COMMUNITY REDEVELOPMENT AGENCY
November 9, 2009

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 1:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:  Also present:
Mayor Kenneth Bradley  City Manager Randy Knight
Commissioner Margie Bridges  City Attorney Anthony Garganese
Commissioner Beth Dillaha  City Clerk Cynthia Bonham
Commissioner Phil Anderson (via telephone)  Deputy City Clerk Nancy McLean
Orange County Representative Stan Roberts

Members absent:
Commissioner Karen Diebel

1.  Administrative Items.

Motion made by Orange County Representative Stan Roberts to approve the minutes of August 10, 2009; seconded by Commissioner Dillaha. Motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.

2.  Informational Items.

A.  Project Budget Update.

Assistant CRA Director Peter Moore explained that in the FY 2010 adopted budget the CRA originally had an estimated $900,000 in funding available after accounting for the increase in debt service payments anticipated for the proposed Community Center. Those payments are estimated to total approximately $900,000 annually made up of two payments (typically in January and July). Because financing on the Community Center was delayed, they will only be making a single semi-annual payment in FY 2010 which means paying approximately half of the anticipated new debt service they expected to pay in FY 2010. As a result, they should expect to have an additional $450,000 available in cash for projects this year making the total cash on hand for projects closer to $1.35 million. On August 10, $200,000 was allocated out of the excess funds with $100,000 going to both the Housing Rehab and the Business Façade Program. He stated that the Board has discussed a number of pending projects that could come out of this project funding and outlined the project funding available in CRA cash for this fiscal year.

| Estimated total funding available for projects: | $1,350,000 |
| Funding already allocated in FY 2010 Budget: | -$200,000 |
| (Business Façade and Housing Rehab) | |

Potential Projects to be funded this Fiscal Year:

| Additional Funding to Business Façade (on agenda) (Approved by Advisory Board Oct 29th) | -$100,000 |
Park Avenue Area Strategic plan (on agenda) -$150,000
(Approved by Advisory Board Oct 29th)

Wayfinding (estimate) -$100,000

W. Morse Blvd Streetscape (on agenda) -$400,000
(Approved by Advisory Board Oct 29th)

Remaining Funds $400,000

He stated that this additional funding will allow increased flexibility in the CRA to take on new projects and programs during this year. Additionally, it will allow them to comfortably fund the additional $100,000 for the Business façade Program, the $150,000 for the Park Avenue Strategy and approximate $400,000 for the W. Morse streetscape which includes working with Public Works to add new decorative lighting, landscaping and undergrounding of electric from 17/92 to New York Avenue. Mr. Moore answered questions.

Commissioner Bridges commented that she would like a directed plan in terms of connecting the streetscaping projects that we have done and combine that with the proposed Community Center. She believed they need to build out from the core in an orderly fashion and should ask the Advisory Board to look at a holistic approach. Mr. Moore explained that there was a potential streetscaping plan that came out of the CRA strategic plan and he will meet with Public Works Director Troy Attaway to update that and bring it to the Advisory Board for consideration.

Mr. Roberts stated that they also face the expense of the demolition of the State Office Building and this is a potential use for that.

Mayor Bradley commented that the excess money can be used to decrease the borrowing for the Community Center project. He voiced concerns and wanted to watch the way their revenues are coming in throughout the year to assure that there are no major losses that they may have to make up for somewhere else. He added that based on their last work session in terms of potential purchases within the Hannibal Square area (such as parking) this could be a source of funds for some of those projects.

3. **Action Items.**

A. **Community Center Design Approval**

Mr. Moore stated that in May 2009 the City released an RFQ to select a design-build team to complete the proposed Community Center project. The team of Turner Construction - Schenkel Shultz (TCSS) was chosen by the Selection Committee. As a part of the design-build process, TCSS proposed some reconfigurations to the site plan and building layout to make improvements to program flexibility, operational efficiency, security, and project cost. These refinements made significant alterations to the layout of the previously adopted plan and it was therefore deemed necessary that these changes go through the same consensus building process as the previous plan. As a result, staff, TCSS, and a representative of both the CRA Advisory and CRA Agency Board have met weekly to vet the new design with all the stakeholders. The revisions to the plan have met with favorable support when presented to the
stakeholders and it was staff’s recommendation that the project proceed using the revised design. He listed the various reasons supporting the recommendation.

