

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

**Regular Meeting
2:30 p.m.**

**March 8, 2011
Commission Chambers**

MINUTES

Co-Chairman John Dowd called the meeting to order at 2:35 p.m. in the Commission Chambers of City Hall.

BOARD MEMBERS PRESENT: Grant Leibell , Woody Woodall, Patrick Chapin, Susan Lawrence, Ed Furey, and John Dowd

BOARD MEMBERS ABSENT: Margie Varney, Dexter Richardson and Paige Blackwelder

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

APPROVAL OF MINUTES

Motion made by Mr. John Dowd, seconded by Mr. Grant Leibell to approve the October 5, 2010. Motion carried unanimously with an 8-0 vote.

INFORMATIONAL ITEMS

A. Marketing Program - Overview

Dori DeBord, CRD Director, introduced Barbara Scherer and Kristen Zucks from Engauge Marketing Firm. Mrs. Scherer began the presentation by introducing the company and their previous marketing projects. Mrs. Zucks reviewed the services and timelines they will be providing to the City. Engauge will use the American Research Study (Britt-Beamer) as their primary research tool and coordinate one public meeting for residents and visitors to give their input unto how they see Park Avenue and Hannibal Square. Based on their research and gatherings, Engauge will hope to have a brand development and logo design by week eight. Enaguge will present a 12-month marketing plan, along with final brand logo and tagline by week 20.

The stakeholder workshop will be held on March 29th and the public forum will take place on April 1st. Staff will post the event on the City’s website, personally invite the merchants, and send an email blast to our merchant database.

B. Downtown Recycling Program

Peter Moore, Assistant Economic Director, presented the board the design and locations of the Park Avenue recycling bins. At the request of several Park Avenue merchants, the Economic Development/CRA Department researched the possibility of placing recycle containers along the Avenue. After several meetings with the Planning and Public Works departments we were able to review funding opportunities and select a design.

The Park Avenue recycling bins will follow the same receptacle design that is currently in place on the avenue. The receptacle will be all black with the opening plate in dark green to differentiate the recycle bins from the regular trash receptacles and reduce misplaced waste. The placement of the recycling

containers was designed to evenly distribute units along the entire length of the Avenue. The specific locations chosen were based on the presence of an existing trash receptacle, to reduce the perception of visual clutter, as well as choosing proximity to areas that may be high traffic users of recyclable items. Staff is planning to acquire 10 recycling containers for a total cost of approximately \$16,000 - \$17,000. Funds for this project will come from the WastePro contract in which WastePro allocates \$10,000 annually towards environmental/green efforts. Currently there is \$20,000 available for such projects.

There was some confusion whether these receptacles will be for pedestrian or merchants use. Mr. Moore explained that the receptacles will be placed along the sidewalks and will be for the pedestrian use. They are not meant to be for businesses recyclables. The board was please with the idea of introducing recycling to Park Avenue.

NEW BUSINESS

A. Review of Strategic Planning Goals/Next Steps

Ms. DeBord asked the board to review the goals listed in the Park Avenue Area Strategy Plan. She explained that the Board had completed or is in the process of completing most of the tasks. The tasks that are left are either merchants driven or need to be accomplished through a business improvement district (BID). Due to the current financial situation, the Board needs to look at a BID in order to continue improvements on the Avenue. Mrs. DeBord is looking to start the BID education process and placement process in the next six months. There was some concern amongst board member regarding boundaries, costs, and funds. Staff will provide BID information and boundaries for next meeting.

There was no further business. Meeting adjourned at 3:29 p.m.

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator