



Economic Development Advisory Board Regular Meeting Minutes

November 14, 2023 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Kevin McClanahan, Sarah Grafton, Ginny Enstad

Absent

Betsy Gardner Eckbert, Elijah Noel, Drew Madsen, Tracy Liffey

Staff Present

Director of Office of Management & Budget Peter Moore, Assistant Director of Economic Development/CRA Kyle Dudgeon, Board Coordinator Charisma Lowery

1. Call to Order

The meeting was called to order at 8:26 a.m.

2. Consent Agenda

- a. Approve the minutes of the regular meeting on October 10, 2023.

Quorum was not reached; therefore, approval of minutes will be placed on the January agenda.

3. Public Comments (for items not on the agenda)

4. Action Items

- a. Direction on Retail Target List

Quorum was not reached, resulting in this item not being voted on during this meeting. However, staff gave their suggestions and outlined the direction of the retail target list. The board was tasked with directing staff on upcoming projects based upon their opinions and views.

5. Non-Action Items

- a. Winter Park Business Academy Update

Staff elaborated on the 2021 EDAB strategic and action plan which entails, the opportunity to evaluate new programs for expanding businesses in Winter Park (Focus Area 3, strategy 1) and to establish roundtable sessions with market and subject matter experts for educational outreach (Focus Area 4, strategy 1). EDAB approved a pilot program with the National Entrepreneurship Center (NEC) in August to support the

development of small entrepreneurial, minority, and home-based businesses with the goal of improving awareness of resource availability, technical skill, and financial acumen. The city hosted its first event on October 10th with a significant draw of 60 individuals. A follow-up event was held on October 24th which saw 35 individuals. A brief discussion followed.

b. Retail Strategies Glossary List/Definitions

The purpose of the retail strategies, includes educating the community, and coordinating a list of businesses of interest that add value to the area. Staff continues to implement programming that supports various programs. The Community Redevelopment Agency Economic Development Incentive research showed that 39 communities have been reviewed, 17 of those are in Florida. A brief discussion followed.

c. Retail Program Development

A discussion ensued regarding the retail strategies, program development and staff proposed possible 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 including their vision for the Avenue.

Staff recommendations were highlighted, such as build out 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 regarding the CRA, the extension request submitted to Orange County, and permitting fees.

Closing remarks included upcoming steps/projects and businesses that would best fit into the various corridors. Staff updated the board on the National Entrepreneurship Program (NCP). Two engagement sessions were held, totaling 100 plus attendees resulting in 88 of those individuals registering for the one on one coaching/mentorship with SCORE through the WPBA Bizlink landing page. The program contract is set to expire in Spring 2024. As part of the contract NEC will showcase where they have made impacts to businesses in an after-action report. A video capturing moments from the business event/engagement session was shown to the board, a brief discussion followed.

d. EDAB Commercial Performance Report

6. Staff Updates

Staff recognized the board for their assistance and direction on current and upcoming projects. The December 12th meeting was canceled.

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:03 a.m.

Approved by the board on January 9, 2024

/s/ Charisma Lowery, Board Coordinator