

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting
8:15 a.m.**

**March 8, 2011
Welcome Center – 151 Lyman Ave.**

MINUTES

Meeting was called to order at 8:25a.m. in the Welcome Center at 151 Lyman Ave.

BOARD MEMBERS PRESENT: Daniel Smith, Stephen Flanagan, Marc Reicher, Michael English, Gwen Lennox, and Robert Lewis.

BOARD MEMBERS ABSENT: Michael Winn, Patrick Chapin

STAFF MEMBERS PRESENT: Dori DeBord, Peter Moore, and Craig O’Neal

INFORMATIONAL ITEMS

A. TIE Program Application

Staff discussed the results of the recent City Commission decision to adopt the TIE Program without the job retention component and asked board members for comments and opinions on the format of the application.

B. Database Development

Staff discussed the desire of the board to develop a property owner and broker database that could be used to connect prospective businesses with available vacant commercial, retail, and office space. Members offered opinions on how to set up the database including using existing private companies like Blacksguide and Grubman Ellis as well as reaching out to area associations like the NAOP.

C. Economic Development Plan

Staff gave the board the previously created economic development plan created by a consultant in 2009 as a starting point for discussion about an updated plan. Board will review the plan and return to staff with opinions and revisions.

Chairman Marc Reicher arrived.

ADMINISTRATIVE ITEMS

A. Approval of Minutes

Mr. Reicher asked for a motion to approve the minutes.

Motion made by Mr. Flanagan, seconded by Mr. English to approve the minutes. Motion carried unanimously with a 6-0 vote.

ACTION ITEMS

A. Citywide Banner Policy Revisions

Staff explained that with many of the new streetscapes implemented throughout Winter Park in the last few years, most of the major commercial corridors in Winter Park now have light poles capable of hanging promotional banners advertising major events. Banner policy has traditionally been under the purview of the Parks Department as it related primarily to how banners should be treated next to Central Park. With banners now able to be hung on Orange, New England, Pennsylvania, Park, and all of Morse Blvd, the Parks Board voted to turn over Banner Policy and implementation to the Economic Development Department.

Staff explained that most of the original policy had been maintained but highlighted some changes to the program including:

- Approval Process: instead of each individual applicant that wants to hang a banner having to get board approval every time, staff would make approvals based on adopted policy guidelines.
- Fees: the existing fees are insufficient to cover the employee time necessary to hang and remove banners. The new fee structure will be based on a fee of \$30 per banner (a 4-5 time increase) and will include all labor, reserve for maintenance, and overhead. Staff also looked into privatizing banner hanging but found pricing to be even higher.
- Banner Districts: major corridors were divided into banner districts that allow applicants to choose where they want banners. This will allow applicants to minimize cost by choosing areas closest to the event but still representing a large enough area as to make sure that banner coverage appears uniform.
- Morse Museum Exception: the six poles in front of the Morse Museum would be for their exclusive use to hang banners year-round.

The board discussed whether 3rd party sponsor logos should be allowed on banners to encourage support of local events but decided against it to limit commercialization.

The board suggested that when poles are not in use by an applicant that city banners be hung on the poles instead. Staff mentioned that Hannibal Square, Park Ave, and E. Morse Blvd. all had generic promotional banners that could be hung.

Motion made by Mr. Flannigan to approve the revised Banner Policy, seconded by Mr. Smith. Motion carried unanimously with a 6-0 vote.

B. Approval of Individual Brownfield Designation on 17-92

Staff explained that Mr. William Dingman sent a letter to staff requesting that the properties owned by him located at 1240 Miller Ave. and 1111 S. Orlando Ave. be designated as a brownfield in accordance with State statute. Mr. Dingman has informed staff that he has received three requests to consider the site for the development of medical office space and that those entities making the requests have also asked if the site is designated as a brownfield. Staff recapped the benefits and process of the designation approval and Mr. Dingman thanked the board for their consideration of the request.

The board suggested that staff use a different name other than “brownfield” to refer to the designation citing that the program was beneficial but that people could get hung up on the name.

Motion made by Mr. Flannigan to approve the designation of 1240 Miller Ave and 1111 S. Orlando Ave as a brownfield site, seconded by Mr. English. Motion carried unanimously with a 6-0 vote.

Staff explained that they would be scheduling an opportunity with the Commission to have a joint workshop on the brownfield issue as well as the citywide economic development plan.

NEW BUSINESS

Chairman Marc Reicher asked staff to look into creating or designating a Winter Park representative to the Metro Orlando Economic Development Commission.

There was no further business. Meeting adjourned at 9:40 a.m.

Marc Reicher, Chairman

Attest: _____
Peter Moore
Assistant Director Economic Development/CRA