

CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE

July 19, 2011

Room 200
City Hall, 401 Park Avenue South
Winter Park, FL 32789

1:30 PM

AGENDA

1. **ADMINISTRATIVE ITEMS**
 - A. Approval of Minutes ----- May 24, 2011
2. **ACTION ITEMS**
3. **INFORMATIONAL ITEMS**
 - A. Discussion of Engauge final presentation and marketing plan
4. **NEW BUSINESS**
5. **ADJOURNMENT**

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hear, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record included the testimony and evidence upon which the appeal is to be based." (F. S. 286-0105).
"Persons with disabilities needing assistance to participate in any of these proceeds should contact the City Clerks Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

ITEM (1A): Approval of Minutes from 5-24-11

DATE: July 7, 2011

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of minutes from the May 24, 2011 meeting of the PAATF.

KEY ELEMENTS/FACTS:

NA

STAFF RECOMMENDATION:

Approval of minutes as presented.

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

**Regular Meeting
1:30 p.m.**

**May 24, 2011
City Hall -Room 200**

MINUTES

Co-Chairman Susan Lawrence called the meeting to order at 1:35 p.m. in the Park and Recreation Department conference room.

BOARD MEMBERS PRESENT: Grant Leibell, Woody Woodall, Paige Blackwelder, Patrick Chapin, Margie Varney, Dexter Richardson, Susan Lawrence, Ed Furey and John Dowd

BOARD MEMBERS ABSENT: N/A

STAFF MEMBERS PRESENT: Peter Moore, Gabriella Serrado and Craig O'Neil

APPROVAL OF MINUTES

Motion made by Mr. John Dowd, seconded by Mr. Woody Woodall to approve the minutes of the May 10, 2011 meeting. Motion carried unanimously with an 8-0 vote.

ACTION ITEMS

A. Business Improvement District Consultant Services

Peter Moore, CRA/ED Assistant Director, and Gabriella Serrado, CRA/ED Coordinator, spoke to the board about the idea of hiring a consultant to expedite the BID creation process. Creating a Business Improvement District (BID) was listed as the 6th goal and ultimate purpose of the Park Ave Area Strategic Plan adopted in November 2009. In an effort to continue with the momentum underway with the work being performed by Engauge, reach the summer 2012 goal of establishing BID, and to address the BID research issues brought up by the Task Force in the May 10, 2011 meeting, staff wants to explore the possibility of hiring consultant firm to assist with the establishment of a BID.

The BID consultant will draft the required BID plan; build ownership and consensus amongst commercial property owners regarding improvements, programs, services, and management of the BID; assist the Task Force with a proposed budget; determine the formula for property assessments; present the district plan in public meetings; and prepare the property owners and the City for formal establishment of the BID. The Task Force was supportive of the idea of hiring a consultant.

Motion made by Patrick Chapin, seconded by Margie Varney, to allocate \$25,000-\$30,000 towards the hiring of a BID consultant. Motion carried unanimously with an 8-0 vote.

Staff will work on a scope of work and reach out the consultants in the area plus consultants recommended by the Florida Redevelopment Agency. Staff will maintain members informed of the progress.

INFORMATIONAL ITEMS

A. Analysis of other Business Improvement Districts

Ms. Serrado presented the board figures on how other BIDs have improved or spent their funds. The task Force primarily looked at the Coral Gables BID where their vacancy rate dropped from 11% on 2009 to 7% on 2010. The BID's retail recruitment has also made an impact by recruiting 31 businesses to Coral Gable's Miracle Mile. Ms. Serrado also showed BID results for Coconut Grove and Downtown Denver.

Dexter Richardson will show these figures to Hannibal Square landowner Dan Bellows to see if this area would like to join the BID efforts.

The next Task Force meeting is scheduled for Tuesday, July 12th at 1:30pm.

There was no further business. Meeting adjourned at 2:46 p.m.

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

ITEM (3A): Discussion of Engauge final presentation and marketing plan

DATE: July 7, 2011

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

None

KEY ELEMENTS/FACTS:

Staff will present Engauge's final presentation and marketing plan along with some advertising collateral.

STAFF RECOMMENDATION:

None