Mr. Moore stated that the areas of community concern were the tennis courts and that this was addressed at the October 15 community meeting as a desire for the new facility. He further elaborated on the background of the tennis courts and the two scenarios that were investigated; whether to add a single court or two courts. When this issue came up at the original public meeting 1½ years ago, it was determined that the compromise of placing the courts indoors was sufficient because Azalea Lane was in close enough proximity to allow for shuttling of users to the courts provided at that facility. For this reason, courts were removed from the original design which was already approved and is not being recommended in the revised design. It was staff’s recommendation that the additional parking is of more importance than the addition of a single tennis court.

Mr. Moore explained that to date approximately $200,000 has been spent on the Community Center project over the last two years. The original plan’s design and construction cost would require the CRA to pursue bank loan financing totaling approximately $9,600,000. The new plan with all the changes and features will not cost more than the original plan and is likely to cost less due to the efficiency of the design. He commented that if this design is approved or if it is determined to go with the original plan, staff will authorize the release of the RFP for bank loan financing in late November or early December and bring back the results at a special meeting of the CRA Agency in late January or early February. Mr. Moore answered questions.

**Motion made by Commissioner Bridges to approve the revised Community Center plans; seconded by Representative Roberts.** Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Bridges and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.

### B. Park Ave Area Strategic Plan.

Mr. Moore explained that the CRA Advisory Board approved the plan from the meeting on October 29 with the following qualifications: 1) to approve the plan and full dollar allocation of $150,000 but grant staff permission to spend up to $55,000 to implement time sensitive items such as promotion dollars for the holiday ice rink, holiday lighting, special events, and maintenance and aesthetic improvements; and 2) once the Task Force recommendation in the plan is created, all funding approval for plan items must be received from the CRA Advisory Board and CRA Board.

He spoke about the purpose of the strategic plan to address the strengths, weaknesses, opportunities and challenges of the Park Avenue area due to vacant storefronts, decreased sales (drastically has changed over the past five years) and a general lack of a calculated plan for the Park Avenue area. The objective of the strategic plan is to provide an assessment of the Park Avenue area through two surveys and six public input sessions resulting in strategic goals and action items that address the findings. In addition, this plan will lead to the creation of Park Avenue Area Business Improvement District (BID). The BID is contingent on the passage of a referendum by the property owners. The six goals of the plan are as follows:

- **Goal 1 – Expand Brand and Improve Marketing of the Park Avenue Area**
- **Goal 2 – Implement a Parking and Wayfinding Program**
Goal 3 – Nurture and Cultivate Existing Businesses, Identify and Recruit New Businesses
Goal 4 – Increase Maintenance and Aesthetics
Goal 5 – Enhance the Park Ave Area Experience
Goal 6 – Create a Business Improvement District

The strategic planning process has been ongoing for a year and was designed as a participatory process involving all stakeholders within the Park Avenue area including but not limited to merchants, property owners, elected officials, CRA members, CRA Advisory Board members, the Economic Development Advisory Board, the Winter Park Chamber of Commerce, and City staff. There was overwhelming support for the plan from the stakeholders.

He stated that if approved it is the intention of staff to make funding decisions regarding the implementation of the plan until the Park Avenue Task Force can be created. As outlined in the plan, this group of diverse stakeholders will be a City/CRA appointed board and with staff support, make recommendations regarding the implementation of the plan. It is anticipated that this board be formed with the input of the new Director of the Community Redevelopment Department. This Task Force will then serve as the precursor to the eventual formation of a Business Improvement District Board if the requisite numbers of property owners agree to create a BID after the third year.

The plan proposes $150,000 to be budgeted from the CRA for FY 2010 with the intent of budgeting similar amounts in the following two years. Sufficient funds remain in the CRA for this allocation. After the three year period the concept of a Business Improvement District will be taken to the property owners for a vote. He explained that it is not the intention of staff to recommend funding beyond the three year time period.

Mr. Moore asked that they approve the Park Avenue Area Strategic Plan and allocation of $150,000 to implement the first year of the plan. Staff will have approval to spend up to $55,000 toward implementing the goals of the plan with any additional expenditures requiring review by the CRA Advisory Board. Mr. Moore answered questions regarding Goals 1-6.

**Goal 1: Expand Brand and Improve Marketing of the Park Avenue Area**

Commissioner Bridges had concerns about the cost to bring in a professional consultant to create our brand. She hoped that they are supportive of identifying the best marketing strategy and to give this group the opportunity to move forward.

Commissioner Dillaha commented that she read the vision and mission statements and one thing that was not included is that the downtown area is about tourism. She also suggested that the character, heritage, culture, and uniqueness be included with the vision and mission statements. She stated that the branding concept (to differentiate us) will also need all of these components.

**Goal 2: Implement a Parking and Wayfinding Program**

Mayor Bradley stated that parking is critical and more important than branding. Commissioner Bridges stated that this is a great goal but she will not support a goal that does not define the responsibilities of all partners. Mr. Moore explained that one of the action steps is to establish an employee parking program within designated areas.
Goal 3: Nurture and Cultivate Existing Businesses, Identify and Recruit New Businesses

Commissioner Bridges commented that she would like to see a professional consultant do an analysis with item 2): “Identify and recruit businesses to fill voids and create anchor opportunities and minimize any obstacles to filling voids.” She stated that the Britt Beamer program presented one of our most immediate needs is having an anchor that already incorporates the advertising dollars as part of their cost of doing business that the rest of the Avenue benefits from.

Goal 4: Increase Maintenance and Aesthetics

Mr. Moore clarified item 1): “Implement the maintenance program to ensure the Park Avenue area maintains its niche, i.e., pressure washing sidewalks, painting of decorative light fixtures, garbage cans, limited kiosks and newspapers racks.” He added that they are currently anticipating increased pressure washing and cleaning of Park Avenue, as well as $5,000 for Holiday lighting.

Goal 5: Enhance the Park Avenue Area Experience

Commissioner Bridges commented that she would like to see specificity with the partnership. She stated that in order to be supportive she wanted the partners defining their responsibilities and sharing the load. Commissioner Dillaha agreed and commented that during these holiday hours addressing the parking situation and having consistent hours of business is very critical.

Goal 6: Create a Business Improvement District

Commissioner Dillaha had concerns as to why they would fund this for three years. Mr. Moore explained that this was in response to the economy and they wanted it to be an improved state where people would feel more comfortable voting a tax increase to establish the BID. He stated that it does not have to be three years. Commissioner Dillaha suggested it be on a year by year basis.

Representative Roberts had concerns that the leadership in this concept has come from the CRA. Commissioner Dillaha agreed that this is being initiated by the City versus by the merchants and landlords. She wanted to make sure that we are not giving everything and being expected to be the support system for business.

Commissioner Bridges expressed that the plan did not have everyone’s commitment as to what they will do in this partnership. Mr. Moore addressed that this is where the Task Force comes in because they are the unified group of stakeholders working together and the representatives from all of those groups to execute and carry forward this plan. Commissioner Bridges added that she would like to see something happen in a shorter period of time than what they are projecting.

Tom Harris, President of the Park Avenue Association, spoke about the Task Force and how everyone wants to work together. He stated that this is a long term plan and three years is not a lot of time. He asked that they approve the $150,000 and let them decide how it will be spent.
Commissioner Dillaha commented that with Goals 3-5 there could be more details as to what the business owners and the stakeholders are going to commit to in order to partner with the City. She stated that way everyone has some ownership, expectation and a deliverable.

Susan Lawrence, CRA Advisory Board member, explained the difference between a strategic plan and a business plan. She asked the Commission to approve this in concept as a strategic plan and let the Task Force come up with the business plan.

Joe Terranova, 700 Melrose Avenue, urged the Commission to approve the strategic plan and the $150,000 for the first year.

Patrick Chapin, Winter Park Chamber of Commerce, supported the plan and asked the Commission to move forward and approve it.

Judy Von Weller, Winter Park business owner, stated that they need to approve the plan in its entirety.

**Motion made by Commissioner Anderson to approve the $150,000 allocation with the limitation that no more than $55,000 be spent without Advisory Board approval; seconded by Mayor Bradley.** Commissioner Dillaha commented that she was in favor of the $150,000 for the first year and suggested having more details of the plan come forth to the CRA board to see how this is moving forward. Representative Roberts agreed. **Commissioner Anderson accepted limiting the $150,000 for this first year and asked for updates on the details of the plan as they become available. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Bridges and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

**C. West Morse Boulevard Streetscape (decorative lighting)**

Assistant CRA Director Peter Moore requested approval of $267,000 for the decorative lighting improvements to the West Morse Boulevard Streetscape and approval of an additional $17,000 to cover the potential gap in funding between the cost to repave the boulevard and the stimulus grant monies received from FDOT. He stated that Public Works is currently working to see if the grant funding can be increased to cover the gap. If so, the additional $17,000 will not be needed. Public Works Director Troy Attaway answered questions.

