

**CITY OF WINTER PARK  
COMMUNITY REDEVELOPMENT AGENCY**

**November 10, 2008  
2:00 PM**

Members present:

Chairman David Strong  
Commissioner Margie Bridges  
Orange County Representative Stanley Roberts  
Commissioner Phil Anderson  
Commissioner Beth Dillaha  
Commissioner Karen Diebel (arrived 2:30 p.m.)

Also present:

City Manager Randy Knight  
City Clerk Cindy Bonham  
Deputy City Clerk Nancy McLean

**1. ADMINISTRATIVE ITEMS**

**Motion made by Commissioner Bridges to approve the minutes of August 11, 2008; seconded by Representative Roberts and carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

**2. ACTION ITEMS**

(A) Bridgebuilders Grant Agreement

CRA Manager Sherry Gutch explained that Bridgebuilders of Winter Park, Incorporated were incorporated on November 5, 2003. It is an independent non-profit organization whose mission is to insure that all persons living in Winter Park work together to create racial harmony, safe and secure neighborhoods and sensitive and informed responses to the needs of the residents. The CRA fiscal year 2008/09 approved budget provides \$20,000 to support the Bridgebuilders Scholarship Program. The grant agreement solidifies the requirements of Bridgebuilders as it relates to expenditure of funds. It is estimated that eight or more scholarships will be granted using this funding.

As part of the reporting requirements from last fiscal year, Bridgebuilders provided and has met the reporting requirements with regard to the expenditure of funds. She stated that one of the recipients graduated from Bethune-Cookman University with a Bachelors of Science Degree in Physical Education/Recreation and is employed with the Winter Park Boys & Girls Club.

This item was approved unanimously by the CRA Advisory Board. She commented that funds are budgeted and staff recommendation is approval of the grant agreement.

**Motion made by Commissioner Anderson to approve the grant agreement; seconded by Commissioner Dillaha. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

(B) Park Avenue Valet Grant Agreement

Ms. Gutch explained that the Park Avenue Area Association is requesting \$6,000 in matching funds to assist with their Valet Parking Program along the Avenue. She stated

that valet parking has been operating on the Avenue for a few years. The Valet Program has been very successful parking an average of 1,000 cars per month. The issue of parking can often be a confusing for first-time visitors to Winter Park and valet offers shoppers a convenient way to visit the Avenue.

Staff recommendation is to provide the \$6,000 in matching funds to the Park Avenue Area Association for the Valet Parking Program for the following reasons: 1) The CRA receives 70% of its revenue from commercial properties. One-fifth of all revenues received into the CRA comes from properties fronting Park Avenue (\$700,000+); 2) This item is consistent with the CRA Strategic Plan by supporting an environment that nurtures and cultivates our small business community; and 3) A successful business district along our main street maintains the village character of our Avenue while contributing greatly to our property tax revenues.

Currently Park Avenue Valet has 10 designated spaces in our municipal lot. Staff is proposing to move those 10 spaces to the public parking spaces in the Bank of America garage thereby freeing up 10 spaces in our surface lot right off of Park Avenue. Valet runs 7 days a week and the hours are structured based on the day of the week. This item was approved unanimously by the CRA Advisory Board. She stated there are reporting requirements within the grant agreement and staff recommends approval of the Park Avenue Valet Parking grant agreement. Ms. Gutch and Director of Public Works Troy Attaway answered questions.

Mayor Strong believed that the 28 spaces the City paid for in the garage were not being used for the public and were predominately used by the tenants in the building. He stated if this was the case then he wanted to mark 28 spaces as valet parking only and the City would have the benefit of having paid for these spaces. Director of Public Works Troy Attaway commented they could do that, but believed they should only monitor usage. Commissioner Bridges agreed with Mayor Strong and stated it is better utilization of our ongoing funding commitment. She stated that the City pays annually for the maintenance of these spaces and they should use them the way they were intended. Mayor Strong also suggested promoting them as covered valet parking.

**Motion made by Commissioner Bridges to approve the Park Avenue Valet Parking to include the reservations of 28 covered parking spaces for that purpose; seconded by Representative Roberts.** Commissioner Anderson commented that he wanted to have some observation (in a few months) that if they are underutilized spaces they revisit this. Mayor Strong agreed. **The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

Mayor Strong added that he noticed that the Park Place Building is reserved 7 days a week for tenants. He suggested that CRA Attorney Nicki Vanhook ask her firm (Winderweede, Haines, Ward and Woodman) if they can make these spaces available on the weekends.

(C) Housing Rehabilitation Program Revisions

Assistant CRA Director Peter Moore provided the following information on this item. He explained that the CRA Housing Rehabilitation provides funding to make needed improvements to single family, low income, and owner occupied housing within the CRA.

The program has been in operation since 2002 and has performed over 100 rehabilitations. For fiscal year 2009 the CRA has been awarded a \$250,000 grant from Orange County to expand this popular program City-wide for senior and disabled residents. He stated they currently have six individuals that are going through the process and 14 are on a waiting list.

Mr. Moore explained that staff has taken the opportunity to make improvements to the process and structure of the housing rehabilitation program. These improvements fall into three major categories, contractor selection, bid process, and qualifying work. The new program stipulates clearly what type of work will be allowed. It also clearly states that the program is to be used for needed capital improvements as determined by staff. Under the new process staff will assess every request and approve or deny based on need. The general guideline is that if the request does not constitute a code violation or a safety or health issue, then the program will not pay for that item. Building inspectors will help staff to determine what items need to be replaced and will make the final decision regarding the scope of work.

One final change is the stipulation that the property cannot receive any funding for 5 years once housing rehabilitation has been performed on the property. This prevents serial re-use of the program and allows the CRA to reach as many people as possible. There is an emergency clause that allows us to pay insurance deductibles in the case of a major emergency even if the home has received funding in the last 5 years. Staff recommends approval of the revised Housing Rehabilitation Program Revisions. Ms. Gutch added that Orange County informed them they could possibly have another \$250,000 this year and are pleased with the program changes. Staff answered questions.

**Motion made by Representative Roberts to approve the Housing Rehabilitation Program Revisions; seconded by Commissioner Bridges. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

(D) Social Programming Committee Recommendations/Resolution Amendment

Ms. Gutch explained the last CRA Agency meeting one applicant that was denied funding through the Program Committee had concerns related to how staff reviewed and terminated contracts. At the direction of the CRA Advisory Board and Agency, staff reviewed the existing Resolution with our attorney and based on the way the Resolution is written the Program Committee can adopt internal regulations regarding how they will review applications, etc. without an amendment to the existing Resolution.

As a result the Social Programming Committee met to discuss changes needed in the governing this group. After careful consideration it was determined that several changes were needed to maximize the efficiency of this committee and benefit for the community. The following changes were made by committee members: 1) Committee members recommend evening meetings for resident attendance purposes instead of afternoon meetings; 2) Committee members recommend that mid-evaluations are conducted by the committee as a whole not just one individual, positive response to having the providers present; and 3) Committee members recommend that terminations of

contracts be conducted by the committee as a whole not just one individual, positive response to having the providers present.

The Program Committee will follow the recommendations above. In addition, the Program Committee made two recommendations that require changes to the Resolution. The changes are as follows: 1) Committee members recommended changing the quorum number from three to two, in order to make meetings more productive and to help eliminate issues created this year due to attendance. One of the staff members was removed as a result. The Public Representative is still on the Committee; and 2) Committee members recommended that new language replace "CRA Program Consultant and be replaced with the title "Staff Liaison". She stated staff recommendation is approval of the revised Program Committee Resolution and this item was approved unanimously by the CRA Advisory Board. Ms. Gutch answered questions.

**Motion made by Commissioner Anderson to approve the Housing Rehabilitation Program Revisions; seconded by Commissioner Dillaha. The motion carried unanimously with a 5-0 vote. Commissioner Diebel was absent.**

(E) Business District Event Matching Grant Program

Ms. Gutch stated that the CRA is proposing to create a Business District Matching Grant Program. This program is consistent with goal number six, increasing the financial viability of the CRA, in the CRA Strategic Plan. The backbone of the CRA is the Tax Increment Fund of which Orange County and the City contribute into. If we are not continually identifying and programming opportunities to grow our fund, then we will be unable to do the remainder of the goals listed. Steps to achieve this goal include extending the CRA sunset date, creating economic investment programs and events to nurture and cultivate our current and future businesses. More than half of all businesses located within the City of Winter Park are in the CRA and the businesses pay more than 70% of the tax increment.

