COMMUNITY REDEVELOPMENT AGENCY  
October 8, 2012

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:04 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 Steven Leary Deputy City Clerk Michelle Bernstein
Commissioner Sarah Sprinkel CRA Director Dori Stone
Commissioner Carolyn Cooper Assistant CRA Director Peter Moore
Commissioner Tom McMacken CRA Attorney Anthony Garganese
Orange County Representative Frank DeToma

1. Administrative Items

Motion made by Commissioner Leary to approve the minutes of August 27, 2012; seconded by Commissioner Sprinkel and approved by acclamation with a 6-0 vote.

2. Action Items

A. Park Avenue Strategic Plan Review

CRA Director Dori Stone provided a PowerPoint presentation which included an introduction, purpose of the plan, the strategic planning process and measurements of the plan. Ms. Stone noted that there were six goals and 70 tasks and they have completed approximately 97% of what they were asked to do. The two items that were not completed was the park, since financially it is out of their control and taking the bid to the final step.

The Park Avenue Area Task Force (PAATF) has been meeting regularly since February 2010. The CRA Advisory Board and the task force recommended that they sunset since they have served their purpose. In the meantime they will continue to work with the Park Avenue Merchant’s Association (PAMA) on marketing plan strategies.

Ms. Stone answered questions including the cost of the children’s playground, maintaining and tracking the measurements and goals, brand guidelines, establishing collective store hours and return policies.

Linda Semmler and Steve McElveen spoke on behalf of the PAMA. Ms. Semmler provided a brief background regarding the history and events that led up to their own identity, branding and marketing efforts/implementation. Mr. McElveen presented their new website (www.experienceparkavenue.com) which contains detailed information including shopping (fashion, health & beauty, specialty shops), dining, culture (attractions & entertainment), visitor information (25 things to see &
do; where to stay; and how to get here) and our story (Park Avenue story, the history of Winter Park and about the Association). In an effort to market the PAMA brand they also created social media pages on both Twitter and Facebook and a mobile phone application.

Ms. Stone answered questions including researching ways to track the number of visitors that come into the City, alternative marketing efforts and implementation.

Mayor Bradley requested the Agency to bring back additional items or ways that the City can help make it better. Ms. Stone acknowledged and said after the first of the year they will come back with recommendations regarding the next steps to be taken and how they will be implemented.

President Patrick Chapin, Chamber of Commerce, spoke briefly about the failure of the bid and the positive outcome that came about with the creation of the PAMA branding and their new website.

Brian Wettstein, 329 Park Avenue North, The Doogie Door store owner, mentioned that the bid failed but the investment succeeded and explained his reasoning.

**Motion made by Mayor Bradley to accept the strategic planning as presented and with our thanks and by acclamation to thank the Park Avenue Area Task Force for their work; seconded by Representative DeToma.**

Task Force Member John Dowden felt the bid did not fail. He explained it did not materialize because it never went to a vote.

**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**

   A. **Overview of Hannibal Square Community Land Trust Partnership**

Ms. Stone advised that the Notice of Intent to Dispose (NOD) of the property located at 845 West New England is scheduled to come before the City Commission today. However, due to time constraints Ms. Stone was unable to provide an overview regarding the Hannibal Square Community Land Trust Partnership and the intent to advertise the NOD.

The CRA Agency meeting adjourned at 3:21 p.m.
CRA AGENCY MEETING MINUTES
OCTOBER 8, 2012
PAGE 3 OF 3

Chairman Kenneth W. Bradley

ATTEST:

City Clerk Cynthia S. Bonham

Chairman Kenneth W. Bradley