing, raku firing and a light painting photography display over Lake Sterling. There will be painting demonstrations in the studios, too. Hands-on youth workshops from 5–6:30 p.m. Live music and workshops for adults until 8 p.m. Enjoy live music, refreshments and storytelling around the fire, and tour the opening exhibition.



LA DIÁSPORA, KEEPERS OF HERITAGE

February 1 – May 18

Opening reception: Friday, February 1, 7 – 9 pm

Crealdé School of Art Alice & William Jenkins Exhibition Gallery

The Keepers of Heritage is an organization created by professional artists residing in Central Florida who are bonded together by a common goal: to create cultural awareness within Florida and beyond, opening new venues for emerging and established artists who represent Puerto Rico through their art, and to provide art education for future generations. Painting, sculptures, and etchings make up the works of this very successful and talented group of artists whose artistic styles embrace the diverse influences of cubism, abstract expressionism, constructivism, and realism. Curated by Barbara Tiffany, Crealdé's Curator of Exhibitions.



Jose Feliciano, "La Carta," oil on canvas



Carmen Rojas-Ginés, "Empty Nest," steel, metal, wood

ANDREW M. GRANT: ELEMENTS

February 1 – April 6

Hannibal Square Heritage Center Visiting Exhibition Gallery

Opening reception: Friday, February 15, 7 – 9 pm

Andrew M. Grant is a Jamaican-born, Orlando based representational artist who specializes in figurative drawing and paintings in oil. Andrew received his formal art education at Crealdé School of Art where he became a Fellowship Artist and further developed his artistic skills and vision under former Painting & Drawing Director Terry Norris and assisted in a wide range of Crealdé's community projects. In 2010-11 he studied privately with Carol Broman, and has since diligently honed his skills. His subject matter is primarily centered on depicting the nobility of the female form as women "have been the most consistent force in his life. He finds that "representing women, especially black women, acts as a homage he is paying for the nurturing, generosity and kindness he has experienced all his life."

With this exhibition, curated by Barbara Tiffany, Grant's intent is to create narrative paintings combining the female figure and symbolism, using traditional techniques with oil paint on wood panels or charcoal on paper. His new series, "Elements," explores the four elements of earth, water, fire, and air, together with the female subject, to create a common theme that is visually compelling. During the exhibition run, Andrew will mentor a scholarship student in his drawing and painting techniques.



Andrew M. Grant, "Spring," oil on panel

SPRING ART SALE - TBD

EIGHTH ANNUAL FREE FAMILY FESTIVAL

March 9, 2019 – 10 am – 2pm

Crealdé's popular open house is a day of free fun, art, and play on Crealdé School of Art's lakeside campus. Children enjoy pony rides, face painting, and bounce house fun in the midst of the Contemporary Sculpture Garden and can choose from a wide selection of hands-on art workshops, including plein-air pastel painting in the garden facing Lake Sterling, darkroom photography, clay animal sculpting, and printmaking. Families have the opportunity to see all the studios, meet Crealdé's professional art faculty, and register for classes.



Family Festival 2018

TENTH ANNUAL HANNIBAL SQUARE HERITAGE CENTER FOLK & URBAN ART FESTIVAL

Saturday, April 27, 10 am – 4 pm

Hannibal Square Heritage Center

The festival celebrates Central Florida's richly diverse culture through artwork, educational entertainment, and music, featuring the works of more than 25 folk and educational artisans. Previous performers included Shule Adetunde Homeschool Cooperative, dancers from the African Kulcha School, blind vocal performer Daniel Miles, the Guerilla Dancer storyteller, drumming by Mexican folklorist David Penaflor, the Porchdogs Cajun and Zydeco Band, traditional African American fraternity step show by Iota Gamma Fraternity brothers, and Orisirisi African Folklore. Demonstrations included Oxx the Beekeeper, wheel throwing by a Crealdé ceramicist, and Pretty on Purpose, which uses STEM techniques to teach participants how to make beauty products. A Puerto Rican Vejigante mask making children's workshop led by Marillia Carrasquillo culminates in a public parade and showcase. Open house features the work by Crealdé's senior outreach program participants. A soul food truck offers refreshments and admission is free.



THE SAGE PROJECT PHASE 2: HANNIBAL SQUARE ELDERS TELL THEIR STORIES

April 12 – August 31, 2019

Opening reception: Friday, April 12, 7 – 9 pm, Hannibal Square Heritage Center Visiting Exhibition Gallery

Panel discussion: Saturday, April 13, 2 – 4 pm, Mt. Moriah Missionary Baptist Church



The second phase of an important Heritage Center documentary to preserve and understand local history from the perspective of a select group of the oldest residents in Winter Park’s historic African American community. The group of elders consists of current residents, ages 80 to over a 100, who have had a lifelong relationship with the historic Hannibal Square community. Since the project’s inception in 2012, more than half of the participating elders in the first phase have passed away, but their legacy and contributions will last forever through the collection at the Hannibal Square Heritage Center, reaching local residents and visitors of all ages and backgrounds. Through the art of documentary photography by Heritage Center founder Peter Schreyer, and oral

histories collected by the center’s chief historian Fairolyn Livingston, the memories and stories of elders from one of the nation’s oldest African-American townships will become an exhibition at the Hannibal Square Heritage Center. During the exhibition, the Hannibal Square Heritage Center will host a Juneteenth Celebration at the Winter Park Community Center, date TBA.

Photo: Peter Schreyer, “Mrs. Talbert, age 99, in the sitting room of her daughter’s bungalow in West Winter Park – 2015,” silver gelatin print

**EMERGE: NEW WORKS BY PAINTING AND DRAWING FELLOWSHIP
AND STUDIO ARTISTS**

May 10 – August 3

Opening reception: Friday, May 10, 7 – 9 pm

Showalter Hughes Community Gallery

Emerging artists from the Crealdé Painting and Drawing program share their talent in work produced during their fellowships. The Crealdé Fellowship Program, since 1978, and the Studio Artist Program, since 1996, has mentored an average of 25 students per year through this work-study exchange. This exhibition is curated by Barbara Tiffany, Curator of Exhibitions.



Fellowship artist, Joan Sanchez, "Promise of a Tomorrow," oil on canvas



Studio Artist Mayra Feliú, "Helianthus," oil on canvas

38th ANNUAL JURIED STUDENT EXHIBITION

June 7 – August 31

Opening reception: Friday, June 7, 8 – 9:30 pm, following the Annual Membership Meeting and award ceremony

Alice & William Jenkins Gallery

This favorite annual exhibition features some of the year's best student work in painting, drawing, photography, ceramics, sculpture, jewelry and fiber arts. Works are selected by Crealdé's program managers and awarded by a guest juror. Opening reception follows the Annual Membership Meeting and award ceremony, 7-8 pm.



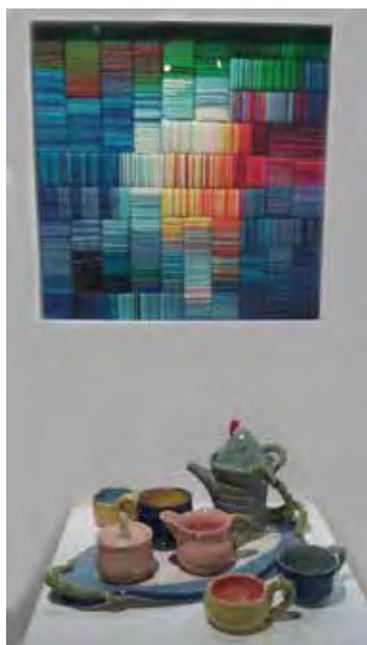
35th ANNUAL CUP-A-THON

Friday, August 9, 7 – 10 pm

Saturday, August 10, 7– 10 pm

Showalter Hughes Community Gallery

For nearly four decades, this summer social, hosted by Vincent Sansone, Ceramics Studio Manager and Senior Faculty Member, brings smart shoppers and collectors to the main campus to browse through hundreds of one-of-a-kind ceramic cups, bowls, and other vessels handmade by Crealdé instructors, artists, students, and friends. As the tradition goes, buy a cup or goblet and it will be filled. Proceeds benefit upgrades to the Ceramics studio and kilns.



Ceramic and Fiber art class collaborations.

37th SUMMER ARTCAMP EXHIBITION

August 17 – September 14

Opening reception: August 17, 5 – 7 pm

Showalter Hughes Community Gallery

Since 1982, Crealdé has presented an Annual exhibition featuring works of art from the 400 Summer ArtCamp participants, ages 4 – 17. The exhibition includes collaborative and individual works in painting, drawing, printmaking, sculpture, and photography. It is curated by Crealdé's Summer ArtCamp Faculty.

