

COMMUNITY REDEVELOPMENT AGENCY
June 27, 2011

The meeting of the Community Redevelopment Agency was called to order by Vice Mayor Steven Leary at 2:01 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Kenneth Bradley (arrived 2:06 p.m.)
Commissioner Steven Leary
Commissioner Sarah Sprinkel
Commissioner Carolyn Cooper
Commissioner Tom McMacken
Orange County Representative Frank DeToma

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

Motion made by Representative DeToma to approve the minutes of May 9, 2011; seconded by Commissioner Sprinkel. The motion carried unanimously with a 6-0 vote.

Commissioner Cooper asked if it was possible in the future for the Commissioners to receive a copy of the minutes within a week's timeframe instead of having to wait until the next CRA agenda packet is issued. CRA Director Dori DeBord advised that the minutes would have to be in a draft format since they cannot be officially adopted until the next CRA meeting and that they will work with the Clerk's office to see how quickly the minutes can be turned around.

Vice Mayor Leary stated that staff has requested to move Item 2.b. in front of 2.a. The agenda was approved by acclamation of the CRA Commission with this change.

2. Action Items

A. Presentation from Engauge and Brand Logo Selection

CRA Director Dori DeBord provided a brief update and then turned the meeting over to Engauge LLC who provided a more detailed project report as requested by the Commission.

Engauge Marketing President Barb Scherer and Senior Account Manager Kristen Zucks provided a Powerpoint presentation which included the project approach, brand investigation phase, brand development phase and the brand expression phase which included the proposed logos and tagline concepts for consideration and approval. Ms. Scherer said the investigation stage is 100% complete, the branding exercise is 75% complete and that the next step is for the CRA Agency to approve a logo and a tagline. A brief discussion followed regarding the two logo concepts that were presented. They also discussed the three taglines: "Your special places", "All ways exceptional" or "Every day exceptional".

Ms. Zucks then provided their logo and tagline recommendations: logo concept #1 which has a peacock's eye being used for the "i" in Winter Park and tagline concept #3 which is "Every day exceptional."

Mrs. Scherer explained that the next steps to finish out the brand development process would be to first get the logo and tagline approved. Once that is approved they would then move onto

the brand expression video, create a concept development on how to put the marketing creatively out into the market place and finalize the strategic marketing plan. She explained that the very last step would be the marketing plan implementation which still needs to be determined and that this would have to be a separate contract since it is not included in their current contract.

CRA Director DeBord stated that staff recommends logo concept #1 (the peacock eye being used as the letter "i" in Winter Park) and then answered questions regarding implementation of the marketing plan and the logos presented.

Ms. DeBord explained that their intent is to use the logo with current CRA budget allowances because they cannot simply go out and obtain funding for the \$150,000 marketing plan. She advised that once the full marketing plan is turned over to them, the trademark will be to the CRA and since the logo is theirs they can use it but it will be restricted to the Park Avenue area. Ms. DeBord stated it is their intention that if a Business Improvement District were passed they would be entitled to this marketing package, the logo and creative data and they would then be able to fund a marketing campaign using this information and the recommendations from Engauge LLC. Ms. DeBord further explained that they are not totally restricting the use of the tagline and logo within the Central Business District but they would very much like to see it represent a certain area within the City.

Mayor Bradley suggested that they establish guidelines on how, when and where this information is to be used and not used, etc. Ms. DeBord said they will obtain this information from Engauge LLC and once the logo and tagline is approved they will have it trademarked and it will include brand usage.

Motion made by Commissioner McMacken to approve logo concept #1 with the peacock eye as the "i" in Winter Park and tagline concept #3 "Every day exceptional"; seconded by Commissioner Leary.

Sally Flynn, 1400 Highland Road, stated that she did not like that particular shade of blue shown in the logo and was rather disappointed. She would like it to be a more vibrant peacock blue.

Bill Shallcross, 1450 Bonnie Burn Circle, said he is impressed with what was presented.

Patrick Chapin, representing the Winter Park Chamber of Commerce, said this whole process has been wonderful and is very pleased with the outcome and that the public was included.

Commissioner Leary asked if the City owns both logos that were presented. Ms. DeBord said yes.

Commissioner Cooper reminded everyone of the City's recent Historic Designation and felt that it would be a good marketing tool to utilize.

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.

