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 (arrived at 2:26)  City Attorney Anthony Garganese  
Commissioner Karen Diebel  City Clerk Cynthia Bonham  
Commissioner Beth Dillaha  CRA Director Dori DeBord  
Commissioner Phil Anderson  
Orange County Representative Stan Roberts

Mayor Bradley welcomed Dori DeBord to the City as this was her first CRA Agency meeting.

1. Administrative Items.

Motion made by Commissioner Anderson to approve the minutes of November 9, 2009; seconded by Representative Roberts. Motion carried unanimously with a 6-0 vote.

2. Informational Items.

A. Project Budget Update and Funding Priorities

Assistant CRA Director Peter Moore commented that this is what we have available to the CRA for the rest of this fiscal year to allocate to projects (under CRA statute, we are required to allocate all unencumbered funds by the close of the fiscal year and that they have traditionally made it a practice of bringing up projects and allocating them over the course of the year).

He explained the streetscape projects that Public Works and Finance have determined could be closed out and that many of these are significantly under budget resulting in substantial cash on hand for additional projects or to decrease the debt service during this year. The total surplus funding from closed out projects totals approximately $1.5 million due in large part to projects completed under budget: Orange Avenue, Pennsylvania Avenue, and Webster Avenue.

The Orange Avenue Streetscape was originally estimated at $3.5 million; however, estimated actual expenditures once all items are closed out will be closer to $2.6 million. Additionally, both the Pennsylvania Streetscape and Webster Streetscape added further surplus. Staff has met with Public Works and believes that these significant savings were due to savings on labor costs and being able to do many components of these projects in-house. When these streetscapes were originally proposed, some over 4 years ago, the construction industry was booming and labor and material costs were much higher. The CRA is fortunate to have been able to take advantage of the current economy to perform these projects significantly under budget. Once the surplus streetscape savings are added to this fiscal year’s surplus revenues, the CRA has almost $2 million to spend on projects.
At the December 17 Advisory Board meeting, staff was asked to develop a list of funding priorities to allocate the surplus FY 2010 cash reserves. The following is a summary of CRA revenues, surplus project funds, adopted projects, pending projects, and potential new projects. The new projects are not in any priority order and will be ranked for Agency consideration at the February CRA Advisory Board meeting.

**Revenues:**
- Est. FY 2010 total funding surplus Rev over Exp + Debt: $1,850,000
- Surplus Funds from completed projects: $1,500,000
- Total Funds Available for Projects: $3,350,000

**Adopted and Pending Projects:**
- Community Center interest payment (estimate): -$200,000
- Housing Rehab: -$100,000
- Business Façade: -$200,000
- Park Avenue Area Strategic Plan: -$150,000
- Wayfinding (estimate): -$150,000
- W. Morse Blvd Streetscape (estimate): -$450,000
- Demolition 941 Morse Blvd: -$185,000
- Total Committed to Adopted and Pending Projects: -$1,435,000

**Funds Available for Potential New Projects:** $1,915,000

**Potential New Projects:**
- Community Center Project (on agenda): $1,000,000
- Parking Piazza (on agenda): $60,000
- Housing Rehabilitation: $60,000
- Hannibal Square Community Land Trust: $30,000
- Business Façade: $100,000
- Ice Rink 2010: $150,000
- New England Streetscape- Capen to Denning: $500,000
  (alternative) New England Streetscape- brick in front of Community Center and Capen/NE Intersection: Pending
- Underground Electric-North NE/NY Intersection: $50,000
- New England: Knowles – Interlachen: Pending
- Pennsylvania: Lyman – Fairbanks: Pending
- New York Streetscape: Pending

Commissioner Dillaha suggested prioritizing the streetscape of New York Avenue to improve the look of the entire downtown. Mr. Moore stated we do not have a scope of work for that because of the discussions being off and on again. He stated they have had conversations with Public Works and it was determined that New York Avenue cannot be bricked because of the response times and the main loading road for commercial traffic but that they could make improvements similar to Orange Avenue (more landscaping, improve sidewalks, decorative lighting, undergrounding power lines, etc.). Representative Roberts agreed that this is a worthwhile project. Mayor Bradley agreed but asked at what price. He wanted to push this forward as a scope project. He also spoke to the Community Center project and that anything we can pay down in terms of borrowing less on the project makes sense to him.
B. Winter in the Park Update (Ice Skating Rink)

Assistant CRA Director Peter Moore explained that the temporary ice rink placed in the West Meadow of Central Park was a success with over 9,700 skaters attending during November 20 – January 3. This event helped to set downtown Winter Park apart from other shopping destinations during the holidays to promote and strengthen our businesses. Staff will be working over the next couple weeks to survey merchants to determine the effect the ice rink had on their business and if they would be supportive of having the event again next year.

He addressed the zip code analysis being randomly conducted of visitors. Of the total 9,771 visitors, 1,235 supplied zip codes. The majority of skaters came from the immediate area of Winter Park and Maitland (50%) while the top ten locations included skaters from Orlando, Longwood, Lake Mary, and Winter Springs (77%+ in top ten). Most of our marketing efforts were focused on the immediate area through the utility bill flyers and may represent an untapped opportunity for additional customers if advertising dollars are used to target outside of the immediate area.

Staff met with representatives from Magic Ice to go over areas of concern in this first year of operation and to discuss potential areas for improvement in subsequent years if the event is continued. Ideas included:

- Work with Park Ave Area merchants to create a special event day or series of events to draw rink traffic to downtown stores.
- Decide to approve the event earlier to allow more time to generate major sponsors and develop and implement a marketing plan.
- Open a week earlier and a week later to capture more of the holiday crowd and post holiday, returning student traffic.
- Consider a larger rink and tent, allowing for a more open air experience.
- Addition of a decoration package and lighting package.
- Consider the placement of vending machines. Magic Ice representatives indicated that of all the concessions they run, ours were the lowest priced. Additionally the cost to provide staffing to concessions outweighed revenue received. Expanded food service may help to boost revenues but further investigation needs to be done to determine menu options that would not detract from area merchants.
- Target younger children with Mommy and Me days.
- Consider offering Christmas tree sponsorships either as a decorative competition among businesses or fundraiser.
- Expand marketing outside of immediate area to reach larger breadth of customers. (Most skaters were from immediate area.)
- Adjust hours to correspond with peak times and uses. Consider separate hour schedules for times when school is in and out of session.
- Consider the branding and sale of additional Winter in the Park collateral, including T-shirts, mugs, knit caps, scarves, Christmas ornaments, etc.
- Provide a trailer for restroom service instead of portable units.

Expenses:
The CRA allocated $120K for the rink. Currently, outstanding expenses are approximately $125K with an additional $10K in costs anticipated. Higher costs were due to underestimating the pass-through staffing figures for rink operations. Magic Ice used their experience with the
City of Cocoa as an estimate of labor expenses however our rink did more business, which requires more staffing, and included the additional position of a concessionaire.

**Revenues:**
- **Sponsorships:** $30,506. Included the sale of the majority of the dasher board opportunities as well as each of the major sponsors (Holler Automotive, Florida Hospital).
- **Skate Fees:** $88,281. Included skate rental fee as well as admission. School days helped to drive additional traffic and spread awareness of the rink.
- **Concessions:** $3,610. Included the sale of drinks and snacks. Revenues were generally lower here than estimated and the approach or availability of concessions will have to be evaluated if this project is again considered.
- **Socks:** $1,042.
- **Group Rentals:** $3,860. Included private party rental of rink for special events.

**Total Revenues:** $127,299

**Net Surplus/Deficit:** Pending loss estimate of: $7,701

Mr. Moore explained that this will come to CRA Agency possibly in March.

C. **Historical Association Funding Request**

CRA Director Dori DeBord explained that at the January 11, 2010 City Commission meeting, the Historical Association asked for $25,000 in operational support in addition to the $25,000 that had already been allocated by the City Commission during the budget process. She stated she spoke with the Executive Director for the Historical Association who will begin working on the programs that they bring in and the types of programs that would take place within the CRA. Staff will work with the Historical Society of their annual calendar of events to bring forward to the Agency a variety of programs that provide economic benefit to the CRA and the City overall.

