



Community Redevelopment Agency Regular Meeting

Agenda

June 12, 2024 @ 3:00 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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please note

Times are projected and subject to change.

- 1. Call to Order**
- 2. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
- 3. Consent Agenda**
 - a. Approve the minutes of the meeting of March 13, 2024 1 minute
- 4. Action Items**
 - a. Park Avenue District request - Seasonal Support for Business Development 10 minutes
- 5. Staff Updates**
- 6. Board Comments**
- 7. Adjournment**



Community
Redevelopment
Agency

agenda item 3.a

item type

Consent Agenda

meeting date

June 12, 2024

prepared by

Rene Cranis, City Clerk

approved by

subject

Approve the minutes of the meeting of March 13, 2024

motion | recommendation

background

alternatives | other considerations

fiscal impact

attachments

1. CRA-min-2024-03-13



Community Redevelopment Agency Regular Meeting Minutes

March 13, 2024 at 2:30 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Mayor Phil Anderson, Commissioner James Sullivan, Commissioner Sheila DeCiccio, Commissioner Kris Cruzada, Hal George, City Manager Randy Knight; Assistant City Manager Michelle del Valle and City Clerk Rene Cranis.

Absent

Commissioner Todd Weaver

1. Call to Order

Mayor Anderson called the meeting to order at 2:30 p.m.

2. Public Comments (for items not on the agenda):

3. Consent Agenda

- a. Approve the minutes of February 28, 2024

Motion made by Hal George to approve the Consent Agenda, seconded by Commissioner Cruzada. Motion carried unanimously with a 5-0 vote.

4. Action Items

- a. RESOLUTION 18-24 - RESOLUTION OF THE WINTER PARK COMMUNITY REDEVELOPMENT AGENCY; RECOMMENDING EXTENSION AND MODIFICATION OF THE COMMUNITY REDEVELOPMENT PLAN BY THE CITY COMMISSION OF WINTER PARK TO EXTEND THE PLAN FOR A PERIOD OF TEN (10) YEARS; EXPANDING THE BOUNDARIES OF THE REDEVELOPMENT AREA; APPROVING COMMUNITY REDEVELOPMENT PLAN AMENDMENT; MAKING FINDINGS, RECOMMENDATIONS, AND REQUESTS; PROVIDING FOR CONFLICTS, SEVERABILITY, AND AN EFFECTIVE DATE

Mr. Dudgeon said this meeting is to ratify by resolution the CRA plan. The CRA plan was presented to the Planning and Zoning Board to confirm compliance with the Comp Plan and met with unanimous approval. He said this is the last opportunity for the commission to make any edits to the plan. He introduced GAI Consultants Tom Kohler and John Jones and thanked them for their assistance developing the plan. City Manager Randy Knight read the resolution by title.

Motion made by Mayor Anderson to approve the resolution, seconded by Hal George. There were no public comments. **Upon a roll call vote, Mr. George, Commissioners Sullivan, DeCiccio, Cruzada and Mayor Anderson voted yes. Motion carried unanimously with a 5-0 vote. Commissioner Weaver was absent.**

Mayor Anderson said the plan will be a huge accomplishment to address hurricane and stormwater issues, the need to invest in affordable housing and expand the stock of housing and the expansion will allow for much-needed improvements in the Fairbanks corridor.

Mayor Anderson commended staff and consultants for the efforts preparing the plan. Mr. Jones spoke about next steps in the process and said once the commission adopts the plan by ordinance, it will be ready for further review by Orange County in early summer.

5. Staff Updates

6. Board Comments

7. Adjournment

The meeting adjourned at 2:40 p.m.

Mayor Sheila DeCiccio

ATTEST:

City Clerk Rene Cranis



Community Redevelopment Agency

agenda item 4.a

item type

Action Items

meeting date

June 12, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Randy Knight, City Manager

subject

Park Avenue District request - Seasonal Support for Business Development

motion | recommendation

Motion is at the pleasure of the Agency

background

At the May 22, 2024 Commission meeting, staff was directed to coordinate with the CRA Agency to consider a business development support initiative. The 1994 CRA plan speaks to Goal 7 - Economic Vitality: To enhance the economic vitality of the resident and business population to attract private investment in the CRA. Further Policy 4.2B states the Agency shall improve the sidewalks and street intersections to create a high-quality, pedestrian-oriented shopping environment within the CRA commercial areas. To that extent, the CRA has been requested to support a Park Avenue District (PAD) business development initiative through the months of October 2024-January 2025. In cooperation with the City of Winter Park, the request is offered at a matching funding source to PAD for enhancements to the public realm during these months. A matching contribution by the CRA would not exceed \$100,000 and conditioned upon a contractual agreement outlining parameters for payment during the existing fiscal year. The CRA's misc. enhancement fund serves this purpose as a fast-acting response mechanism to requests or to mitigate undesirable conditions of the CRA throughout any given fiscal year thus requiring no budget changes to consider the request.

alternatives | other considerations

Amend the request

Do not consider the request

fiscal impact

Not to exceed \$50,000 would come from the existing FY24 CRA budget misc. enhancement

services project line and would compliment the \$100,000 already approved from General Fund Contingency.

attachments

1. Commision5.22.24 - PAD proposal request

Park Avenue District

Christmas on Park 2024

Bringing the magic of the holidays to downtown Winter Park

President:	Alan Chambers, alanc@johncraigclothier.com
Design Chair:	Tracy Brand-Liffey, tracy@newgeneral.us
Members:	<ul style="list-style-type: none">● Ginny Ensted, Ginny's Orchids, resident● Emily Williams, Be on Park, resident● Kristina MacKinder, Eyes and Optics, resident● Mary Heidrich, Fannie Hillman, resident● Adriana Azevedo, DeAzevedo, resident● Jodie Konold, Scout & Co., resident
Budget:	<ul style="list-style-type: none">● \$300,000<ul style="list-style-type: none">○ LY Budget: \$96,600 (<i>\$100,000</i>)○ Requesting Additional: \$100,000○ Park Avenue District Fundraising Efforts: \$100,000
Timeline:	Set by: Nov 15, 2024 through Jan 7, 2025



Proposal Details

Background

- In 2020, the City transferred holiday decor responsibilities to the Parks and Recreation Department.
- The City and the Park Avenue District collaborated to become a Main Street America Affiliate.
- Main Street America utilizes a four-point approach to strengthen historic downtowns.
- Design is a cornerstone in creating an environment for Economic Vitality.
- The Design team worked with the city to create a plan for the logistics to make the holiday vision a reality.

Goals

- Develop an elevated, multi-sensory holiday experience that delights both residents and visitors.

Objective and Scope

- Acquire incremental funding to support a more robust holiday experience in the Park Avenue District
 - Reallocation of city funds
 - Aggressive fundraising efforts in the Park Avenue District

Deliverables

- Obtain a minimum of 3 bids encompassing production, installation (as applicable), dismantling (as applicable), and storage considerations.
- Create a comprehensive budget.
- Secure funding to match the city's additional investment.
- Support city departments throughout the execution process.

incorporate
Oranges &
Magnolia
flowers:
heritage

lots & lots
of lights



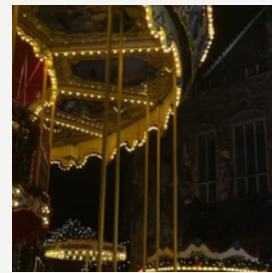
incorporate globe lights to
connect us



Day time
view



lots & lots
of lights



Provide
Experiences



HOLIDAY 2024 CREATIVE MOOD BOARD