Community Redevelopment Advisory Board Minutes

April 28, 2022 at 5:30 pm

Present

Board Members: Christine Girand, Maria Bryant, Linda Washington, Carol Rosenfelt, Anjali Vaya, Murray Scott Wilton

Staff Members: Peter Moore, Kyle Dudgeon, Jesica Lovelace

Absent

None.

(1) Meeting called to order

Staff called the meeting to order at 5:36 pm.

A. Board Member (Re)introduction

Board members reintroduced themselves as meetings return to physical space.

(2) Consent Agenda

A. Approval of minutes from March 24, 2022 meeting.

Board asked to correct spelling of staff name from Pater to Peter.

Motion to approve minutes with amendments made by Carol Rosenfelt, seconded by Murray Scott Wilton. Motion Passes 6-0.

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

None.

(4) Action items

A. Home Renovation Program FY23 Update

CRA Assistant Division Director, Kyle Dudgeon, provided background on the home renovation program as it relates to its performance. To date, the program boasts 142 successful applicants since inception and is considered one of the most successful programs in the CRA. In assessing similar home renovation programs in the region, staff determined that the grant cap is comparatively low. Staff also recognized that increasing the available funds cap for each eligible applicant, the program should also consider including additional eligibility improvements. Mr. Dudgeon is seeking approval from the board to raise the program's cap. After receiving approval, the next step would be to bring the updated program

guidelines forward to CRA Agency. Pending CRA Agency approval, the proposed changes will go in effect October 1, 2022.

An inquiry was raised regarding what a zero-interest forgivable loan is in terms of this program. Mr. Dudgeon responded stating that residents are not required to repay if they stay in the home for 10 years. This requirement ensures that owners do not use the program, flip the house, and then sell it.

Some board members inquired about whether the program was successful at accomplishing its goal to preserve decent owner-occupied homes. Mr. Dudgeon responded stating that based on available data the program has only addressed approximately 50-60% of owner-occupied homes in Winter Park.

The board asked about how residents find out about the program. Mr. Dudgeon replied that word of mouth is the most successful medium for message delivery. In addition, program documents are available online, information and outreach is available at the community center, and there are hard copies of program documents available at the front desk of City Hall.

An inquiry was raised about whether the community service hours requirement can be waived for senior citizens. Particularly, if the applicant is already active in the community (i.e. attends public meeting, conducts outreach in the city, etc.), can staff considered that as service? Mr. Dudgeon noted that applicants can work with staff to build out the community service requirement. Additionally, staff can consider expanding this guideline to accommodate at-risk applicants. Budget and Management Division Director, Peter Moore added that staff can also accommodate community service suggestions provided by an applicant.

The board asked if staff can also utilize the bulletin announcements to advertise the program, especially during the summer. Mr. Dudgeon stated that staff can use the bulletin and can work with communications to advertise for all CRA programs.

Some concerns were raised regarding increasing the cap to $30,000 but keeping the overall program budget at $200,000. Inquiries were made on whether the board also be considering increased the total program budget as well to accommodate the new $30,000 cap. Mr. Dudgeon noted that he is confident that the overall budget will not need to be raised to accommodate the cap increase.

The board asked if the program needed a waitlist this past year. Mr. Dudgeon responded stating that the program has not been on a waitlist this year.

Prior to approval, the board opened the floor to public comment.

Sheila reed, 780 Carver Street, inquired about the difference between the $200,000 budget and the $30,000 cap. Mr. Dudgeon advised that each applicant is eligible for a grant up to $30,000. Accordingly, the total pool of money available for affordable housing is $200,000, which includes housing renovation.

Motion made to approve home renovation program updates for FY23 by Murray Scott Wilton, seconded by Carol Rosenfelt. Motion passes 6-0.

(5) Non-action items

A. Business Façade Program FY23

Mr. Dudgeon introduced item by briefly discussing the program's background. Subsequently, Mr. Dudgeon discussed that the current program language is "one and done" in reference to use and future of the program. The program, as Mr. Dudgeon noted, has been in existence for quite some time and some business façade improvements are beginning to wane. However, per current guidelines, new business owners that move into properties that have used the program in the past are unable to participate in the program again. Mr. Dudgeon wants the board to consider potentially giving business locations the opportunity to access the program after a certain time.

The board supported the idea of giving new business owners the opportunity to use the program again as it would also help with the city's sustainability goals.

An inquiry was raised regarding what type of businesses have utilized the program in the past and if staff has noticed a usage pattern among participants. Mr. Dudgeon responded stating that the program has been used by all different types of businesses. Mr. Dudgeon added that staff has a map that outlines who has used the program and where can potentially geo-code the map if requested.

Concerns were raised regarding the program's visibility as many business owners are not aware of the program. Mr. Moore provided historical details about the program stating that program usage has been more successful among property owners as opposed to tenants. Accordantly, staff can consider developing a mailer to send out to property owners advertising the program. Mr. Moore added that many tenants did not want to use the program because the guidelines initially included a five-year no sale clause, which has since been removed.

The board inquired about the Chamber of Commerce helps with promoting the program. Mr. Dudgeon responded stating that the Chamber is aware of all CRA programs and engages in word of mouth advertising while employing digital tools to promote the program. Mr. Dudgeon will also chat with them to discuss how word of mouth advertising can dovetail with their digital tools.

An inquiry was raised regarding a property building with multiple tenants and whether different tenants can apply for the program separately as opposed to the property owner applying as a whole. Mr. Dudgeon noted that buildings with multiple occupants may be eligible on a case by case basis; however, the occurrence is rare.

Inquiries were raised regarding where the program's $20,000 program cap was derived from. Mr. Dudgeon stated that based on the value of investments within Winter Park, most businesses spend an average of about $40,000 on façade renovations. The program cap is $20,000 because the program will only provide up to 50% of all eligible improvements.

The board asked how many applicants has the program have this year? Mr. Dudgeon noted that this year has been a more aggressive year in comparison to other years with approximately 4-5 applicants, which may be as a result of businesses recently coming out of pandemic.

The board is receptive to making changes to the program's usage cap. Mr. Dudgeon will review current guidelines and business needs and then bring up program changes as an action item during the next meeting.

(6) Staff updates

A. Staff updates

Mr. Dudgeon stated that staff is nearing the end of phase one of the New York Avenue and Fairbanks Avenue project. Phase one resulted in improved functionality and aesthetical appeal of the New York Avenue and Fairbanks Avenue intersection. Mr. Dudgeon added that Rollins college stated that the project has helped elevate the area and the district. Staff is planning to move forward with phase two, which involves moving on to remaining intersections on New York Avenue and up to Morse Boulevard.

Demolition for the Central Park Stage will begin in the coming weeks. Mr. Dudgeon noted that the stage has a September 2, 2022 due date.

Mr. Dudgeon remarked on the selection committee for the Shady Park improvement art piece. Staff is hoping to have the request for proposal out next week, which will start the 90-day solicitation process.

Mr. Dudgeon noted that staff is hoping to schedule a joint meeting with the Parks and Recreation and the consultant on May 18, 2022 to discuss Martin Luther King (MLK) Jr. park, the MLK park corner, park improvements, and budget constraints.

Mr. Dudgeon remarked on this meeting being the last meeting as an existing board as April ends term board appointments for the existing board. Mr. Dudgeon thanked the board for their community service.

(7) Board comments

A. Board comments

The board thanked Mr. Dudgeon and Mr. Moore for their support and their efforts.

Board members discussed ongoing consideration of restrooms in the West Meadow. Conversation ensued regarding land ownership and deed restrictions with respect to the property.

Board orientation will be held on Monday, May 23, 2022 at 630 at the Winter Park Library and Events Center.

(8) Adjournment

There being no further matters to discuss, the meeting adjourned at 6:34pm

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Christine Girand, Chairperson Board Liaison, Kyle Dudgeon