The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:02 p.m. in the Rachel D. Murrah Civic Center, 1050 West Morse Boulevard, Winter Park, Florida.

Members present: Mayor Kenneth Bradley
Commissioner Steven Leary
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Tom McMacken
Orange County Representative Frank DeToma

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

Absent: CRA Attorney Anthony Garganese

1. Administrative Items

Motion made by Commissioner McMacken to approve the minutes of November 14, 2011; seconded by Commissioner Sprinkel.

Motion amended by Commissioner Cooper to delete the following words on page 2, first paragraph “aggregate versus average regarding jobs.” and replace it with “number of jobs above a certain salary versus the average salary for all jobs.” The motion carried with a 4-1 vote. Commissioner Leary voted no.

Upon a roll call vote on the minutes as amended, Mayor Bradley and Commissioners Leary, Sprinkel, McMacken, Cooper and Representative DeToma voted yes. The motion carried unanimously with a 6-0 vote.

2. Action Items

A. 4th Annual Winter in the Park Holiday Ice Rink

Assistant CRA Director Peter Moore provided background. He advised that last year’s event brought in over 14,000 skaters which is a 14% increase over the prior year and resulted in over a quarter million dollars in spending in downtown shops and restaurants. He explained that the total event cost was approximately $180,000 in upfront expenses and they came close to breaking even with a less than $5,000 loss.

Mr. Moore noted that a skater and merchant survey was also completed as part of the event and provided valuable feedback as to the quality of the event, demographics of the participants and the impact on downtown businesses. Over 97% of visitor surveys expressed delight or satisfaction with the event and 80% of merchant responses stated the event was positive for the downtown area.

Staff is proposing to start the 4th annual event on November 16, 2012 and end on January 6, 2013. Bids were solicited from other companies to provide ice rink services but both came in well above the Magic Ice USA contract. Staff is requesting approval of the funding for the 4th
annual Winter in the Park Holiday Ice Rink with $180,000 in unencumbered CRA funds and for the event to be managed by Magic Ice USA the operator for the last three year’s events and owned by a Winter Park resident.

Mr. Moore advised that the CRA Advisory Board approved this item unanimously at their public meeting on April 26, 2012. They also reminded staff to continue to look at items such as noise, parking and sponsorship reward programs as the event is developed. Mr. Moore answered questions pertaining to current and future advertising/marketing efforts.

Motion made by Commissioner Cooper to approve the request; seconded by Representative DeToma. Upon a roll call vote Mayor Bradley and Commissioners Leary, Sprinkel, McMacken, Cooper and Representative DeToma voted yes. The motion carried unanimously with a 6-0 vote.

3. **Informational Items**

Per the request of Commissioner Sprinkel, CRA Director Dori Stone provided a BID update. She mentioned that over the past few years the City spent over $300,000 towards the marketing/branding exercise and with the help of consultants developed the "everyday exceptional" branding and marketing plan/material. She explained that the CRA department is currently promoting it but has a very limited budget and that staff felt this information is where it needs to be, which is in the hands of the merchants, associations and property owners and it’s now up to them to promote it.

Mayor Bradley recommended that this item be heard by the CRA Advisory Board first and then come back to the CRA Agency Board for further discussion. He recommended placing the item on a future agenda for an update.

Discussion ensued regarding the need for brand management, brand protection, a policy on what words are to be used and how to use them, accountability etc. Upon conclusion regarding accountability, Mayor Bradley invited the Park Avenue Area Task Force to come before them and provide a status report.

Commissioner Sprinkel requested that a continual update on the BID be provided at every meeting. Mrs. Stone acknowledged the above recommendations and requests.

4. **New Business Items**

No items to address.

The CRA Agency meeting adjourned at 2:28 p.m.

[Signature]
Chairman Kenneth W. Bradley

ATTEST:

[Signature]
City Clerk Cynthia S. Bonham