The Business Façade Matching Grant Program is a 50/50 matching grant program, with a maximum award of \$5,000. The objective of the Business District Event Matching Grant Program is to encourage the formation and assist in the development of business associations within the CRA area of the City of Winter Park by assisting with event sponsorships, which will result in the promotion and growth of the business district.

She stated that staff recommends setting aside \$20,000 in CRA funding this fiscal year and approval of the program. This item was approved unanimously by the CRA Advisory Board. She added they already have one application under the program for the Hannibal Square Merchants Association.

Adrian Mann, Dexter's business owner, spoke about the Hannibal Square Merchants Association event of the Battle of the Bands, the doctors versus the lawyers. He commented that proceeds from ticket sales were to benefit the Winter Park Community Center and the event will take place on Saturday, November 15 from 4:00 p.m. – 10:00 p.m.

Ms. Gutch answered questions and explained that her office is taking over the special events permitting process and Mr. Knight signs off on them. She stated that this is only

for business districts and the intent is for these business districts to work together to create these events that benefit the district as a whole. It involves one event per district, per year and this is specified in the guidelines.

**Motion made by Representative Roberts to approve the Business District Event Matching Grant Program which includes up to \$20,000 per year; seconded by Commissioner Bridges.** Commissioner Bridges asked for a copy of the agreement to help understand what the parameters are. Ms. Gutch agreed. She stated they modeled it after a program she created in the City of Orlando and it worked successfully there. **The motion carried unanimously with a 6-0 vote.**

(F) Enzian (Popcorn Flicks) Grant Agreement – FY 08/09

Ms. Gutch explained that the Enzian Theater has long participated with the CRA and City in producing the popcorn flicks in Central Park and more recently in Shady Park. This event draws an average of 350 people to the Central Business District. Not only do the films entertain, inspire, educate, and connect the community through film, but as an added benefit they stimulate the economy among the shops on Park Avenue and New England Avenue.

The CRA FY 08/09 approved budget provides \$18,000 to support popcorn flicks. Due to the success of the showing in Shady Park last fiscal year staff is requesting an additional \$6,000 in funds to provide quarterly showings in Shady Park. Should the Community Center be under construction thereby impacting the films in Shady Park, Enzian will reimburse the CRA for the films not shown.

This grant agreement solidifies the partnership between the CRA and the Enzian as it relates to expenditure of funds. All marketing of events will continue to be jointly publicized by both the Enzian and the CRA/City. In the FY 07/08 budget Enzian received \$18,000. Per our FY 07/08 grant agreement, Enzian has met the performance requirements as it relates to the agreement. This item was approved unanimously by the CRA Advisory Board and staff recommends approval of the Enzian (Popcorn Flicks) grant agreement in the amount of \$24,000. Representative Roberts asked for a breakdown of the \$18,000 and how it is spent. Ms. Gutch stated she would provide a cost breakdown.

Enzian Director of Operations Chris Blanc, spoke about the expenditures for the \$1,500 per showing to run an event and the expenditures if an event is cancelled. Ms. Gutch stated she will email the Commission the breakdown of the budget for the \$1,500 per showing. Mr. Blanc and Ms. Gutch answered questions.

Adrian Mann, Dexter's business owner, asked about renting porta potties and suggested speaking with the Hannibal Square Board and the restaurants about allowing people to use their bathroom. Ms. Gutch explained that at Shady Park they leave the Community Center open, allowing access to the rest rooms, and would look at the cost breakdown. Commissioner Bridges asked about the amount of money being spent on the cleanup operation and if there will be recycling at those events. Assistant Director Ron Moore responded.

**Motion made by Commissioner Bridges to approve the Enzian grant agreement; seconded by Commissioner Dillaha. The motion carried unanimously with a 6-0 vote.**

**3. INFORMATIONAL ITEMS**

(A) Community Center

Ms. Gutch explained that the CRA Advisory Board, Agency, Parks & Recreation Board and Planning & Zoning Commission held a joint meeting regarding the plans for the new Community Center on October 21, 2008. Based upon the comments from the work session staff is working on the following:

Staff will have a draft of the parking study by this Friday. Based on the preliminary information that the architect sent, the proposed parking spaces are in line with other Community Centers they have designed. In addition, the City has 111 spaces within our municipal lots within 300 ft. Based on the parking study we will need to amend our code and put Community Center as its own use.

