COMMUNITY REDEVELOPMENT AGENCY
May 10, 2010

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 1:08 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:
Mayor Kenneth Bradley
Commissioner Phil Anderson (arrived 1:35pm)
Commissioner Beth Dillaha
Commissioner Carolyn Cooper
Commissioner Tom McMacken
Orange County Representative Stan Roberts

Also present:
City Manager Randy Knight
City Attorney Anthony Garganese
Deputy City Clerk, Michelle Bernstein
CRA Director Dori DeBord
Assistant CRA Director, Peter Moore

1. Administrative Items.

Motion made by Mayor Bradley to approve the minutes of January 25, 2010, seconded by Representative Roberts. The motion carried unanimously with a 5-0 vote.

CRA Director Dori DeBord announced and welcomed a new staff member, Gabriella Serrado as the new CRA Coordinator starting effective June 1, 2010.

2. Action Items.

A. W. Morse Blvd Streetscape - Underground Electric & Landscaping

CRA Director Dori DeBord explained that at the November 9, 2009 meeting, the CRA Agency approved funding the decorative lighting component of the streetscape improvement at a cost of $267,000. Since that time there have been additional changes to the scope of the streetscape project, and now they are asking the agency to approve an additional $235,495 to cover the costs for the undergrounding of utilities and brighthouse cable, along with the installation of decorative landscaping.

Mayor Bradley questioned the additional costs and if it included the paving costs. City Manager Knight stated no. Ms. DeBord stated this is a different item and noted that the scope has increased. Mayor Bradley also asked if the cost included a gateway or marker feature. It was noted that an architectural feature would be looked into for further consideration.

There was a general discussion regarding the lighting pole brackets holding the weight of banners or Christmas cards. It was noted that the poles can currently hold banners and other light items; however, the Christmas cards are much heavier and the costs would increase significantly if they were to modify the lighting poles just so they could display the cards. In the meantime they are working towards an alternate solution such as silk screening the cards onto light banners so they can be easily displayed.

Motion made by Commissioner Dillaha to approve (the funding of $235,495 for the undergrounding of electric wiring, crosswalk additions and improved landscaping components of the Morse Boulevard streetscape from 17/92 to New York Avenue);
seconded by Commissioner Cooper. Upon a roll call vote, Mayor Bradley, Representative Roberts, and Commissioners Dillaha, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.

B. Business Façade Program Guideline Revisions

CRA Director Dori DeBord requested that two changes be made to the building façade program. The first item presented was the use of the business façade program for multi tenant buildings. The request is for clarification in the application process allowing property owners to obtain business façade funds. It was noted that under a multi-tenant use, the entire building would be entitled to $20,000 or each tenant could apply for $20,000 individually but it would be at the desire of either the tenants or the property owner to work together on that option. Once the property owner receives the money, the tenant would be restricted for a 5 year period to obtain additional funds.

The second item presented was for the commitment of funds for a payback program. Staff has considered the possibility of allowing for a one-year retroactive treatment of applicants that meet all the guidelines, apply for the program and want to proceed with their project immediately even though funds are not available. This means that applicants that fill out the application and get “in-line” for funding would be able to proceed with their project without having to wait for the CRA to allocate more funds. The benefit is that this will allow worthwhile projects to proceed immediately and be reimbursed later. The downside for the businesses is that they would be proceeding with a project at the risk of not being reimbursed. It was noted that if the application is in the queue and they decide to take the risk and begin the work, they recommend the agency reimburse the money spent as long as the application is in place.

Motion made by Commissioner Cooper to approve the multi-tenant building portion; seconded by Commissioner McMacken. Upon a roll call vote Mayor Bradley, Representative Roberts and Commissioners Dillaha, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.

There was a general discussion concerning the payback program regarding the application and funding process, and expiration dates.

Motion made by Representative Roberts to approve the payback program, seconded by Commissioner McMacken. Upon a roll call vote, Mayor Bradley and Commissioners Roberts, Dillaha, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.

