

CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE

July 27, 2010

City Hall, 401 Park Avenue South
Winter Park, FL 32789

2:00 PM

AGENDA

1. **ADMINISTRATIVE ITEMS**
 - A. Approval of Minutes -----June 15, 2010

2. **ACTION ITEMS**

3. **INFORMATIONAL ITEMS**
 - A. Marketing RFP
 - B. Revised Wayfinding Plan for State Roads
 - C. Parking and Wayfinding Subcommittee Update

4. **NEW BUSINESS**

5. **ADJOURNMENT**

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hear, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record included the testimony and evidence upon which the appeal is to be based." (F. S. 286-0105).
"Persons with disabilities needing assistance to participate in any of these proceeds should contact the City Clerks Office (407-599-3277) at least 48 hours in advance of the meeting."

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

ITEM (1A): Approval of June 15, 2010 Minutes

DATE: July 27, 2010

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of the minutes from the June 15 meeting of the PAATF.

KEY ELEMENTS/FACTS IMPACTING DECISION:

BUDGET ALLOCATION:

STAFF RECOMMENDATION IS:

Approval of minutes as presented.

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

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

**June 15, 2010
Commission Chambers**

MINUTES

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 15th 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 15th meeting. The CRA wants to complete this RFP by the following week so it will be published to the public on Sunday, July 4th. 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 24th 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 20th 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

CITY OF WINTER PARK

PARK AVENUE AREA TASK FORCE

ITEM (2A): Marketing RFP

DATE: July 27, 2010

ADMINISTRATIVE ITEM __ ACTION ITEM __ INFORMATION ITEM X

ACTION REQUESTED:

NA

KEY ELEMENTS/FACTS IMPACTING DECISION:

In early 2009 the City retained the services of a retail consultant to perform survey and information gathering work related to shoppers habits and perceptions of the downtown area. These findings led to the creation of the Park Ave Strategic Plan and creation of the Park Ave Area Task Force.

A major finding of the report was that there was very little cooperative marketing being done by downtown Winter Park. This put the City's retail sector at a competitive disadvantage in a region facing increasing competition from organized shopping districts like the Mall at Millennia, Baldwin Park, and other town centers.

The hiring of a marketing firm to build consensus and develop a brand tag-line for Winter Park will enable all stakeholders to actively and cooperatively advertise the business district and drive feet to the street.

The Purchasing Department is working on finalizing the timeline with all our selection committee members and should be formally posting the RFP this week. (Draft is attached.)

BUDGET ALLOCATION:

The Task Force has approximately \$125,000 in funds available this fiscal year. The marketing RFP is crafted so that a menu of items can be selected based upon the associated cost.

STAFF RECOMMENDATION IS:

NA

**CITY OF WINTER PARK
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ITEM (2B): Wayfinding Plan for State Roads

DATE: July 27, 2010

ADMINISTRATIVE ITEM __ ACTION ITEM __ INFORMATION ITEM X

ACTION REQUESTED:

NA

KEY ELEMENTS/FACTS IMPACTING DECISION:

Wayfinding is a coordinated sign system plan that directs visitors to desired destinations within the city with the purpose of improving communication, safety and traffic flow. The revised wayfinding plan for state roads was adopted by the City Commission at the last meeting. It has now been resent to FDOT for approval. Once approved, staff will integrate the local sign plan and determine total cost. A copy of the revised wayfinding plan has been attached for review.

BUDGET ALLOCATION:

A CRA Advisory Board recommendation to allocate \$150,000 to Wayfinding is going to the CRA Agency for approval on August 9th at 2pm.

STAFF RECOMMENDATION IS:

NA

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

ITEM (2C): Parking and Wayfinding Subcommittee Update

DATE: July 27, 2010

ADMINISTRATIVE ITEM __ ACTION ITEM __ INFORMATION ITEM _X_

ACTION REQUESTED:

NA

KEY ELEMENTS/FACTS IMPACTING DECISION:

The subcommittee held its first meeting on July 6th. Staff and members of the committee will share what was discussed.

BUDGET ALLOCATION:

NA

STAFF RECOMMENDATION IS:

NA