



# Parks & Recreation Advisory Board

## Regular Meeting

### Agenda

**November 19, 2025 @ 5:30 PM**

City Hall Commission Chambers  
401 S. Park Avenue

#### welcome

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#### please note

Times are projected and subject to change.

- 
- 1. Call to Order**
  - 2. Approval of Minutes**
    - a. Approval of the September 17, 2025 minutes 5m
  - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
  - 4. Action Items**
  - 5. Non-Action Items**
    - a. Saturday Market Location and Improvements 45m
  - 6. Staff Updates**
    - a. Project Update 5m
    - b. Event Update 5m
  - 7. Board Comments**
  - 8. Upcoming Agenda Items**
  - 9. Adjournment**



# Parks & Recreation Advisory Board

## Regular Meeting Minutes

September 17, 2025 at 5:30 PM

City Hall Commission Chambers  
401 S. Park Avenue

### Present

Leah J. Bonich, Thomas Sims, Ginny Enstad, Ellen Wolfson, Lisa Tinker Marsh

### Absent

Lawrence Lyman, Anne Mooney

### Staff Present

Parks and Recreation Director Jason Seeley, Assistant Director Cathleen Daus (virtual), Recreation Coordinator Laura Halsey, Recreation & Family Services Manager John Clarke

#### 1. Call to Order

The meeting was called to order by chairperson, Leah Bonich, at 5:30 pm.

#### 2. Consent Agenda

- a. Approve the minutes of August 20, 2025

**Motion made by Thomas Sims, seconded by Ellen Wolfson, to approve the August 20, 2025, minutes.**

**Motion passes 5-0**

#### 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

Ashley Fraebel, newly appointed Executive Director of Mead Gardens, introduced herself and provided a brief summary of the tasks they are working on at Mead Gardens. She also invited the board members to join them at the National Public Lands Day at Mead Gardens on September 27, 2025, where they will be hosting free yoga and tai chi classes, self-guided nature tours, along with the Audubon Birds of Prey, and a free tree giveaway provided by the City of Winter Park's Urban Forestry division.

#### 4. Action Items

- a. **Howell Branch Preserve Park Grant Project**

Jason Seeley, Director of Parks & Recreation, provided background information on the FDRAP grant project. A concept package to expand the trail around the storm pond was presented. He informed the board that a community meeting would be held at the Community Center. The conceptual drawings showcased the tentative plans for the

improvements should the project move forward.

The board inquired about plans for the sidewalk and the canoe drop-off. Mr. Seeley stated that the improvements would have to be implemented based on the order the grant funding is received.

**Motion made by Thomas Sims, seconded by Lisa Tinker Marsh, to approve moving forward with the grant funding process.  
Motion passes 5-0.**

b. Phelps Park Green Space Use Policy

Mr. Seeley provided the board with background on the issue concerning the use of green space at Phelps Park. The main question under consideration, is whether the area should be designated for organized athletic use. He noted that the space is located near residential homes and is not equipped with lighting, which may naturally limit its use once the seasonal time change takes effect. If the green space is formally converted into an athletic field, it would be subject to the same reservation process and rental fees as other facilities. To better understand community sentiment, Mr. Seeley recommended conducting a resident survey.

Mr. Sims emphasized the need for more open green space where children can freely run and play, and argued that residents living near the park should expect community use of the space and not view it as an extension of their backyard. He suggested allowing informal team practices at the park, provided guidelines and reservation requirements are established, though he acknowledged that parking has long been a challenge in the area. Mrs. Bonich observed that the city's website does not currently state that athletic use of the park is prohibited. Mrs. Wolfson expressed support for a community survey, noting that broader resident input would help the board members and city staff make a more balanced decision.

**Motion made by Ellen Wolfson, seconded by Thomas Sims, to extend the use of the park.  
Motion passes 5-0.**

c. Addition of Fee Based, Automated Dog Washing Station at Lake Baldwin Park

Mr. Seeley presented a proposal from a company offering to install fee-based, automated dog washing stations at Lake Baldwin. He explained that the project would not require a competitive bid, as there are few vendors in this niche market, and suggested starting with a single station on a trial basis.