C. Economic Incentives – State Qualified Targeted Industry Program (QTI) and the City’s proposed Targeted Industry Job Retention Program (TIJR) Pilot Programs

CRA Director Dori DeBord presented the two Pilot Programs. She stated that they are estimating that no more than $50,000 would be needed in any single fiscal year to operate these programs within the CRA. Staff recommended that $200,000 be allocated as a one-time reserve for the programs to provide for 4 years of anticipated operating funds. These funds would come from the one-time project surplus funds available for this fiscal year. It was noted that should the money not be used on an annual basis it would go back into the CRA Agency funding distribution and could be reallocated for another use.
Any eligible applicants falling outside the CRA would require budgetary action by the City Commission to fund on a case-by-case basis. All applications, either to the CRA or City Commission, would require individual approval on a case-by-case basis.

General discussion ensued regarding the advantages of the QTI program, the auditing of the program, what other cities in Florida use the program, and specifically if $3,000 per employee would be of assistance to a company.

Motion made by Mayor Bradley to approve the QTI Program as presented; seconded by Commissioner Cooper. Upon a roll call vote, Mayor Bradley, Commissioners Anderson, Cooper, McMacken and Representative Roberts voting yes. Commissioner Dillaha voted no. The motion carried with a 5-1 vote.

Motion made by Mayor Bradley to approve the TIJR Program as presented; seconded by Commissioner McMacken for discussion. There was a general discussion with regards to how many businesses are in the targeted industry cluster, the verification of applications, the auditing process of the program and also the notification process for tenants moving out. Upon a roll call vote, Mayor Bradley and Commissioners Anderson and McMacken voted yes. Representative Roberts and Commissioners Dillaha and Cooper voted no. The motion failed with a 3-3 vote.

D. Project Funding Allocations FY 2010

The following information was provided in the CRA Agency packet. CRA Director Dori DeBord stated that staff has made an estimate of unencumbered funds available to be allocated to projects before the close of the fiscal year which includes one-time surplus funds left over from projects completed under budget and surplus FY 2010 operational funds. At the CRA Advisory Board meeting on December 17, 2009, staff was directed to develop a list of funding priorities to allocate the surplus funds and the CRA Advisory Board has discussed these issues at subsequent meetings.

By CRA statute all remaining or unencumbered funds must be allocated by the end of the fiscal year. Based on Board discussion and project timing, staff recommends allocating funding to the following projects now:

Estimated FY 2010 Unencumbered Funds Available for Projects: $1,328,000

<table>
<thead>
<tr>
<th>Project Funding List</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Housing Rehabilitation</td>
<td>$80,000</td>
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<tr>
<td>Business Façade Program</td>
<td>$100,000</td>
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<tr>
<td>New York/New England Undergrounding</td>
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<td>New England Streetscape – Shady Park to Capen</td>
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<tr>
<td>Winter in the Park Ice Rink 2010</td>
<td>$200,000</td>
</tr>
<tr>
<td>QTI-TIJR Program Funding</td>
<td>$200,000</td>
</tr>
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Total Funding Request $840,000

Additional Surplus Funds Available $488,000
It was noted by staff that they would be coming back to the CRA Agency in August to ask for a reallocation of the additional surplus funds in the amount of $488,000.

There was a general discussion regarding surplus funds being allocated for the streetscape project to modify the lighting poles so they could handle the weight of heavy cards or banners. There was also a general discussion regarding an entry feature for Winter Park.

Motion made by Mayor Bradley to approve the project funding as presented with QTI at $200,000 and an additional $25,000 for the West Morse Project to be used in terms of researching for a new way to display the Christmas Cards; seconded by Commissioner Anderson for discussion.

Commissioner Anderson asked for clarification with regards to the scope of services for the New England Streetscape project specifically relating to bicycle connectivity to the new civic center.

Motion amended by Commissioner Cooper to reduce the QTI TIR allocation to $100,000; seconded by Representative Roberts.

Upon a roll call vote for the amendment, Mayor Bradley voted no. Representative Roberts and Commissioners Anderson, Dillaha, Cooper and McMacken voted yes. The motion carried with a 5-1 vote.

Upon a roll call vote for the original motion, Mayor Bradley, Representative Roberts and Commissioners Anderson, Dillaha, Cooper and McMacken voted yes. The motion carried unanimously with a 6-0 vote.

E. RFI Recommendation 941 W. Morse Boulevard (State Office Building)

The following information was provided in the CRA Agency packet.

