

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

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

**July 19, 2011
City Hall -Room 200**

MINUTES

Co-Chairman John Dowd called the meeting to order at 1:35 p.m. in the Park and Recreation Department conference room.

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

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

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

COMMISSIONERS PRESENT: Steve Leary

APPROVAL OF MINUTES

Motion made by Mr. Woody Woodall, seconded by Mrs. Susan Lawrence to approve the minutes of the May 24, 2011 meeting. Motion carried unanimously with an 6-0 vote.

INFORMATIONAL ITEMS

A. Discussion of the Engauge final presentation and marketing plan

Ms. Dori DeBord, Economic Development/CRA Director, presents the task force with the draft marketing plan from Engauge Marketing, LLC. Ms. DeBord reviewed some of the key finding of the plan as well as the advertising collateral. The task force was pleased with Engauge's report and asked what the next steps were. Until the BID is created, the Task Force can partner with the Chamber to implement low cost co-op ads. The City could also do banners along Park Avenue and Morse Boulevard, do press releases, window decals, etc to spread the brand.

In addition, Ms. DeBord informed the task force that the allocation of funds for the BID consultant was being presented to the CRA Agency on July 25, 2011. Due to the new purchasing guidelines, the CRA does not have to implement an RFP process to select a consultant. The Department just needs three proposals and the CRA Director can choose the firm who meets the requirements stated in the scope of work approved by the task force last month.

John Dowd asked about the progress of the wayfinding signs. Ms. DeBord informed the Task Force that Public Works is waiting for wind resistance approval from engineers. The Winter Park wayfiding signs will utilize a unique style poles. These poles must meet DOTs wind resistance measurements. Once the Department receives the approval, Public Works can begin ordering the signs.

The next Task Force meeting is scheduled for September after the hiring of the BID consultant

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

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator