



City Commission Work Session Minutes

February 13, 2025 at 3:30 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Mayor Sheila DeCiccio, Commissioners Marty Sullivan, Craig Russell, Kris Cruzada, and Todd Weaver, City Manager Randy Knight; Assistant City Manager Michelle del Valle and City Clerk Rene Cranis.

1. Meeting Called to Order

Mayor DeCiccio called the work session to order at 3:30 p.m.

2. Discussion Item (s)

a. Arts & Culture Nonprofit Grant Program

Director of Office of Management and Budget Peter Moore provided the background of organizational support provided for in each budget. With the end of the city's obligation to Dr. Phillips, an additional \$100k will be available. He suggested those funds be made available to support organizations that have not received consistent funding for the last five years. Staff is proposing a selection committee of members from some city boards.

Commissioner Russell arrived at 3:35 p.m.

Budget Analyst John Revels reviewed the proposed guidelines and the following items were discussed:

- Approval of the guidelines will be needed in order to appoint the selection committee in time to include in the FY 26 budget process.
- Clarification is needed on eligibility, specifically, for "adjuncts to for-profit organizations."
- Projects must be free to the public - add "except for direct reimbursement of costs."
- Evaluation form to be provided by the city and reviewed by the selection committee.
- Adapt and revise the process for the allocation of CRA funds.
- Eligibility - Non-profit must be within the City of Winter Park municipal boundary.
- Scope beyond Arts and Culture - inclusion of education and nonprofit social services.
- Need for guiding language for non-profits.

Staff will create a timeline to implement this process for the FY 26 budget and this will be on the March 12, 2025 commission agenda.

b. Billboard Swap

Mr. Knight provided a brief history of billboards and the goal of eliminating the number of billboards by trading static billboards for digital billboards.

Trippe Cheek, representing the property owner at 600 Baffie Avenue, participating virtually, committed to complying with city requirements on this property and looks for a project that will enhance the city. Mr. Knight explained the need for abandonment of a portion of Baffie Avenue. Mr. Cheek pointed out that the road ends at the rear of commercial property. He confirmed the initial proposal is to abandon the right-of-way, but the owner is open other options such as an r-o-w utilization agreement.

The City received three proposals:

- Lamar Advertising: Removal of the digital electronic billboard at 1621 Lee Road in conjunction with the erection of the new billboard at I-4 and Baffie Avenue.
- Outfront Media LLC: Removal of three static billboards at 2090, 2145 and 2431 Aloma Avenue in conjunction with the erection of the new I-4 billboard.
- Clear Channel Outdoor: Removal of two billboards at 2095 W. Fairbanks Avenue and one at 1873 W. Fairbanks Avenue in conjunction with the erection of the new I-4 billboard at 2600 W. Fairbanks Avenue and removal of the billboard at 2522 Aloma Avenue in the Year 2040.

Commissioners Sullivan and Weaver left at 4:30 p.m. Discussion was held on the proposals.

Nort Northam, owner of Clear Channel property, asked the commission to consider residential properties on Carolina Avenue to reduce impact of billboards.

Mr. Knight said staff is seeking direction from the commission to begin negotiations on a firm/proposal that would come back for final approval. He pointed out that this could be the last opportunity for the city because this is the last location for a digital billboard on I-4. If billboards are not removed as part of a swap, they may always exist.

The commission discussed the advantages (immediate removal of several billboards, improved aesthetics) and disadvantages (impact of digital billboards on residential areas) of each proposal and options.

Mayor DeCiccio requested this item be put on the next agenda as an action item for discussion. Mr. Knight will ask Clear Channel about the ability to remove the Fairbanks Avenue billboard sooner than 2040.

3. Adjournment

The work session adjourned 4:53 p.m.

Mayor Sheila DeCiccio

ATTEST:

City Clerk Rene Cranis