COLLECTING FOR HALF A CENTURY: FINE CRAFT FROM THE FLORIDA CRAFTART PERMANENT COLLECTION

September 13, 2019 – January 11, 2020

Opening reception: Friday, September 13, 7 – 8:30 pm in the Alice and William Jenkins Gallery with a gallery talk by Florida CraftArt Executive Director Katie Deits

Florida CraftArt was organized 70 years ago by Stetson College art professors Elsa and Louis Freund as a statewide organization celebrating fine craft. Fine craft includes works in ceramic, wood, fiber, metals, jewelry, glass, and mixed media. The Permanent Collection of Florida CraftArt evolved after the organization established statewide headquarters and a gallery in 1986 in St. Petersburg, Florida, under the direction of its first executive director, Michele Tuegel. The goals of the collection, today consisting of 161 objects, are to recognize the cultural significance of Florida's fine craft art in our broad artistic landscape, document the rich tradition of craft art throughout Florida and beyond, and to educate and inspire future generations of artists and arts appreciators. The exhibition at Crealdé will consist of works by distinguished Florida craft artists including John Eckert, Christine Federighi, Bill Ives, Ray Ferguson, Bob Kopec, Tim Ludwig, Laura Militzer-Bryant, Vince Sansone, Bonnie Seeman, and Barbara Sorenson.



John Eckert, "Lobed Pot,"
ceramic raku



Kristin Holeman, "Mermaid Broach,"
sterling silver, pearls, cloisonné



Chuck Johnson, "untitled"
wood, plexiglass, granite metal

KIANGA JINAKI AND JOHN MASCOLL: FLORIDA CRAFTART MEMBERS AT THE HANNIBAL SQUARE HERITAGE CENTER

September 13, 2019 – January 11, 2020

Opening reception: Friday, September 13, 8 – 10 pm with a gallery talk by the visiting artists

Two prominent African American artists and members of Florida CraftArt will exhibit at the HSHC, paralleling the showing of the permanent collection on the Crealdé main campus. **Kianga Jinaki** is a self-taught fiber and mixed-media artist and educator from West Palm Beach. Over the past 25 years she has created soft sculptures and art/story quilts that honor the rich cultural traditions of Africa and the African diaspora. Barbados-born **John Mascoll** has had a lifelong love for wood inspired by his father who was a shipwright. A member of the American Association of Woodturners, he has produced functional and fine art hollow and closed vessels at his Safety Harbor studio since 1989. He has a B.A. in Physics and a B.E. in Civil Engineering from Fisk and Vanderbilt Universities. In 2016, his work was purchased as part of the Florida CraftArt Permanent Collection.

Both Florida CraftArt exhibitions are curated by Barbara Tiffany, Crealdé's Curator of Exhibitions.



Kianga Jinaki, "Spirit of the Cloth," fiber



John Mascoll, "Queen Palm Vessel," Queen Palm trunk

IT'S ONLY HUMAN: THE FIGURE AS ART

September 27 – January 11, 2020

Opening reception: Friday, October 4, 7 - 9 pm, closing on the Annual Night of Fire

Showalter Hughes Community Gallery

This first-time, juried exhibition curated by Barbara Tiffany will showcase the human figure depicted in any medium, including painting, drawing, photography, clay and sculpture, representational or abstract and is open to the participation of all Crealdé faculty, students, and members. The juror for this exhibit is Nancy Jay, artist and Senior Teaching Fellow at Valencia State College.



Stacy Barter, "Megan on Teal," oil on linen



Lynn Brenner-Katz, "Sensuality," clay, limestone and wood

FALL ART SALE - TBD

THE LAKE: A DOCUMENTARY EXPLORING THE LAND AND PEOPLE OF LAKE APOPKA

Orange County Regional History Center

May 11 – August 18, 2019

Opening reception: TBA

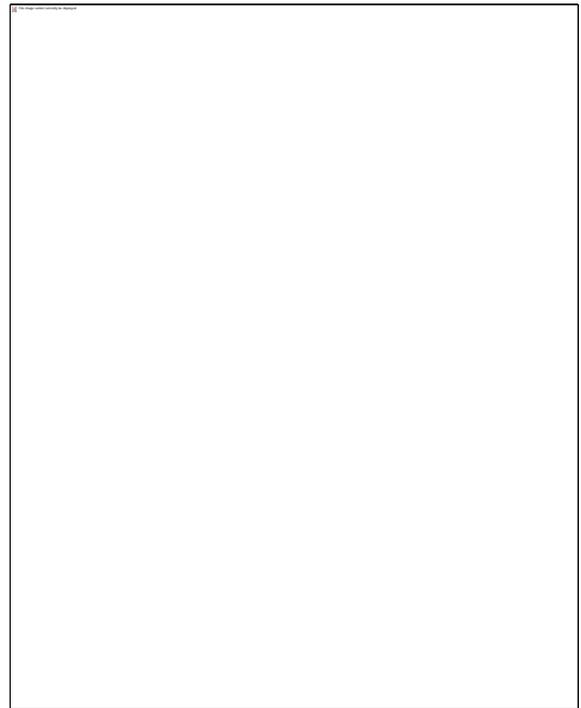
This latest collaboration between Crealdé School of Art and the Winter Garden Heritage Foundation offers a contemporary and historic window into the culture and landscape of Central Florida's Lake Apopka. Through documentary photography, plein-air painting and oral histories, the 2017 CT-funded exhibition explores the relationship between the lake and the diverse people who call the shores of Florida's third largest lake their home and place of work. It traces Lake Apopka from the early citrus and tourism industry through the revolutionary mid-century muck farming industry, which included the partial draining of the lake and led to massive environmental destruction and public health issues, to the current efforts of restoration, responsible land and water management, and the emerging eco-tourism industry.

The exhibition debuted at Crealdé School of Art and the Hannibal Square Heritage Center in the fall of 2017 and was next exhibited in the winter of 2018 in Winter Garden at the Winter Garden Heritage Foundation and Winter Garden City Hall. It will reach new audiences during a summer 2019 showing at the Orange County Regional History Museum as part of their "Accidental Historian" series. This traveling exhibition was curated by Barbara Tiffany and project leader Peter Schreyer.

Special thanks to the City of Winter Garden, the Farmworker Association of Florida, the St. Johns River Management District, Friends of Lake Apopka, and countless businesses and individuals in the communities surrounding Lake Apopka.



Kucku Varghese, "Lake Apopka Farmworker Linda Lee"
digital photograph on archival ink-jet paper



Tom Sadler, "The Pump House Nocturne"
oil on panel

9-6-2018

HANNIBAL SQUARE HERITAGE CENTER

TOURISM MARKETING PLAN AND EDUCATIONAL OUTREACH



Tourism Marketing Plan

Crealdé is proud of its expanding reach, as well as increased traffic to its new website and email newsletter, evidenced through analytics. To continue this growth, the goals of the Tourism Marketing Plan are to attract:

- Incremental tourists (not just tourists already in the area)
- Florida residents outside the four-county area
- First-time local visitors

1) Advertising: The plan involves an investment of paid print and online advertising and pre-exhibition and event radio buys. Highlights include:

- Pay-per-click advertising with Facebook to segmented audiences including those outside the four-county area and African-Americans. Exhibitions and events will also be boosted on Facebook and remarketed to web-site visitors (retargeting).
- Crealdé's Visit Orlando membership listing reaches 200,000 international consumers in English, German, Spanish, Portuguese and Chinese through online and print listings.
- To reach Florida residents with a passion for the humanities and learning about Florida history, Crealdé will promote "The Sage Project" through the Florida Frontiers radio program that broadcasts on public radio throughout the state.
- To reach Florida residents with a passion for the humanities, Crealdé also will promote "The Sage Project" and "The Lake" in FORUM Magazine, winner of several recent awards by Florida Magazine Association and former advertising partner.
- To promote the "Florida CraftArt" together with "Kianga Jinka and John Mascoll" exhibitions, Crealdé will inspire a weekend trip to Winter Park through Green Bench Monthly, reaching over 40K households within St. Petersburg.
- Crealdé will leverage its membership with Visit Florida, one of the most highly-visited tourist web portals, for online advertisement/website link and will seek out special opportunities to reach African American audiences as they are available.
- Targeting ads will reach local audiences through Orange Observer (Winter Park/Maitland Observer and West Orange Times), Orlando Weekly (582K print readers, including younger audiences 18 to 34), and Orlando Arts Magazine, which also reaches tourists and helps promote the Orlando Arts Brand. Distribution includes higher-end I-Drive hotels, and Winter Park's Alford Inn and Amtrak/Sun Rail station.
- WUCF-FM and WMFE-FM reach the HSHC demographic of nearly 300,000 Central Floridians, in Brevard and Volusia, as well as Orange, Osceola, Seminole and Lake. Both radio stations and WUCF TV have free event listings and broadcast opportunities.

2) Promotions:

- Exhibition partners, Florida CraftArt in St. Petersburg, PRADO, and Orange County Regional History Center, will co-promote the exhibitions to their patrons. In partnership with PRADO, media releases for “La Diaspora” will be sent to local, statewide, and Puerto Rican organizations.
- The Crealdé News email is sent weekly to more than 8,000 subscribers with a successful 20 percent open rate.
- Exhibitions are promoted with high quality postcards mailed to Crealdé’s 5,000-plus mailing list. Media releases and images or story pitches will be sent to local, regional and national contacts.
- An average of 10,000 Crealdé Program Guides featuring the exhibitions are produced three times per year, distributed to key outlets for maximum tourist exposure via chambers of commerce, visitor bureaus, museums and galleries and mailed to 5,000 households three times annually.
- The HSHC will continue to attract and host tour groups, associations, and community partner events.
- The new website with search engine optimization has increased visitation and improved access to information on exhibitions and opportunities for participation.
- The Crealdé promotional team adds up to an army of more than 100 motivated and involved supporters including faculty, staff, fellowship artists, and volunteers.

3) Social Media/Online:

- The social media emphasis will be promoting the exhibitions through video stories on Instagram and Facebook.
- Review and listing sites include OrlandoAtPlay.com, Visit Orlando, Visit Florida, Orlando Weekly, Orlando Sentinel, AAA, Lonely Planet, Trip Advisor, Roadtrippers, and Yelp.

Crealdé fully participates in OrlandoAtPlay.com, Nonprofit Search and Visit Orlando.

Timeline:

August 2018 through January 2019

- Develop content for media releases, website, program guide and other materials for spring exhibitions and events.
- Begin ongoing Facebook ads for the 2019 season.
- Prepare schedule of ads for WMFE-FM and WUCF-FM.
- Pitch stories for the “La Diaspora” and “Andrew Grant” to publications and radio.

- Design ads for Jan./Feb. issues of Orlando Arts Magazine and Orange Observer to promote “La Diaspora” and “Andrew Grant” exhibitions.
- Update online listings and schedule ads: OrlandoAtPlay.com, Visit Orlando, Visit Florida, Orlando Sentinel, and Orlando Weekly.
- Design invitations to be mailed (5,500) and emailed (8,000) for the “La Diaspora” and “Anthony Grant” exhibitions.
- Prepare text panels and foils for “La Diaspora” and “Andrew Grant” exhibitions.

February 2019

- Opening event for the “La Diaspora” exhibition on February 1.
- Opening event for “Andrew Grant” on February 15.
- Design ad for March/April issues of Orlando Arts Magazine and Orange Observer to promote the Hannibal Square Heritage Center Folk & Urban Art Festival.
- Design FORUM Magazine ad for “The Sage Project.”
- Prepare sponsorship ad and content for radio feature for Florida Frontiers radio show.

March 2019

- Design and distribute posters and flyers for the Hannibal Square Folk & Urban Art Festival.
- Design ad for May/June issues of Orlando Arts Magazine and Orange Observer to promote “The Sage Project” exhibition and the Juneteenth celebration at the HSHC.

April 2019

- Promote Hannibal Square Heritage Center Folk & Urban Art Festival at the Winter Park on social media and Farmer’s Market up until April 27.
- Design invitations to be mailed (5,500, including the CRA district) and emailed (8,000) for “The Sage Project” and Juneteenth Celebration.
- Opening reception for “The Sage Project” on April 12 at the HSHC and panel discussion on April 13.
- Host Hannibal Square Heritage Center Folk & Urban Art Festival on April 27.

May 2019

- Promote Juneteenth Celebration through social media.

- Opening reception for “The Lake” at Orange County Regional History Center on May 11.

June 2019

- Develop content for media releases, website, program guide and other materials for fall exhibitions and events.
- Design ad for July/August issues of Orlando Arts Magazine and Orange Observer.
- Host Juneteenth Celebration on Saturday June 15 or June 22 (TBD)

July 2019

- Design ad for Enzian, Orlando Arts Magazine and Orange Observer to promote “Florida CraftArt” exhibitions.

August 2019

- Design invitations to be mailed (5,500) and emailed (8,000) for the “Florida CraftArt” exhibitions.

September 2019

- Opening reception for “Florida CraftArt” exhibitions on September 13 at HSHC and Crealdé main campus.

Educational Outreach

“One of the most diverse audiences of any cultural organization in Central Florida,” says Dr. Kristin Congdon, UCF Professor Emerita.

The HSHC is first intended to serve the historically marginalized African American population of west Winter Park, but to make its inspirational programs available to all, admission is free, and the facility is handicapped accessible and open five days per week. The center features a permanent educational exhibition inclusive of the visually impaired, neighborhood walking tours, a field trip program, workshops and presentations with artists in residence, panel discussions with visiting and local partnering organizations that address topics such as African American history, race relations, and preservation.

“La Diaspora” exhibition will be accompanied by text panels and a catalog. Over 1,000 youth will be inspired by this exhibition and will learn about Puerto Rico through Crealdé’s Visit to the Art Studio Field Trip Program.

Andrew Grant will provide a scholarship for private study through Crealdé for a qualified Hannibal Square student in painting & drawing.

The Hannibal Square Heritage Center Folk & Urban Art Festival is a celebration of blended cultures through art and music. In addition to the artwork demonstrations and sales, the festival delights visitors with educational experiences from the cultural traditions of Central Floridians, such as African storytelling and dance, Caribbean and Zydeco music, Puerto Rican Vejigante mask-making and the Aztecas Indian headband workshop and musical parade.

“The Lake” exhibition will open at the Orange County Regional History Center with a presentation by project creator Peter Schreyer and will reach an estimated 12,000 visitors and youth campers.

The “Sage Project Phase II” exhibition will include a community panel discussion. Coinciding with the exhibit will be the HSHC’s third Juneteenth community event, which celebrates the emancipation of slaves in the U.S.

Florida CraftArtists will give opening reception talks and offer workshops during the exhibition run.

The HSHC will continue outreach to youth, seniors and local organizations including the Winter Park Library, the Hope Community Center in Apopka, Office of Community Engagement and the Winter Park Institute at Rollins College, AARP, as well as local African American history and heritage organizations.

CRITICAL ACCLAIM

“Our members and other Orlando area residents 50+ tell us they have been delighted to discover the Hannibal Square Heritage Center. The center helps Greater Orlando residents discover a rich local heritage that they may not have been aware of. It is through sharing such a heritage that we help build stronger, more resilient communities. Our shared heritage helps bring us closer together. AARP is working to make communities stronger, more resilient and more connected for people of any age. Allies such as the Hannibal Square Heritage Center are a vital part of our work, and we are grateful for their contributions.” - **Abby Walters, MSW, Associate State Director of Staff for AARP Florida Central**

“As a South Arts board member in Atlanta, when I speak about Crealdé at meetings, the school needs little to no introduction. Its exhibitions are equal to those that might be seen at major museums across the country.” - **Kristin Congdon, Ph.D., Professor Emerita, Philosophy and Humanities, UCF, Orlando, FL**

“I am writing to express my support and enthusiasm for Crealdé generally, and for their very fine work with exhibitions on both the main campus and at the Heritage Center. Under Peter’s leadership and artistic excellence, Crealdé has done an exceptional job of teaching and exhibiting documentary photography at its finest. Crealdé is truly a unique community-based art education organization.” - **Tom Rankin, Professor of the Practice of Art and Documentary Studies, and Director, MFA in Experimental and Documentary Arts, Duke University, Durham, NC**

“For a number of years the area languished, then its prime location fueled development and gentrification, with significant loss of cultural landmarks and longtime residents. Today there exists a renewed vitality and vision as the Hannibal Square Heritage Center and its exhibitions and programs weave the stories of this proud neighborhood together into an inspiring example of what is possible through the blending of historic preservation with the visual arts. Those things that feed the eye nourish the soul.” - **Judge’s remarks, American in Bloom National Competition**

“Crealdé School of Art is dedicated to promoting community engagement with the arts and has worked with the Florida Folklife Program in the past to bring folklife exhibits to broader audiences in Central Florida. It is in light of the outstanding reputation of Crealdé School of Art and their past and present collaborative efforts that I extend my enthusiastic support.” - **Amanda Hardeman, State Folklorist and Director, Florida Folklife Program, Tallahassee, FL**

“The Heritage Center is certainly a beacon of light that brings dignity to the community, as well as inspiration to all who visit from near and far. I truly appreciate and was moved by the wonderful exhibition of photographs and stories as told by residents from Winter Park’s historic African-American community the Hannibal Square Heritage Center is a destination that I would recommend without reservation to those visiting Florida.” - **Martin Luther King III, Atlanta, GA**

“I deeply respect the unique way the Heritage Center pays tribute to the historic African-American community of Winter Park. ‘The Heritage Collection: Photographs and Oral Histories of West Winter Park’ and the other inspiring and dignifying exhibitions presented at the center...make it a model for other communities nationwide, and for those of us charged with strengthening our cities’ economies. The Heritage Center is a destination that I would recommend without reservation to those visiting Florida.” - **Sharon Kyler, President of the Temple Community & Economic Development Corporation in Philadelphia**

“Thanks for inviting the Mary S. Harrell Black Heritage Museum to partner with the Crealdé School of Art for the Storytellers XVII project. Peter did a fantastic job in mentoring and instructing the students in visual and narrative storytelling through traditional film-based photography. The students learned a great deal about the educational power of collecting oral histories from their own community. This project was a dream come true for our museum director, Jimmy Harrell.” – **Ann Harrell, Board Chair, Mary S. Harrell Black Heritage Museum, New Smyrna Beach**



Andrew M. Grant: Elements

February 1 to April 6, 2019

HANNIBAL SQUARE
Heritage Center

crealdé
SCHOOL OF ART

Crealdé School of Art and Hannibal Square Heritage Center welcome

Andrew M. Grant: Elements

An intimate collection of figurative works by emerging local artist Andrew M. Grant in his first solo exhibition features drawings and paintings inspired by the natural power and beauty of black women. Starting with his painstaking sketches of live models, Grant portrays his subjects in lush backgrounds that key on the elements of earth, air, fire and water with some nudity.

