

COMMUNITY REDEVELOPMENT AGENCY
September 13, 2010

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:05 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

Also present:

City Manager Randy Knight
CRA Attorney Anthony Garganese
Deputy City Clerk Michelle Bernstein
CRA Director Dori DeBord
Assistant CRA Director Peter Moore

Absent:

Orange County Representative Stan Roberts

1. Administrative Items.

No items to address.

2. Action Items.

A. Allocation FY 2010 CRA Surplus Revenues

CRA Director Dori DeBord noted that this is a continuation of the discussion from the last meeting on August 9, 2010 regarding the 2010 budget items. She addressed the consensus and/or approval from the Agency to budget the 2010 dollars to some of the 2011 programs. The list includes the Housing Rehab Program for \$60,000 and the Business Façade for \$25,000 plus the change to the 25% grant. She also listed the Business District Event Matching Grant Fund of \$2,500 for the entire year and the Winter in the Park Holiday Ice Rink which has already been funded and is expected to come out of next year's funds. She noted that there is also an additional Wayfinding of \$150,000 for when they move ahead with the FDOT sign approvals for the state roads so they can begin to have the Wayfinding program take effect in the downtown and CRA district. She noted that the allocations to the Housing Rehab, Business Façade, Business District Event and Wayfinding program will total \$240,000 which leaves the CRA with about \$340,000 in leftover funding to be reserved in an escrow account for future indebtedness. She mentioned that the escrow account is not a locked in account, it can be touched throughout the year if they find that they need available funds. She also noted that the escrow account monies will collect interest until such a time when they need it. Staff has worked with the Finance Department and the CRA Attorney and this option fully complies with Florida Statutes.

Mayor Bradley asked if the list presented to them is a prioritized list and if there is some flexibility with the fund amounts and where they are allocated. Ms. DeBord stated that sometimes they are not allocated and that the wayfinding funds are generally put into the wayfinding pot of money and at this time they do not have a plan on how they are going to spend the \$150,000.

Ms. DeBord noted that the Housing Rehabilitation and Business Façade Programs have allocated amounts set for those programs. She explained that the Housing Rehabilitation

Program allows for up to \$20,000 per home which is usually a set dollar amount that comes out and if the entire \$20,000 is not needed by a particular homeowner, the remainder rolls back into the program and they try to fund additional homes with that money. She said right now they have a waiting list which takes into account the \$60,000 and continues on for some undisclosed amount next year. Mayor Bradley asked if that amount is spent by November 1 and if next April the CRA finds that they are tight in their debt or if a specific task force is ready to launch certain items, would they go to reserves. Ms. DeBord said yes. He then asked if they should fund the items quarter by quarter. Ms. DeBord did not believe it would be as effective because they would have to continually bring the item back for approval to the Agency and the Board for authorization to spend additional monies and it makes the process much more of a step by step process rather than letting them roll along.

Mayor Bradley requested a Park Avenue Task Force update for the next regularly scheduled meeting whereby Ms. DeBord acknowledged. She mentioned that they have reserves for the Park Avenue Task Force and they are trying to hold onto reserves but if there is a need for money for that task force or for any community area in the CRA, they can always come forward and ask for funding as needed for a particular item.

Commissioner Cooper asked for clarity regarding the Park Avenue Task Force and their goals. Ms. DeBord provided a brief outline noting that it consists of 9 members that was appointed by the CRA Agency. It was put together with six goals, the first of which is branding the Park Avenue area and formalizing a brand which has never been done. She noted that they have asked the CRA and City staff to issue a marketing RFP using the \$125,000 they still have in the budget. She said 10 firms applied to the RFP and they are currently reviewing them and will come to the CRA Agency for formal action on November 8, 2010. She said they are also working on the parking and wayfinding in the downtown area and have created a sub-committee to look at both the parking situation and employee parking alternatives as well as wayfinding alternatives. Commissioner Cooper asked if they are looking at a parking district. Ms. DeBord said they are looking at all the alternatives, as well as the parking districts, the current available space and employee parking and have a planning staff person helping with this.

Commissioner Dillaha asked how the Task Force is handling the marketing for the Winter Park Ice Rink Festival to make sure it is a huge success and how are they going to get participation from the merchants. Ms. DeBord addressed the Red Bag Sale event that the Park Avenue merchants will be doing the second week after the ice rink opens (a red bag containing a buck slip and coupons which will be in the Observer and handed out at the Farmers' Market and ice rink). She stated the merchants will also distribute them and they were asked to provide them with a list of discount opportunities and they are working with the Park Avenue Area Association and the Chamber to coordinate the discount amounts and which merchant will be offering the discount.

She said they are also looking at trying to do another Saturday event sometime between Thanksgiving and Christmas where they can get the Park Avenue Association members to come out and decorate a tree and do some sort of merchandizing around the ice rink. Commissioner Dillaha asked if maybe they could help encourage the merchants to stay open later on Thursday and Friday nights when the ice rink is open and to have one or two adult ice skating events to help attract more adults and people.

Commissioner McMacken asked if there is a way that they can quantify where people come from and to do a survey. Ms. DeBord said they solicited a questionnaire to the merchants last year after the ice rink event and this year they are going to be doing the same thing, which will enable them to compare the data from last year. Mayor Bradley noted that they did a survey last year by asking peoples zip codes and they have that data and that they can always use that detailed information.

Commissioner Cooper asked if they have scholarship funds and how it works. Ms. DeBord said \$10,000 is in the scholarship program and they are currently working through the legalities of the program, such as where and how the CRA dollars are being spent. She noted that they are working with the CRA Attorney and they will bring the item back as soon as they have it finalized.

Motion made by Commissioner McMacken to approve the allocation FY 2010 CRA Surplus Revenues as presented; seconded by Commissioner Dillaha. Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Cooper, McMacken and voted yes. The motion carried unanimously with a 5-0 vote (Representative Roberts was not present).

B. Service Provider Agreements FY 2011

Ms. DeBord mentioned that they annually perform service provider agreements with the Enzian Theater, the Welbourne Avenue Day Nursery and the Crealde School of Art.

She noted that this year they have added the Mt. Moriah Church parking agreement. Ms. DeBord noted that the parking lease agreement for Mt. Moriah is for \$12,000 and is a revised version of the former agreement and represents a negotiated compromise between the CRA and the church. The original agreement provided 40 spaces at a cost of \$40 per space per month. The agreement could also be cancelled by either party with 60 days notice. The new agreement stipulates a 5 year arrangement in which the CRA will pay \$25 per space per month for the first two years, and then \$30 per space per month for the subsequent three years. The church has the option of cancelling the agreement before the 5 year term ends if they determine they will construct a building on the property. This agreement will save the CRA over \$7,000 in FY 2011, will provide the church with guaranteed income for 5 years, and still provides the businesses and community with convenient parking. This agreement would become effective October 1, 2010.

Ms. DeBord stated that the Enzian Theater is based on a calendar year and provides \$18,000 annually to the organization to provide 12 free popcorn films to the public in Central Park. This has long been a tradition of the City and brings an average of over 400 moviegoers each month to the downtown business district.

Ms. DeBord mentioned this year's approved FY 2011 budget for the Welbourne Avenue Day Nursery provides \$7,000 for educational supplies and other improvements and this new agreement becomes effective on October 1, 2010.

Ms. DeBord explained that the new agreement for the Heritage Center and Crealde School of Art will provide \$40,000 effective October 1, 2010. She noted that the Heritage Center was completed by the CRA to celebrate the history of diversity in the City and is managed by the

Crealde School of Art. Commissioner Cooper asked what the agreement covers and if they are free programs. Ms. DeBord noted that the Center hosts many annual events and manages an award winning collection of photographs and art displays. Crealde has used past funding to pay for operations of the facility and to provide art programs to the community. She also noted that most of the programs are free to the community, but there might be a cost if money comes out of the Crealde School of Art for photographic equipment or something along those lines, but the programs themselves are offered for free. Commissioner McMacken questioned the amount for the parking and if they are saving \$7,000 or if that is the cost. Ms. DeBord noted that they are saving \$7,000 and the cost is \$12,000.

Motion made by Commissioner Dillaha to approve the service provider agreements; seconded by Commissioner Cooper. Commissioner McMacken asked if all the agreements have been reviewed by counsel. Ms. DeBord stated yes. **Upon a roll call vote, Mayor Bradley and Commissioners Anderson, Dillaha, Cooper, McMacken voted yes. The motion carried unanimously with a 5-0 vote (Representative Roberts was not present).**

3. New Business

Ms. DeBord stated that she will provide the Agency with a written update prior to the next meeting on the Park Avenue Task Force and a status of their six goals. Mayor Bradley said it might be helpful if they received the packet of information on their work before they approve the item. It was noted that there is one more person to appoint. Ms. DeBord said they have asked but have not received an inquiry yet. Mayor Bradley asked that the item be on the November agenda so they can bring a recommendation which they will ratify.

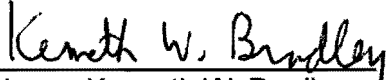
Per the request of Commissioner McMacken, Ms. DeBord provided an update on the State Office Building. She noted that there was a meeting about six weeks ago with Concord Eastridge Inc. (CEI) representatives along with the City. She noted that Rogers, Lovelock, Fritz (RLF) currently does not have a signed lease with CEI but they have a memorandum of understanding that should the terms be acceptable to all parties they would sign a lease to occupy the second floor at 35,000 square feet. She said the attorney's are reviewing the lease and the terms and that surveys have been done on the property. She noted that the City will continue to own the parking area around the building and they are looking at the treed area in the front of the building to possibly use as a conservation easement or for a park, depending on what the City codes will allow. She is meeting with the CEI representatives on Wednesday morning and the City's arborist to look at and determine the health of the trees. CEI has offered as part of their lease to take care of that particular area as well as the parking area. Currently they are working on all of the terms of the lease and since it is a complex agreement they want to make sure the City receives a good deal, but they also understand that CEI terms reflect RLF's participation and RLF is also looking at terms in what they can afford for a leased space. She said she hopes to bring a lease back to the City Commission for consideration in early October. Commissioner Cooper said that parkland would be more beneficial to the City and that would be her preference.

Mayor Bradley asked if they can always provide an update on the following major items which include the State Office Building, the Park Avenue Task Force and the Community Center.

Commissioner Dillaha asked about the ice rink again and the Park Avenue Task Force. She said she would like to see some form of agreement on how late the merchants will stay open,

the discount programs and other promotional items. Ms. DeBord stated that she can approach that idea to the Park Avenue Area Association and the Chamber and maybe they can come up with a Letter of Understanding between the two parties listing what they and the City will be providing. She said she cannot guarantee that all of them will abide by it, but they will try to obtain an agreement. Commissioner Dillaha stated that she would like to see a commitment on both sides and not just from the City. Ms. DeBord said she will try to have something back to them by the November 8, 2010 meeting regarding this item.

The CRA Agency meeting adjourned at 2:36 p.m.


Chairman Kenneth W. Bradley

ATTEST:


City Clerk Cynthia S. Bonham