

**CITY OF WINTER PARK  
PARK AVENUE AREA TASK FORCE**

**Regular Meeting  
2:00 p.m.**

**May 25, 2010  
Commission Chambers**

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**MINUTES**

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Co-Chairwoman Susan Lawrence called the meeting to order at 2:04 p.m. in the Commission Chambers of City Hall.

**BOARD MEMBERS PRESENT:** Woody Woodall, Dick Straus, Dexter Richardson, Patrick Chapin, Grant Leibell, Margie Varney, Susan Lawrence, Paige Blackwelder, and John Dowd

**BOARD MEMBERS ABSENT:** Ed Furey

**STAFF MEMBERS PRESENT:** Dori DeBord, Peter Moore, and Gabriella Serrado

**A. Welcome/Purpose**

Peter Moore, Assistant Economic Director, gave background information of how the Task Force came into being. Mr. Moore explained that more than a year ago the City Commission asked the CRA to look at ways to assist the downtown Winter Park area. In response to the request, the CRA hired Britt Beemer who surveyed downtown area businesses and held numerous public meetings to get accurate picture of the issues. Staff analyzed results and created the Park Avenue Area Strategic Plan which was adopted in November 2008 by CRA Agency. The Strategic Plan enlist six goals: improve Park Avenue area marketing, implement parking and wayfinding programs, nurture existing businesses and recruit new ones, improve aesthetics, enhance the Park Avenue visitor experience, and create a business improvement district. Mr. Moore explained that the main objective of the Park Avenue Area Task Force is to help develop a Business Improvement District (BID).

**B. Review Goals/Timeline of Task Force**

Dori DeBord, CRD Director, explained that the City Commission would like to see this project developed in the next three years. This project has gathered great momentum and staff believes we could have the project in place within a 12-18 month window. Staff will assist the Task Force in any way in order to expedite the development of this project.

Task Force members discussed funds allocated and BID process. Mr. Moore explained that the BID would require special assessment and definition of boundaries. Members discussed who would be affected by this assessment but agreed that if successful and properly organized then PAA landlords and tenants will support it. Dick Strauss wants the PAA merchant base to be aware of this process and the possible assessment. Members suggested creating a newsletter to inform all merchants and landlords of the Task Force progress.

Members also discussed BID boundaries. Ms. DeBord explained that the PAA Strategic Plan defined the area, however the Task Force needs to decide how far into Park Avenue and Hannibal Square will be included. Grant Leibell expressed concerns that without a proper BID area a marketing firm will not be able to develop an accurate marketing plan. Susan Lawrence suggested on having a brainstorming session to go over marketing ideas and concepts.

**C. Meeting Schedule**

Ms. DeBord explained to all members of this Task Force is part of the Florida Sunshine Law which requires them to have all meetings open to the public, post meetings agendas with sufficient time, and post all meeting minutes. Members cannot discuss Task Force business with each other, only with staff or during a posted meeting. Members can develop committees that will focus on one or two goals, these meetings also fall under the Sunshine Law. Staff will provide Sunshine Law information to members.

Members agreed to meet Tuesday, June 15<sup>th</sup> at 2:00 p.m. The agenda will include marketing, implementing wayfinding and parking and include a scope of the marketing RFP.

There was no further business. Meeting adjourned at 3:08 p.m.

Respectfully Submitted,

Gabriella Serrado,  
Economic Development/CRA Coordinator