

**COMMUNITY REDEVELOPMENT AGENCY**  
**February 14, 2011**

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:00 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

**1. Administrative Items**

Commissioner Cooper requested that page 1, Action Item 'a' be corrected to read the following "Commissioner Cooper said she wanted the effort to be a little more community based."; Page 3 of 4, Informational Item A, to add her question "Commissioner Cooper asked how a Task Force has the authority to spend \$150K in CRA funds; Page 3 of 4, Informational Item C correct the first sentence to indicate "They have been funding the scholarship program for many years but it is not clearly called out in our CRA Plan at this time." Mayor Bradley requested that the Clerk listen to the audio and provide a verbatim specifically for Informational Item C.

The following is the verbatim from November 18, 2010: "Ms. DeBord indicated that as an Agency they set aside \$10,000 in the budget this year to establish a scholarship program for eligible college students residing in the CRA district. She noted that this program currently is not in our CRA Plan and she said from a legality standpoint they would not be able to implement this program until they do a plan modification. She said that she spoke to Attorney Garganese and they can begin the plan modification as soon as possible."

**Motion made by Commissioner Cooper to approve the minutes of November 18, 2010 with the above changes; seconded by Commissioner Dillaha. The motion carried unanimously with a 5-0 vote.**

**2. Action Items**

A. Housing Rehabilitation Program Amendments

CRA Director Dori DeBord explained that the CRA Housing Rehabilitation Program has been in effect since 2002 and after eight years they decided to review it. She noted that the modifications pertain to the overall process, guidelines and timeframes. She provided a brief summary of the proposed modifications. Some of the requirement changes mentioned were to establish an application deadline date, increase the program reuse clause to 10 years from 5 years and requiring approved applicants to complete 10 hours of community service prior to commencement of the rehabilitation. She said they also cleaned up the application process making it easier to apply and streamlined some of the requirements. She said they are also looking at establishing a mandatory home maintenance training and repair program. Ms. DeBord said the CRA Advisory Board heard this item during their October meeting. She said

they were very concerned about the community service time so they revised it, presented it to the CRA Advisory Board at their January meeting and they approved it.

Commissioner Dillaha had concerns with the statement that the contractor will have 7 days to acquire permits and asked if they can extend it. Ms. DeBord said by nature of this program they will continue to have some flexibility with the time frame.

Commissioner Cooper spoke briefly regarding the difference between moderate and low income households and how it pertains to the Population-Facts: Demographic Snapshot Report for the Winter Park area that she presented to the Commission (attached).

**Motion made by Commissioner Cooper to restrict this program to low income.**

Commissioner McMacken asked how many homes in the CRA are actually eligible. Ms. DeBord stated that they would be happy to collect that data and report that information to them.

**Motion made by Commissioner Dillaha to limit it to low income households only; seconded by Commissioner Cooper.** Commissioner Dillaha clarified her motion. **Motion made by Commissioner Dillaha to approve the program as specified with one change to it and it would be that the program is limited to low and very low income households; seconded by Commissioner Cooper.**

**Motion amended by Mayor Bradley that before they take an action that it would go to the CRA Advisory Board to determine the implications to our community on this matter.**

Commissioner Anderson asked if his motion is to table this until they understand the impact that the change would have. Mayor Bradley said that is what he would do. Commissioner Anderson said the goals of the program are really to make sure that the community appearance and the housing stock is in good condition and that is what he thinks is the whole goal of the program so that everyone's property values are enhanced because the housing stock is well maintained. Mayor Bradley said it would be interesting to know how many more homes are needed in that regard. Commissioner Anderson said if Mayor Bradley's motion is to table and refer it back to the CRA Advisory Board to consider that change he would second the motion.

**Motion made by Mayor Bradley to table, which would take precedence; seconded by Commissioner Anderson. Upon a roll call vote to table, Mayor Bradley and Commissioners Anderson and McMacken voted yes. Commissioners Dillaha and Cooper voted no. The motion carried with a 3-2 vote.**

**B. Targeted Industry Enhancement (TIE) Program**

Peter Moore provided a brief summary of the proposed TIE Program. He explained that the TIE Program brings together the goals of incentivizing high-wage job retention as well as relocation of major employers already in Florida. Mr. Moore advised that every applicant that comes forward on either aspect of the program would be on a case by case basis and would go through an application process that they are currently creating. He explained that all applicants receiving funding would be required to commit to remain in the City for 5-10 years, commit to using City services, maintain the required level of employment and execute a legal agreement between the approving agency whether the funding comes from the agency or the City

Commission. Mr. Moore stated that this item was presented in January to the CRA Advisory Board and the Economic Development Advisory Board. He explained that the CRA Advisory Board approved this unanimously on January 20 with recommendations. He said they have addressed the items and provided a brief summary of the changes presented in the agenda packet. Mr. Moore stated that in terms of fiscal impact they will be bringing this item to the City Commission since it is a City wide program and offer it to any applicant coming into the City. He noted that it would be part of the General Fund budget process; however, that would be a policy decision on their part. Mr. Moore answered questions of the Commission.

**Motion made by Commissioner Cooper to deny the reallocation of the ear-marked QTI program funds of \$20,000 a year for 5 years to this program; seconded by Commissioner Dillaha.**

Susan Lawrence. CRA Advisory Board, said they have discussed this item at length and is in favor of the program.

President Patrick Chapin, Winter Park Chamber of Commerce, said this program will help those companies that need assistance and feels that it is a good program.

Paul Rutledge, 1911 Summerland Avenue, said this program sends a message that we want to attract new clients and companies to Winter Park and that this opportunity is very reasonable.

**Upon a roll call vote to deny, Mayor Bradley and Commissioners Anderson and McMacken voted no. Commissioners Dillaha and Cooper voted yes. The motion failed with a 3-2 vote.**

**Motion made by Mayor Bradley to approve the TIE Program for job creation for companies coming to Winter Park; seconded by Commissioner McMacken.**

**Motion amended by Commissioner McMacken that if this is approved that it would be a 10 year commitment; seconded by Commissioner Cooper.**

**Motion amended by Commissioner Cooper that the criteria for receiving this grant would be that the company fills an existing vacancy or presents a Comprehensive Plan compliant development. Motion failed for lack of a second.**

**Motion amended by Commissioner Anderson to retain the retention; seconded by Commissioner Cooper.**

**Motion amended by Commissioner Cooper to require that the applicant demonstrates performance for 1 year at the agreed level before receiving payout.** She said she would like it to be more performance based. Mr. Moore explained that there is a formal process with guidelines and requirements, such as commitment on funds and annual reporting that will need to be followed and that staff will develop a contractual agreement between the incentive recipient and the City to ensure that the recipient meets the guidelines outlined in the TIE program. **Motion failed for lack of a second.**

Susan Lawrence said the motion to amend the 10 year commitment should be changed to 5 years and provided an explanation.

Rick Frazee, 1921 Englewood Road, said the thought of paying individuals to come into the City is ridiculous and asked the Commission to reject all of this.

**Upon a roll call vote on the amendment (that if this is approved that it would be a 10 year commitment), Mayor Bradley and Commissioners Anderson and Cooper voted no. Commissioners Dillaha and McMacken voted yes. The motion failed with a 3-2 vote.**

**Upon a roll call vote on the amendment (to retain the retention), Mayor Bradley and Commissioners Dillaha and McMacken voted no. Commissioners Anderson and Cooper voted yes. The motion failed with a 3-2 vote.**

**Upon a roll call vote on the original motion (to approve the new jobs relocation as presented), Mayor Bradley and Commissioners Anderson and McMacken voted yes. Commissioners Dillaha and Cooper voted no. The motion carried with a 3-2 vote.**

### C. Reallocation of QTI Funds

CRA Director Dori DeBord provided a brief summary regarding the request for approval of the \$20,000 per year for 5 years of the QTI program into the TIE program and the request for authorization to expend these funds on corporate headquarters relocation to Winter Park. She explained that staff has been approached about providing incentive dollars to the relocation of an international corporate headquarters into existing office space within the CRA. She stated that this relocation would place approximately 90 employees into about 23,000 square feet of vacant space. She said at this time they are unable to disclose who they are and that under the Economic Development Statutes there is a need for some confidentiality. She did provide the Commission with some facts about the corporate headquarters as listed in the agenda packet.

Ms. DeBord noted that the funding for the QTI program is already budgeted in the approved FY 2010-11 budget and they are recommending reallocating these funds to the TIE program for distribution to the applicant if all the qualifications are met. She advised that staff will develop a contract between the incentive recipient and the City to ensure that the recipient meets the guidelines outlined in the TIE program and that a monitoring requirement will also be part of the agreement. The CRA Advisory Board approved the use of these funds at their January 20, 2011 meeting and they acknowledged that the funds are currently programmed and were not allocated from reserves. In addition, they recommended that no new funding be allocated to this program until the FY 2011-12 budget cycle. Ms. DeBord answered questions.

**Motion made by Mayor Bradley to approve the reallocation of the QTI Funds; seconded by Commissioner McMacken.**

Mr. Rutledge with CASTO said they have been working with this company and a number of other companies to relocate into Winter Park. He explained that this program would show those companies that we are committed to bringing them here. He said that he has a confidentiality agreement so he cannot disclose their name; however, in his opinion as a resident, they would not be disappointed if they saw their name.

Commissioner Anderson asked if the current motion on the table is for the reallocation of funds. Mayor Bradley said that he is correct. Commissioner Cooper explained that there are two parts to this motion according to staff's recommendation listed in the agenda packet. She said the

other part asks for authorization to expend these funds on corporate headquarters relocation to Winter Park. Ms. DeBord clarified that they would be earmarking these dollars towards this corporate headquarters, particularly this specific deal. Commissioner Anderson asked when an agreement on a specific user comes before the Commission, if the Commissioners know who the potential user would be. Ms. DeBord said yes.

**Motion made by Commissioner Anderson to adjourn for 5 minutes; seconded by Mayor Bradley.**

**Motion made by Commissioner Cooper to table. The motion to table failed for lack of a second.**

Mayor Bradley said they will adjourn for 5 minutes so that staff can brief them individually and then they will come back and deal with the motion to table.

A recess was taken from 3:39 p.m. to 3:48 p.m.

**Motion made by Commissioner Cooper to leave half of the program funds in the QTI incentive program that they all approved back in May.** Mayor Bradley asked for clarification. Commissioner Cooper said that staff has requested that \$20,000 per year for 5 years of the QTI program be moved into the TIE program and wants to leave half of the funding in the QTI program and put the other half into the TIE. **The motion failed for lack of a second.**

Ms. DeBord clarified that they are authorizing the CRA Board to extend up to \$20,000. She said she believes they still have a contract to approve and if at any point they decide they do not want to approve the contract they are not obligated to. City Manager Knight said they can make the motion subject to the contract coming back for their approval. He said when they make the offer it will be subject to final approval by the City Commission as part of the contract details.

**Motion amended by Commissioner McMacken to include that this is an offer that they are extending but that the contract comes back here for its final review and approval; seconded by Commissioner Cooper. Upon a roll call vote on the above amendment, Mayor Bradley and Commissioners Anderson, Dillaha, Cooper, McMacken voted yes. The motion carried unanimously with a 5-0 vote.**

**Upon a roll call vote on the main motion as amended, Mayor Bradley and Commissioners Anderson, Cooper and McMacken voted yes. Commissioner Dillaha voted no. The motion carried with a 4-1 vote.**

### **3. Informational Items**

#### **A. Marketing Contract with Engauge, LLC**

CRA Director Dori DeBord provided an update on the marketing scope of work and contract with Engauge, LLC. Commissioner McMacken asked if the contract requires an action on their behalf. Ms. DeBord said at the November meeting they recommended approval of the contract and signature by the Mayor subject to getting the contract to \$90,000 or less. She said they had input from several members of the selection committee to make sure certain information from the Commission and the Committee was included and they were able to negotiate a contract for

\$90,000. Commissioner McMacken said on his part there are a couple of small tweaks that he would like to look at. Commissioner Cooper agreed.

**Motion made by Commissioner Cooper that this come before them as an item for Action at their next meeting; seconded by Commissioner McMacken.**

Ms. DeBord explained that by reducing the budget from \$112,000 to \$90,000 required them to look at significant cuts, such as having one public meeting instead of two. She stated that they offered to both the marketing person and to Communications Director Clarissa Howard to sponsor a second public meeting if needed. She said they are also examining some areas which would allow the public to be heard regarding their choice for the branding, logo and tagline of the Park Avenue area. She explained that the request for individual discussions with the Commissioners was a very high priced item and in order for them to obtain as much community input as possible within a limited amount time there was an offer for a public meeting/group work shop session rather than having individual discussions.

**Commissioner McMacken withdrew his second on the current motion since Ms. DeBord provided clarification.**

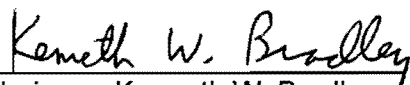
B. Summer Youth Enrichment Program Update

CRA Director Dori DeBord said she would be happy to brief them individually. The request was acknowledged.


4. New business items

Commissioner Dillaha asked if it was possible to hold the St. Patrick's Day parade closer to St. Patrick's Day. Mr. Knight indicated that the Art Festival is always held the third weekend in March. Ms. DeBord said they will take a look at this item for next year.

The CRA Agency meeting adjourned at 4:04 p.m.

  
Chairman Kenneth W. Bradley

ATTEST:

  
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City Clerk Cynthia S. Bonham