Please join us at the Hannibal Square Heritage Center upstairs Visiting Artists Gallery!

Reception: Friday, February 15, from 7-9 p.m. with a welcome talk by Andrew Grant at 8 p.m.

Artist Talk: Sunday, February 24, 2 p.m. with a presentation and open discussion with Andrew Grant, former Crealdé Fellowship student

Guided Tours: Contact Barbara Chandler, Manager, email barbara@hannibalsquareheritagecenter.org, 407-539-2680

Save the Date! Saturday, April 27, 2019 - 10th Annual Hannibal Square Heritage Center Folk & Urban Art Festival



Front: Detail of *Spring* (earth), oil on panel, 12x36 in; clockwise from top left: *Camouflage* (earth), oil on panel, 18x12 in; *Love Within* (air), oil on panel, 20x16 in; study for *Spring*, charcoal on paper, 4x12 in.



This project is funded in part by Orange County Government through the Arts & Cultural Affairs Program, with additional support from Duke Energy through United Arts of Central Florida.



Crealdé School of Art is a nonprofit art organization supported in part by memberships; United Arts of Central Florida; the City of Winter Park; Orange County Government through the Arts & Cultural Affairs Program; the State of Florida, Division of Cultural Affairs; The Florida Arts Council; The National Endowment for the Arts; and various private foundations.

EST '75 crealde.org **Hannibal Square Heritage Center** 642 W. New England Ave., Winter Park, FL 32789 p 407.539.2680 | f 407.539.2682 Established to pay tribute to Winter Park's historic African-American community through documentary photography, oral history and public art.

VIBRANT VISION:

**African Diaspora
& African American
Artists' Works from the
Jonathan Green and
Richard Weedman
Collection**



crealdé
SCHOOL OF
ART

EST
'75

September 14–January 12
Alice & William Jenkins Gallery, Crealdé main
campus and Hannibal Square Heritage Center

VIBRANT VISION: African Diaspora & African American Artists' Works from the Jonathan Green and Richard Weedman Collection

September 14–January 12 | Alice & William Jenkins Gallery, Crealdé main campus and Hannibal Square Heritage Center

Selected from *Vibrant Vision*, a 40-year effort of Charleston-based collectors, Jonathan Green and Richard Weedman, this exhibit reflects themes of work, love, belonging and spirituality. With outstanding African American artists such as Clementine Hunter, Elizabeth Catlett, Hale Woodruff, Romare Howard Bearden and more, these works of art range from the late 1930s to the present and represent artists throughout the Caribbean and United States. The influential array of artists offers a deep look into diverse cultural influences that have shaped American art over the past hundred years.

Please join us Friday, September 14 for the opening receptions. Enjoy live music, gallery talks with Jonathan Green, hors d'oeuvres and refreshments.

- 7–8:30 pm at the Alice & William Jenkins Gallery, with a brief talk at 8 pm, Crealdé School of Art, 600 St. Andrews Blvd., Winter Park, FL, 32792
- 8–10 pm at the Hannibal Square Heritage Center, with traditional African music and dance by *Lubamba African Spectacular* and a gallery talk, 642 W. New England Blvd., Winter Park, FL, 32789



This project was funded in part by a Cultural Tourism Grant from Orange County Arts & Cultural Affairs

Artwork on cover: Gene Pearson, "Dreads," 1990, ceramic; Hale Woodruff, "Returning Home," linocut on archival paper 184/300; Elizabeth Catlett (1915–2012), "New Generation," 1992, lithograph 91/100.

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Crealdé Arts, Inc.
600 St. Andrews Blvd.
Winter Park, Florida 32792
407-671-1886; crealde.org

Non-Profit Org
U.S. Postage
PAID
Permit 93068
Orlando, FL



Crealdé School of Art is a nonprofit art organization supported in part by memberships; United Arts of Central Florida; the City of Winter Park; Orange County Government through the Arts & Cultural Affairs Program; the State of Florida, Division of Cultural Affairs; The Florida Arts Council; The National Endowment for the Arts; and various private foundations.

Out from obscurity

The 'Vibrant Vision' exhibit coming to Winter Park will showcase African-American artwork dating back to the 1930s.

IF YOU GO

'VIBRANT VISION: AFRICAN DIASPORA AND AFRICAN-AMERICAN ARTISTS'
WHEN: Sept. 14 to Jan. 12, 2019

WHERE: Alice and William Jenkins Gallery, Crealdé School of Art, 600 St. Andrews Blvd., Winter Park; Hannibal Square Heritage Center, 642 W. New England Blvd., Winter Park

INFORMATION: Crealdé, (407) 671-1886; Heritage Center, (407) 539-2680

TIM FREED ASSOCIATE EDITOR

A new exhibit coming to Winter Park will showcase artwork that has been overlooked for decades.

"Vibrant Vision: African Diaspora and African-American Artists" will open to the public Friday, Sept. 14, at the Hannibal Square Heritage Center and the Alice and William Jenkins Gallery at Crealdé School of Art. It features 26 paintings, prints and sculptures by African-American and Caribbean artists spanning from the 1930s to the present.

"It represents 40 years of collecting, and it's just a beautiful representation and beautiful array of influential artists," Crealdé marketing manager Mila Dykes said.

"You have a body of work — a collection of work — with this intention to represent where there has been a lack of representation. In our current climate and culture, it's super important that we see this. ... It's an enriching cultural experience, and it's very important for us to see this and experience this art."

The artwork comes from a larger



Courtesy
Visitors can expect to see 26 different pieces of art between the two exhibits at Crealdé School of Art and the Hannibal Square Heritage Center.

spoke to the audience and others that were just fun to look at because of the colors and the composition," Tiffany said. "I go with my instinct and what appeals to me and what would make a cohesive show with still a sense of variety."

Hannibal Square Heritage Center Manager Barbara Chandler said the timing of the exhibit couldn't be better.

"Being that most of the work is African-American inspired, this is a great time with the social and political climate the way it is to have these influences of great African-American artists," Chandler said. "To have that work here in this space is very special."

The two exhibits will be on display at Hannibal Square Heritage Center and Crealdé School of Art through Jan. 12, 2019.

the museum. It became evident that African-American families and their children visiting mainstream galleries, museums and cultural centers did not have an opportunity to view images of themselves or of their own history and life."

The collection of African-American art has grown to more than 1,000 pieces in the last four decades. The 26 pieces coming to Winter Park were chosen by Crealdé curator of exhibitions Barbara Tiffany and include creations by artists Romare Bearden, Elizabeth Catlett, Clementine Hunter, Jacob Lawrence, Hale Woodruff and more.

"I wanted some pieces that

collection accumulated over 40 years by artist Jonathan Green and his partner and studio director, Richard Weedman. The collection all stemmed from a discussion between the two art enthusiasts back in the 1970s while Weedman was studying at the Art Institute of Chicago.

"(Although) Jonathan respected and appreciated much of the art, it did not relate to his own culture, heritage or outlook on life," Weedman said in a prepared statement. "He shared that neither the school nor the museum featured or showed a sincere interest in the art of African-American artists along with the other masters taught at the school or shown in

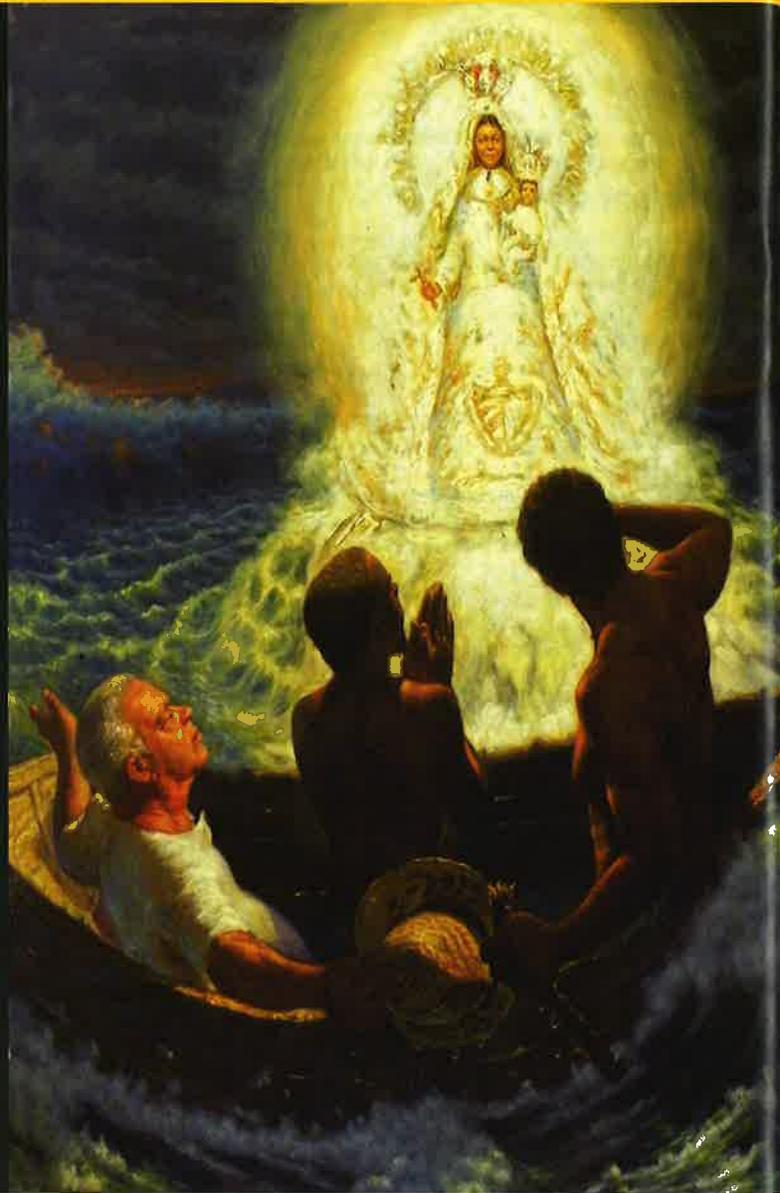
Vibrant Vision: African Diaspora and African-American Artists' Works From the Jonathan Green and Richard Weedman Collection

Sept. 14, 2018-Jan. 12, 2019

Crealdé School of Art Alice & William Jenkins Gallery
& Hannibal Square Heritage Center Visiting Exhibition
Gallery
Crealdé School of Art
crealde.org

People throughout the South are familiar with Jonathan Green's paintings. He is beloved by many for his vibrant depictions of Gullah life and culture in the Lowcountry. Few, however, are familiar with the incredible collection of artwork assembled over the last 38 years by Jonathan and Richard Weedman, his partner and studio manager. Their international art collection, *Vibrant Vision*, includes paintings, sculptures and prints from outstanding WPA-era African Diaspora and African-American artists. The collection reflects themes of work, love, belonging and spirituality. With outstanding artists such as Clementine Hunter, Elizabeth Catlett, Hughie Lee-Smith, Hale Woodruff, Romare Howard Bearden and more, these works of art have a particular focus on pieces created during the late 1930s and 1940s, from the period of the Federal Art Project of the Works Progress Administration, to the present, from the Caribbean and the United States.

The opening reception is Sept. 15, 7-9 p.m., at Crealdé School of Art's main campus and includes a brief gallery talk by the curators. Additionally, a reception featuring live music and African dance is at the Hannibal Square Heritage Center, 8-10 p.m.



"When making the selections, I found that many pieces told profound stories about the artists and times during which they were created, such as *Hanging Victim on the Steps*, one of three linocuts by Hale Woodruff dating to the 1930s. Some selections just had a 'presence,' such as the sculpture *Dreads* by Gene Pearson, with the subject's eyes looking out from the side, seeming to speak of strength, observation and mindfulness. Other works are just joyful to look at with strong color, like the abstract watercolor *Dockside Market* by Romare Bearden and *New Generation* lithograph by Elizabeth Catlett, portraying a proud father holding his young son in his arms." — Barbara Tiffany, Crealdé curator of exhibitions

SEPTEMBER

Sep. 1

Best of the Artist's Way Casselberry Art House, 407.262.7700, casselberry.org

37th Annual Juried Student Exhibition Crealdé School of Art, 321.203.2605, crealde.org

Storytellers XVII: West of the East Coast Tracks at Hannibal Square Crealdé School of Art, Hannibal Square Heritage Center, 407.671.1886, crealde.org

Annual Local Artists Exhibition Lake Mary Historical Museum, 407.585.1481, lakemarymuseum.com

Grounds For Exhibitions: Steve Tobin Roots Walking Lake Formosa Mennello Museum of American Art, 407.246.4113, mennellomuseum.org

Going Global: Origins & Destinations Winter Garden Art Association, SoBo Art Gallery, 407.347.7996, wgart.org

Sep. 1-2

Bank of America Museums on Us Orlando Science Center, 407.514.2128, osc.org



April 11, 2019

Dear Community Redevelopment Agency Members,

The Winter Park Playhouse is celebrating its 17th year as Winter Park's professional musical theatre and is dedicated to improving the quality of life for residents and visitors by producing year-round professional musical theatre programming that entertains, uplifts and inspires. As a 501(c)(3), non-profit charitable organization, the Playhouse belongs to the community and was founded to benefit the City, its residents and businesses. Since 2002, the Playhouse has served over 260,000 people in-house and out in the community.

The Playhouse is an active partner with the City, Chamber, local restaurants, merchants, hotels and other cultural organizations. It attracts thousands of visitors each year who come to see a show and then shop, dine and explore Winter Park. **According to the Americans for the Arts Economic Prosperity Calculator, The Winter Park Playhouse's current annual economic impact on Winter Park is \$1.6 million.**

As part of its outstanding community outreach, the Playhouse brings free musical theatre classes and performances to underserved youth and seniors at the WP Community Center, Library, Winter Park & Welbourne Avenue Day Nurseries, The Gardens at Depugh, Calvary Towers, The Plymouth, Easter Seals DayBreak and WP elementary schools. The Playhouse also gives free tickets to the WP Community Center throughout the year to bring senior Winter Park residents to the theatre to enjoy the professional musicals.

The Playhouse presents the annual Florida Festival of New Musicals which brings in over a thousand people to Winter Park from around the world. As the only one of its kind south of Atlanta, the festival brings international recognition to the city and engages thousands of residents and visitors. The 4-day festival **is projected to have an additional \$70,000 economic impact on businesses in the CRA.**

As an integral part of what makes the City of Winter Park the "City of Arts and Culture" and a spectacular place to live and visit, we are respectfully requesting continued support of \$40,000. Ticket revenue only covers 50% of the expenses required to operate and provide the extensive year-round quality programming to the community. For more information about the Playhouse, please see the attached documents. You can also visit our website at winterparkplayhouse.org or go to cfound.guidestar.org to see our fully reviewed profile.

We sincerely thank you for your continued support, time and consideration.

A handwritten signature in blue ink that reads "Heather Alexander".

Heather Alexander, Executive Director
The Winter Park Playhouse

The Winter Park Playhouse is a registered 501 (c)(3) non-profit charitable organization and a professional theatre proudly affiliated with Actors' Equity Association and The National Alliance for Musical Theatre.

The Winter Park playhouse

OVERVIEW

MISSION:

The mission of The Winter Park Playhouse is to enhance quality of life by producing and developing year-round professional musical theatre, cabarets and educational outreach programs that entertain, uplift and inspire residents and visitors in Central Florida.



GOALS:

Utilizing the 5-year strategic plan as a guideline, the organization will strive to achieve the following goals:

- To advance and preserve the original American art-form of musical theatre;
- To produce unique musical theatre programming that attracts visitors and positively impacts Florida's economic growth;
- To elevate the cultural status of the region and state;
- To diversify the Board of Directors, staff, cast and audience to better represent the world in which we live;
- To uplift and inspire Central Florida's youth through quality educational musical theatre experiences;
- To improve the health and well-being of Central Florida's senior adults through professional musical theatre experiences;
- To foster and support the artistic growth and development of professional actors, musicians, technicians, writers and composers;
- To develop and present new musical theatre works.



OBJECTIVES/ACTIVITIES:

The Winter Park Playhouse will continue to produce dynamic, high-quality musicals, cabarets and outreach programs that engage over 30,000 diverse people of all ages, ethnicities and socio-economic backgrounds. Support from the City of Winter Park will help to make the following programs possible:

THE 2019-2020 MAINSTAGE SERIES: A year-round assortment of six unique musicals, new or rarely produced in the region, all featuring professional actors, musicians and technicians. The professional musicals will include: *How to Marry A Divorced Man*, *Desperate Measures*, *You're A Good Man Charlie Brown*, *Beehive: The 60's Musicals*, *The Andrews Brothers* and *The Pump Boys & Dinettes*.

