Economic Development Advisory Board
Regular Meeting Minutes

July 9, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present
Kevin McClanahan, Roda Carter , Steven DiClemente, Lauren Zimmerman, Phil Anderson

Absent
Sarah Grafton

Staff Present
Assistant Division Director of Economic Development and CRA Kyle Dudgeon, OMB Division Manager Peter Moore, CRA Coordinator Anne Sallee

1. Call to Order

Mr. Anderson called the meeting to order at 8:23 a.m.

2. Consent Agenda

a. Approve the minutes of June 11, 2024

Motion made by Mr. McClanahan to approve the minutes, seconded by Mr. DiClemente. Motion carried unanimously with a 5-0 vote.

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

4. Action Items

a. Agreement with The Center for Micro-Entrepreneurial Training (CMET)

Mr. Dudgeon presented the contract agreement for a 10-week course through CMET, highlighting the Board's concerns from previous meetings such as marketing, payment schedule with an out clause for low turnout, Staff responsibility, mid and post program review and NEC feedback. The marketing strategy is to incorporate the city's resources, Mr. Simmons assistance and the NEC. Through the vetting process, identification can be made as to whether the individuals and businesses are local to Winter Park. Mr. Anderson suggested the program should focus on the top business sectors that contribute to Winter Park's economy, first retail, secondly financial services, thirdly medical and lastly hospitality/restaurants. Ms. Carter advised that the program's focus is on business education for individuals who lack the resources to become entrepreneurs. Mr. Dudgeon suggested that with at least 23 to 25 participants, both points will be addressed. Mr. Simmons advised that the core curriculum can be modified based on the entrepreneurs in the program. Ms. Zimmerman suggested the program teach management skills. Mr. McClanahan stated that the curriculum should start with how to set up a business and move forward to managing and running a business. Mr. DiClemente stated that he would like to see results of the program and suggested that participants work in local businesses underneath the business owner. The pilot program is funded by the City at no cost to participants.

Mr. Anderson summarized the focus and advised the program will be tracked and tweaked if necessary. The list of vetted participants can be reviewed by the Board before they start the curriculum. With the ability to terminate in 30 days, Mr. Anderson suggested adding verbiage to the contract to notify students of program termination and the exemption of student information from public records. Ms. Carter stated homebased business owners are included in the program. Mr. McClanahan suggested flyers to place in local businesses.

Motion made by Ms. Carter to implement the CMET program; seconded by Mr. DiClemente. Motion carried unanimously with a 5-0 vote.

5. Non-Action Items

a. MJB policy change recommendations

Mr. Dudgeon explained the MJB study proposed several different items on maximizing the potential of Winter Park's retail businesses. Policy changes to C2 Zoning which include the Park Ave. and Hannibal Square areas. These policy changes include differentiating eating and drinking establishments between fine dining, and fast casual dining. Changes in the code were suggested to allow for the flexibility of being a service as well as a retail business and to add a healthy mix of non-profits, churches, retail businesses and restaurants. Changes to the policy will be reviewed with Planning.

Mr. Anderson expounded on the retail study. MJB is a west coast consultant commissioned approximately two years ago to answer the questions; why Park Avenue thrived and what is the right retail mix for the area. Mr. Anderson explained that Park Avenue is zoned for fine dining, but the restaurants that survived during COVID, were restaurants that provided take out service. One finding of the study was the commercial zoning code will need to bring into alignment the evolvement of retail and take out dining in Winter Park. The strength of Park Avenue is retail shopping. Mr. Anderson would like to continue discussions on the percentage of take out dining and the 50% alcohol/food ratio.

b. Board Prioritization Discussion

Mr. Anderson advised the Board to send comments and suggestions directly to Mr. Dudgeon as per the Sunshine Law. He also suggested forming sub-committees to discuss one or two topics. Mr. Anderson reviewed charts showing Winter Park has the lowest millage rate, healthy revenues and the lowest utility rates in the region. A list of Mr. Anderson's ideas was presented, suggesting specific opportunities for EDAB. In the coming months, through discussions using data and technology, the Board will be able to bring recommendations to the Commission.

6. Staff Updates

a. EDAB Commercial Performance Report

The EDAB monthly reports were included in the packet for review.

b. Generic WP Banners

Mr. Dudgeon advised that EDAB manages the banner program. To avoid unnecessary maintenance and repairs when the banner poles are without banners, EDAB has come up with two banner designs to place on the poles. The Board agreed with using the current peacock logo. Mr. Anderson suggested that Staff return with options for the fine print.

7. Board Comments

Mr. Dudgeon will discuss with Mr. McClanahan outside the meeting, the foot traffic discrepancy and the traffic cameras.

8. Upcoming Agenda Items

Mr. Anderson asked the Board members to review the opportunities on page 8, prioritize them and at the next meeting spend 20 minutes discussing.

9. Adjournment

The meeting adjourned at 10:01 a.m.

Approved by the board on August 13, 2024
/s/ Bahiyyah Layton, Board Coordinator