

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

**Regular Meeting
1:30 p.m.**

**April 12, 2011
Commission Chambers**

MINUTES

Co-Chairman John Dowd called the meeting to order at 1:35 p.m. in the Commission Chambers of City Hall.

BOARD MEMBERS PRESENT: Grant Leibell, Woody Woodall, Paige Blackwelder Susan Lawrence, and John Dowd

BOARD MEMBERS ABSENT: Patrick Chapin, Margie Varney, Dexter Richardson and Ed Furey

STAFF MEMBERS PRESENT: Dori DeBord, Peter Moore, Gabriella Serrado, and Craig O'Neal.

APPROVAL OF MINUTES

Minutes could not be approved due to lack of quorum. Minutes were postponed to next meeting.

INFORMATIONAL ITEMS

A. Business Improvement District Presentation

Peter Moore, CRA/ED Assistant Director, and Gabriella Serrado, CRA/ED Coordinator, gave a presentation regarding the benefits of a business improvement districts (BID). A BID is a self-assessed district that raises funds from commercial property owners to supplement –not replace– baseline city services and marketing efforts. A BID can create a cleaner, safer and more attractive district, has the potential to increase property values and decrease commercial vacancy rates, and the area is better able to compete with nearby retail and business centers.

In order to establish a BID in downtown Winter Park, the Board must follow Chapter 170 of the Florida Statutes. Under Ch. 170, the Task Force would need to conduct a needs assessment survey, draft a district master plan, hold two public hearings, establish a 501(c)(6) and a board of directors, pass a city ordinance, organize a BID election, submit all documentation to Orange County and have the City Commission approve of the BID. Staff foresees this project taking 12-months.

A BID could help with the downtown marketing efforts, streetscape maintenance & improvement, establish additional street amenities, assist with special events, and more. One of the many reasons why it would be beneficial to establish a BID is the Engauge marketing plan. By August Engauge would have presented a marketing plan, logo, and tagline. BID funds can pay for the implementation of the marketing plan along with organizing special events, reduce vacancy rates, assist with street maintenance, etc.

There are several assessment formulas that could be applied towards raising BID funds. CRA staff recommended establishing a parcel square footage assessment where the assessment is calculated by the total square footage of the land area of the parcel. The Task Force discussed the option of assessed evaluation which would gather funds based on a percentage of the most recent property assessed value

established by Orange County. Staff mentioned that several BIDs are changing their methodologies from assessed value because it fluctuated by year and it became a financial burden to merchants.

The Task Force also discussed BID boundaries. Staff presented several options which included the BID only being Park Avenue frontage, extended Park Avenue which includes merchants Knowles merchants, Hannibal Square frontage and extended Hannibal Square which includes merchants in New York and Pennsylvania Avenues. The Task Force preferred to establish a BID in Park Avenue but was not sure if they wanted to include the Knowles merchants.

Ms. Serrado and Mr. Moore will be attending a Florida Redevelopment Agency conference on BIDs on April 15th. They will report on the next Task Force meeting what they learned from other Florida BIDs.

The next Task Force meeting is scheduled for Tuesday, May 10th at 1:30pm.

There was no further business. Meeting adjourned at 2:46 p.m.

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator