

COMMUNITY REDEVELOPMENT AGENCY
May 9, 2011

The meeting of the Community Redevelopment Agency was called to order by Mayor Kenneth Bradley at 2:07 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Kenneth Bradley
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
CRA Coordinator Gabriella Serrado

Mayor Bradley welcomed Commissioners Leary and Sprinkel and Orange County Representative Frank DeToma as this was their first CRA Agency meeting.

1. Administrative Items

Motion made by Commissioner McMacken to approve the minutes of February 14, 2011; seconded by Commissioner Leary. The motion carried unanimously with a 6-0 vote.

2. Action Items

A. Housing Rehabilitation Program

CRA Coordinator Gabriella Serrado provided a brief summary on the modifications to the Housing Rehabilitation Program presented on February 14, 2011. Some of the changes mentioned was the establishment of an application deadline, the increase in the program reuse clause from 5 to 10 years, requiring approved applicants to complete 10 hours of community service prior to commencement of the rehabilitation and the establishment of a mandatory home maintenance training and repair program for all eligible applicants.

At the February 14 meeting the Agency directed staff to look at and determine the implications if they removed the moderate income level from the guidelines. Based upon the Orange County income limit guidelines, a family of four of moderate income household at \$72,000 and based on these guidelines this program has assisted only two households since the start of the program. The CRA Advisory Board reviewed the guidelines with the deletion of the moderate income and it was approved unanimously. Ms. Serrado advised that staff recommends approval of the revised Housing Rehabilitation Program guidelines with the removal of the moderate income household as classified by Orange County. Ms. Serrado answered questions.

Motion made by Commissioner Cooper to approve the Housing Rehabilitation Program; seconded by Commissioner Sprinkel. 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. Purchasing Policy

CRA Director Dori DeBord explained that on April 25, 2011, the City Commission adopted the revised purchasing policy drafted by the City's Purchasing Division. She advised that staff recommends approval of the City's Purchasing Policy as the formal purchasing policy of the CRA.

Motion made by Mayor Bradley to approve the Purchasing Policy as presented at the last City Commission meeting of April 25, 2011; 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. Park Avenue Area Task Force Update

CRA Director Dori DeBord provided an update on the marketing scope of work and contract with Engauge, LLC. Ms. DeBord advised that Engauge, LLC has completed the public input portion for the branding side of the marketing effort and is now working on the creative product and a marketing strategy/program. Mayor Bradley asked for a specific time frame or a target date for completion. Ms. DeBord believed they should have everything completed by end of June or early July.

Mayor Bradley said they need to become more aggressive in communicating with the citizens and let them know that this task is much more than a branding exercise, but rather a strategic plan/program. Commissioner Cooper suggested that a letter be sent to the Orlando Sentinel to help with the communication efforts. There was consensus for Communications Director Clarissa Howard to draft a letter and coordinate this task. Ms. Howard acknowledged. Commissioner Cooper requested that Engauge, LLC is made aware of the City's recent Historic designation so they can incorporate it into the strategic plan. Ms. DeBord acknowledged.

B. Scholarship Program

CRA Director Dori DeBord provided a brief summary on the scholarship program. She explained that City staff discussed with Orange County staff a potential CRA Plan amendment to incorporate a scholarship program using TIF revenues. Orange County staff raised concerns with the funding specifically the use of TIF dollars for CRA scholarships. They also raised concerns that the program scope is outside the TIF language statutes. She said an alternate to developing a scholarship program with the CRA using TIF revenue would be to consider a Citywide program that would allow all students within the City to be eligible and it would be funded through other means. Ms. DeBord asked for direction and answered questions regarding alternative funding options, such as private funding/donations or to use the auspices of the City's ability as a not-for-profit or tax exempt status. She indicated that this would alleviate the concerns with the use of TIF funds for this program and the lack of statutory scope to support it.

Mayor Bradley asked if there is an appropriate advisory board within the City that might be able to assist with this item. City Manager Knight indicated that the CRA Advisory Board would be appropriate since they deal with social issues.

Motion made by Mayor Bradley that the current scholarship program be de-funded and that it be referred to the CRA Advisory Board, a program which could take its place that could be Citywide and potentially look at City funds and/or ask the City for a funding sponsor; seconded by Commissioner Leary.

Commissioner Cooper said she would like to see this program continue to be funded by the CRA. Commissioner McMacken agreed that the CRA Advisory Board should pursue alternative funding mechanisms and the logistics of the program. Mayor Bradley agreed that the program and the funding should be clearly defined so it can be done the right way effectively. Commissioner Sprinkel supported the current motion and looked forward to having the CRA Advisory Board research this item and bring back recommendations. Commissioner Leary indicated that he is in support of the current motion because it is very important that they protect the integrity of the CRA.

Joe Terranova, 700 Melrose Avenue, concurred with the comments and recommendations.

Upon a roll call vote Mayor Bradley and Commissioners Leary, Sprinkel, McMacken and Representative DeToma voted yes. Commissioner Cooper voted no. The motion carried with a 5-1 vote.

4. New Business items

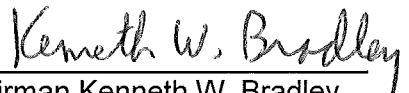
CRA Director Dori DeBord requested to have a CRA Agency meeting on June 27 at 2 p.m. to discuss two items; specifically the TIF revenue since they will have the numbers in and what they mean and the Ice Rink to determine if they want to continue this event or not.

Commissioner Sprinkel asked if they could also include the report from Engauge, LLC. Ms. DeBord agreed as long as it is completed. Commissioner Leary requested that Engauge Marketing be notified that the Commission is seeking a report by June 27. Ms. DeBord acknowledged. She said that she would also be happy to speak about the six goals of the Strategic Plan and what has been completed to date.


Mayor Bradley mentioned that they previously spoke about the possible extension of the CRA boundaries and potential timeframes. He asked what the best approach is and if staff has looked at whether or not there are any other areas that would be suitable for new development or annexation opportunities. He suggested that staff start a dialogue and research this item. There was consensus to have this as an Action Item for the June 27 meeting.

Assistant CRA Director Peter Moore addressed Representative DeToma's concern regarding the CRA on the Westside. He explained that two years ago they had a discussion with Orange County Commissioner Siegel and Orange County staff about a number of options for possible expansion of CRA. At that time Orange County said the City could expand the CRA but there would be no TIF revenues in the new sections, meaning Orange County would not contribute anything from the growth of the properties. He added that without TIF there is really no reason to go through the legal constraints and issues in setting up a CRA; they would be better off doing a Homerule tax district or something else.

The CRA Agency meeting adjourned at 2:52 p.m.


Chairman Kenneth W. Bradley

ATTEST:


City Clerk Cynthia S. Bonham