

Economic Development Advisory Board

March 17, 2015 at 8:00 a.m.

Winter Park City Hall, Chapman Room
401 Park Avenue S., Winter Park, FL 32789



1. administrative

- a. Approve minutes from 2-17-2015

2. action

- a. Art on the Green
- b. Winter Park Business Survey

3. informational

- a. SunRail ridership update

4. new business

5. adjourn

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
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting
8:00 a.m.**

**February 17, 2015
Morse Room**

MINUTES

Meeting was called to order at 8:00 a.m. in the Morse Room of City Hall.

BOARD MEMBERS PRESENT: Patrick Chapin, Stephen Flanagan, John Caron, Owen Beitsch, John Gill, Maura Weiner, Marc Reicher, and Kelly Olinger

BOARD MEMBERS ABSENT:

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Kyle Dudgeon, Craig O'Neil

ADMINISTRATIVE ITEMS:

A. Approval of the December 16, 2014 Minutes

Motion made by Patrick Chapin, seconded by John Caron, to approve the December 16, 2014 minutes. Motion passes with unanimous vote.

ACTION ITEMS:

INFORMATION ITEMS:

A. Update on Board Appointments

Mr. Dudgeon provided the Board with an update on existing Board appointments and which members are eligible for a new term.

B. Winter Park Business Survey

Mr. Dudgeon provided the Board with a brief update on the progress of the survey along with its purpose. The results will provide staff with information to better frame Economic Development programs. Board members were interested how the study will coincide with the city visioning process. Staff responded that it could run before or concurrently with visioning. The Board provided suggestions and staff will bring back the survey at a later meeting.

C. Orlando Avenue Corridor Study

Mr. Dudgeon provided the Board with an assessment of the current conditions on Orlando Avenue including the building values, current use of the properties, and additional aspects as outlined in the presentation. Staff advised that the goal of the study is for informational purposes only.

NEW BUSINESS

There being no further business, the meeting adjourned at 9:33 a.m.

Marc Reicher, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



meeting date 3-17-15

approved by

item type ☐ Administrative
☒ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3

A request has been made to the Economic Development Advisory Board to endorse the 2015 'Art on the Green' event operating from November 1, 2015 to March 1, 2016.

motion | recommendation

Staff is requesting a motion to endorse 'Art on the Green'.

Background

The Art on the Green event serves as an outdoor public art exhibit for the benefit of both the citizens and visitors of Winter Park. The exhibition of large-scale works of sculpture are selected by nationally noted curator, Suzanne Delehanty whose works include exhibits at the Smithsonian's National Museum of the American Indian and Center for Art and Media in Karlsruhe, Germany. The exhibition serves as an economic draw for retailers generating additional local traffic on Park Avenue. An endorsement by EDAB serves as a promotional tool to help assist in sponsorship efforts. Endorsements are noted in the cover letter and fundraising packets.

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
CENTRAL PARK

CURATORIAL VIEWPOINT

The *Art on the Green* series at Central Park celebrates the City of Winter Park's nationally acclaimed system of public parks, which offers more open green space per resident than that of any other city in Florida. Established more than a century ago by the city's enlightened founders, Central Park is rightfully considered the community's crown jewel. This 11-acre park in the heart of the city's thriving business district is framed on one side by Park Avenue with its distinctive shops and restaurants and on the other by an attractive train station for Amtrak and the new Central Florida commuter service, SunRail. Central Park indeed embodies Winter Park's vision "to be one of the best places to live, work, and play."

The park's civic role and active public use and its formal urban design, with majestic trees, lush planters, meandering walkways, fountains, and rose garden, make it a landmark. These attributes, along with a desire to delight and intrigue Central Park's thousands of daily visitors, inspire the selection of sculptures for the envisioned *Art on the Green 2015/2016*.

Seven sculptures, installed on open expanses of lawn and along the walkways circulating through the park, have been chosen to encourage Central Park's visitors to experience this notable civic space with renewed appreciation, as well as to attract the millions of tourists to the Orlando area to Winter Park to spend a day. The selection of objects is aimed to serve audiences of all ages—particularly families—as well as the art cognoscenti from around the world drawn to Winter Park's outstanding museums and cultural activities.

Some of the objects are bold, with lights to attract pedestrians strolling on Park Avenue and commuters hastening to and from the train station. Others artworks are subtle interventions that may elicit slow chuckles among visitors or confound their powers of observation, drawing attention to Central Park's amazing trees and plantings. The forms of some of the works echo the design elements found in classical gardens around the world and the rich ornamentation of garden follies of the Gilded Age, establishing a link between the exhibition and Louis Comfort Tiffany's work housed in the nearby Morse Museum.

By contrast, another sculpture looks like a spaceship straight out of Jules Verne that has just landed in Central Park and is waiting for ficus vines to take hold. One sculpture invites sitting, creating a place for contemplation or quiet conversations. Stretching across the lawn like a gigantic abstract painting, another object encourages sunbathing or picnicking. Central Park can be a place for active play; however sculptures shaped like snowy white pillows tell us that the park is equally for romance and daydreaming.

These sculptures range in size, materials, and color and reflect the wide spectrum of approaches that artists are taking today. None of the works has been shown previously in Winter Park. In fact, three have never before been shown in public. Two have been featured in exhibitions at such noted venues as Socrates Sculpture Park in Long Island City, New York, and the Grand Palais in Paris.

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
CENTRAL PARK

SUZANNE DELEHANTY

GUEST CURATOR

Suzanne Delehanty is principal of SUZANNE DELEHANTY LLC, which she established in 2006 to provide strategic planning and art advisory services for initiatives that bring art, artists, and communities together. The firm serves an international roster of clients, including the Smithsonian's National Museum of the American Indian (NMAI).

The firm capitalizes on Delehanty's four decades of experience as a museum director and curator. In 1995 Delehanty was appointed director of the Center for the Fine Arts in Miami, which became the Miami Art Museum (MAM) in 1996. From 1996 to 2005, Delehanty directed MAM, and under her leadership, the museum initiated a permanent collection, established the largest art museum education program in Miami-Dade County, and created one of the most ambitious special exhibition programs in the county. In 2005 she was named Founding Director of the institution, recognizing her role in enhancing the local, national, and international presence of the museum. For its new building, she helped to establish a unique community-wide planning effort, securing a waterfront site for the museum from the City of Miami and obtaining \$100 million in Building Better Community bond funding from Miami-Dade County. When MAM opened in a 200,000-square-foot, award-winning facility at Museum Park in 2013, it was renamed the Perez Art Museum Miami.

Delehanty has also served as director at the Contemporary Arts Museum in Houston, the Neuberger Museum at the State University of New York in Purchase, and the Zimmerli Art Museum at Rutgers. Delehanty began her career at the Institute of Contemporary Art of the University of Pennsylvania, Philadelphia, which gained national prominence during her directorship.

In addition to her role in advancing the long-range plans of the institutions she has led, Delehanty has organized numerous exhibitions and publications for the museums she has headed, as well as for the United States entry for the São Paulo Biennale. She has organized notable solo exhibitions of the work of Agnes Martin, Cy Twombly, George Segal, and Paul Thek, as well as such large-scale thematic shows as *Soundings*, *The Window in Art*, *Improbable Furniture*, and *Video Art*.

Delehanty has served on numerous national committees and boards, among them the Art Museum Advisory Council at Princeton University; the Federal Advisory Committee on International Exhibitions; and the Committee for Art in Public Places, the Holocaust Museum Washington, D.C. She has also been a member of the Advisory Council of the PBS affiliate Art for the Twenty-First Century, New York, and a panelist for Art in Public Places for the U.S. General Services Administration in Washington, D.C.

