Economic Development Advisory Board
Regular Meeting Minutes

January 9, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present
Betsy Gardner Eckbert, Elijah Noel, Ginny Enstad, Kevin McClanahan, Sarah Grafton, Tracy Liffey, Roda Carter

Staff Present
Director of Office of Management & Budget Peter Moore, Assistant Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, Board Coordinator Charisma Lowery

1. Call to Order

The meeting was called to order at 8:24 a.m.

2. Consent Agenda

a. Approve the minutes of the November meeting.

b. Approve the minutes of the October meeting.

Motion made to approve the minutes by Mr. McClanahan. Agreed by consensus.

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

4. Action Items

a. Incentive - Build-Out Program Approval

Ms. Sallee updated the board on current staff tasks including developing target industries, improving the utilization of existing structures, bringing new businesses into the area and supporting existing businesses based off of MJB Consultants recommendations. Currently staff has the existing Facade Grant which deals with the exterior appearance of the building/business only. Staff is proposing a build-out grant to provide a financial incentive to property and business owners within specified key retail commercial corridors to renovate, update, adapt and reinvest in their business or commercial property located in Winter Park. The board requested the allocated budget amount for the grant. Mr. Moore explained there is approximately $30k for EDAB initiatives in the annual budget for the general operating fund. An additional fund contains approximately $150k which can be used for a variety of projects/programs. The build-out grant would assist businesses with growing/expanding, semi-permanent improvements to the business, interior appearance, functionality and utility of commercial properties for the purpose of attracting retail owners/investors to improve the marketability of commercial properties. The board asked questions for clarification and discussion followed.

Motion made by Mr. McClanahan to approve the business retail build out program, seconded by Ms. Enstad. Motion carried unanimously.

5. Non-Action Items

a. Winter Park Enhancement Area Program

Mr. Dudgeon provided a draft resolution and map for the potential boundaries of the Winter Park Enhancement Area. At the board's request and after further research by staff, it was determined that Florida Statute states fees must be applied consistently. For enhancement areas, a/k/a Brownfield, Florida Statute provides a comprehensive list of incentives and resources available for applicants to utilize to effectively and statutorily waive fees. Given the statutoral relationship between CRAs and Brownfield areas, staff recommendation is to bring forward the enhancement area for the board approval post CRA extension/expansion possibly in the end of March or early April.

b. Placer Ai Review

Placer AI is a location analytics software that studies visit trends, trade areas, and demographics. This software tracks and collects data for consumer visitation and demographic insights, competitive benchmarking, industry trends, among other things. Pedestrian counter information, special event analysis, transportation, infrastructure parks and open space data is tracked to gain knowledge of what is being utilized. Business owners can now gain technical advice that determines if consumers are local residents or visitors, how much traffic travels by their business etc. At the request of the board, staff will provide a monthly report of data from the Placer AI software.

c. Winter Park Business Academy Next Steps

The National Entrepreneurship Center (NEC) Partnership Pilot has been successful. Nearly 100 individuals have enrolled in the one on one coaching/mentorship with SCORE through the WPBA Bizlink landing page. Staff explained while the 6- month pilot shows it is filled through March, they questioned how to continue the program. Further, staff asked the board to consider if there are other engagement elements to consider. The board asked clarifying questions, further discussion ensued. Staff will continue to work with the NEC and establish a time when representatives from the NEC can attend a meeting, answer questions and give further details.

6. Staff Updates

a. EDAB Commercial Performance Report

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:35 a.m.

Approved by the board on March 12, 2024
/s/ Kim Breland, Deputy City Clerk