

COMMUNITY REDEVELOPMENT AGENCY
May 13, 2013

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:32 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Kenneth Bradley
Commissioner Steven Leary
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Tom McMacken
Orange County Representative Frank DeToma

Also present:

City Manager Randy Knight
Deputy City Clerk Michelle Bernstein
CRA Manager Dori Stone
CRA Director David Buchheit
CRA Attorney Anthony Garganese
Finance Director Wes Hamil

1. Administrative Items

Motion made by Commissioner McMacken to approve the minutes of February 11, 2013; seconded by Commissioner Sprinkel and approved by acclamation with a 6-0 vote.

2. Action Items

A. Authorization of Winter in the Park Ice Rink Expenditures

CRA/Economic Development Director Dori Stone introduced new CRA Manager David Buchheit. The Agency members welcomed Mr. Buchheit.

CRA Manager David Buchheit provided a PowerPoint presentation which included an overview of the event, financial results, attendance graph, sponsors, skater surveys and recommendations for 2013.

Mr. Buchheit advised that for four years the CRA has funded this event. This past year's event brought in over 17,000 skaters, a 20% increase over the prior year and resulted in over a quarter million dollars in spending in downtown shops and restaurants. Over 95% of visitor surveys expressed delight or satisfaction of the event and expressed interest to continue the tradition of the 'Winter in the Park' event. Most of last year's sponsors have indicated interest in continuing to participate.

Staff is proposing to start the event November 15, 2013 and to end on January 5, 2014. The event will be managed by Magic Ice USA, the operator for the last three year's events, and owned by a Winter Park resident.

Mr. Buchheit explained that the event costs about \$190,000 in upfront expenses and that it broken even last year. Staff has incorporated a \$0 net as part of its budgeting process for the FY 2014 year but anticipates the event to continue to grow in both attendance and sponsorship. This approval will allow staff to budget

the item and begin the necessary advance work prior to CRA budget approval. He noted that the CRA Advisory Board approved the ice rink funding by a unanimous vote.

Mr. Buchheit answered questions relating to the possible incentives we can offer to encourage more involvement from the local merchants and sponsors.

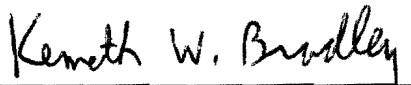
Motion made by Commissioner Leary to approve; seconded by Commissioner McMacken. No public comments were made. **Upon a roll call vote, Mayor Bradley and Commissioners Leary, Sprinkel, McMacken, Cooper and Representative DeToma voted yes. The motion carried unanimously with a 6-0 vote.**

Miscellaneous Items:

Upon request, Ms. Stone provided a brief update on the Park Avenue Merchant's Association (PAMA) marketing achievements to date. She advised that they have created their own website which features detailed information on dining, shopping and entertainment for the downtown area. She noted that the CRA department has been working very closely with the PAMA as they have been taking certain aspects from the CRA marketing plan and trying to implement those ideas on a very restrictive budget.


Ms. Stone answered questions relating to retail marketing efforts. A suggestion was made for some sort of a Park Avenue area holiday gift card program to be implemented.

The CRA Agency meeting adjourned at 2:53 p.m.



Chairman Kenneth W. Bradley

ATTEST:



City Clerk Cynthia S. Bonham