



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

**June 11, 2024 at 8:15 AM**

City Hall Commission Chambers  
401 S. Park Avenue

## **Present**

Sarah Grafton, Roda Carter (left at 8:37 a.m.), Steven DiClemente, Phil Anderson,

## **Absent**

Kevin McClanahan, Lauren Zimmerman

## **Staff Present**

Assistant Division Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, Board Coordinator Bahiyyah Layton

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

Sarah Grafton called the meeting to order at 8:19 a.m.

#### **a. Board member introductions**

Mr. Dudgeon initiated the introduction of new Board members and announced that Elijah Noel had moved out of Orange County and is no longer eligible for the Board. Mr. Dudgeon thanked him for his service. Mr. Anderson introduced himself as the former Mayor and his focus with EDAB will be on making the residents' lives better. Ms. Grafton suggested that Mr. Anderson become Chair of the Board.

### **2. Selection of Chair and Vice Chair**

Motion made by Mr. DiClemente to nominate Phil Anderson as Chair, seconded by Ms. Grafton, Mr. Anderson accepted, agreed by consensus. Motion made by Mr. DiClemente to nominate Sarah Grafton as Vice-Chair, seconded by Mr. Anderson, Ms. Grafton accepted, agreed by consensus

### **3. Consent Agenda**

#### **a. Approve the minutes of May 14, 2024**

**Motion made by Mr. Anderson to approve the minutes, seconded by Mr. DiClemente . Motion carried unanimously with a 4-0 vote.**

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

**5. Action Items**

**6. Non-Action Items**

Mr. Dudgeon acknowledged the Board's efforts in supporting small business development and entrepreneurship. Most recently, through a partnership with the National Entrepreneurship Center, questions have arisen as to what could be improved upon to develop the Winter Park resident small business owner. Staff looked at other models that would support the Winter Park Business Academy, including surveying current participants. Mr. Dudgeon introduced Mr. Simmons from CMET.

- a. Presentation: Joseph Simmons of The Center for Micro-Entrepreneurial Training (CMET)

Mr. Simmons thanked the Board for inviting him to present the Center for Micro Entrepreneur Training (CMET). The organization was founded in 2020 with the basic concept of preparing entrepreneurs for success. Entrepreneurs need five things: understanding business financials, ecommerce, sales, how to communicate their business to others and coaching. The result of the program, is an elevator pitch and a keynote speaker. Last year, with five cohorts, 109 business owners completed the program. In 2024, the goal is to train 150 entrepreneurs and to also facilitate an entrepreneurial academy in Winter Park. The business academy will have structure, a starting point and end point.

Ms. Carter left the meeting at 8:37am

Mr. Simmons explained the pre-program activities from June to August would include marketing & advertising, application, vetting and selection. From August through the next 6 to 8 weeks, the core of the program will take place; program delivery, financial information and future planning. At the end, a debrief would take place, financial reviews, a survey and also next steps. There are two pathways to decide, the 6 week program or the full 9 week program. The partial program is \$23,650K and full is \$28,300K.

Mr. Anderson verified that funding had already been approved and no additional approvals. Mr. DiClemente questioned the start-up costs and if the SCORE mentors would come from Winter Park. Ms. Grafton asked how many entrepreneurs the program would include and how the program would target Winter Park entrepreneurs. Mr. Simmons answered Mr. DiClemente's questions and recommended not going over 35 participants. The applicants are vetted, and Google ads will target Winter Park along with word of mouth networking. Ms. Grafton suggested the participants network with

Winter Park business owners. Mr. Anderson stated that he would like the program to target existing businesses that struggled during COVID because the Winter Park businesses that thrived during the pandemic had ecommerce strategies. Mr. Simmons suggested that those businesses that thrived could speak with the participants during the ecommerce and AI sessions of the program.

Mr. Dudgeon advised that Staff will take the discussion points into consideration and add them as an action item on an upcoming agenda. Mr. DiClemente asked if Staff will be strained with another program. Mr. Dudgeon advised that the City is paying for expertise and will rely on Mr. Simmons and his team to provide the expertise. Staff will assist Mr. Simmons in the coordination and administration of the program. The suggested location for the program would be the Winter Park public library.

## **7. Staff Updates**

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

Mr. Anderson asked if there were any questions regarding the Commercial Performance Report. Ms. Grafton asked Mr. Dudgeon if there were any noticeable changes. Mr. Dudgeon explained the two outlier points on the rental rate graph. Mr. Dudgeon answered questions on the monthly traffic graph and was advised by Mr. Anderson to change to a year-over-year graph.

## **8. Board Comments**

Mr. Anderson recommended a meeting with the board members early in the term of the board to speak about priorities. Mr. Anderson asked Mr. Dudgeon to distribute to the Board members, the economic development guidance list and the two page overview of the retail report completed by retail consultant MJB.

## **9. Upcoming Agenda Items**

## **10. Adjournment**

The meeting adjourned at 9:20 a.m.

Approved by the board on July 9, 2024.  
/s/ Bahiyyah Layton, Board Coordinator