Staff has received the revised façade changes for the east, and west elevations as well as the itemized cost of the construction. She stated that the project costs are now at \$14.25 million and the CRA is proposing to bond \$10 million in February and Mr. Moore will go into detail on their capacity. They are proposing to raise the \$4.25 million and have approached the Winter Park Health Foundation about adopting the pool. In addition, they are meeting with the Boys and Girls Club next week about the fundraising committee and are going to be applying for Community Development Block Grant (CDBG) dollars for the gymnasiums. She commented they are also working to identify other funding opportunities.

The CRA is not proposing to bond the full amount: 1) because they do not have the capacity and number; 2) if they bond the full amount it will make it difficult to fundraise the remainder; and 3) we have to provide a balance between the business and social elements of the CRA.

Ms. Gutch also addressed the costs of the project by stating that when the CRA Strategic Plan was completed the financial plan the investment per goal was an estimate. At the time they did not know the scope of the project, whether it would be a new or renovated center, etc. This new Community Center provides dedicated spaces for our youth and seniors as well as a pool that will draw the entire City. It will also have revenue generating opportunities through the pool, multipurpose room and double gym. This Community Center is being built for future growth as well. Given the economic times, it has never been a better time to build. Staff recommends moving forward with the plans as they are drawn today. She stated she met with Commissioner Segal regarding the \$10 million and he was fine with it. To keep on track with the timeline City-wide notice goes out next week for PZ to consider in January and the anticipated break ground date is September of 09.

She commented that the Boys & Girls Clubs of Central Florida took over the youth programming at the Winter Park Community Center on October 1, 2008. This change was done in an effort to increase program and mentorship offerings for our youth. Since

taking over, 110 kids have registered to participate in the Winter Park Boys & Girls Clubs Program. They still need to grow our Senior and aquatic programs. Staff is also continuing to work on alternative locations and the development operational costs associated with the new Community Center.

Representative Roberts asked what would happen if they were unsuccessful raising the \$4.25 million. Ms. Gutch explained that they will have to see if the CRA could bond additional money, there may be parts of the center they do not build out, or phase in. Mayor Strong commented they may need to identify things they will need to eliminate/postpone. Commissioner Anderson stated that before they move forward he would like to see a revised Strategic Goals Assessment about which of those \$4 million priorities are changing for the sake of this Community Center.

Assistant CRA Director Peter Moore addressed how the adjustment of \$4 million towards the Community Center affects the funding for other stated goals. Commissioner Anderson voiced concerns that if their total capacity is 14.8 million (plus/minus) and they are placing 10 million toward the Community Center then that represents 65% of their total expenditures in the CRA. He stated that it seems like a massive shift in priorities and was not comfortable with that. Mr. Moore stated that he would write a memo and rework the financial plan to see how it might impact the current and future subsequent years. Commissioner Bridges had concerns that this is a tremendous amount of money to spend and wants to be convinced that they are reaching out to engage the entire community in that it really functions as a Community Center. Ms. Gutch explained that the last thing she wants to do is to build a Community Center that does not serve the needs of our community and they are working on that. She added that if this is going to be our Community Center they have to be willing to operate and pay for the operations of that center.

Mayor Strong commented that the Advisory Board has a lot of work to do to convince the Commission that this is the right way to go, given the amount of money they are talking about and believed the Commission's concerns should be expressed. Commissioner Bridges added that since the architect said our parking is adequate she wanted to see more definition, description and discussion. Ms. Gutch stated she would have a draft of parking study by Friday. She added that she would like to move forward and put out a City-wide notice and have it scheduled in January for P&Z knowing they have these issues and be ready to address them in February.

Commissioner Diebel asked about the forecast of the operating budget. Ms. Gutch explained they are working on that. Commissioner Diebel was not comfortable putting out a City-wide notice until they know what the operating budget forecast is. She stated this indicates to the citizens that their supporting this without having full information. Mr. Moore explained that when they applied to Orange County for CDBG funds for the Community Center they did some preliminary operating budgets for what a hypothetical larger Community Center would cost. He stated that he could reexamine those and get that information to the Commission with the revised financial Strategic Plan, as well. Commissioner Anderson reiterated that he had reservations about moving forward with a plan that we are not sure we can afford. There was further discussion on the notice requirement. Ms. Gutch suggested having a work session in December to discuss these items and put it on the February P&Z agenda. There was consensus among the Commission.