They were directed to bring the issue to the Economic Development Department and the CRA to discuss the possibility of requesting funding through the CRA. Staff will meet with the Association to determine their needs and to discuss how funding may be used to promote the projects of the CRA. Traditionally, funding is provided from the CRA based on executed grant agreements with benchmarks and guidelines for how monies are to achieve a specific goal.

She stated there may be an opportunity to help the Historical Association fund some of their programs and open up additional funding for operating. The CRA has, as a practice, provided project funding rather than operational funding based on the need to extend specific programs. The opportunity may be to cover the cost of programs for the Historical Society, allowing them to have additional resources to cover their operational needs.

Ms. DeBord encouraged the CRA Agency to continue to authorize staff to look at opportunities and program funding for the Historical Association, rather than operating funding.
Commissioner Anderson stated he understands that in terms of supporting this operationally, that is more a function of the Commission decision (as the Library) but in terms of supporting on a type of grant based event and if there is a specific project that cannot be accomplished under the normal operating budget, that is the basis for suggesting and requesting a grant from the CRA. Ms. DeBord stated if it were in the CRA district and they could do it as a program, it is something they can build into our budgetary process and look to see if funding was available. She stated there would have to be modifications made to the CRA budget to find money since this has not been done in the past.

Commissioner Dillaha stated that she understood that CRA funds are not used for operational expenses and that we need to speak about this on the regular Commission agenda and have it funded out of the General Fund, as opposed to the CRA, if the Commission agrees.

This will be added as an action item for the upcoming Commission meeting.

3. **Action Items.**

   A. **Community Center Financing**

   Assistant CRA Director Peter Moore addressed the approval of financing the $9.1 million Community Center project with a loan from SunTrust Bank, evidenced by a CRA bond issue. He stated we recently went through an RFP to obtain financing proposals and received four summary descriptions of those proposals. Staff has met with the City’s financial advisors and bond counsel and has unanimous agreement that the SunTrust proposal is the most advantageous to the City. He stated the bond counsel and financial advisor are present for any questions. He spoke about when the ordinance will come before the City Commission and that the issue of how much they intend to borrow on the Community Center needs to be addressed.

   Other information was provided as follows in the CRA package and provided to the board members. The CRA Agency previously approved the construction of a 38,000 square foot Community Center for the City. The two year process involved the substantial involvement and input of residents, City staff and officials, as well as other program stakeholders. In May 2009, the City issued an RFQ to hire a firm to construct the Center and selected the design-build team of Turner Construction and Shenkel Shultz. In December 2009, the City released an RFP to solicit loan proposals from banks to finance the estimated $9.3 million facility. Four banks responded to the request. Below is a summary of their proposals.

   **SunTrust Proposal:**

   - **Amount:** Up to $9.6 million
   - **Term:** 15 years (ends before sunset of CRA)
   - **Rate:** 4.48% fixed rate (based on the 10 Year Interest Rate Swap plus basis points. Only one other bank offered a fixed rate, with others containing rates fixed for just a portion of the term.)
   - **Pre-Payment:** Allows the ability to pre-pay up to 15% of outstanding principal each year without penalty.
   - **Reserves:** Requires no debt service reserves or deposit with the bank unlike other proposals.
   - **Bank Processing Fees:** $2,000 lowest of any submitted proposal.

   Overall the SunTrust proposal allows the most flexibility at attractive rates while eliminating any interest rate risk from a variable rate deal that could expose the CRA to a long-term rise in rates.
The SunTrust proposal (and others) offered variable rates as well as some rates that utilize some federal subsidy programs for eligible projects. Staff, the financial advisor and bond counsel all recommended using the fixed rate standard bond issue instead of a more complex option.

Throughout the month of January, final drafts of the bond documents will be prepared for adoption by the CRA, the City and Orange County Board of Commissioners. Staff anticipates holding the bond closing with SunTrust in early February 2010.

Based on discussion at the December 2009 work session, staff was asked to look into recommending an amount to buy-down the cost of borrowing associated with the Community Center. Currently, the estimated cost to build the facility is approximately $9.3 million. With the removal of the demolition costs of the State Office Building previously approved, the total project comes to about $9.1 million. Based on surplus funding from projects that closed under budget, staff has evaluated two funding scenarios:

**Scenario #1** – Finance the full cost of the Community Center with no equity match from the CRA.

Finance the project entirely through a bond issue. By financing the entire amount, the CRA will have almost two million in cash reserves (versus $1 million) to allocate to projects this year. This will result in debt service payments of approximately $840,000 annually. The decision to finance the entire cost of the project should be based upon the availability of eligible projects for funding this year and the likelihood of pursuing capital projects vs. programs. If the CRA Agency intends to finance additional projects within the next fiscal year it would be less expensive to go ahead and do the extra financing now while rates are low and the fixed cost of borrowing has already been borne. It would be more expensive to borrow a small amount again next year than it would to borrow more now.

| Community Center Project Contribution | $0 |
| Approx. SunTrust Bank Loan for Community Center | $9,100,000 |
| Estimated Annual New Debt Service | $840,000 |
| Remaining funds for Projects in 2010 | $1,915,000 |

**Scenario #2** – Buy down bond debt by up to $1 million.

If the CRA finances approximately $9.1 million the annual debt service will be approximately $840,000. If the CRA buys down the debt and finances approximately $8.1 million, the annual debt service will be approximately $747,000. This will free up approximately $100,000 annually of future CRA capacity for borrowing for other capital projects.

| Community Center Project Contribution | $1,000,000 |
| Approx. SunTrust Bank Loan for Community Center | $8,100,000 |
| Estimated Annual New Debt Service | $747,000 |
| Remaining funds for Projects in 2010 | $915,000 |

The City’s consultant currently estimates the entire cost of the Community Center project at about $9.33 million that includes the demolition of both the State Office Building and all FF&E. The Advisory Board has approved paying for the $185K in demolition costs for the State Office
Building out of cash reserves instead of part of the financing package. This places the need for funding at just over $9.1 million.

Currently the CRA has approved and has pending a number of projects (below):

- **Est FY 2010 total funding surplus Rev over Exp + Debt:** $1,850,000
- **Community Center interest payment (estimate):** -$200,000
- **Housing Rehab:** -$100,000
- **Business Façade:** -$200,000
- **Park Avenue Area Strategic Plan:** -$150,000
- **Wayfinding (estimate):** -$150,000
- **W. Morse Blvd Streetscape (estimate):** -$450,000
- **Demolition 941 Morse Blvd:** -$185,000
- **Remaining Funds FY 2010 Budget:** $415,000

In addition to the project funds available from surplus revenues over expenses, there are a number of old streetscape projects that Public Works and Finance have determined could be closed out and many of these are significantly under budget resulting in substantial cash on hand for additional projects or to decrease debt service during this year. The total surplus funding from closed out projects totals approximately $1.5 million.

- **Remaining Funds FY 2010 Budget:** $415,000
- **Surplus Funds from completed projects:** $1,500,000
- **Total Surplus Funds Available:** $1,915,000

Staff recommended that $1 million of the surplus be used to decrease debt borrowing and to reserve CRA capacity for other future projects. The remaining funds available will be reserved over the course of FY 2010 based on a list of priorities approved by the Board. The CRA Advisory Board recommended at the January 14, 2010 meeting, to finance the full cost of the Community Center with a 4.48% fixed rate loan from SunTrust to preserve current capital for projects this fiscal year.

Staff recommended signing the CRA Bond Resolution and approving financing the entire cost of the Community Center with a loan from SunTrust Bank (using the 15 year fixed rate option), not to exceed $9.2 million, leaving almost $2 million in cash reserves to be dedicated to projects this fiscal year. Discussion ensued as to what will happen to projects that are not funded because of not allocating the entire $9.1 million.