Mr. Edwin Elbary, representing Scrub-A-Pup, provided additional details about the service. As a frequent visitor to the dog park, he noted that he has spoken with other

patrons who expressed interest in the convenience of such stations and indicated a willingness to pay for their use. He highlighted the primary benefit of the stations as the ability to wash and dry dogs before placing them in vehicles. Mr. Elbary clarified that his company is not selling any additional products or services; the stations themselves would simply be available for patron use.

Board members asked questions regarding how wastewater would be managed and whether the city would receive a portion of the revenue to offset costs. Mr. Elbary confirmed that he had proposed an 80/20 revenue split with the city and that his company would be responsible for all maintenance. Mr. Sims raised concerns about the potential for chemical runoff into the lakes and surrounding waterways. In response, Mr. Elbary stated he had obtained ingredient information from the manufacturer and verified that all products used in the stations are natural and environmentally safe.

**Motion made by Leah Bonich, seconded by Ellen Wolfson, to move forward with a pilot contract for one station at Lake Baldwin Dog Park. Motion passes 4-1, with Thomas Sims being opposed.**

**5. Non-Action Items**

**6. Staff Updates**

**7. Board Comments**

**8. Upcoming Agenda Items**

- a. Fall Meeting Schedule
  - October - Regular Meeting; followed by Work Session
  - November - Regular Meeting
  - December - 12/17/25 - No Meeting
  - January - Regular Meeting

Mr. Seeley stated there are no action items for the October meeting, but a work session can be held in lieu of the regular meeting on the 15th.

He explained the meeting conflict between PRAB and WPYCC, and asked the board about another date that would work for everyone.

**All five board members voted to deny accommodating the WPYCC meeting schedule and keeping the original PRAB meeting schedule on the third Wednesday of the month.**

Meeting schedule:

October— A work session will be held only on the 15th to discuss each board member's goals. This will assist staff in being proactive rather than reactive to ensure progress is

made before any board member changes that may occur in the upcoming appointment process.

November 19th, 2025 — Regular Meeting

December 17th, 2025 — No meeting

January 21st, 2026 — Regular meeting

The board asked Mr. Seeley to send an email with a set deadline for board members to submit their topics of interest so he has time to prepare for the work session.

## **9. Adjournment**

Meeting adjourned at 7:07 pm

Approved by the Board on  
/s/ Laura Halsey, Recreation Coordinator

DRAFT



## Parks & Recreation Advisory Board

# agenda item 5.a

**item type**

Non-Action Items

**meeting date**

November 19, 2025

**prepared by**

Jason Seeley, Director of Parks and Recreation

**approved by**

Jason Seeley, Director of Parks and Recreation

**subject**

Saturday Market Location and Improvements

**motion | recommendation**

Discussion regarding the current location of the Saturday Market, the potential positives and negatives impacts of moving the market back to its previous location at the Farmers Market adjacent to City Hall. Additionally, PRAB will discuss potential improvements to West Meadow that would make the location more enjoyable for guests and vendors if they market was to stay in its current West Meadow location.

**background**

The Saturday Market was moved from its previous location in May 2020 as a means of reopening the market while impacts of pandemic restrictions were still in place. The new location allowed for more vendors, easier loading in and loading out for vendors, and less congestion for guests visiting the market. The change also allowed for the Farmers Market rental venue to better accommodate the nearly 45 Saturday rentals it hosts annually by allowing events earlier access to the venue for set up leading to an increase in annual rental revenues.

In 2021, staff surveyed both vendors and guests to the market regarding the new location and an overwhelming majority of both vendors and guests surveyed preferred the new location within the West Meadow. At the request of the City Commission, staff surveyed the vendors once again in Dec 2024/Jan 2025 with similar results as 2021.

A number of PRAB members feel that the market would better serve both the residents and vendors of Winter Park and would like to discuss the potential and viability of making a recommendation to the City Commission to move the market back to its old location.

Staff has provided commentary from the various City departments other Parks and Recreation, that would be impacted by such a recommendation, along with some preliminary costs. In addition, staff has provided data regarding Saturday market performance for both pre-and-post move that provides financial data to demonstrate the potential revenue impacts such a

recommendation would result in if moved forward.