Delehanty has also participated in cultural exchange programs in Bulgaria, under the auspices of the United States Department of State, and in the United States Art Professionals Study Tours of Japan and to Taiwan as a guest of the Taiwanese government. Her civic and professional affiliations include the Host Committee for Art Basel/Miami Beach and the Association of Art Museum Directors.

Born in Southbridge, Massachusetts, Delehanty now resides in Miami. She holds a B.A. in History of Art from Skidmore College in Saratoga Springs, New York, and has pursued graduate studies in History of Art at the University of Pennsylvania. She has also benefited from ongoing executive education at Columbia, Harvard, and Yale universities.

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
CENTRAL PARK



1. Robert Chambers
2. Cristina Lei Rodriguez
3. Maria Cristina Carbonell
4. Edouard Duval Carrie
5. Frances Trombly
6. Emmett Moore
7. Lydia Azout

THE ARTISTS SELECTED FOR ART ON THE GREEN

The men and women whose works are featured in *Art on the Green 2015/2016* hail from the United States, Latin America, and the Caribbean. All have ties to Miami and contribute to the Florida's growing importance as one of the major art centers in the United States. Representing multiple generations, these six artists have achieved critical and public acclaim, and their works are included in private and public collections locally and nationally. Many are active teachers and lecturers. The artists are:

- Robert Chambers
- Cristina Lei Rodriguez
- Maria Cristina Carbonell
- Edouard Duval Carrié
- Frances Trombly
- Emmett Moore

THE CITY OF WINTER PARK

ART ON THE GREEN 2015/2016

CENTRAL PARK

ROBERT CHAMBERS

BIOGRAPHY

Robert Chambers was born in Miami in 1958. He received his BFA from the University of Miami in 1983 and MA from New York University in 1990. Chambers has exhibited his work widely, including: the Miami Art Museum now called the Perez Art Museum Miami and Laumeier Sculpture Park in Saint Louis, Missouri. His work and commissioned projects are in a number of public and private collections, notably: the City of Winter Park, Florida; The New York Times/ Sarasota Herald Tribune headquarters in Sarasota, Florida; South Miami-Dade Cultural Arts Center in Miami to name a few. He has received a number of important grants and awards, notably from: The Fabric Workshop and Museum in Philadelphia; Nancy Graves Foundation and the Louis Comfort Tiffany Foundation. Chambers is a popular teacher and has given classes and served on the faculty at Moore College of Art in Philadelphia, Rhode Island School of Design in Providence; and the University of Miami. He is a Miami resident.

ROBERT CHAMBERS



Ballship Raytyne, 2014

Fiberglass with Kevlar fabric and resin,
stainless steel and electronic components

12 feet by 12 feet by 12 feet

Lent by the artist

ROBERT CHAMBERS



Ballship Raytyne, 2014

Fiberglass with Kevlar fabric and resin,
stainless steel and electronic components

12 feet by 12 feet by 12 feet

Lent by the artist

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
CENTRAL PARK

CRISTINA LEI RODRIGUEZ

BIOGRAPHY

Cristina Lei Rodriguez was born in 1974 in Miami. She received her BA from Middlebury College in Vermont and an MFA from the California College of Art in San Francisco in 2002. In the last decade, her work has been featured in numerous solo and group exhibitions at such venues as the Brooklyn Academy of Music, Vizcaya Museums and Gardens in Miami, and the Bass Museum of Art in Miami Beach. Her work was represented in the Sao Paulo Biennale and at the 2nd Athens Biennale in Greece. She was part of an important group show that traveled around the world from 2006 to 2008, including venues in Paris, London, and Beijing, among other locations. Lei Rodriguez teaches at the New World School of the Arts in Miami and lives in Miami.

CRISTINA LEI RODRIGUEZ



A Group of Stools, 2014

Wood, metal, plastic, grout, concrete, plaster, glue,
paper mache, and paint

8 objects, each 19 inches by 19 inches by 19 inches

Lent by the artist,

courtesy of David Castillo Gallery, Miami Beach.

CRISTINA LEI RODRIGUEZ



A Group of Stools (detail), 2014

Wood, metal, plastic, grout, concrete, plaster, glue,
paper mache, and paint

8 objects, each 19 inches by 19 inches by 19 inches

Lent by the artist,

courtesy of David Castillo Gallery, Mi

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
CENTRAL PARK

MARIA CRISTINA CARBONELL

BIOGRAPHY

Maria Cristina Carbonell was born in 1964 in Puerto Rico of Venezuelan parents. She studied at the School of the Museum of Fine Arts, Boston, from 1982 to 1984, and at the Art Students League in New York from 1986 to 1987. Carbonell obtained her BA in fashion design from The Fashion Institute of Technology (FIT), New York, in 1987. Since 1989 Carbonell has exhibited works in many media, including video and film, in museums and galleries around the world, including Caracas, Barcelona, Sao Paulo, Madrid, México City, London, New York, Miami, Taipei, Basel, to name a few. She has received a good number of awards, including the First Prize at the 63 Salon Bienal Arturo Michelena in Valencia, Venezuela. Her outdoor sculpture and permanent installations are found in several public and private collections in Caracas. She has lived and worked in Miami since 2010.

MARIA CRISTINA CARBONELL



Love Life, 2011

Fiberglass, stainless steel and acrylic

Group: 5 feet 3 inches by 5 feet 4 inches by 4 feet

Pair: 4 feet 7 inches by 2 feet 7 inches by 1 foot 8 inches

Lent by the artist,
courtesy of Tanya Brillembourg Capriles, Miami

MARIA CRISTINA CARBONELL



Love Life, 2011

Fiberglass, stainless steel and acrylic

Group: 5 feet 3 inches by 5 feet 4 inches by 4 feet

Pair: 4 feet 7 inches by 2 feet 7 inches by 1 foot 8 inches

Lent by the artist,

courtesy of Tanya Brillembourg Capriles, Miami

THE CITY OF WINTER PARK
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EDOUARD DUVAL CARRIE

BIOGRAPHY

Duval Carrie was born in Port-au-Haiti in 1954. He was educated at the University of Loyola in Montreal, Canada, and Ecole Nationale Supérieure des Beaux-Arts in Paris. He has been in dozens of solo exhibitions since 1986, including: the Miami Art Museum, now known as the Perez Art Museum Miami; the Orlando Museum of Art; and the Museum of Contemporary Art in Monterrey, Mexico. He has been represented in numerous group exhibitions in Quebec City, Los Angeles, New York, Madrid, Sao Paulo, and most recently at the Grand Palais in Paris. His work may be found in public and private collections in the United States and abroad. He has been an artist in residence at Duke and Brown universities and at the Foundation Claude Monet in Giverny, France. In 2014 he received the prestigious USA Artists grant in recognition of his work as an artist and curator. Duval Carrie has lived in Miami since 1992.

EDOUARD DUVAL CARRIE



La Porte d'Haiti, 2014

Wood, aluminum, and paint
with electrical components

12 feet by 12 feet by 12 feet

Lent by the artist

EDOUARD DUVAL CARRIE



La Porte d'Haiti, 2014

Wood, aluminum, and paint
with electrical components

12 feet by 12 feet by 12 feet

Lent by the artist

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
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FRANCES TROMBLY

BIOGRAPHY

Frances Trombly was born in Miami in 1976. She received a BFA from the Maryland Institute College of Art in Baltimore. Her recent exhibitions include a solo project *Frances Trombly: Over and Under* at Locust Projects, Miami in 2013. She was featured *Americana; Formalizing Craft*, at Perez Art Museum Miami in 2013 and *united states* at The Aldrich Contemporary Art Museum, Ridgefield, Connecticut in 2012. Over the last decade she has shown at museums and galleries in various parts of the United States, including: Santa Monica, California; Bogata, Columbia; Philadelphia; and Boston. Her work has also been shown in Austria and Norway. Trombly's work is represented in the collections of the Perez Museum Miami as well as the Museum of Contemporary Art, North Miami. She has been written about in various national publications, including *The New York Times*, *Art Papers*, *Sculpture Magazine*, *Surface Design Journal*, and *The Los Angeles Times*. She co-directs Dimensions Variable, an artist-run space in Miami. She lives in Miami.

FRANCES TROMBLY



Caution, 2008

Hand embroidery on hand dyed,
and hand woven Lyocell

250 linear feet

Lent by the artist,
courtesy of Emerson Dorsch Gallery, Miami

FRANCES TROMBLY



Caution, 2008

Hand embroidery on hand dyed,
and hand woven Lyocell

250 linear feet

Lent by the artist, courtesy of
Emerson Dorsch Gallery, Miami

THE CITY OF WINTER PARK
ART ON THE GREEN 2015/2016
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EMMETT MOORE

BIOGRAPHY

Emmett Moore is an artist and designer specializing in furniture. He was born in 1988 in Miami. He attended Miami's Design and Architecture Senior High and completed a BFA in Furniture Design at Rhode Island School of Design in Providence. Recent exhibitions include a solo project with the Tom El-Saieh Presents project in Wynwood Arts District, Miami 2011. He has also been included in group exhibitions at Primary Flight *His Wife, Her Lover* in 2011 and at Praxis International, *Home: Dream Home*. Moore works with the design team of Architecture at Large in New York and for custom design projects for OHWOW Gallery in Los Angeles, formerly of Miami. Moore lives and works in Miami.

EMMETT MOORE



Points of Pine, 2014

Pine decking, hardware, and aniline dye

8 feet by 16 feet by 5 inches

Lent by the artist,
courtesy of Gallery Diet, Miami

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THE CITY OF WINTER PARK

ART ON THE GREEN 2015/2016

CENTRAL PARK

LYDIA AZOUT

BIOGRAPHY

Lydia Azout was born in Bogota, Columbia. She studied at the Atelier David Mansur in Bogota from 1970 to 1974. She continued her studies during the 1980s in Italy; first at the studio of Luis Camnitzer in Lucca and then at the Institute of Marble and Art in Pietrastanta. Since the 1970s, she has participated in numerous group and solos shows at such venues as: the Organization of the American States in Washington, DC; the Luis Angel Arango Library and Bank of the Republic in Bogota; the Havana Biennial in Cuba; the National Center of the Arts in Mexico City; and the Frost Museum of Art at Florida International University in Miami. Azout has gallery representation and a residence in Miami, but primarily lives and works in Bogota.

LYDIA AZOUT



Guardian Solar 5 of 2003
H 9' 5" x 7' 2" x 7' 2"
Solid steel

LYDIA AZOUT



Guardian Solar 5 of 2003

H 9' 5" x 7' 2" x 7' 2"

Solid steel

Economic Development Advisory Board



meeting date 3-17-15

approved by

item type ☐ Administrative
☒ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 4

Staff is providing a survey for distribution to Winter Park businesses. The purpose of this survey is to understand business challenges and use that information to better frame city economic development programs.

motion | recommendation

Staff is requesting a motion to approve a timeframe to distribute the survey before, during or after the city visioning process.

Background

At the February 17, 2015 meeting, staff provided a survey to distribute to businesses with the intent of discovering business obstacles and using them to craft new economic development programs. The 2015 Winter Park Business Survey is part of the Economic Development Plan year 1 goals. Its purpose is to uncover business challenges not only in the downtown core, but other areas such as Lee Road, Orlando Avenue, Fairbanks Avenue and Aloma Avenue. Collecting and reporting on this data would assist staff in the development of new programs, support business retention efforts and customer service elements to improve the overall quality of assistance to Winter Park businesses.



Economic Development Division 2015 Business Survey

The Economic Development Division is working to understand business challenges within the City of Winter Park. This information will assist the city in developing new business assistance programs.

Business Influences

1. What are your top three reasons for locating or keeping your business in Winter Park? (select only three)

- | | |
|---|--|
| <input type="checkbox"/> Access to my customers | <input type="checkbox"/> Quality of housing |
| <input type="checkbox"/> Access to my suppliers | <input type="checkbox"/> Traffic counts |
| <input type="checkbox"/> Proximity to home | <input type="checkbox"/> Safety services |
| <input type="checkbox"/> Cost of doing business | <input type="checkbox"/> Recreation facilities/entertainment |
| <input type="checkbox"/> Workforce availability | <input type="checkbox"/> Rental cost |
| <input type="checkbox"/> Community leadership | <input type="checkbox"/> Other _____ |

2. Please indicate the following barriers to your business? (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Funding building improvements | <input type="checkbox"/> Access to capital for equipment |
| <input type="checkbox"/> Inability to access new markets | <input type="checkbox"/> Employee training |
| <input type="checkbox"/> Rent costs | <input type="checkbox"/> Energy costs |
| <input type="checkbox"/> Lack of building space | <input type="checkbox"/> Inadequate infrastructure |
| <input type="checkbox"/> Local market competition | <input type="checkbox"/> Traffic to my services |
| <input type="checkbox"/> Knowledge of local resources | <input type="checkbox"/> Other _____ |

3. Do you or your employees use SunRail®? (select all that apply)

- ☐ For work ☐ For personal use ☐ No

4. Have you seen more business activity as a result of SunRail®?

- ☐ Yes ☐ No ☐ Uncertain

5. How would you characterize your current business activity level?

- ☐ Business is rapidly expanding.
- ☐ Business is moderately growing/increasing.
- ☐ Business is holding steady.
- ☐ Business needs more activity.

6. Which best describes your business plans in the next 1-2 years?

- ☐ Plan to expand operations
- ☐ Plan to relocate
- ☐ Plan to reduce operations
- ☐ No changes planned
- ☐ Plan to sell
- ☐ Uncertain at this time
- ☐ Other (please specify) _____

7. Please check any type of investment or improvement you plan on making in the next one to two years:

- ☐ Physical improvements (design, layout, interior/exterior remodeling)
- ☐ New/expanded products, services, inventory
- ☐ New/expanded marketing/promotional activities
- ☐ New/additional employees
- ☐ Systems improvements
- ☐ None

8. Are you familiar with current business assistance programs offered by the city?

☐ Yes

☐ No

9. Please indicate your interest level in participating in the following economic development tools:

**Not
at all Low Medium High**

Small business

a. Access to lower interest loans				
b. Small business development center				
c. Improvement grants to physically upgrade your property				
d. Marketing assistance				
e. Signage improvement programs				
f. Management training				

Business retention and expansion

g. Surveys of local business				
h. Ombudsman (advocate) program				
i. Energy efficiency programs				

Community development

j. Energy audits/green building incentives				
k. High quality physical infrastructure (roads, landscaping, etc)				

Business name _____

Business address _____

Name of respondent _____

Name of CEO/owner _____

Telephone number _____

Company website _____

Respondent email address _____

Thank you for your time and valuable input.

Economic Development Advisory Board



meeting date 3-17-15

approved by

item type ☐ Administrative
☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 4

Staff is providing information regarding SunRail ridership.

motion | recommendation

None

Background

This informational item discusses SunRail ridership dating back to its May 2014 opening. Of the 12 total stations, Winter Park has arguably benefited the most as it positions riders into the visible downtown area.

The purpose of this item is to inform EDAB members on total ridership, percentages, trends and provide general discussion material regarding its implications on the city.