**Motion made by Commissioner Anderson to approve the bond issue of $9.1 million for discussion; seconded by Commissioner Dillaha.**

Commissioner Diebel stated she is still reserved about doing this project at this time and that we are going to the end of our bonding potential. Representative Roberts stated he would rather see a $8.1 million bond and worry about the other expenditures at another time from operating expenses as they can be afforded. Other questions were asked of Mr. Moore to further clarify the issue. Commissioner Anderson expressed his preference to issue the $9.1 million bond and to keep the extra $1 million in the bank for a larger project that may come forward and if nothing is planned at this time he may be in agreement with Representative Roberts. Commissioner Diebel stated that there is still crossover between what we have in capital projects in the
General Fund that fall within the CRA which are also competing priorities that do not necessarily have to be funded out of the General Fund. Mayor Bradley asked if any scenario planning has been done around the projected revenues for next year. Mr. Moore addressed a 5% decrease in CRA taxable values for next year. The current operating costs and the costs for the new Community Center were addressed.

Discussion ensued regarding borrowing the extra $1 million to pay for future capital projects that are not yet authorized. Commissioner Diebel did not want to over borrow if the projects are not approved yet. Commissioner Dillaha agreed with borrowing $9.1 million because of the option we have to pay the loan down. After further discussion, Commissioner Anderson stated we should borrow less and if the loan needs to be upsized because something changes in the future, we can borrow more funds. He decided to go with the $8.1 million.

Commissioner Anderson asked if the interest rate swap is a true risk shifting document, i.e., we will not have an issue if the variable rate bond market blew up, we are not in default but have a fixed rate with the bank who handles whatever happens in the marketplace. Kelly Ryman, Dunlap and Associates responded that this is a plain vanilla fixed rate bond issue; there is no variable rate or swap attached to it.

**Motion for $9.1 million was withdrawn by Commissioner Anderson.**

Motion made by Commissioner Anderson to borrow the $8.1 million; seconded by Representative Roberts.

Joe Terranova, 700 Melrose Avenue, wanted to borrow the $9.1 million so the money is there is we need it because of the great deal the City is receiving. Commissioner Dillaha clarified that staff recommended the financing of the entire $9.1 million.

The motion carried with a 3-2 vote with Mayor Bradley, Commissioner Anderson, and Orange County Representative Roberts voting yes. Commissioners Dillaha and Diebel voted no. Commissioner Bridges was absent.

Motion made by Representative Roberts to adopt the resolution, seconded by Commissioner Anderson. Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha and Bridges and Representative Roberts voted yes. Commissioner Diebel voted no. The motion carried with a 4-1 vote. Commissioner Bridges was absent.

B. Demolition of 941 Morse (State Office Building)

E. Request for Proposals (RFP) for State Office Building Property

Items B and E were addressed together.

**Demolition Information**

CRA Agency Director Dori DeBord addressed the interest in the property at 941 Morse Boulevard to either use the existing building, using it for a public use, looking at the site for a mixed use project, as a public private partnership or as a private use. She stated they are looking for direction as to how to approach the RFP process.
The following information was provided in the Commission packet. There was an allocation of $185,000 made to pay for the demolition of the State Office Building located at 941 Morse Blvd from CRA Cash Reserves. The demolition of the State Office property is proposed as part of the Community Center project financing package. The demolished property will be used as a staging area for construction and recycled material will be used in the construction of the new Community Center. To avoid financing the demolition of a building with long term financing, staff is proposing that the demolition of the building be removed from the final financing request and that CRA cash reserves be used to pay the cost. This will reduce interest expense resulting in a decrease to annual debt service payments by approximately $15,000.

The cost estimate to demolish the building was based on estimates solicited by ZHA (Community Center Consultant). Crushed building material from the demolition of the State Office Building will be recycled and reused as part of the Community Center project saving an estimated $28,000. Recycling and reuse are cost efficient policies that help to support the Green City agenda of the City of Winter Park.*

*If this project cannot be done in tandem with the demo of the old Community Center then the estimate to do the demolition and haul all debris away would increase the project cost by approximately $30K, for a total of $215K.

