COMMUNITY REDEVELOPMENT AGENCY  
January 12, 2009

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

Members present:
Mayor David Strong  
Commissioner Margie Bridges  
Commissioner Beth Dillaha  
Orange County Representative Stan Roberts

Also present:
City Manager Randy Knight  
City Attorney Trippe Cheek  
City Clerk Cynthia Bonham  
Deputy City Clerk Nancy McLean

Members present:
Commissioner Karen Diebel  
Commissioner Phil Anderson

1. ADMINISTRATIVE ITEMS

Motion made by Representative Roberts to approve the minutes of November 10, 2008; seconded by Commissioner Dillaha and carried unanimously with a 4-0 vote. Commissioners Anderson and Commissioner Diebel were absent.

2. ACTION ITEMS

CRA Strategic Plan Revised Financial Plan and Community Center

These were combined into one discussion and motion. CRA Manager Sherry Gutch gave a power point presentation titled “The Center of Our Community; the Future of Our City.” She provided an update on the Community Center based upon their last work session. Ms. Gutch addressed the local Community Center and Statewide Community Center comparisons and summarized the proposed timeline. She stated that she met with Commissioner Segal.

City Manager Knight stated that Commissioner Anderson sent in comments via email and that he supports the Community Center within the $10 million CRA funding cap and suggested they put together a value engineering list before they do the bonds. Ms. Gutch recommended building everything except the pool that could be phased in when and if they have the money ($2.8 million) from non-City/CRA sources.

Assistant CRA Director Peter Moore explained the public process that created the CRA strategic plan included a financial plan that allocated funding across the top six goals for fiscal years 2008-2011. The goal of the financial plan was not to create a set-in-stone funding allocation but to indicate the short term expected expenditure of funds by goal category. As stated in the original CRA strategic financial plan this component was subject to change as staff began to explore each goal in depth.

Mr. Moore continued his explanation that on November 10, 2008, the CRA Agency asked for a work session on the proposed $10 million Community Center. The initial CRA financial plan had $6 million allocated to the Community Center and the Agency wanted to see how each of the remaining five CRA strategic goals were affected. In addition, the Agency wanted to see an operational and programming analysis on the new Community Center. As a result of the work session, the CRA Agency directed staff to ensure the CRA Advisory Board is comfortable with the reallocations proposed.
December 11, 2008, CRA staff presented the revised plan outlining the differences between the two financial plans, why they have changed, and how this affects each of the six stated goals in the CRA strategic plan.

Mr. Moore stated that they want to move forward with this project, begin their fundraising and look into the debt service to fit the timeline that Ms. Gutch laid out. He added that if there is a drastic change to the tax base that will affect the CRA, they have plenty of time to make adjustments and changes going forward. He commented that staff’s recommendation is approval of the revised financial plan as part of the CRA strategic plan. Mr. Moore and Ms. Gutch answered questions.

Commissioner Dillaha had concerns about their estimated revenues. Mr. Moore explained that he underestimated the revenue side of this with regards to the pool and options for programming of the Center. Commissioner Bridges commented that the pool is important and believes that it is very much a part of the success of the Community Center which meets the needs of many portions of our neighborhoods. She added that she is comfortable knowing that they can always renegotiate their numbers if they have to. Ms. Gutch was confident that they could raise those dollars and added that they have a number of strong foundations that want to contribute to Winter Park. She stated that they will come back and ask for approval of the bonds and there are always other opportunities to make changes to this.

Representative Roberts had concerns going forward with the magnitude of this project since there were two members absent. He asked if this was a potential issue. Attorney Cheek responded that legally all that matters is a quorum and they can proceed. Mayor Strong commented they were being asked to approve this plan with the understanding that they can change it before they issue the bonds. He clarified that they have spent everything they need to spend until they issue the bonds and can reverse direction if necessary. Ms. Gutch agreed.

Mayor Strong asked what will be the burden of operating the Center with the City’s General Fund when the CRA ends. Mr. Knight commented that they want to keep the ongoing operating cost to where the City portion of the taxes from the CRA covers those operating costs. He explained that when it ends the money will come back to the General Fund. Mayor Strong commented that he was not concerned since they can reverse direction on this for the next several months and they will have a full quorum before they issue bonds. There was a consensus among the Commission that they were comfortable with that.

**Motion made by Representative Roberts to approve the revised financial plan as part of the CRA strategic plan and the proposed Community Center plans; seconded by Commissioner Bridges.**

Linda Walker, 794 Comstock Avenue, believed that the Community Center should not be piecemealed and the pool should be included at the same time with the build out.

Mayor Strong asked what will occur during construction. Parks & Recreation Assistant Director Ron Moore explained that he has been working with the existing providers on temporary facilities. He stated they are creating a complete plan for downsizing and moving to Azalea Lane and they will be able to continue to provide services. Ms. Gutch explained that construction should begin in September 2009 and they could possibly utilize Cady Way pool or Rollins College during the summer. Representative Roberts
inquired about midnight basketball. Mr. Moore responded that they have a partnership with the Ninth Grade Center and can coordinate some basketball programs.

Ms. Gutch expressed that the pool is critical and tomorrow they will be meeting with the Winter Park Health Foundation who will bring in Four Lane Pools. She stated this is a pool program provider that has wanted to come into Winter Park to manage our pools. She added that they are also meeting with Lake Highland tomorrow and possibly entering into a partnership with them. She stated they are looking into all of their options.

Upon a roll vote, Mayor Strong, Representative Roberts and Commissioners Bridges and Dillaha voted yes. The vote carried unanimously 4-0.

3. INFORMATIONAL ITEMS

(A) CRA Economic Investment Initiative

Ms. Gutch stated CRA staff is in the process of developing a CRA Economic Investment Initiative that is designed to help the business community in the short and long term. Some of the items include: Business Improvement District/Mainstreet Pilot Program; the Virtual Business Incubation through the University of Central Florida; Business Assistance Series on Survival through Tough Times; Streamlined Permitting and Business Assistance; and Create a Business Resource Center. She commented that during the work session Commissioner Anderson suggested having a Mainstreet Pilot Program for the business improvement district that would look at the commercial and retail corridors within the CRA. She stated that the long term financial viability of the CRA area is the number six goal identified in the CRA strategic plan.

She explained that the Economic Development Advisory Board (EDAB) is also in the process of completing an economic development strategic plan and recently completed our Targeted Industry Cluster Analysis. In addition, she and City Manager Knight and Representative Roberts met with Commissioner Segal on January 5 regarding extending the CRA to include the Fairbanks right-of-way to I-4 or swapping existing CRA property for Fairbanks on the north and south in an effort to beautify the blighted gateway into our City. She stated that Commissioner Segal was supportive of Winter Park having a hotel and was open to those discussions.

Representatives Roberts suggested the possibility of the CRA engaging in conversations with some of the landlords and merchants on Park Avenue. Ms. Gutch explained that many of the landlords are cutting their rent between 30% and 50% in 2009. She commented that they will wait until this initiative is passed and get everyone together to set up something more formal.

Mayor Strong commented that at a prior work session they discussed having Historic Preservation consultant Donovan Rypekema to meet with the landlords to talk about the benefits of the historic district. Ms. Gutch added that she is working with Senior Planner Lindsey Hayes and her group to begin dressing up empty store fronts.

(B) FY 2009 Meeting Calendar

The 2009 meeting calendar was provided. There was no discussion.
4. **NEW BUSINESS**

Linda Walker, 794 Comstock Avenue, voiced concerns about the Community Center article that was in the Observer last week. She commented that employees should go through the Communications Department before they speak with the press.

Communications Director Clarissa Howard stated they have a policy in place that any media requests go through the Communications Department so they can coordinate the interviews.

The CRA Agency meeting adjourned at 3:21 p.m.

![Signature]

Chairman: David C. Strong

ATTEST:

![Signature]

Deputy City Clerk: Cynthia S. Bonham

Nancy McLean