COMMUNITY REDEVELOPMENT AGENCY
May 11, 2009

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:00 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:
Mayor Kenneth Bradley
Commissioner Margie Bridges
Commissioner Beth Dillaha
Commissioner Phil Anderson
Commissioner Karen Diebel (arrived at 2:19 p.m.)

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

1. Administrative Items.

A. Motion made by Representative Roberts to approve the minutes of February 23, 2009; seconded by Commissioner Dillaha. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.

B. CRA Budget and Financial Update.

Assistant CRA Director Peter Moore stated that due to the pending bond proposal staff completed an update of the CRA’s current and future financial position. This update allows the CRA to determine how to evaluate the selection and approval of future projects. He explained the overview of the major items related to the current and future financial position. This included the operating revenue and expenditure update for fiscal year 2009; projects, cash reserves, the Community Center; future projections and proforma – financial projections. He summarized that 1) the CRA could pay for the Fairbanks Intersection, the Morse Boulevard Streetscape, the UCF Virtual Incubator and provide additional funding to the Business Façade Program from reserve cash for this fiscal year; 2) current year expenditures are expected to be under budget; 3) the CRA has the capacity to fund a $10 million bond issue assuming that future TIF revenues do not suffer a greater than 15% sustained decline from their current levels; and 4) The financial proforma of the CRA through its life is based on a near term decline of 10% in TIF revenues and a long term 5% growth rate. Based on the findings, the Community Center project could move ahead noting that the additional debt service payments will restrict future project spending and flexibility in the short term. Mr. Moore and Ms. Gutch answered questions.

2. Action Items.

A. Fairbanks Intersection Improvements Funding.

CRA Director Sherry Gutch explained that they are requesting funding of $250,000 for the Fairbanks intersection improvements. The improvements are slated to be made starting this July to the Fairbanks Intersection at Orange/Pennsylvania/Holt as part of a grant that Public Works received to make pedestrian improvements. Improvements will promote pedestrian safety, traffic flow and safety, and make substantial visual improvements to the area including mast traffic arms and landscaping.
The Public Works grant will need supplementary funding from the CRA to make additional aesthetic improvements to the area including the undergrounding of utilities, the purchase of the new fencing at the Pittsburgh Paints site, and the purchase of a partial easement from the Pittsburgh Paint property so that the sidewalks can be widened and the turning radius will improve from Fairbanks onto Orange Avenue. Unfortunately the grant funding cannot be used for these items.

Ms. Gutch gave a breakdown of CRA related costs staff is requesting for this project: 1) $170,000 for the utility undergrounding; 2) $60,000 for the easement at the Pittsburgh Paint property. She clarified that the figure was $55,000 in the Commission packets, but is now $60,000 because they were in the negotiation phase when the packets were delivered; and 3) $25,000 for miscellaneous items.

She stated that staff recommends allocating $250,000 to the Fairbanks Intersection Improvement account to allow for these added improvements to this main gateway into the Central Business District. By coordinating improvement efforts, the CRA and City are able to make much needed safety and efficiency improvements to this intersection while leveraging grant funding and maximizing the visual impact of the improvements. She added that this item is consistent with Goal number 2 of the CRA strategic plan and was unanimously approved by the CRA Advisory Board. Ms. Gutch and Public Works Director Troy Attaway answered questions.

**Motion made by Commissioner Bridges to approve the project as presented; seconded by Representative Roberts.** Commissioner Diebel commented that this is an important investment to clean up the safety of this corner. She expressed that was her primary concern and supported the expenditure. Commissioner Bridges supported the beautification and stated for the record that FDOT either makes a northbound left hand turn lane signal or when the light is green (for both of those lanes) there is a time delay southbound so cars can make that left hand turn. She wanted to ensure that they work on the lighting, the timing and the directional signalization. Mr. Attaway agreed. **The motion carried unanimously with a 6-0 vote.**

**B. Business Façade Matching Grant Program Funding.**

Ms. Gutch explained that they are requesting $80,000 from CRA funds to increase the budget of the Business Façade Matching Grant Program. She stated that the Business Façade Improvement Matching Grant Program was created to incentivize merchants/property owners to improve the look of their properties, supporting the success of our CRA businesses and providing for attractive street frontages. The program allows an eligible business up to $20,000 in matching funds to make improvements to facades of the building that are visible from public rights-of-way.

She stated that historically use of the program has been slow; however, in recent months there have been numerous calls and requests for applications. Over ten applications have been given to local merchants and the demand for funding has exceeded what is currently budgeted in the account. In the fall of last year, $40,000 was reallocated from the Business Façade Program to cover deficits in the housing rehab budget. Currently, the remaining funding for the program is $0. She addressed the list of completed projects, pending projects and anticipated applications.

She explained that staff is proposing to increase funding to the program by $80,000, based on demand. Funding would come from cash reserves and would pay for estimated demand based
on outstanding and anticipated requests for applications. This item is consistent with Goal 6 of the CRA strategic plan and was approved unanimously by the CRA Advisory Board. She stated that staff recommends approval of the funding of an additional $80,000 to the Business Façade Matching Grant Program. Ms. Gutch and Mr. Moore answered questions. Commissioner Dillaha asked about before and after photographs. Ms. Gutch stated they will do a presentation on this at the next meeting.