THE SPOTLIGHT CABARET SERIES: A year-round series of new cabaret premieres showcasing a different professional singer each month at the baby grand piano in the beautiful lobby.

THE 4TH ANNUAL FLORIDA FESTIVAL OF NEW MUSICALS:

An annual international festival, the only one in Florida and one of two in the Southeastern Region, that advances the original American art form of musical theatre by fostering the development of new musicals and the artistic growth of writers and composers. This 4-day event showcases six brand new, never-before-produced musical works performed by varying casts of professional actors and musicians.

EXPRESSIONS-A CELEBRATION OF VOICES IN AFRICAN-AMERICAN MUSIC: A quarterly music series, in collaboration with local resident Maria Olivia Bryant, celebrating African-American music and featuring all professional African-American artists.

REACH (Relevant Educational Arts for Children): A year-round educational outreach program which engages children in quality musical theatre experiences (live performances and classes) at their day nurseries, schools, libraries and community centers.

SHARE (Senior Health through ARts Enrichment): An year-round senior adult outreach program that brings uplifting, professional musical performances to homebound seniors in day centers and life-long care communities.



ECONOMIC IMPACT:

As the only professional musical theatre in Central Florida and one of two in the state, The Winter Park Playhouse positively impacts the local economy by attracting residents and cultural tourists who travel to see the theatre's quality programming. Since 2002, The Playhouse has produced 96 musicals, 116 cabarets and 2 festivals, enriching the lives of more than 181,000 residents and visitors. In addition, its exceptional educational outreach programs have provided free musical theatre experiences to over 78,000 underserved children at schools and community centers throughout Central Florida since 2009.

According to the Americans for the Arts Economic Prosperity Calculator, The Winter Park Playhouse's economic impact on the city of Winter Park is over \$1.6 million dollars. During the 2019-2020 Series, The Winter Park Playhouse will employ 7 full-time staff, 2 part-time staff and over 90 Florida-based contract employees who all contribute to the local economy.

FISCAL CONDITION AND STABILITY:

The Winter Park Playhouse has a dynamic, dedicated staff and Board of Directors made up of highly qualified professionals with diverse backgrounds in leadership, finance, management, development, theatre, education, marketing and sales. The Board and staff have successfully worked together to grow the business in a fiscally responsible manner and achieve strategic goals.

The annual budget is conservative, realistic and strictly followed. The Winter Park Playhouse has no debt and has consistently increased both earned and contributed income to meet expenses. A Strategic Plan, Fundraising Plan and Succession Plan are in place.

The Playhouse continues to focus on broadening the donor base and cultivating new support from individuals, foundations and government agencies in an effort to ensure long-term success.

Ticket sales are strong and consistently meet or exceed projected budget expectations. The base of annual series subscribers continues to increase annually and is currently over 1,400, the most in the theatre's 17-year history.

Each of the programs described in this proposal are integral to serving the community and fulfilling the organization's mission. The Winter Park Playhouse will continue to cultivate support for these programs through earned and contributed income.

Welbourne Avenue Nursery and Kindergarten, Inc

Winter Park Community Redevelopment Agency Mid-Year Report 2018- 2019

The goal of Welbourne Avenue Nursery and Kindergarten is to continue to provide affordable, quality childcare in a safe supportive environment for the children of very low to moderate income families in the CRA area. Our childcare program focuses on facilitating developmental growth of our students in the areas of fine/gross motor skills, receptive/expressive language skills, nutrition and hygiene, speech production skills, cognitive skills, visuo-spatial skills, and early literacy skills. In order to keep fees affordable, it is very important that we receive funding help on our needed capital improvements.

Currently, we are using the provided CRA funds to expand our video monitoring system, add a keyless entry system, and upgrade our entry gates for access control. All of these improvements are aimed at increasing the safety of our children and staff while on our campus. We are now in the second year of major improvements to our facility, all geared toward increased safety.

Item	Vendor	Estimated Cost*
Video System	SafeCam	\$8,000
Keyless Entry	SafeCam	\$25,000
Gates	SafeCam/Mossy Oak Fences	\$2,000
Total Received:		\$35,000

* at time of CRA proposal

Video Monitoring System

All classrooms now have two (2) cameras capturing all activity within each classroom. New exterior cameras have been added along the east, south, and west exterior walls to capture all activity in our new gardening area. We now have complete coverage, 24/7, of our entire campus, both internally and externally.

The final phase of our video monitoring system was performed by SafeCam, Inc., the same vendor that installed our initial system. The final system costs were \$3,311.76 – below are proposal estimate of \$8,000.

Project is complete.

Keyless Entry System

The main doors to each classroom and the office are having a keyless entry system installed. This will allow teachers, staff, and parents to enter a classroom by simply holding a keycard near the keypad. The system will provide reports of precisely who has entered a classroom.

The keyless entry system vendor is SafeCam – same vendor that installed our video monitoring system. The current estimated completion cost is \$19,000, which is below the estimate we made at the time of our proposal (\$25,000).

Project is underway and expected to be completed by the end of April.

Access-controlled Gates

Our main gate and the personnel gate are having access-control devices installed so that only people with a proper keycard or knowledge of the code can enter our campus. The main gate will have an intercom system to allow visitors to communicate with administrators in the office to seek entry to our campus. If approved, the administrator can remotely open the main gate.

This project is being coordinated with replacement of existing 4-foot fence with a 6-foot high fence to increase safety. The access-controlled gates system will be tied in to our keyless entry system so issued keycards will operate both doors and gates.

The gates and new main fence will be supplied by Mossy Oak Fence, Inc. while the electronic mechanism for the gates will be installed by SafeCam as part of our keyless entry system. Due to higher than estimated costs, we will apply the remaining CRA funds (approximately \$12,688.24) to our new security gates and fence project.

Project is underway and expected to be completed by late-May.

Expenditures Summary

Attached are the current proposals and invoices for these projects. SafeCam submitted a single proposal for both the final phase of the Video Monitoring System and the Keyless Entry System. To date, we have only paid them a 50% deposit for both projects (\$11,103.88).

For the gates and fence project, we again have only paid a 50% deposit (\$8,000).

Total to date expenditures are \$19,103.88. Remaining funds (\$15,896.12) will be dispersed as follows:

- Video System: \$1,655.88
- Keyless Entry: \$9,448.00 (*estimate, since project not complete*)
- Gates/Fence: \$4,792.24
- Total Remaining: \$15,896.12

Attachments

- Board of Directors Roster
- Board Minutes

Board Members & Executive Director

Welbourne Avenue Nursery and Kindergarten

January 1, 2019

Officers:

Chair

Richard Baldwin

Chief Executive Officer

Baldwin Brothers Funeral and Cremation Society

rick@baldwincremation.com

407-325-7520

Vice Chair

Elizabeth Smith

Former Deputy Director, NCCAOM

Former Vice President, Development Communications, Inc.

Board of Directors, The Jeremiah Project

betsyopelika@yahoo.com

703-606-1294

Treasurer

Raymond Knopke

President and Chief Operating Officer

Baldwin Brothers Funeral and Cremation Society

sknopke@baldwincremation.com

928-607-4644

Secretary

Kristine Miller, MBA, NHA

Executive Director

The Gardens at DePugh Nursing Center

kmiller@thegardensatdepugh.org

407-644-6634

Directors:

Denise Chatman, MBA

Senior Fund Accountant

denisechatman@gmail.com

407-312-0241

Richard James, PhD

Retired Professor of Computer Science, Rollins College
Former Vice President/General Manager, American Systems Corporation
rhjames@cfl.rr.com
407-756-7168

Lynn Leventhal

Fundraiser and Volunteer
For Crealde, Jeremiah Project, FCCWP, and Welbourne Avenue Nursery
Rlev3@aol.com
407-252-7433

Roxwell Robinson

Executive Director
Orlando/Orange County COMPACT, Inc.
Board of Directors / Gardens at DePugh
Board of Directors/Goodwill of Central Florida
rocky.robinson@ocps.net
407-317-3200, ext. 2002796

Donna Zeitler, CPA

Chief Financial Officer
Baldwin Brothers Funeral and Cremation Society
Treasurer, Rock Pink, Inc.
dzeitler@baldwincremation.com
407-394-6917

Advisory Board Members Executive Director

Mary R. Daniels

Docent, Hannibal Sq. Heritage Center
Past Advisory Council Member, Rollins College-Hamilton Holt School
Past Pres., Welbourne Avenue Nursery/HSCLT
Retired Product Administrator
ellragmrd@gmail.com
407-272-4895

Executive Director

Robynn Demar

Executive Director, Welbourne Avenue Nursery and Kindergarten
welbank@embarqmail.com
407-230-7650



MINUTES OF THE BOARD OF DIRECTORS MEETING OF THE
WELBOURNE AVENUE NURSEY & KINDERGARTEN
DECEMBER 5, 2018 AT 3:30PM

- 1.) **Call to Order:** The meeting was called to order at 3:30PM at Seacoast Bank Building.
- 2.) **Board Attendance:** Present were Rick Baldwin (*Chair*), Betsy Smith (Vice Chair), and Kristine Miller (*Secretary*). Absent was Denise Chapman. A quorum was present. Also present were Robynn Demar (*Executive Director*) and Mary Daniels (*Advisory Member*).
- 3.) **Special Presentation by Central Florida Foundation –by Sandi Vital**
 - A. Rick spoke about the mission and history of the Central Florida Foundation (CFF) then introduced Sandi Vital, Vice President of Community Strategies & Initiatives.
 - B. Sandi stated that in general, the Committee that reviews grant applications feels that the outcomes submitted in recent grant proposals were “squishy” – not well defined or supported.
 - C. Sandi provided the Board with a copy of Welbourne’s CFF profile and reviewed it - using the CFF Qualitative Investment Assessment Tool.
 - i. Sandi spoke on some of the important items the Committee looks for - and that therefore should be included in the Statements section:
 1. Impact – Sandi recommended adding more specific details on the impact that grants (*including past grants*) would have on the organization’s programs and on their capacity-building.
 2. Needs - Sandi recommended adding more specific details, about needs, including exact dollar amounts needed.
 - ii. Sandi spoke on some of the important items the Committee looks for and should be included in the Programs section:
 1. Description – Sandi suggested adding (*as an example*) more to the Welbourne story. Speak not to ‘warehousing children’ - but to the enrichment activities that take place.

2. Long Term Success – Sandi mentioned adding information about past Welbourne graduates such as high school graduation rates - and include stories of former students who either work at Welbourne, or who now take their own children to Welbourne, or who now have prominent positions, etc.
3. Short Term Success – Sandi suggested adding more clear **outputs** (*number of children served, number of certified teachers, etc.*) - and more clear **outcomes** (*school readiness rates, Gold Seal, Apple accreditation, social and emotional learning through the psychologist, safe environment by including security, etc.*).
4. Examples of Program Success – Sandi suggested adding the more qualitative **impact** items here such as having behaviorally-and-literacy ready children for kindergarten.

Sandi also stated that if the 3rd grade reading numbers aren't great (*of our former students*) to address the teaching system and other mitigating factors.

She also suggested adding low turnover which results in consistent care as well as the Lena Project Award.

- iii. Sandi spoke about some of the important measurement items the Committee looks for and should be included in the Governance section:
 1. She stated that this section needs to show how engaged the Board is - because it leads to better outcomes and a healthier organization.
 2. Sandi suggested adding a parent-voice to the Board.
- iv. Sandi spoke on some of the important items the Committee looks for in the Financials section:
 1. She stated that our earned revenue was good but that we should aim to have more unrestricted dollars.
 2. Sandi mentioned the possibility of creating an endowment and provided the Board with information on the process.

4.) **Approval of the Agenda:** The Board unanimously approved the consent agenda including the:

- A. Management Meeting Notes from November 2, 2018.
- B. Management Meeting Notes from November 30, 2018.
- C. Minutes of the October 31, 2018 Board Meeting.
- D. Minutes of November 19, 2018 ExCom Meeting, including September financial report.
- E. All acts and actions taken by the directors of the corporation since the last meeting.

5.) **Fundraising Report** – Betsy Smith

- A. Betsy reported on the Wild about Welbourne event on November 15:
 - i. Table clothes were the wrong size, but we were given a credit.
 - ii. An after-event report is being developed.
 - iii. Thank you's and receipts are being sent.
 - iv. Skip spoke about how to post receipts from previous years.
- B. Mary requested that a list be sent to the table captains about who attended, and who donated from their list, so that the table captains can follow up.

6.) **Marketing Report** – Betsy Smith

- A. Betsy stated that Welbourne needs a consistent marketing plan - including better Google and social media ads. Adam Page, a volunteer from Orange Rock Media, has developed a consistent market plan for 2019 and recommends a budget of \$5,000 (*see report*). The Board approved the budget of \$5,000 for Adam to implement.

7.) **2019 Budget Report** – Skip Knopke

- A. Skip reported that the 2019 operating budget was in progress.
- B. A 2019 capital budget will be prepared for review and approval during the next Executive Committee meeting.

8.) **Executive Director Report** – Robynn Demar

- A. Nemours Children's Hospital and the Winter Park Health Foundation (WPHF) have offered to include Welbourne in the Nemours telehealth services - to be offered to the children of Welbourne (*a program whereby children with common non-emergency illnesses might see a Nemours physician, via an iPad telephone screen, with*

the parent conferenced-in). Nemours will provide the ongoing program and WPHF will donate the equipment.

Parents must provide consent for their child to be in the Nemours program and the charge is \$59 per physician visit – billed to the family health insurance carrier (*including Medicaid*). A volunteer Swann & Hadley attorney is currently reviewing the details of the proposal for Welbourne.

If a family's insurance does not pay, Welbourne will be asked to pay the \$59 fee.

- B. Robynn proposed new Board members Dick James, Lawanda Thomas and Kimberly Layton. The Board has several other candidates to suggest as well. Rick and Betsy will work on identifying the individuals who may be interested to serve on the Welbourne board – and who bring organizational and/or professional skills which are currently absent – and then make a recommendation to the Board for their approval.
- C. Robynn reported that Welbourne received a fine of \$2840 from the IRS for the late filing of Welbourne's annual 2017, not for profit, 990 tax return. Robynn has asked for the IRS waive the fine.

Rick voiced concerns over this being the first he (and the board) were made aware of the late filing, and the fine, and asked that in the future, issues such as this are brought to his attention immediately.

Mary Daniels questioned why our internal administrative systems do not trigger the prep/filing of the annual tax return – and worried that this fundamental administrative failure could threaten our tax-exempt status! Robynn was unable to respond?

- D. Robynn reported that a staff holiday party has been scheduled for December 20. The estimated cost of the dinner is \$1087. She also asked if the staff bonuses will be given as budgeted in the amount of \$3500.

The Board asked Robynn to ask the staff if they would rather have a party or simply be paid the money (*\$1,087*) - and to quickly propose and submit to the Board a schedule for recommended Christmas bonus disbursements (*time being of the essence*).

9.) Other Business

- A. Mary Daniels reported that the Friends of Welbourne will be hosting the annual Old School Dance fundraiser on December 15, 2018.

10.) All acts and actions taken by the directors of the corporation during the this meeting were approved.

11.) Meeting adjourned at 5:00 pm

End of Minutes

Respectfully Submitted,

Kristine Miller,

Secretary



MINUTES OF THE BOARD OF DIRECTORS MEETING OF THE
WELBOURNE AVENUE NURSEY & KINDERGARTEN
OCTOBER 31, 2018 AT 3:30PM

- 1.) **Call to Order:** The meeting was called to order at 3:30 p.m.
- 2.) **Board Attendance:** Present were Rick Baldwin (*Chair*), Betsy Smith (Vice Chair), Kristine Miller (*Secretary*), and Denise Chapman. A quorum was present. Also present were Robynn Demar (*Executive Director*) and Mary Daniels (*Advisory Member*). Absent were Skip Knopke (*Treasurer*) and Katrina Jenkins.
- 3.) **Approval of the Agenda:** The Board unanimously approved the consent agenda including the:
 - A. Management Meeting Notes from September 21, 2018.
 - B. Minutes of the September 26, 2018 Board Meeting.
 - C. Minutes of October 18, 2018 ExCom Meeting, including September financial report.
 - D. All acts and actions taken by the directors of the corporation since the last meeting.
- 4.) **Treasurer's Report – Skip Knopke**
 - A. Due to the anticipated absence of Skip, the ExCom reviewed the Financial Report for January – September 2018 during their October 18, 2018 meeting.
 - B. The Board would like to see the financial reports reflect the difference between grants and donations.
 - C. The Board would like to investigate the possibility of getting donor-tracking software.
 - D. Denise reported that a new auditor has been selected, Joe Cusick with BDO.
- 5.) **Fundraising Report – Betsy Smith**
 - A. Betsy reported on the status of the Wild about Welbourne event on November 15.
 - i. Attendance is estimated to be 170. RSVP's are due by November 5.
 - ii. Each table Captain has received a packet of information and instructions on the role of a table captain.
 - iii. The Board approved using Drew Weisner of Dexter's to cater the event. This was the low bid at approximately \$3,000

- iv. Two volunteers, Lynn Leventhal and Suzi McGuffin are currently working on table centerpieces and gifts of notepads with pens. The Board approved a budget of approximately \$350.00.
 - v. Sarah Sprinkel has agreed to speak during the WAW luncheon and the important role it plays in the Winter Park Community.
 - vi. Robynn and Betsy are creating the program.
 - vii. The Board approved honoring Kimber and Jamie.
 - viii. The video is being done by Mt. Everest Cinematography and is expected to cost \$2,700. The Board approved the price - but asked Robynn to see if there is a discount available and to look at other vendors next year.
 - ix. A report will be created by the committee after the event detailing all the expenses.
- B. Mary reported that a past donor had reached out to her over concerns that there had been no follow-up regarding a donation and any future events. The Committee, with Robynn assisting, was asked to follow up with accumulation of guest lists, pledges, past donors, costs, vendors, and any other significant information.