(B) Strand Case

Ms. Gutch explained that on September 29, 2008 Strand filed a motion for Rehearing of the Supreme Court's decision that fully reversed its position in the Strand case. The effect of this filing is to put the September 18 ruling on hold until the motion for rehearing is disposed of. Therefore, they are back in legal limbo since the original September 6, 2007 decision was on hold until the rehearing Escambia County filed became final.

David Cardwell the attorney for the Florida Redevelopment Association position is that the effect of all the motions and opinions is that the law is where it was before the 2007 opinion. This means CRA's can bond, but it may be difficult to find bond counsel. The next step is for the Supreme Court to agree or not agree to rehear the appeal and because of the unprecedented reversal of their original opinion; it is unlikely they will agree to hear the case. The question is the timeframe it will take them to issue their final ruling. The timeframe for bond issuance is February. There were no questions asked.

(C) Housing Rehabilitation Program

Ms. Gutch explained this was discussed earlier. Currently they have 7 completed applications and 14 on the waiting list. Those 7 participants that have completed their applications are currently being scheduled for a scope walk through this week. The first rehab jobs should begin within the next two weeks. In addition, they have 27 certified contractors of which 26% are minority businesses. The information is on the website and can be downloaded by the general public.

(D) Streetscape Existing and Proposed Projects

Ms. Gutch gave an update on New York / New England Undergrounding; Pennsylvania Ave. Streetscape Extension; Webster Streetscape; and spoke about the future projects: Morse Boulevard from Park to Interlochen; New England, from Capen to Denning; and Fairbanks/Orange/Pennsylvania Intersection Improvements

Ms. Gutch addressed the Fairbanks/Orange/Pennsylvania Intersection Improvements and stated that CRA staff is working with Public Works to expedite these pedestrian and intersection improvements. Public Works currently has a \$500,000 grant and is putting together a cost estimate for the CRA partnering under this project. This is a critical intersection and in an effort to expedite the improvement the CRA may be asked to provide matching funds to the project. This project would be part of our bond issue.

She asked that the Fairbanks/Orange/Pennsylvania Intersection Improvements be moved to an action item as it relates to the design and construction drawings in the amount of \$80,000. She explained that the grant requires they be under construction by June of next year or they will lose the grant. In addition, the grant does not allow them to pay for design and permitting through FDOT. She commented that the FDOT process and the construction drawings will take about 3-4 months. She stated that do to timing constraints she was asking the Commission to approve the design portion of this project in the amount of \$80,000 in order to expedite this and retain their \$500,000 grant.

Director of Public Troy Attaway gave a brief overview on the design of the project. Mr. Attaway and Ms. Gutch answered questions.

**Motion made by Commissioner Bridges to approve the \$80,000 in CRA funds for the design of this project to retain the \$500,000 grant; seconded by Commissioner Anderson. The motion carried unanimously with a 6-0 vote.**

(E) Conservation District

On October 1, 2008 the CRA held a Conservation District meeting at the Hannibal Square Heritage Center. The intent of this meeting was to determine if the residents were interested in investigating this concept. The creation of a Conservation District ties into Goal 3 of the CRA Strategic Plan.

At the meeting the attendees requested that the City staff put together a presentation regarding this concept and come back to the neighborhood with some examples of how a Conservation District would apply. She stated this meeting will be scheduled for January 2009.

Residential areas such as West Winter Park with certain identifiable attributes apparent in architecture, character and urban design may be designated as conservation districts. City staff has requested to hear from residents regarding the opportunity to designate West Winter Park as a conservation district. Designating a specific area as a conservation district may be done in an effort to preserve the neighborhood's character, retain affordable housing, and create protections from inappropriate development.


Specific issues which could be regulated in the guidelines of a West Winter Park Conservation District might include special uses and exceptions, general architectural guidelines, parking, and building setbacks, scale and mass. Neighborhoods have a unique opportunity to address various areas of concern that may or may not be listed above. In order for the City Commission to move forward and determine specific boundaries and goals of a West Winter Park Conservation District, neighborhood residents must drive this initiative. Ms. Gutch answered questions.

**4. OLD BUSINESS**


There was no old business.

**5. ADJOURNMENT**

The CRA Agency meeting adjourned at 3:30 p.m.

  
Chairman David C. Strong

ATTEST:

  
City Clerk Cynthia S. Bonham