



City Commission Work Session Minutes

October 23, 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 Warren Lindsey; City Manager Randy Knight; Assistant City Manager Michelle del Valle; Office of Management & Budget Division Manager Peter Moore; Director of Parks and Recreation Jason Seeley, and Deputy City Clerk Kiim Breland.

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 Non-Profit Grant Program

Mr. Moore presented the proposed Arts and Cultural Nonprofit Grant program, which would repurpose the City's former \$100,000 annual DPAC allocation into a competitive grant process for local arts and cultural organizations. Under the plan, nonprofits could apply for grants of up to \$10,000 each year, with applications reviewed by a panel made up of members from existing city advisory boards. He explained that the proposal was first brought forward earlier in the year but was put on hold while the city evaluated its budget outlook. He expressed concerns about potential changes to property tax laws that could significantly impact municipal revenues. He highlighted ongoing negotiations related to public safety pay and limited budgetary flexibility for road repairs. He recommended conserving resources until the city's financial situation becomes clearer, but stated that despite the uncertainties, he is confident in the city's readiness to implement the grant program.

Mayor DeCiccio shared Mr. Moore's concerns and spoke about how state changes to tax reform could impact the city's budget. She said the city will continue to support existing charities and noted that some funds (Depugh and Blue Bamboo) could be redirected. Discussion followed on state property tax changes, contingency funds for urgent needs such as stormwater and road repairs, long-term budget constraints, and support for arts and cultural groups.

Mr. Moore reviewed the timeline for the grant program and discussion followed. Staff were directed to refine the program scope, including eligibility rules, criteria, and structure. The consensus was to revisit the program in the spring, once the city's financial outlook is clearer.

b. City of Winter Park Sponsorship and Marketing Policy

Mr. Seeley explained that the purpose of the meeting is to obtain direction from the Commission on exploring sponsorships and partnerships with local businesses that offer

mutual benefit, emphasizing that the focus is on partnerships rather than broad advertising.

Mr. Seeley provided an outline for special event sponsorships, programming sponsorships, facility sponsorships and third-party organizations. Discussion was held on how the types of sponsorships could be structured and managed to ensure consistency with the city's mission and community values. The commission emphasized that sponsorships should represent true partnerships that add community value rather than function as general advertising. They also discussed the importance of having clear guidelines and transparent processes for reviewing and approving sponsorships. Additional discussion included distinctions between sponsorships and fundraising, noting that while both can support city programs and events, they serve different purposes and should be managed separately. Overall, the Commission was open to exploring sponsorship opportunities but emphasized the need for a thoughtful, well-defined approach.

After discussion, Staff were directed to develop a formal sponsorship policy that clearly defines processes for approving sponsorships, ensuring staff approval for smaller sponsorships and City Commission approval for larger or naming-right sponsorships. In addition, staff was asked to ensure the policy supports fundraising efforts, especially for local nonprofits and youth groups, and maintains consistency with city branding and legal requirements. The policy should also make clear the distinctions between sponsorship acknowledgment and city endorsement and provide flexibility to handle different sponsorship levels effectively. Staff will present a draft policy reflecting these guidelines for further review and approval.

3. Adjournment

The work session adjourned at 4:44 p.m.

Mayor Sheila DeCiccio

ATTEST:

City Clerk Rene Cranis