6.) Marketing Report – Betsy Smith

- A. Betsy reported that Adam Page at Orange Rock Media had implemented an aggressive Google ad campaign to bolster enrollment and tracking phone calls.
- i. Adam provided the following information:
 - 1. 28 tracked calls since October 9th
 - a. Adam stated that our staff’s phone skills are improving.
 - 2. 4-5 Solid Prospect Leads
 - 3. 30 Google Ad Clicks
 - a. 26 were for daycare
 - b. 3 were for preschool
 - c. 1 was for infant care
 - 4. 930 Google Ad Impressions (number of times an ad was on a Google Search Result Page)
 - 5. Ad Spend So Far-\$168
 - 6. 2 New Five Star Google Reviews from parents, former parents.
 - 7. Current Google star rating is 4.5

7.) Volunteer Report – Betsy Smith

- A. Betsy reported that she will be hosting a Christmas Party for all volunteers on December 13 from 5 pm to 7 pm, at her home.

8.) Executive Director Report – Robynn Demar

- A. Enrollment for the month of September averaged approximately 40. Enrollment as of October 26, 2018 stands at 50 children.
- B. A certified three-year-old lead teacher has been hired. An assistant teacher for the one-year-old and one for the two-year-old classrooms still needs to be hired.
- C. The recent kindergarten readiness test results were discussed and specifically, what Welbourne should do to better prepare students for the testing. Robynn will report at the next meeting.
 - i. Robynn will reach out to the early childhood coalition for suggestions.
 - ii. Robynn will research adding computers in the VPK classroom.
- D. CapEx – Robynn reported that the exterior of the building was painted on October 21. The interior is being painted one room at a time, underway now.
- E. A gift of \$5,000 was received from the Warren and Augusta Hume Foundation.

9.) Other Business

- A. Mary Daniels reported that the Friends of Welbourne will be hosting the Old School Dance on December 8, 2018.

10.) All acts and actions taken by the directors of the corporation during the this meeting were approved.

11.) Meeting adjourned at 5:00 pm

End of Minutes

Respectfully Submitted,

Kristine Miller,

Secretary



June 14, 2019

Winter Park Community Redevelopment Agency
401 South Park Avenue
Winter Park, Florida 32789

Dear CRA Board,

I am reaching out for your help on behalf of the historic Gardens at DePugh Nursing Center, requesting funds from the Winter Park Community Redevelopment Agency. A contribution from the CRA will revitalize and benefit the district and its residents, over and above what the Gardens is currently able to provide. The Gardens, located at the prominent intersection of Morse Blvd and Pennsylvania Avenue, is a central point in the heart of the CRA designated map. Our sizable campus consists of a 5-star rated skilled nursing facility serving a predominately disadvantaged population, a sensory garden, and a community garden; alongside visitor and employee parking lots. We are the only skilled nursing facility in the 32789 zip code.

Since the 1930's, the name "Mary Lee DePugh" has been synonymous with caring for Winter Park's elderly. The skilled nursing facility that now bears her name began as an outreach of the Benevolent Woman's Club, which is still active today. As the President of the organization, Ms. DePugh directed the group's resources toward providing healthcare and eldercare for residents of the community's Westside; first establishing an outpatient medical and dental clinic, then opening a nursing home in 1956.

Today, the Gardens at DePugh Nursing Center is a not-for-profit, 40-bed facility organized to provide short-term rehabilitative services (assisting those recovering from strokes, heart attacks, orthopedic conditions and other injuries), traditional skilled nursing services for those requiring long-term nursing care, and end-of-life palliative care to the aging population for all Winter Park residents regardless of race, religion and socioeconomic background. Care for our 40 residents generates from over 60, mostly minority employees and volunteer doctors and nurses. The Gardens also works closely with area hospitals, home health agencies, and hospices. Additionally, we are in partnership with Florida Hospital's Family Medical Residency Program as the main clinical teaching site for geriatric medical education. As a result, licensed physicians in this residency program will care for the medical needs of our residents on a more frequent basis than industry expectations.

Our mission, "*Providing excellence in care and quality of life*", is the driving force behind everything we do. We pride ourselves in providing 5-Star, skilled nursing care, right in the heart of downtown Winter Park – in the same historic spot where Mary Lee DePugh began her services to the residents of the Westside Community almost 80 years ago. We operate by the Eden Alternative, holding a philosophy that no matter how old we are or what challenges we live with, life is about continuing to grow. Our hearts are warmed every single day we interact with the residents, and with your support, we can continue to protect their lives no matter the weather.

The Leadership of DePugh continually prides itself on running a tight, fiscal financial performance. Every aspect of our Board of Trustee's management of our facility is transparent with sound measures formally adopted. With a non-profit status, DePugh holds true to its mission of a 70% bed ratio to Medicaid patients, which comes with limited funding from less advantaged elders. With a total occupancy of 92% in 2018, the center stays at near capacity. This statistic is extremely favorable to the National average of 85%. Despite funding decreases from Medicaid and Medicare, the income from operations sufficiently covers all expenses due to management's commitment to operational efficiency. Given our mission covers a smaller (but not any less important) population in our community, unlike many local non-

profits which may extend outreach to our entire community, we hold strong to a value of high quality service for those fortunate residents entrusted in our fine care.

Our gardens should always be able to flourish, but unfortunately beautifying our lovely property sometimes has to take a secondary precedence to more pressing public safety issues. In September 16, 2017, Florida's Governor directed the Florida Agency for Health Care Administration (AHCA) and Florida Department of Elder Affairs to issue emergency rules to keep Floridians safe in healthcare facilities during emergencies as a result of deaths post-hurricane Irma. Pursuant to the emergency action, all assisted living facilities (ALFs) and nursing homes must obtain ample resources, including a generator and the appropriate amount of fuel, to sustain operations and maintain comfortable temperatures for at least 96-hours following a power outage. The purchase, design and installation of the full facility generator will provide a permanent solution to protecting every life entrusted to the Gardens of DePugh's 40-bed nursing center, especially in times of an emergency. The total estimated budget for this expensive project is \$383,000.00. To date, we have worked diligently in raising \$163,000 in grant funding towards this endeavor through generous contributions. Now that the generator has been installed, we will need to replace the landscaping and install fencing to beautify and secure the area.

Being a good steward with our riches in the lovely green space we are fortunate to own is an important part of the character and urban fabric of the Westside community. The Gardens has always been and will continue to be a giving partner within the Winter Park community. Important to our cause is the building of social and recreational program associations. We collectively partner with neighbors in the utilization of our garden for shared events. We also provide a separate Community Garden to Our Whole Community for \$10 a year. This partnership allows organizations such as the Welbourne Avenue Nursey and Kindergarten space for children and others to learn about the value of gardening and the need for green space. We have sponsored events for the Hannibal Square Community Land Trust and work closely with the Winter Park Community Partners and Hannibal Square Heritage Center to keep Mary Lee DePugh's vision and contributions forefront and the history of the Westside alive and relevant. We also are responsible in beautifying the building's façade through property maintenance for a safe surrounding. Our Eden Alternative Education representative and receptionist has designed and is currently painting a beautiful interactive mural on the building facing Pennsylvania Avenue. We have received tremendous positive feedback from the community about what an incredible addition this interactive mural is to the streetscape of this high profile Winter Park corridor and the overall attractability of the building. Please see the attached pictures and check us out on Facebook, Instagram and Twitter. His work is truly incredible and done "hometown!" It is a lovely depiction of our gardens for all to enjoy.

Our facility truly is a home away from home for the entire DePugh family... residents, workers and visitors alike. We offer dignity and respect to our residents by realizing they don't live in our workplace, but instead, it is us who work within their living environment made comfortable. Annually we are requesting \$20,000 in assistance from the City of Winter Park under the CRA program guidelines to continually enrich our highly visible campus properties for a clean-living environment. We ask kindly that you consider continuing to support the Gardens in revitalizing its signage, fencing and landscaping. We are most appreciative of your every consideration and pledge to be faithful and thoughtful trustees of your investment. We will make sure to acknowledge the CRA through print and social media too, as we will be extremely proud and appreciative of the City's support of our most important mission - serving Winter Park's elders who need us!

Sincerely,



Kristine Miller,
Executive Director