Staff has received 7 proposals to the CRA issued Request for Information (RFI) regarding the State Office Building site at 941 W. Morse Blvd. This 5 acre site is the only piece of property purchased by the CRA and offers many exciting opportunities for redevelopment. The RFI approved by the CRA Agency, solicited interest from any party for open ended suggestions regarding the future use of the site. The following proposals were received:

Concord Eastridge
Lighthouse Creative
Michael Collard Properties
Morse Blvd Development Associates
Richard Reep
Shutts & Bowen
Winter Park Library

It was noted that only those that have submitted for the RFI process will be considered for the second stage submittal of more in-depth proposals through the issuance of an RFP. It was the goal of the CRA Agency to use the RFI proposals to narrow down the desired course of action for future use of the property and pursue a final decision regarding its use through an RFP.
In-house staff, departments heads and the City Manager reviewed the proposals and presented recommendations to the CRA Advisory Board and Economic Development Advisory Board at a special joint work session to discuss the 7 proposals and to provide input onto which would be recommended to proceed to the next step. Consensus was reached between the boards and the CRA Advisory Board held a special meeting to vote on a recommendation for the RFP.

On April 29, 2010 the CRA Advisory Board unanimously approved the staff recommendation to advance the following proposals for consideration by the Agency to participate in the RFP process:

Concord Eastridge
Michael Collard Properties
Morse Blvd Development Associates
Shutts & Bowen
Winter Park Library

Upon discussion, staff’s recommendation coming out of the review was to look at the property at its taxable value and to offer the RFP process to Concord Eastridge, Morse Boulevard Development Associates and Shutts & Bowen.

Mayor Bradley asked for clarification regarding the recommendations received. Ms. DeBord summarized there are two recommendations, the one recommendation coming from the CRA Advisory Board which would include the proposals that included the Winter Park Library moving to this particular site. The other recommendation that staff proposed is that the Winter Park Library should not go on this particular site and should not be part of this RFP process.

Motion made by Commissioner Dillaha to approve staff’s recommendation for the three firms, Concord Eastridge, Shutts & Bowen, and Morse Boulevard Development Association, seconded by Representative Roberts.

A general discussion entailed the RFP process and the timeline. It was noted that staff would be bring forward an RFP for consideration and approval on June 14, 2010.

Jeffrey Blydenburgh with Lighthouse Creative stated that they submitted a proposal and was not approved by staff. It was noted that it was not a building proposal but rather a planning proposal which included the library’s best use, economic value, etc. He stated there has not been sufficient planning in order to make a decision to get to the RFP process. He suggested that they vote no on the current proposal and that they expand to allow for a planning process to happen.

Keith Ray, representative of Concord Eastridge and the RLF team stated they are very honored to be included in the motion to move forward. He encouraged the board to go forward with the RFP process and with the proposal that is on the table.

Upon a roll call vote, Mayor Bradley, Representative Roberts, and Commissioners Anderson, Dillaha, Cooper and McMacken vote yes. The motion carried unanimously with a 6-0 vote.
Mayor Bradley asked that the following be included in the RFP: job creation, aesthetics on what it does and does not do on the property, what their project role will or will not do in an economic development around them, if there are ways to transform the Denning corridor positively, etc., the financial strength of the developer, the land option with regards to the lease or buy, the option to accommodate the library, and any other ideas. It was noted that the Agency will go over the RFP before it is submitted to accept the recommendations of staff at the June 14, 2010 meeting, at which time they will call for a special meeting.

F. Park Ave Area Strategic Plan Task Force Appointments

Motion made by Mayor Bradley to accept the nominations as presented with the following change naming Grant Leibell and Dick Strauss in lieu of the Agency’s recommended nominations. Appointed was: Susan Lawrence, John Dowd, Grant Leibell, Margie Varney, Patrick Chapin, Dexter Richardson, Woody Woodall, Paige Blackwelder and Ed Furey (Note: After the appointment as stated above of Dick Strauss, Mr. Strauss withdrew his name from the task force). Motion seconded by Representative Roberts for discussion. There was a brief discussion regarding clarification of the Way Finding Program and accomplishment dates along with the parking program. Upon a roll call vote, Mayor Bradley, Representative Roberts and Commissioners Anderson, Dillaha and McMacken voted yes. Commissioner Cooper voted no. The motion carried with a 5-1 vote.

3. Informational Items.

No items.


RFP process scheduled for June 14, 2010 and August 9, 2010.

Motion made by Mayor Bradley to adjourn; seconded by Commissioner McMacken. The motion carried unanimously with a 6-0 vote.

The CRA Agency meeting adjourned at 3:04 p.m.

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham