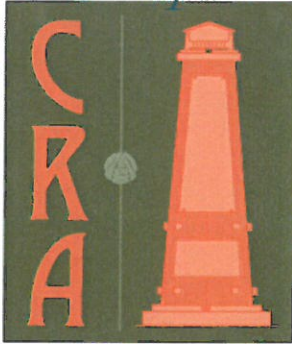


winter park



community
redevelopment
agency

agenda

February 19, 2015

Room 200

401 S. Park Ave. 2nd Floor

CRA advisory board

1 Administrative items

- A. Approval of the Workshop and Meeting Minutes from 1-22-15

2 Action items

- A. Weekend Sunrail during the 56th Winter Park Sidewalk Art Festival

3 Informational items

4 New business items

5 Adjournment items

appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session
12:00 pm**

**January 22, 2014
Commission Chamber**

MINUTES

Chairman Hal George called the meeting to order at 12:00 pm.

BOARD MEMBERS PRESENT: John Dowd, Alan Thompson, Woody Woodall, Hal George, Joe Terranova, Lance Decuir, Jeff Stephens, Daniel Butts

BOARD MEMBERS ABSENT:

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon

INFORMATIONAL ITEMS:

Item A: Winter Park Playhouse:

Dr. Judith Marlow, Board President, and Heather Alexander, Executive Director of the Winter Park Playhouse presented an overview of their proposal to the Board members and Staff. Mrs. Alexander discussed possible state and local grants that the organization is not eligible for due to being tenants of their current location without a long term lease of 25 or more years or without being owners of said property.

A discussion was held and the Board would like a more in depth proposal stating exactly what the Playhouse is requesting of and from the City and/or CRA along with details on any other funding options they have researched, secured, or are not eligible for. Board and Staff requested the Playhouse bring the detailed update to the next meeting. Dori Stone, Planning and Community Redevelopment Director, stated Staff will lay out some additional options for the February worksession.

It being time for the Public Meeting, additional informational items were moved to the regular meeting agenda, meeting adjourned at 1:00 p.m.

Chairperson, Hal George

CRA Coordinator/Board Liaison, Laura Neudorffer

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Regular Meeting
1:00 pm**

**January 22, 2015
Chapman Room**

MINUTES

Chairman, Hal George, called the meeting to order at 1:03 pm.

BOARD MEMBERS PRESENT: Hal George, John Dowd, Alan Thompson, Lance Decuir, Jeff Stephens, Woody Woodall, Daniel Butts, Joe Terranova

BOARD MEMBERS ABSENT:

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon

ADMINISTRATIVE ITEMS:

Item A: Approval of Minutes

Approval of the 10/23/14 Work Session and Regular Meeting Minutes, and the 12/18/14 Work Session Minutes

Motion made by Joe Terranova, seconded by Daniel Butts, to approve the October 23, 2014 Work Session and Regular minutes and the December 18, 2014 Work Session Minutes. Motion passed with an 8-0 vote.

ACTION ITEMS:

INFORMATIONAL ITEMS:

Item A: Park Avenue Kiosk Refurbishment

David Buchheit, CRA Manager, presented a brief update to refurbish the existing kiosks in lieu of purchasing new kiosks and turned the floor over to Sam Rogers, AlivePromo, to answer any questions Board members and Staff may have.

Mr. Rogers spoke briefly on what the change would entail and answered Board members questions. Board will discuss the option of refurbishing in lieu of replacing the kiosks and it will come back before the Board as an action item at the February meeting.

NEW BUSINESS:

Item A: CRA Maintenance Position

Mrs. Stone informed the Board of the possibility of putting together a plan and a position to help provide Park Avenue with a "facelift" since updates have not been completed in several years. Examples of items to be touched on were the planters that need repair, trash receptacles that are in need of either replacement or new paint, landscaping that needs to be manicured or removed, etc. Mrs. Stone stated that details are still being discussed and that more information will be brought to the Board as part of the Strategic Plan.

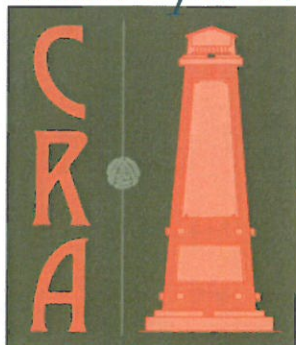
SunRail Service

Mrs. Stone informed the Board of the cost to run SunRail on a weekend which is \$20,000 per day in which case there would not be any fare to the passengers as stated in the contract currently in place stating that tickets can only be sold during regular operating hours of the train. Funding the SunRail service for weekend service is being discussed for possibly the Autumn Art Festival or during the Sidewalk Sale as a trial. It is believed that SunRail has the potential to bring in 10,000-15,000 riders per day during that weekend trial. Mrs. Stone reminded the Board that it is in the preliminary stages at this time and as more details and information become available she will bring it to the Board.

There being no further business to discuss, motion to adjourn made by Joe Terranova, seconded by John Dowd, and passed with a unanimous 8-0 vote. Meeting adjourned at 2:00 p.m.

Chairperson, Hal George

CRA Coordinator/Board Liaison, Laura Neudorffer



community
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meeting date February 19, 2015

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

subject : Item 2A

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

background

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

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

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

CRA staff is requesting funding to pay for the operation of the Sunrail train on Saturday March 21st and Sunday March 22nd. The total amount needed to operate the train on both days is \$38,000. However, the CRA would be partnering with the Florida Department of Transportation, the Winter Park Sidewalk Art Festival, The Winter Park Chamber of Commerce, and the Park Avenue Merchants Association to cover the cost. The train would be open to the public and free of charge for those two days. This would offer Winter Park Sidewalk Art Festival patrons an alternative mode of transportation, and could help alleviate some of the parking issue that arise with an event of this magnitude.

Sunrail Weekend Service - \$38,000

FDOT Contribution - \$16,000

Art Festival Contribution - \$5,000

Chamber of Commerce Contribution - \$5,000

Winter Park CRA Contribution - \$6,000

alternatives | other considerations

N/A

fiscal impact

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