Economic Development Advisory Board
Regular Meeting Minutes

October 10, 2023 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Sarah Grafton, Tracy Liffey, Ginny Enstad and Kevin Mcclanahanh; Virtually: Elijah J. Noel.

Absent

Betsy Gradner Eckbert and Drew Madsen.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon.

1. Call to Order

The meeting was called to order at 8:22 a.m.

2. Consent Agenda

a. Approve the minutes of the regular meeting September 12, 2023

Motion made by Tracy Liffey to approve the minutes as presented; seconded by Ginny Enstad. Motion carried unanimously with a 4-0 vote.

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

There were none.

4. Action Items

There were none.

5. Non-Action Items

a. Retail Strategies Program Development

An at-length discussion ensued about the retail strategies program development and staff proposed a detailed conversation related to target industries related to the recommendations provided by MJB consultants. Various reports and a program framework were provided for further discussion to help identify potential pathways for businesses to locate and grow within Winter Park's commercial corridors. The board provided feedback and spoke about setting into place parameters to ensure equal distribution and diversity of businesses within the corridors, while keeping the program broad.

Staff recommendations were highlighted, such as buildout programs to encourage tenant-based improvements (increasing thresholds for occupancy and minority/woman owned small businesses), and designating a portion of the CRA as an enhancement area. A discussion ensued about the CRA and the extension request submitted to Orange County, and permitting fees. Closing remarks were made about upcoming steps and what types of businesses would best fit into the various corridors.

b. Pedestrian Count Analysis

Detailed information and data were provided for pedestrian counters, as requested at the last meeting. Various assumptions of the counters were highlighted, noting that it is difficult to calculate foot traffic at various places/times due to how the activity is distributed. Staff noted recommendations to assist with gathering more accurate data, such as expanding the program (previously approved by the board). A discussion ensued and the board asked questions.

6. Staff Updates

a. National Entrepreneurship Center Partnership

Staff briefly spoke of the upcoming National Entrepreneurship Center (NEC) meeting that will focus on helping small businesses- 85 registrations have been submitted thus far.

b. EDAB Commercial Performance Report

No discussion was held.

7. Board Comments

No discussion was held.

8. Upcoming Agenda Items

No discussion was held.

9. Adjournment

The meeting adjourned at 9:25 a.m.

Minutes approved by the board on November 14, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator