



# **Economic Development Advisory Board Regular Meeting Minutes**

**March 12, 2024 at 8:15 AM**

City Hall Commission Chambers  
401 S. Park Avenue

## **Present**

Roda Carter, Sarah Grafton, Kevin McClanahan, Ginny Enstad, and Tracy Liffey (Virtual).  
Absent: Betsy Gardner Eckbert and Elijah Noel.

## **Also Present**

Director of O&M Peter Moore, Assistant Division Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, and Deputy City Clerk Kim Breland.

### **1. Call to Order**

Chair Grafton called the meeting to order at 8:24 a.m.

### **2. Consent Agenda**

- a. Approve the minutes of the regular meeting, January 9, 2024

Motion made by Kevin McClannahn to approve January 9, 2024, regular meeting minutes; seconded by Ginny Enstad. Motion carried unanimously with a 4-0 vote. Due to technical difficulties, Ms. Liffey was unable to vote during the motion.

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

### **4. Action Items**

- a. National Entrepreneurship Center Partnership - Winter Park Business Academy program continuation

Mr. Dudgeon said that in the fall of 2023 the board will discuss different ways to expand city resources and offerings to businesses in the area. He added that the commission asked staff to find programming that allows for mentorship for entrepreneurs that would attract some of the smaller niche elements of improving our business community. He said the city has engaged with the National Entrepreneurial Center (NEC) to develop the Winter Park Business Academy. Belinda Ortiz-Kirkegard, President of NEC, outlined programs that provide opportunities and entrepreneurship and reviewed the WP Business Academy Executive Summary, program area, participation, and future plans, programs, coaching and mentoring.

In response to questions, Mrs. Ortiz-Kikegard explained the program is not geared solely toward Winter Park residents, but the entire Greater Orlando area. In depth discussion

followed on funding, ideas to market to Winter Park residents such as social media channels, adding information to the utility bill and developing an application to vet participants and determine which classes are right for them. The Board agreed that this program would benefit the city and in addition, would like staff to research other programming that can be specifically geared toward Winter Park residents.

**Motion made by Roda Carter to approve the continuation of the National Entrepreneurship Center Partnership - Winter Park Business Academy program with the following amendment: Staff will research and find a parallel program that addresses and targets more targeted issues; seconded by Tracey Liffey.** There were no public comments. **Ms. Grafton, Ms. Carter, Ms. Liffey and Mr. McClanahan voted yes. Ms. Enstad abstained. After being advised that she was unable to abstain from voting, Ms. Enstad voted yes. Motion carried unanimously with a 5-0 vote.**

## **5. Non-Action Items**

### **a. CRA Plan Modification and Update**

Mr. Dudgeon gave an update on the CRA Modification Plan. He spoke about opportunities to develop enhancement areas through the extension/expansion. He reviewed the existing CRA, new boundary area and explained the basis for the inclusion of the Fairbanks corridor in the expansion. He reviewed stakeholder and community engagement efforts and spoke about the redevelopment focus areas (affordable housing, environmental sustainability and transportation safety). He reviewed plan elements, capital projects and programming and TIF projections.

Mr. Dudgeon said staff is presenting the plan modification to the commission on March 13 and March 27 with inter local adoption in the spring. In response to questions about how Fairbanks was chosen as part of the new boundary area, Mr. Dudgeon explained that Orange County wanted to address some of the commercial areas in that section. He reviewed key elements of the day-to-day operations and implementation focus areas included in the plan. Further discussion was held on affordable housing and ideas on how to assist the community with housing programs.

## **6. Staff Updates**

### **a. EDAB Commercial Performance Report**

## **7. Board Comments**

Ms. Carter gave a presentation on the microentrepreneur certificate program offered by the Center for Micro-Entrepreneurial Training. She noted that the CMET program focuses on retention to ensure participants stay in the program, assess progress and assist with launching businesses. She added that the CMET program is similar to a "Mini MBA" and proposed the board consider looking at the program in depth to understand how it can enhance what the NEC offers.

**8. Upcoming Agenda Items**

a. Winter Park Enhancement Area

Mr. Dudgeon said the enhancement area discussion will take place after the CRA extension has been finalized.

**9. Adjournment**

The meeting adjourned at 9:18 a.m.

Approved by the board on May 14, 2024

Respectfully,

Kim Breland  
Deputy City Clerk