**Motion made by Commissioner Bridges to approve the decorative lighting improvements on West Morse Boulevard; seconded by Representative Roberts. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Bridges and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

**D. Business Façade Program Funding**

Mr. Moore explained 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.
The program has been phenomenally popular with over 25 businesses taking advantage of funding to improve their properties and applications are arriving weekly for new projects. The CRA Agency approved $100,000 for the program for FY 2010 and in the first day all the funds were dedicated to projects with many more applications pending the availability of additional funding. To date, $240,000 has been allocated to businesses through this program, with applications for over $50,000 in additional funding being requested.

Staff recommended that $100,000 in additional funding be allocated to this program to allow for interested applicants to complete their projects and to help support small businesses throughout the CRA during these difficult times. Mr. Moore answered questions.

Motion made by Representative Roberts to approve the $100,000 in additional funding; seconded by Commissioner Bridges. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Bridges and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.

E. Enzian Popcorn Flicks Grant Agreement

Mr. Moore requested the approval of the Enzian Popcorn Flicks Grant agreement. He stated that $18,000 for this item was already approved as part of the CRA FY 2010 budget. Attorney Garganese made some technical amendments to the contract. Mr. Moore answered questions.

Commissioner Bridges wanted the CRA to do an ongoing analysis regarding the attendance of this event; how much money they spend; what true economic impact it has and how our merchants can benefit from that. Mr. Moore agreed.

Motion made by Commissioner Bridges to approve the Enzian Popcorn Flicks Grant agreement with the proviso that our City Attorney will address the issues he raised and amend the language; seconded by Representative Roberts. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Bridges and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.

F. Bridgebuilders Grant Agreement

Mr. Moore requested the approval of the Bridgebuilders of Winter Park, Inc. FY 2009/2010 Grant agreement. He stated that the $20,000 was previously approved for this item as part of the CRA FY 2010 budget. Mr. Moore answered questions.

Mayor Bradley asked if they received an audited financial statement from Bridgebuilders. Mr. Moore stated that they have not asked for one but they can do that. Attorney Garganese explained they could approve the contract making it contingent upon getting those financials.

Mayor Bradley also had concerns that a 501(c) 3 is engaging in voter registration and/or political forms. Attorney Garganese stated he did not have any facts regarding this specific organization but typically 501(c) 3 corporations sometimes “spin off” political action committees to engage in those types of activities. Attorney Garganese stated that this specific agreement is for scholarship purposes and the money that is provided should not to be used for voter registration or political forums.
Motion made by Commissioner Bridges to approve the Bridgebuilders Grant agreement, subject to Bridgebuilders providing a financial report; seconded by Commissioner Dillaha.

Janie Baker, President of Bridgebuilders, explained that any money they receive from the City is used for scholarships and that they had no knowledge of having to provide a financial statement. Mayor Bradley commented that it is in the contract.

Attorney Garganese stated that typically when an agency will contract with a 501(c) 3 to expend public funds it is very common for the recipients to submit an audited financial statement to show they are in good standing before an award is given to the agency.

Motion made by Mayor Bradley to approve the Bridgebuilders Grant agreement pending the receipt of audited financial statements from Bridgebuilders, Inc.; seconded by Commissioner Anderson. Commissioner Anderson asked that Mr. Moore get together with Bridgebuilders and clarify what is needed. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Bridges and Representative Roberts voted yes. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.


1. Commissioner Dillaha suggested streetscaping New York Avenue as part of the planning project as to how they want the downtown to look. She believed this would be a good conversation to have at a later time. Mayor Bradley and Commissioner Bridges agreed.

2. Mayor Bradley commented that he wanted to look at the process of extending the life of the CRA as well as the boundaries. He asked staff to bring the Commission a recommendation at their next CRA meeting. He stated that he was interested in the Fairbanks redevelopment area. Mr. Moore stated they can reopen that. He explained that they met with Commissioner Bill Segal and Orange County staff to discuss this and the response at the time was that we could expand it but they would not provide the Orange County portion of the tax increment financing.

Motion made by Commissioner Bridges to adjourn; seconded by Representative Roberts. The motion carried unanimously with a 5-0 vote.

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

[Signature]
Chairman Kenneth W. Bradley

ATTEST:

[Signature]
City Clerk Cynthia S. Bonham