B. 3rd Annual Winter in the Park Holiday Ice Skating Rink

CRA Director Dori DeBord provided background on the contract for the 3rd annual Winter in the Park Holiday Ice Skating Rink. She noted that staff is proposing to start the event November 19, 2011 and end on January 8, 2012 to managed by Magic Ice USA the operator for the last two year's events. She advised that the event is being paid for by the CRA and will require \$180,000 in forward funding and is anticipated to break even based on historical growth in sales and major sponsor revenue. Staff is currently raising major sponsorship donations and as of this date over 75% of last year's major sponsor revenue has already been raised. She believed it is likely that last year's total major sponsorship revenue will be exceeded as indicated by the numerous conversations with other potential sponsors. Ms. DeBord advised that on April 28 the CRA Advisory Board strongly approved continuing this event and unanimously approved the funding. Ms. DeBord answered questions regarding the contract, the expenditures, and the three revenue scenarios presented.

Motion made by Commissioner Cooper to approve the 3rd Annual Winter in the Park Holiday Ice Skating Rink contract with Magic Ice USA; seconded by Commissioner McMacken. 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. CRA Expansion Analysis

CRA Director Dori DeBord explained that staff researched this item and looked at the West Fairbanks area under the current City limits, West Fairbanks under the expanded City limits, and the north 17/92 corridor and the Rollins College hotel site. It was noted that staff used historical growth as the indicator for future growth. Ms. DeBord advised that staff has completed an initial analysis of the financial impact with establishing new CRA's in various areas of the city and the impacts it could have on future project funding. At this point, staff was not recommending the creation of any new CRA's and felt that none of these areas yield anticipated revenue in the short term. They would rather look at other funding options such as a public/private partnership.

Representative DeToma advised that he met with Commissioner Edwards of Orange County and it was his understanding that he was not willing to extend the current life of the CRA to help with the bonding and repaying the debt, nor was he interested in establishing any new CRA's.

Ms. DeBord answered questions relative to encouraging redevelopment in the CRA area, property valuations and the possibility of future annexations. She explained that the Economic Development Plan lays out several areas of interest and incentives throughout the City such as TIE program and the TARP program. To encourage future business to the area, she suggested they create additional incentive packages for specific economic development locations or areas in which they could offer a menu of options such as permit fee reduction/waivers or expedited permitting.

Attorney Garganese clarified and advised that the CRA Commission can establish a district with a geographical boundary and then create an incentive package for that particular area.

In summary, Ms. DeBord explained that staff felt that all the areas they were directed to look at for CRA's were good areas and there was a strong need in all of these areas. However, staff felt that if they did not have a full partnership with Orange County to help with the funding that there was going to be a very long term and slow ability to raise dollars to do anything.

Ms. DeBord requested to have a CRA Agency meeting on July 25, 2011 to discuss the Park Avenue Area bid and also the acceptance of the CRA budget so that it can be included in the overall budget. There was consensus to have this meeting.

Commissioner Cooper shared her concerns. She stated that she did not want to see them get too fragmented since they can only do so much as a Commission and would like for them to think about one particular area they should concentrate on. She also mentioned that she would like to see a cost benefit analysis and the impact it will have on the general fund.

Mayor Bradley said his understanding was to increase the funds in a more rapid way and his intent is to do something that incentivizes so they can get more business tax into the City.

B. Park Avenue Area Task Force Update

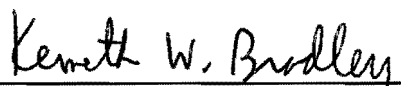
Commissioner Cooper stated that she would like a clear definition of authority to this agency. She requested to see more detail on bids, CDD's, business improvement districts, home rule authority and the different incentive packages they are looking at so she has a better understanding. She suggested that a work session be held.

Mayor Bradley suggested that staff circulate something showing the difference between each item and their goals prior to the next CRA meeting. Commissioner Leary said it would be great if they could receive a one page summary on these items. Ms. DeBord acknowledged.

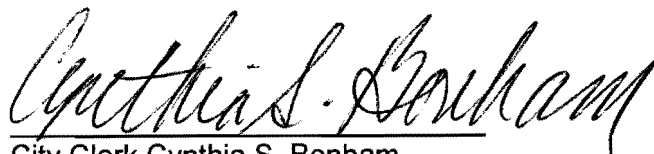
4. New Business items

No items to address.

The CRA Agency meeting adjourned at 3:28 p.m.


Chairman Kenneth W. Bradley

ATTEST:


City Clerk Cynthia S. Bonham