## **alternatives | other considerations**

## **fiscal impact**

## **attachments**

1. Saturday Market PRAB Discussion Item

# SATURDAY MARKET DISCUSSION ITEM

November 2025  
PRAB

# Site Comparison

## Farmers Market Venue



Approximately 30,000 square feet  
Building -6,000  
Other – 23,000

## West Meadow



Approximately 106,000 square feet

## Pre and Post Move Saturday Market Statistics

### Awards:

#### **Pre-Move**

2015 - 2019: Best of Orlando- Best Farmers Market - 1<sup>st</sup> place

2018: 2<sup>nd</sup> for Best place to buy Produce)

#### **Post Move**

2020 - 2025: Best of Orlando- Best Farmers Market - 1<sup>st</sup> place

2025: 2<sup>nd</sup> for Best place to buy Produce)

2021 & 2023: 3<sup>rd</sup> place for Best place to buy Produce

### **Saturday Market Revenues**

#### **Pre – Move**

Average annual revenue: \$70,000

#### **Post Move**

Average annual revenues: \$105,000

### **Saturday Farmers Market Event Rentals**

#### **Pre-Move**

Average Annual Revenue from Sat Rentals - \$60,000

Average Revenue per Sat rental - \$1500

#### **Post Move**

Average Annual Revenue from Sat Rentals - \$102,000

Average Revenue per Sat rental - \$2,275

## **WP Fire Department Concerns**

- Occupant load for inside of structure and fence
- Enforcement and management of occupant load
  - The square footage associated with each booth, trailer, or truck within the event perimeter would need to be deducted from the total square footage for purposes of occupancy load calculation.*

*Increased staffing and additional training*

*Reduced capacity for guests*

*Reduced vendors*

## **WP Police Department Concerns**

- Street Closure would require a significant cost as WPPD units would need to be stationed at closure for duration

*Availability of officers*

*Cost of officers*

## **WP Streets Department Concerns**

- Closure would need to begin at 3am and road not reopened until after 3pm.
- 2 Streets Division staff members would be required along truck, mini loader, and trailer

*Staff Availability and Cost*

*24 hours of OT ( straight 2 @12hrs)*

*16 hours of OT (split 4@4hrs)*

# Parks and Recreation Impacts

## Financial – Sat Market Revenue (vendor fees)

**Prior to Saturday Market moving to West Meadow:**

2018-2019 – \$194,504

**Since Move of Market:**

2023-2024 – \$281,128

2024-2025 - \$278,738

## Janitorial

Additional cleaning Fri/SatAm/Sat PM. *Estimated cost \$5,000*

## Facility Staffing

Additional Staff Hours for Friday/Saturday and Saturday Market/Sat Venue Rental set/strike. *Estimated cost annually \$7500*

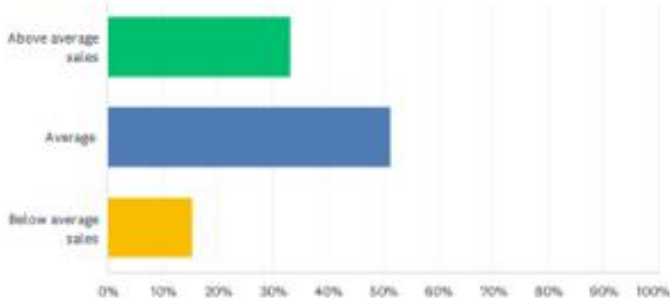
## Other Considerations:

- *Reduced access to electrical outlets for vendors at FM building vs WM. In order to increase available power at facility/venue upgrade to existing panel as well as additional receptacles ‘drops’ would be required. Estimated cost \$15,000*
- *Very limited number of vendors would be able to set up within the market building due to occupancy load restrictions.*
- *Market vendors would be required to arrive earlier and stay later due to the load in and load out process required at site.*
- ***Reduced parking in downtown as the current Saturday market allows for the public lot at Farmers Market to remain open as well as not impacting the on-street parking along New England and New York.***

# Vendor Survey Highlights 2021 – 45 respondents (out of approx. 70 vendors)

Q9 Are your current sales for May 2020-May 2021

Answered: 39 Skipped: 6

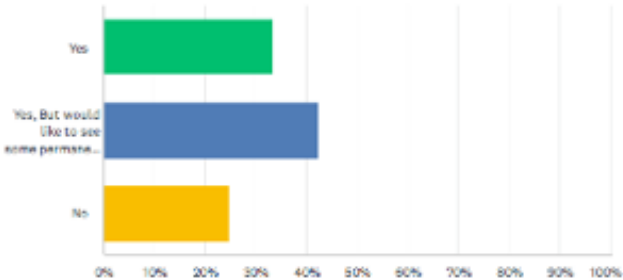


ANSWER CHOICES	RESPONSES	
Above average sales	33.33%	13
Average	51.28%	20
Below average sales	15.38%	6
TOTAL		39

Vendor Survey Highlights from May-June 2021: 45 respondents

Q1 Do you like the current location of the market?

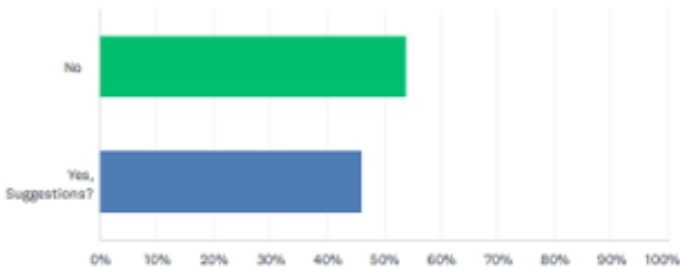
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	33.33%	15
Yes, But would like to see some permanent improvements to space such as seating, shade, or restroom access	42.22%	19
No	24.44%	11
TOTAL		45

Q4 Would you like to see a wider variety of different vendors?

Answered: 39 Skipped: 6



ANSWER CHOICES	RESPONSES	
No	53.66%	21
Yes, Suggestions?	46.15%	18
TOTAL		39

# Vendor Survey Highlights 2025 – 66 respondents (out of appx 85 vendors)

## December 2024 Vendor Survey Highlights: 66 respondents

How long have you been a vendor?

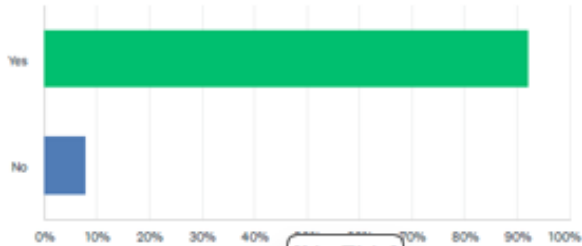
ANSWER CHOICES	RESPONSES	
4 or Less Years	27.27%	18
5-10 Years	28.79%	19
11-20 Years	10.61%	7
20+ Years	33.33%	22
TOTAL		66

Were you at the previous location?

ANSWER CHOICES	RESPONSES	
Yes	71.88%	46
No	28.13%	18
TOTAL		64

## Q5 Do you currently like the location of the Farmers Market?

Answered: 64 Skipped: 2

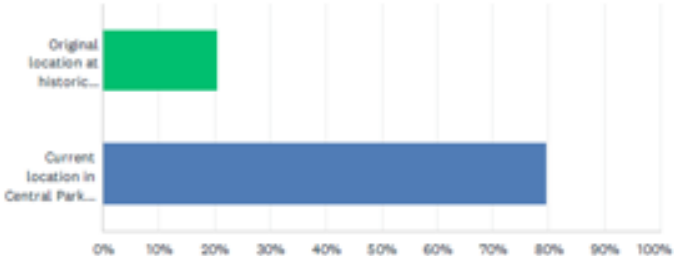


[No Title]

ANSWER CHOICES	RESPONSES	
Yes	92.19%	59
No	7.81%	5
TOTAL		64

## Q8 Which location do you prefer for the Saturday Market?

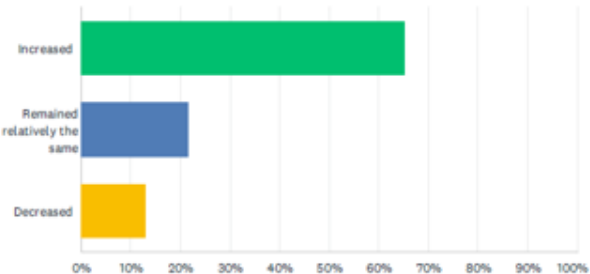
Answered: 381 Skipped: 5



ANSWER CHOICES	RESPONSES	
Original location at historic Farmers Market building and parking lot	20.47%	78
Current location in Central Park West Meadow	79.53%	303
TOTAL		381

## Q4 How have you're sales been since moving to the West Meadow location?

Answered: 46 Skipped: 20



ANSWER CHOICES	RESPONSES	
Increased	65.22%	30
Remained relatively the same	21.74%	10
Decreased	13.04%	6
TOTAL		46

# Guest Survey Highlights 2021 – 383 respondents

383 Patrons Surveyed

136 Visit weekly

146 have been coming to the market for over 5 years

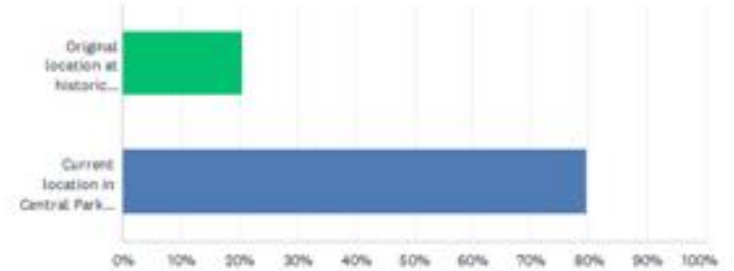
106 have been coming to the market for less than 5 years

## Rate order of importance:

	1	2	3
Ease of parking and traffic	36.57% 128	21.71% 76	18.29% 64
Addition of new vendors and activities	20.28% 73	28.61% 103	20.56% 74
Atmosphere – open space/minimal congestion/social distancing	27.55% 100	25.34% 92	21.76% 79
Shaded seating and gathering space	12.47% 45	18.01% 65	27.15% 98
Ease of access to restrooms and air-conditioned space	6.17% 23	8.31% 31	12.60% 47

## Q8 Which location do you prefer for the Saturday Market?

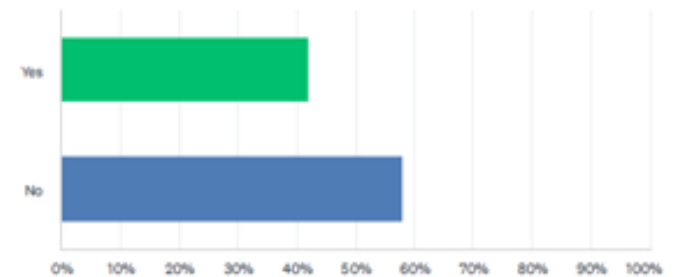
Answered: 381 Skipped: 5



ANSWER CHOICES	RESPONSES
Original location at historic Farmers Market building and parking lot	20.47% 78
Current location in Central Park West Meadow	79.53% 303
TOTAL	381

## Q9 Are you a Winter Park resident?"

Answered: 383 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	42.04% 161
No	57.96% 222
TOTAL	383

# Conceptual Plan for West Meadow



## WEST MEADOW PLAN

- Monument @ corner of Morse and New York
- Pergola/arbor feature across from Train Station parking
- Gateway feature at train crossing intersection
- Native Plant walk along East side
- Rotary Game Table(s) along Native Plant walk

### FARMER'S MARKET

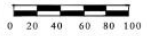


- (70) 10' x 10' Tents

### EVENT TENT



- One 60' x 100' Tent





## Parks & Recreation Advisory Board

# agenda item 6.a

**item type**

Staff Updates

**meeting date**

November 19, 2025

**prepared by**

Jason Seeley, Director of Parks and Recreation

**approved by**

Jason Seeley, Director of Parks and Recreation

**subject**

Project Update

**motion | recommendation**

Staff report regarding Capital Projects and strategic plan initiatives

**background****alternatives | other considerations****fiscal impact****attachments**

None



# Parks & Recreation Advisory Board

# agenda item 6.b

**item type**

Staff Updates

**meeting date**

November 19, 2025

**prepared by**

Jason Seeley, Director of Parks and Recreation

**approved by**

Jason Seeley, Director of Parks and Recreation

**subject**

Event Update

**motion | recommendation**

Staff update regarding City and Department Special Events

**background****alternatives | other considerations****fiscal impact****attachments**

None