COMMUNITY REDEVELOPMENT AGENCY  
June 14, 2010

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:40 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:  
Mayor Kenneth Bradley  
Commissioner Phil Anderson  
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.**

No items to address.

2. **Action Items.**

   A. **Request for Funding from the Winter Park Historical Association**

The Winter Park Historical Association (WPHA) is hosting an exhibit at the Farmers’ Market known as “Fine Feathers: How the Peacock Came to Winter Park”. The exhibit features the history of the peacock as well as the introduction into the City’s culture and heritage.

The WPHA requested $5,000 from the CRA budget to offset the costs associated with installation materials, improved lighting, improved images, logo development, display materials and publicity of the event. Staff recommends the approval of the $5,000 for this one-time allocation of funding. It was noted that the funding is available through the CRA Promotions account for FY 2009-10.

**Motion made by Commissioner Cooper to approve; seconded by Commissioner Dillaha for discussion.**

Commissioner Cooper asked for clarity regarding the use of funds from the CRA Promotions Account and how much was in the account for use this year. Ms. DeBord noted that the funds are used for these types of promotional events including the St Patrick’s Day Parade and new businesses that are opening to help with the decorations or ribbon cuttings. Ms. DeBord also noted that this year there is approximately $10,000 allocated for available funds.

Mayor Bradley questioned how many would be expected for attendance. It was noted that they are estimating doubling the normal attendance with approximately 4,000 extra people or approximately 560 per month over an eight month period. The WPHA anticipated time frame would be October through March, with a soft opening in August to kick things off. Mayor Bradley questioned the CRA preliminary estimates for next year in terms of reductions. Ms. DeBord noted 27% which would equate to the budget being 27% less than it currently is.
Susan Skolfield, member of The Winter Park Historical Association Board, spoke about the Fine Feathers Exhibit Program and shared her excitement about bringing a new exhibit to Winter Park. She mentioned that the museum has a larger layout area to accommodate the exhibits. She noted that Full Sail will be creating a video by interviewing people about their memories of Genius Drive. She stated that they are committed to marketing and by creating a fabulous peacock logo and by working with the Grand Bohemian and other concierges it will help bring more people into the Winter Park area. Mayor Bradley asked what the total budget is for the project. Ms. Skolfield noted that the total budget is $10,500; they currently have $5,500 and are requesting $5,000 from the CRA. Commissioner Cooper questioned if they are going to check with the local merchants to see if they would offer coupons or discounts. Ms. Skolfield stated they are currently working on this.

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

B. Approval of the RFP for the State Office Building site

Ms. DeBord noted that staff discovered at advice of counsel last week that this item is a City Commission item. She asked that as part of this agenda process today, if the item can be added to the City Commission agenda for today’s meeting so they could continue to move forward with the RFP. She also noted that the property is owned by the City but was purchased with CRA funds and they were under the impression that because it was purchased with CRA funds that the CRA Agency would need to take action on this item. However, counsel has advised them that from the Notice to Disposition, as well as from the ownership standpoint, that the City Commission should also provide direction.

Ms. DeBord stated that they incorporated the concept language from items discussed in the May 10 meeting and attempted to move them into an RFP process. She noted that they would like to obtain feedback so they could continue to be on schedule and noted the importance for the two bidders who are still involved. She also mentioned that the City is in the process of obtaining a fee schedule for their own commercial appraisal on the property which will set the bottom line for negotiations on this property. Ms. DeBord stated that they will select a firm in the next two days so they can begin the process and by the end of the month they will receive the final appraisal report illustrating the value of the property.

Mayor Bradley noted that they would discuss this item during today’s regularly scheduled Commission meeting and provide an action for further direction. Questions were raised regarding the appraisal value if it would include both the building and the property, along with the cost to perform the appraisal. Ms. DeBord stated the appraisal will include both the building and property and the quotes received to date are between $3,500 to $5,000. She also noted that they are awaiting a third quote as required by purchasing requirements. Mayor Bradley noted that the appraisal should be done as it would protect the interest of the City. Ms. DeBord mentioned that she spoke with legal counsel last week and was informed that in order to meet all the requirements for the Notice of Disposition under Section 163, it is recommended that they continue with the RFP process rather than enter into joint negotiations with both parties and the RFI that was issued at this time addresses the time frame issue. The Notice of Disposition was also discussed along with the advertising process and the timeframe for each item.
Ms. DeBord asked for input and comments on the draft RFP presented which resulted in a lengthy overall discussion. Commissioner Anderson addressed the wording of the RFP and asked to possibly change some of the verbiage. He stated he would like them to solicit a proposal that would give the City the right to decide what the balance of the property is that should be developed and how it should be developed.

There was an overall discussion regarding the requirements and qualifications criteria of the RFP and the information it should contain, such as reserving the future capacity for municipal use, land lease and purchase option recommendation, job creation, site design, taxable generation and total net present value. The transaction structure percentages were also discussed versus a point value structure for specific categories. There was also a suggestion of including the financial strength and vision for the project, items required versus desired, and the financial backing for the project.

Motion made by Commissioner Cooper to recommend that the applicant submit proposals based on ground lease with an option to submit a proposal for purchase; Commissioner McMacken seconded for discussion. Mayor Bradley noted that this is a recommendation or an advisory vote to the City Commission for crafting or finalizing the RFP language. Upon a roll call vote Mayor Bradley voted no. Commissioners Anderson, Dillaha, Cooper, McMacken and Representative Roberts voted yes. The motion carried with a 5-1 vote.

Mayor Bradley noted that this will come forward as an advisory recommendation in terms of lease for both to the City Commission.

3. **New Business**

Mayor Bradley noted that there was a resignation from Mr. Strauss for the Large Property Owner’s Board.

The CRA Agency meeting adjourned at 3:38 p.m.

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Chairman Kenneth W. Bradley
City Clerk Cynthia S. Bonham