



**COMMUNITY REDEVELOPMENT AGENCY
ADVISORY BOARD MEETING MINUTES
July 13, 2010**

City of Winter Garden

P: 407.656.4111

300 West Plant Street

Winter Garden, FL

34787

wintergarden-fl.gov

In attendance: Larry Cappleman, Bob Battaglia, John Kirby, Kelly Randall, Joy Boulter, Alan Haughey, Planner II Regina McGruder, Community Development Director Tim Wilson, City Manager Mike Bollhoefer, Finance Director Robin Hayes, Community Relations Manager Andrea Vaughn, Economic Development Director Tanja Gerhartz, and Executive Assistant to City Manager Amy Martell

Absent: Charlie Roper, Ron Sikes, and Jim Gustino

Chairman Larry Cappleman called the meeting to order and determined a quorum at 4:34 p.m.

Mr. Cappleman called for a discussion of the May 11, 2010 meeting minutes.

Bob Battaglia made a motion to approve the meeting minutes; seconded by Alan Haughey; Approved unanimously.

City Manager Mike Bollhoefer stated that the City's budget revenue will be down approximately 14 percent and the City probably will not raise the current millage rate to increase revenue. He stated that the City will be looking for other funding resources for projects. He stated that many other counties and cities will have to raise their millage rate to offset their budget deficit and prevent cutting services to the residents.

Mike Bollhoefer stated that the City is currently working to create a "Hot Spot Downtown Improvement Grant Program", and other resources to help stimulate the economy and bring business to Winter Garden. The City of Winter Garden's Downtown is still doing better than most cities of comparable size and population but the economy probably will not be improving for a while.

Larry Cappleman asked if the City has received the certified tax roll for FY 2010 yet.

Mike Bollhoefer stated that the CRA's current budget has approximately \$430,000 and revenues are down for the CRA approximately \$100,000 from the past year. He stated the CRA is still in debt until 2013.

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Mike Bollhoefer stated that the City is still reviewing the overall budget and looking for additional revenues for marketing strategies for Downtown and other businesses located within the CRA boundaries.

Larry Cappleman stated that the CRA has already contributed to additional signage downtown and that strategy didn't seem to help increase business for Downtown.

Mike Bollhoefer stated that the City is still reviewing strategies that have been used in the past that may or may not have worked; along with continuing efforts to find new creative strategies to help existing businesses and to bring new business ventures to Downtown and the City of Winter Garden. City Staff is currently reviewing ways to provide more visibility of signage for Downtown.

Community Development Director Tim Wilson stated that the City will be reviewing the current City Sign Code to create an overall more effective Sign Code Ordinance for the entire City.

Alan Haughey suggested that City Staff provide a presentation to the Board that includes some picture and graphic examples of signage so that the Board will have a better visual of proposed or revised signs.

Mike Bollhoefer stated that the City is still reviewing other ideas and creative ways to improve business in Winter Garden including applying for a grant to help install Wi-Fi in Downtown and other areas. He stated that the City is estimating a drop in revenue and big cuts to the budget without cutting any Fire and Police Personnel. The City will be freezing positions and downsizing workforce because of budget cuts.

Mike Bollhoefer stated that the East Winter Garden Tandem Housing Project is still on hold until grant fund notification is received. He stated that because of the down turn in the economy and current housing market; affordable housing is now everywhere. The key to success of this project; is to receive federal grant dollars to help offset project cost. The most important factor is to build affordable housing that will improve the community and provide quality homes in the area. The overall goal is to replace the existing dilapidated housing with new quality affordable homes to provide a better quality of life for the residents.

Joy Bouler stated that the existing vacant lot for the affordable housing project in East Winter Garden is being used as a parking lot for the commercial business across the street and some of the local residents are drinking on the property.

Mike Bollhoefer stated that the City now owns the vacant lot and is currently maintaining the property. He stated that the City can install *No Parking Signs* and have the Police Department enforce the signs. He stated that the key to success of any redevelopment or change in a community must come from the residents that live in the area and decide they will no longer tolerate bad behavior in their community.

Larry Cappleman stated that Orange County received a stimulus grant to refurbish foreclosed homes and the resell to qualified County residents.

Mike Bollhoefer stated that the City may consider purchasing existing dilapidated homes to refurbish, if for some reason the affordable housing project is not feasible.

Meeting Adjourned at 5:10 p.m.

APPROVED:

ATTEST:

Chairman Larry Cappleman

Planner II Regina McGruder