

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

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

**October 5, 2010
Commission Chambers**

MINUTES

Co-Chairman John Dowd called the meeting to order at 2:02 p.m. in the Commission Chambers of City Hall.

BOARD MEMBERS PRESENT: Woody Woodall, Dexter Richardson, Patrick Chapin, Margie Varney, Susan Lawrence, Ed Furey, Paige Blackwelder and John Dowd

BOARD MEMBERS ABSENT: Grant Leibell

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

APPROVAL OF MINUTES

Motion made by Ms. Margie Varney, seconded by Ms. Susan Lawrence to approve the June 15th and July 27th minutes with modifications. Motion carried unanimously with an 8-0 vote.

ACTION ITEMS

A. Downtown Marketing RFP - selection committee recommendation

Dori DeBord, CRD Director, thanked the selection committee members for participating in the RFP process. The City received ten proposals, the committee knocked it out to five and spent all day seeing presentation and selected Engauge as the winner, by a unanimous vote.

Once the RFP outcome is approved by PAATF, then it will go CRA Advisory on October 28th and the CRA Agency on November 8th for approval. The Purchasing Department is researching on whether the city commission needs to approve the RFP as well. If everything is approved, staff hopes to enter into negotiations with Engauge in December 2010.

Motion made by Ms. Susan Lawrence, seconded by Mr. Patrick Chapin to approve the RFP recommendation and move it for approval to the CRA Advisory and the CRA Agency. Motion carried unanimously with an 8-0 vote.

B. Wayfinding Plan - draft

Peter Moore, Assistant Economic Director, presented the wayfinding master plan. There are a total of 46 wayfinding signs; half of them sit on state roads. The City Commission has approved the wording and locations of the state road wayfinding signs. The City is currently awaiting final approval from FDOT for the portions of the wayfinding program that apply to state roads. Staff is currently working on the sign size and engineering for the signs that will be posted on the local roads. The Parking and Wayfinding subcommittee approved the master plan on their September 21st meeting.

Several members had issues approving the wording of the signs when there is a possibility that the marketing firm will brand Park Avenue in a different manner. Staff commented that FDOT is very

critical of what businesses can go on the signs, the number of characters and character spacing. The wording has already been approved by the City Commission and gone to FDOT. It would be very difficult to change the wording on the state roads. The city roads have the verbiage as the state roads in order to keep consistency. In addition, FDOT's standards will not allow advertising on the signs; they allow the name of the street or the name of the area. If the board wants to reject the master plan and move to place the CBD branding on the wayfinding signs, then the board might run into the issue of FDOT not approving the verbiage.

Motion made by Mr. Woody Woodall, seconded by Mr. Dexter Richardson to approve the staff recommendation and move with the draft of the wayfinding master plan. Motion carried unanimously with an 8-0 vote.

C. Valet Program Funding

Dori DeBord, CRD Director, explained to the board that the CRA has received a request from the Winter Park Chamber of Commerce for \$5,000 in matching funds to assist with their Valet Parking Program along the Avenue. The valet parking has been operating on the Avenue for a number of years and has been very successful. Over the last six months the program has parked an average of over 900 cars a month making it one of the city's most inexpensive parking arrangements. Valet parking offers a convenient, highly visible means of offering residents and visitors a convenient way to visit the Avenue.

The funds for this request will come from the \$125,000 reserved for the PAATF. The funds will have to come from PAATF funds because this program affects the Park Avenue Area directly and fulfills the Park Avenue Area strategic plan second, third and sixth goals.

Patrick Chapin left the meeting at this time.

Motion made by Ms. Paige Blackwelder, second by Mr. Woody Woodall, to approve the allocation of \$5,000 to support the valet parking program.

Ms. Margie Varney amended the motion to allocate \$2,500. Motion dies for lack of second.

Original motion is still on the table. Upon a roll call vote on the motion for the allocation of \$5,000 to support the valet parking program, Woody Woodall, Susan Lawrence, John Dowd, Paige Blackwelder, Dexter Richardson, and Ed Furey voted yes. Margie Varney voted no. The motion carried with a 6-1 vote.

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

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator