

**COMMUNITY REDEVELOPMENT AGENCY**  
**August 25, 2014**

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:03 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  
City Clerk Cynthia Bonham  
CRA Director Dori Stone  
CRA Manager David Buchheit  
CRA Attorney Larry Brown

**1. Administrative Items**

**Motion made by Commissioner Cooper to approve the minutes of May 12, 2014; seconded by Commissioner Sprinkel and approved by acclamation with a 6-0 vote.**

**2. Action Items**

a. Approval of CRA budget for FY14-15

CRA Manager David Buchheit presented the budget for approval. CRA Director Dori Stone and Mr. Buchheit addressed questions related to the parking garage operating and maintenance costs and the current parking contracts in place.

Mayor Bradley suggested that we take a look at our long range plans and evaluate what big projects will be forthcoming over the next 13 years so we can plan accordingly and possibly reserve funds for those items. He explained that it might also be beneficial to review the current projects, grants and programs in place and determine what the real needs and demands are.

General concerns were raised regarding the overall cost for the proposed digital kiosks and suggested that the line item in the budget be reduced at this time until they discuss this next on the agenda.

Ms. Stone explained that the Winter Park Playhouse submitted a letter this past week requesting funding assistance and that the item will be deferred to the CRA Advisory Board for review and recommendation. It will then come before the CRA Agency at a later date, possibly in November. She explained said the CRA Agency can at any time in the future modify the CRA budget to accommodate their request.

**Motion made by Mayor Bradley to approve the budget as presented but hold \$100,000 for the W. Morse Boulevard streetscape project and \$135,000 for other project spending (\$90,000 signs/way-finding project,**

**\$25,000 business façade and \$20,000 housing rehabilitation assistance) in reserve to be spent this year after review; seconded by Commissioner Leary.**

Ms. Stone answered questions relative to the \$1 million in project balances which will roll forward to this upcoming fiscal year to complete projects that are already funded and underway including the housing rehab program, business façade program and 'Winter In The Park'.

Commissioner Cooper felt it would be beneficial to set aside CRA funds for the replacement of trees, for a commuter rail circulator bus and to retrofit the Orange Avenue building for occupancy and usage. Ms. Stone said she would have to check into the legality of using CRA money for a circulator bus and that no CRA funds can be used for the Orange Avenue property since it is outside of the CRA limits.

Joe Terranova, 151 N. Virginia Avenue, said he has no issues with the proposed motion and agreed that we need to develop a strategic plan once the visioning session is completed.

Steve McElveen, Kendall & Kendall Hair Salon, 339 S. Park Avenue, said he highly recommends the proposed digital kiosks.

Heather Alexander, Winter Park Playhouse, 2918 Sandwell Drive, thanked the Commission for their consideration for organizational support funding.

Michael Schwartz, Panullo's Italian Restaurant, 216 S. Park Avenue, encouraged the Commission to approve the proposed digital kiosks.

Brian Wettstein, The Doggie Door store owner, 329 N. Park Avenue, supported the proposed digital kiosks and the funding assistance for the Winter Park Playhouse.

**Motion amended by Commissioner Sprinkel to exclude the \$20,000 housing rehabilitation assistance, \$25,000 business façade, and \$100,000 for W. Morse Boulevard streetscape project from the budget and keep the \$90,000 in for the kiosks. Motion failed for lack of a second.**

**Upon a roll call vote, Mayor Bradley and Commissioner Leary and Representative DeToma voted yes. Commissioners Sprinkel, Cooper and McMacken voted no. The motion failed with a 3-3 vote.**

**Motion made by Commissioner McMacken to approve the budget as presented; seconded by Commissioner Sprinkel.**

Mayor Bradley explained that he cannot support the West Morse Boulevard bricking at this time since he believes there are greater needs in the CRA.

Discussion ensued regarding the budget allocation of \$140,000 for digital kiosks. Mayor Bradley and Commissioner Leary felt that it would be beneficial to reduce the amount to \$90,000 for the digital kiosks since they have not discussed the actual costs. Once that discussion has taken place, they can then decide whether or not they want to allocate additional funds.

**Upon a roll call vote, Mayor Bradley and Commissioner Leary and Representative DeToma voted no. Commissioners Sprinkel, Cooper and McMacken voted yes. The motion failed with a 3-3 vote.**

Ms. Stone suggested that they listen to the digital kiosk presentation to better understand the overall costs involved.

Mayor Bradley advised that since there was no consensus agreement on the CRA budget that they will have to revisit this item at the next meeting for approval.

b. Approval of the Park Avenue kiosks

CRA Manager David Buchheit explained the two freestanding informational kiosks that have been on Park Avenue for several years and recommended that they be replaced with digital kiosks to better keep the information up to date. The digital kiosks would utilize two 47" screens. Based upon industry experts this size is ideal for the Park Avenue pedestrian environment

Mayor Bradley shared concern with the cost of approximately \$45,000 for each kiosk to be constructed. His preference was to install the same digital boards which are currently located in the lobby of City Hall. The overall cost savings would allow us to install additional digital boards throughout the City such as the train station, the Welcome Center, etc. Upon inquiry, Mr. Buchheit noted that the kiosks can be relocated.

Sam Rogers with AlivePromo, the vendor specializing in custom kiosks responded to questions including the fabrication costs for outside versus inside digital kiosks. He noted that there is a control button to adjust the brightness and an on/off timing mechanism.

**Motion made by Commissioner Sprinkel to support the installation of one digital kiosk (\$78,550); seconded by Commissioner McMacken.**

Upon questioning, Ms. Stone advised that since this is a wayfinding project the CRA did not approach the merchants for assistance and City staff will provide for the maintenance and upkeep of the kiosks.

John Dowd, 427 N. Phelps Avenue, fully supported the digital kiosks.

Ms. Stone asked the Commission to consider having another CRA meeting on September 22 so that staff can present additional budget information and to discuss the 'Winter In The Park' item.

**Motion made by Commissioner Leary to table this item and for it come back on September 22; seconded by Commissioner McMacken. Upon a roll call vote, Mayor Bradley, Commissioners Leary and Cooper, and Representative DeToma voted yes. Commissioners Sprinkel and McMacken voted no. The motion carried with a 4-2 vote.**

c. Approval of the 2014-15 Winter in the Park

**Motion made by Mayor Bradley to approve the 'Winter In The Park' ice rink contract as presented; seconded by Commissioner Leary. Mr. Buchheit answered questions. 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.**

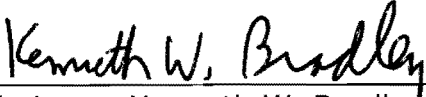
**3. Informational Items - None.**

**4. New Business**


Mayor Bradley requested an update at the next meeting regarding the Everyday Exceptional Marketing Program.

Mayor Bradley advised that the recent decision to not extend the life of the CRA by five years has cost the City approximately \$12 million dollars. He explained the importance of looking at decisions as they make them and to understand the future consequences to those decisions. He stated that a large portion of that money could have been used elsewhere in the City.

The CRA Agency meeting adjourned at 3:32 p.m.

  
Chairman Kenneth W. Bradley

ATTEST:

  
City Clerk Cynthia S. Bonham