**Alternatives**

Alt 1: Finance demolition as part of the Community Center loan request. This will free up available cash on hand for this fiscal year but cost the CRA more in the long run through interest expense incurred.

Alt 2: Allocate $215,000 to the demolition of the site and hold the funds in reserve until a final determination for the use of the site can be agreed upon. This option would still allow the demolition to be removed from the financing package and be paid from cash but would not have the site demolished in tandem with the Community Center demolition.

**BUDGET ALLOCATION:**

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<th>Description</th>
<th>Amount</th>
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*Does not include the surplus funds from closed out projects that came in under budget. Figures represent FY2010 budget revenues over expenses only.

This item was unanimously approved by the CRA Advisory Board the meeting held on December 17, 2009. Staff's recommendation is approval of the $185,000 for the demolition of the State Office Building.
Item E: Request for Proposals (RFP) for State Office Building Property Information

The following information was provided in the CRA Agency packet.

The CRA purchased the State Office Building site in for $540,000 in 2006. Since that time, no redevelopment has occurred on the property. There has been recent interest in developing the site as a public-private partnership, using either the existing structure or demolishing the current building and creating a new development plan meeting the current planning guidelines.

The most comprehensive solution to redeveloping the site is to ask for proposals from private providers who may have some interest in developing the property. The RFP process will include a site plan requirement meeting all current Comprehensive Plan and Code requirements for the property as well as a financial plan for either leasing or purchasing the property from the CRA. The timeframe for the RFP will allow the CRA Advisory Board to review the alternatives at the April meeting and make a recommendation to the CRA Board at their next meeting. The fee to advertise the RFP is estimated at $400. No other costs are associated with this process.

This item generated a great deal of discussion from both the Board and the audience. The concern by the Board is the timing of any RFP process and the need for the process. The Board is concerned that there is no community consensus on the best use of the State Office Building Site. They have a recommendation to demolish the building on this agenda as an additional item to the Community Center funding package. Once the building is demolished, there seems to be some thought that the community should decide the best use of the property. Staff explained that the only option the CRA had to consider any options, including Public Private Partnerships is through the RFP process. The Board approved the RFP process subject to review by them of the scope and RFP, including all materials that reflect the potential development patterns permitted on the site and the historical information on the Planning the Possibilities activities. They would like to see this information in February at an evening workshop.

Staff’s recommendation is approval to draft an RFP for review and discussion with the CRA Advisory Board to be held at a work session in February followed by submittal to the Agency for approval in March.

Commissioner Anderson agreed with soliciting interest in this parcel and advocated that we would like to hear about is how this interest may also share the site with the potential library of some square footage.

Commissioner Dillaha addressed the allocation of the money for the demolition. Ms. DeBord stated the demolition of the building was incorporated into the demolition of the Community Center in order to leverage out a cost; in order to split the two, the State Building demolition is going to be a little more expensive than originally intended. She stated they could allocate those dollars and choose not to spend them at this time and set them aside in the CRA budget. It was clarified that it will not be demolished now without knowing what is going to happen with the site.

Mayor Bradley stated we should not allocate the funds before knowing what will happen with the site. Ms. DeBord stated the demolition of the State Office Building was a recommendation brought forward by the CRA Advisory Board. She stated the RFP option came in after the discussion. The process schedule was discussed as well as issuing a Notice of Intent (NOI) for
this project. Ms. DeBord stated that would not take too long to prepare. Commissioner Dillaha commented that two months is not a lot of time and agreed with the need to take it through the proper channels and have the CRA Advisory Board discuss this as well. She stated that it would be advantageous and important to put criteria in the NOI that we want to see as a City such as having a walkway/pathway to create a pedestrian friendly City, connect Lake Island Park with that site and going over to Winter Park Village, and also include the trees in the front and creative architecture. Mayor Bradley stated he does not want to limit the criteria. Commissioner Dillaha agreed that she does not want to dictate how it is done but that this is a good opportunity to say what the City would like to see and for them to take that information and come up with ideas to present to us.

Motion made by Mayor Bradley that we issue a Notice of Interest (NOI) (Request For Information – RFI) for the 941 Morse Boulevard building to be prepared and sent out by staff, to be done under staff’s recommendation in terms of the timing, both to the process as well as the different boards/committees to come back to us in April with what the property can be used for; seconded by Representative Roberts.

Commissioner Bridges arrived to the meeting at this time (2:27 p.m.)

Commissioner Dillaha asked for assurance that they will have input in the NOI prior to it going out so they can ensure there are certain items included that they want to see as a City. City Manager Knight asked if they are in agreement that this needs to come back to the Commission for approval of the actual document rather than staff trying to gather input from individual Commissioners that may not agree with each other. Ms. DeBord stated a special meeting on the Agency would have to be scheduled to authorize the Notice of Interest.

Mayor Bradley questioned what would be included in the Notice of Interest at this point besides the trees and walkway. Commissioner Dillaha stressed the importance that the City become a pedestrian friendly community and to incorporate this into the design. Commissioner Bridges agreed with sending out the NOI first because this is an opportunity to frame conceptually what they may be interested in seeing unlike an RFP. Ms. DeBord stated they can produce a Notice of Interest that would cover everything with regard to connectivity, looking at green, recognizing the City’s values, looking at the comprehensive plan requirements, etc. into a very broad letter with staff’s creativity being able to keep it broad enough to get some partnerships and some alternatives that would incorporate what the Commission wants. She suggested allowing staff to get this out within the next two weeks and to bring back to the CRA Agency those letters more quickly rather than coming back to them with a draft of the notice letter. She stated once it is drafted they need to give people 30 days to submit a NOI to the City and after that period is over, that would come back for a staff committee to review, go to the CRA Advisory Board and then back to the CRA Agency.

Commissioner Dillaha commented that we need to consider whether the City will maintain ownership of the site. Commissioner Diebel inquired about the library submitting interest for this site. City Manager Knight stated we have seen plans of how it could work at that site and they have made it known they are interested in that site but have not made a proposal how to pay for it.
Joe Terranova, 700 Melrose Avenue, agreed with the consideration of a Notice of Interest rather than an RFP and wanted to keep it as open as possible and not include any mandatory requirements but only mention those items as ones the City is interested in.

Mayor Bradley commented about wanting to solicit suggestions from the Commissioners and others as to what should happen to this property.

**Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha, Diebel and Bridges and Representative Roberts voted yes. The motion carried unanimously with a 6-0 vote.**

Motion made by Mayor Bradley to table Item B (demolition) until the NOI process is dealt with, seconded by Commissioner Anderson and carried unanimously.

C. Parking Piazza Purchase

Ms. DeBord addressed the purchase of the parking piazza located at the SW corner of the intersection of New England and Pennsylvania Avenues.

This information was provided in the CRA Agency packet: The City owns approximately 80% of the public parking lot (parking piazza) on New England and Pennsylvania Avenues. Hannibal Square Ltd. owns the southern 30 feet of that parking lot and has 12 private parking spaces on that property. The City Commission has received an unsolicited offer to sell all of that property for $65,000 unifying the entire parking lot in public ownership.

Staff has talked with two appraisers who have told the City that it is close to impossible to find other comparable sales where someone has sold a portion of an existing parking lot. However, they have also said that for the purposes of appraising improvements on properties, they typically assign a value of $5,000 per parking space. So that would be in the same $60,000 range as the suggested offer. The property is now zoned multi-family (R-3) with a conditional use for parking. If this were a stand-alone R-3 lot that could be used for duplex, then again the $60,000-$65,000 price is in line with expected values. The City will not gain any parking with this purchase. However, there is value to having public ownership of this entire parking lot in order to use it as the City desires for special events, etc.

On January 11, the City Commission asked that this item be referred to the CRA Agency for funding approval of $60,000 for the purchase of the property. The CRA has sufficient cash reserves to consider funding this item.

Staff recommends approval of the purchase of the remaining parking spaces located at the SW corner of the intersection of New England and Pennsylvania Avenues.

This item was continued until the CRA Advisory Board’s February meeting. Staff was asked to provide additional information regarding the existing developer’s agreement that allows use of the parking and whether or not there is a termination date as well as whether or not the contribution of CRA funds to this lot purchase will require that CRA review is required for any future use change to the property. Ms. DeBord asked if the CRA Agency wanted this to go back to the board first to get their questions answered before making a decision.
Upon discussion, a motion was made by Mayor Bradley that we purchase the parking piazza parking lot for $60,000; seconded by Commissioner Diebel. Commissioner Dillaha asked Ms. DeBord to inform the CRA Advisory Board that it is not her intention that we go ahead of the board next time on issues. City Manager Knight reminded the Commission that this property was part of other properties that the City was looking at purchasing and that the Commission directed staff to pay for this out of CRA funds. He stated this was part of the economic incentive discussion and that this was not a deliberate slight to the CRA Advisory Board. Mr. Terranova addressed this issue and what happened at the CRA Advisory Board meeting.

Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha, Diebel and Bridges and Representative Roberts voted yes. The motion carried unanimously with a 6-0 vote.

D. Funding for St. Patrick’s Day Parade

Ms. DeBord stated that there is a small organization committee that puts on the parade each year who has asked the City to assume responsibility for this parade but are willing to help both financially and organizationally to get the parade going.

The following information was provided in the CRA Agency packages: The City would assume responsibility for the St. Patrick’s Day Parade with the CRA covering a portion of the costs.

The St. Patrick’s Day Parade has been a part of the Winter Park community for over 30 years. Event attendance is estimated at between 5,000 to 7,000 people annually. The cost to host the event and reimburse the City for staff time, services and insurance is about $5,500. This has been a privately sponsored event in the past. This year the event is scheduled for Sunday, March 7, 2010 from 12:00 p.m. to 4:00 p.m.

If funding is not available, the parade will not take place. Funding for the event is approximately $5,000-6,000 annually. As a first year match, CRA staff recommends that the Parade Committee fund at least 25% of the total for 2010. Match funding for future years will be 50%. This will place the first year approximate funding needs at $4,000, with subsequent years costing approximately $3,000. Future allocation for the event will become part of the annual CRA budget process.

This item was approved unanimously by the CRA Advisory Board at their meeting on January 14, 2010. Staff recommendation was to approve the funding as a matching grant for the St. Patrick’s Day Parade with a 25% match for 2010, requiring a 50% match for all subsequent years.

Upon further comments, a motion was made by Mayor Bradley to approve the City taking on the responsibility for the parade but with the matching funds coming from the St. Patrick’s Day Parade Committee; seconded by Representative Roberts.

Discussion ensued regarding the need to control who will participate in the parade and to follow certain standards and guidelines.
Ed O’Brien, Winter Park St. Patrick’s Day Committee President, commented about the challenges of putting on a parade and that they have always tried to run it as a family parade. He stated their objective is to keep the parade going. It was clarified that the City will help fund the parade but the committee will still organize it and keep it going. Ms. DeBord stated the parade will be on a Saturday morning next year.

Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Dillaha, Diebel and Bridges and Representative Roberts voted yes. The motion carried unanimously with a 6-0 vote.

New Business

Commissioner Anderson asked about staff working on economic development incentives and if there is a timeline whereby the kinds of companies or efforts to be targeted by this will be discussed. Ms. DeBord stated they have a consultant who reviewed this, they received the results about two weeks ago, they are looking to put together a package to take before the Economic Development Advisory Board and then bring it back to the CRA Agency as quickly as possible. She hoped to have that to them by March. Commissioner Anderson asked if there are any additional items that they need to budget in the future for that. Ms. DeBord stated that will be coming forward either through the CRA Agency or through the City budget as well if you are looking at economic incentives outside the CRA.

Mayor Bradley asked about the New York streetscape and that he would like for this to come back with pricing. He also spoke about Denning Avenue regarding the streetscape and if something happens on that site he did not know at what point we need to look at Denning in terms of parts of its corridor.

Motion made by Commissioner Bridges to adjourn; seconded by Commissioner Dillaha. The motion carried unanimously with a 6-0 vote.

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

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham