



# Economic Development Advisory Board

## Regular Meeting Minutes

**May 14, 2024 at 8:15 AM**

City Hall Commission Chambers  
401 S. Park Avenue

### **Present**

Kevin McClanahan, Sarah Grafton, Steven DiClemente, Elijah Noel, Roda Carter

### **Absent**

Ginny Enstad, Betsy Gardner Eckbert

### **Staff Present**

Assistant Division Director of Economic Development and CRA - Kyle Dudgeon, Director of Office of Management and Budget - Peter Moore

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

Sarah Grafton called the meeting to order at 8:22 a.m.

### **2. Consent Agenda**

Ms. Grafton moved the approval of the minutes until the end of the meeting and began with non-action items

Approve the minutes of March 12, 2024

**Motion made by Mr. McClanahan to approve the minutes, seconded by Roda Carter. The motion carried unanimously with a 5-0 vote.**

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

### **4. Action Items**

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

Mr. Dudgeon requested to speak on item **6a** and then move back to **5a**

### **6. Staff Updates**

- a. Winter Park Business Academy Pilot Report

Mr. Dudgeon presented the recap report of the Winter Park Business Academy Pilot program from the National Entrepreneur Center (NEC).

The program was also presented to the City Commission.

Mr. Dudgeon summarized the first 6 months of the Winter Park Business Academy as such:

237 total participants

152 services received

57 participants attended a mentoring session

47 or 31% participants with Winter Park zip codes

Elijah Noel and Roda Carter arrived at 8:26 am

Ms. Grafton suggested marketing efforts should focus on Winter Park residents to Winter Park businesses in order to increase the participation from 30%. Ms. Grafton suggested a survey asking participants how they learned of the program.

Mr. McClanahan asked what type of businesses are participating in the academy. Mr. Dudgeon answered that the focus was on where the participants were from.

Mr. Noel asked if there is a procedure to measure the positive impact of the Winter Park Business Academy. Mr. Dudgeon stated that follow up is being done through the CRM program.

Mr. McClanahan asked why the program doubled in cost. Mr. Dudgeon stated that there was a market correction with the cost of the program.

### **Mr. Dudgeon moved to 5a**

#### **a. Economic Gardening - Winter Park centric programming**

Mr. Dudgeon stated that in a previous discussion questions were asked if the Academy addressed the specific needs of businesses or individuals that were not quite ready for NEC. In response, Mr. Dudgeon presented three model programs that may enhance the current Winter Park Business Academy. The first program, Greenhouse, is based in St Petersburg, FL and is similar in structure to NEC with roundtable formats and on-demand. The second program is out of West Park, FL with four modules spread out over one month. The final program was CMET located in Orlando with a program consisting of 5 days per week and certification upon completion.

When reviewing the different models, the Board will need to consider the following: Timetable, Market Pool, Cost, ROI and Marketing.

Board members asked many questions about the program models.

Mr. Dudgeon stated that staff was asked to present models that were more centered on the needs of the local Winter Park community as the NEC program is a regional program. Mr. Dudgeon asked the Board for suggestions on how to get the local citizens engaged.

Mr. Moore offered a summary of the three models. He stated that staff time is limited and contracting with third parties is necessary. Mr. Moore suggested during the second six months of partnership with the NEC, to build a database, surveying the current participants on what would be beneficial going forward.

Ms. Carter agreed with surveying the participants, but thinks the program should also reach out to a different sector of people. She suggested contacting Joseph Simmons to present the CMET program. Ms. Grafton asked how to move forward with reaching Winter Park Centric attendees and suggested Facebook marketing. Ms. Grafton stated that she is not opposed to being presented with another program, but the new program will have to demonstrate how it will attract more local people than the current program. Mr. Dudgeon stated he will speak with the CMET representative and discuss how the CMET program could engage the disenfranchised sector and bring them up to speed to participate in the Winter Park Business Academy

b. EDAB Board Appointments

Mr. Dudgeon advised that a list of the board members along with the name of the Commissioner who appointed them is located in the agenda packet. Mr. Dudgeon thanked the Board members for their service.

c. EDAB Commercial Performance Report

Mr. Dudgeon explained to new members that the EDAB Commercial Performance Report is placed at the end of every agenda packet and includes pedestrian traffic on Park Avenue and Hannibal Square, economic occupancy reports for retail and office and a development report.

## **7. Board Comments**

Nominations for Board Chair will be held at the June meeting.

## **8. Upcoming Agenda Items**

## **9. Adjournment**

The meeting adjourned at 9:17 a.m.

Approved by the board June 11, 2024  
/s/ Bahiyyah Layton, Board Coordinator