Commissioner Bridges suggested more public awareness of these projects and expressed how much the City, merchants and landlords are working cooperatively together. She addressed taking Commissioner Dillaha's suggestion of the before and after photos and having an exhibit at the Welcome Center. She also suggested a small plaque that stays on site to raise the awareness in the community about what they are achieving. Ms. Gutch agreed. **Motion made by Representative Roberts to approve the funding as presented; seconded by Commissioner Anderson. The motion carried unanimously with a 6-0 vote.**

3. **Informational Items.**

   A. **Community Center Update.**

Ms. Gutch explained that the Community Center project continues to move forward. On April 1, 2009 staff made a presentation for a $1 million grant through the Community Development Block Grant funding. She stated that she was also notified by City Manager Knight of additional dollars being allocated through CDBG and they are applying for an EDA grant and have applied for stimulus money for the Community Center. She stated that they are also working on their fund raising campaign because they understand that a $10 million dollar bond is substantial.

In addition, three meetings related to the new Community Center have either taken place or have been scheduled. She explained that on April 22 there was a community informational meeting to update residents on the changes to the design of the center and everyone was in favor of that. All of the amenities remain the same with the exception of Head Start who has decided to move to other locations. She stated that as a result they had to redesign the center which is now a one story instead of a two story center and they save approximately 7,000 square feet. She also stated that they had a meeting on May 5 with Planning and Zoning to discuss the proposed site plan and layout of the new Community Center. This was approved unanimously by the P&Z with some minor conditions; one was related to the concerns about not having enough parking, but she stated they would evaluate this every 3 years. Ms. Gutch explained that the P&Z recommendations would come before the City Commission on May 26.

She commented that on the home page of the City of Winter Park's website is the Community Center link that includes a survey about the types of programs that citizens would like to see programmed at the new Community Center. Additionally they have their timeline and made a determination that until they know their budget numbers they cannot commit to anything. She explained that after June 1, they will go through the design, build and selection process and choose the company for the project. She stated that they are not making any decisions until they receive their numbers from the Property Appraiser's office and this will come back to the Commission as an item for their approval as part of the bond issue. Ms. Gutch and Mr. Moore answered questions. Representative Roberts wanted to ensure the pool is built when they initiate the project. Ms. Gutch agreed and stated that this is a City-wide draw to the facility and it will be the economic development generator that brings people from outside to the pool.
Commissioner Anderson wanted to see the recasting of the financial strategic plan and how they are achieving those goals. Ms. Gutch and Mr. Moore agreed to do so. Commissioner Diebel asked City Manager Knight to clarify if there are any projects in the General Fund that could potentially be considered for the CRA fund. Ms. Gutch agreed and stated that as long as it fits with the strategic plan they do not have a problem with that.

B. Economic Initiatives Update.

i. Park Avenue Revitalization Roundtable Series.

Ms. Gutch explained that Britt Beemer, American Research Group, presented his results of Phase I of the Park Avenue Study which entailed interviews with 500 people from targeted zip codes in the region that have not shopped on Park Avenue for at least 12-18 months. She stated that Phase I is completed but customer service was a big issue. She explained that the Chamber of Commerce is creating a program to help in terms of training businesses in conjunction with Rollins College and having forums. She spoke about the major findings and additional items discussed such as store hours, special events and competition. She stated that they will be moving into Phase II and will be surveying 500 existing shoppers on Park Avenue using the same zip code and the same methodologies.

She addressed their next advisory board task force meeting of June 3 and another meeting with the landlords and merchants by mid-June. She added that this should be ready by the end of June. Ms. Gutch answered questions.

ii. Historical Preservation.

Ms. Gutch explained that this would be discussed at their next meeting.

iii. Main Street Program.

Ms. Gutch stated this will be placed on hold until they get through the Economic Development Strategy and the Park Avenue Strategy. She also commented that they do not have the staffing for this right now. Commissioner Dillaha agreed.

iv. UCF Incubator.

Ms. Gutch explained that she will be receiving the draft contract from UCF today and it will be on the agenda at the next CRA Agency meeting. Mayor Bradley commented that this is important and he was interested in that. Ms. Gutch commented that if anyone wants a tour she would take them there.

C. Morse Blvd Streetscape Update.

Ms. Gutch stated that they are still in the design phase and are waiting for a plan. She stated that it goes from Park Avenue to Interlachen Avenue and the intention is to connect the train station and Central Park to the Scenic Boat Tour. She believed it is important to clean up that corridor and make it a piazza to feel more like Winter Park.
Commissioner Anderson wanted to see the recasting of the strategic plan and where the $750,000 falls within the strategic plan before it is funded out of cash reserves. Ms. Gutch stated they can discuss this at the next meeting.

4. **New Business**

There was no new business.

5. **Old Business**

The CRA Agency meeting adjourned at 2:57 p.m.

ATTEST:

[Signature]

CRA Deputy Clerk Nancy McLean

[Signature]

Chairman Kenneth W. Bradley