

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

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

**June 15, 2010  
Commission Chambers**

**MINUTES**

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Co-Chairwoman Susan Lawrence called the meeting to order at 2:01 p.m. in the Commission Chambers of City Hall.

**BOARD MEMBERS PRESENT:** Woody Woodall, Dexter Richardson, Patrick Chapin, Grant Leibell, Margie Varney, Susan Lawrence, and Ed Furey.

**BOARD MEMBERS ABSENT:** Paige Blackwelder and John Dowd

**STAFF MEMBERS PRESENT:** Dori DeBord, Peter Moore, Gabriella Serrado, Clarissa Howard and Craig O’Neal.

**APPROVAL OF MINUTES**

**Motion made by Mrs. Margie Varney, seconded by Mr. Grant Leibell to approve the May 15<sup>th</sup> minutes. Motion carried unanimously with a 7-0 vote.**

**ACTION ITEMS**

**A. Marketing Proposal Scope**

Dori DeBord, CRD Director, presented the task force with a marketing proposal scope for the RFP. The scope is a compilation of marketing RFPs submitted by different cities and includes all major topics members expressed it should include on the May 15<sup>th</sup> meeting. The CRA wants to complete this RFP by the following week so it will be published to the public on Sunday, July 4<sup>th</sup>. Staff recommended establishing a RFP Review Committee composed of four Task Force members and one person from the City’s Communication Department.

Task Force members were pleased with the marketing scope. Mr. Leibell recommended sending out packets to all businesses in the business district informing them about the Britt Beemer report findings and about this venture so that businesses augment their customer service and return policies. Members agreed that it would be beneficial for businesses to be aware of this endeavor but that is a separate, complimentary task that will be discussed during goal five.

After some discussion, members changed the firm’s marketing experience to five years; change the name of the targeted area to Business District, and to change the scope of work goal two to “promote as a destination and to attract visitors...”. The RFP will include a CRA boundaries map.

Patrick Chapin, Margie Varney, Grant Leibell, and Craig O’Neal volunteered to be on the RFP Review Committee. The Task Force suggested adding Paige Blackwelder to this committee.

**Motion made by Mr. Ed Furey, second by Mrs. Varney, to approve the marketing proposal scope and list of recommended representatives to the RFP Review Committee. Motion carried with a 7-0 vote.**

## **INFORMATIONAL ITEMS**

### **A. PAA Strategic Plan Goal 2 – Parking and Wayfinding Programs**

Peter Moore, Assistant Economic Director, provided the Task Force with a summary he created in 2007 of the 2003 Glatting Jackson Parking Report. The recommendations listed in the report were based on projects the city thought would get accomplished in 2003. Parking spaces have been added and taken away since the release of this report. Staff feels it would be beneficial to establish a Parking and Wayfinding Committee composed of two or three Task Force members that have interest in this issue. The committee will focus on achieving practical parking solutions and establishing a wayfinding program.

Susan Lawrence and Ed Furey volunteered to be on the Parking and Wayfinding Committee. The Task Force suggested adding Brian Wettstein to this committee.

**Motion made by Mr. Patrick Chapin, second by Mr. Woody Woodall, to approve the list of recommended representatives to the Parking and Wayfinding Committee. Motion carried with a 7-0 vote.**

### **B. 2010-2011 Budget Update**

Peter Moore, Assistant Economic Director, informed the Task Force that the CRA budget has decreased by thirty percent, approximately \$900,000. This loss affects all discretionary funding items. The Department will submit the 2010-2011 budget to the CRA Advisory on June 24<sup>th</sup> and to the CRA Agency later on. The CRA Agency has already allocated \$125,000 to the Park Avenue Area Task Force which most of it will be used for the marketing RFP. Additional funding for the Task Force will be considered on a case by case basis.

Mrs. DeBord and Mr. Moore clarified that the budget constraints do not affect the importance of the Task Force or the BID process. The Task Force should continue addressing the goals addressed in PAA Strategic Plan because a lot of it is manpower and not financial.

Members agreed to meet on Tuesday, July 20<sup>th</sup> at 2:00 p.m. The agenda will include PAA Strategic Plan goals three and four. The Parking and Wayfinding Committee will meet sometime in June before the next Task Force meeting.

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

Respectfully Submitted,

Gabriella Serrado,  
Economic Development/CRA Coordinator