Economic Development Advisory Board
Regular Meeting Minutes

August 13, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present
Kevin McClanahan, Phil Anderson, Ivan Lys-Dobradin, Sarah Grafton

Absent
Steven DiClemente, Roda Carter, Lauren Zimmerman

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

1. Call to Order

Phil Anderson called the meeting to order at 8:20 a.m.

2. Consent Agenda

a. Approve the minutes of July 9, 2024

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

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

Gigi Papa 1440 Hibiscus Ave. queried why C2 commercial district was changing to central business district as there are no defined boundaries and how is it different than the Park Avenue corridor. Ms. Papa asked for the impact of this change on St. Margaret Mary Church or any church in the area. She asked the amount paid for the MJB study and why the study came from a California group. Mr. Anderson moved to the Action items on the agenda to address Ms. Papa's concerns.

4. Action Items

a. MJB Report - Recommended Changes on C-2 Zoning

Mr. Anderson addressed Ms. Papa's comments regarding zoning and the MJB report. Zoning changes are not approved by EDAB. The recommendation to change C2 came out of the MJB study on ways to make Park Avenue stronger for retail and commercial uses. MJB is a nationwide company based in California. Mr. Dudgeon clarified that any board recommendations on the C2 zoning will be directed to Planning & Zoning for consideration and then ultimately to the City Commission.

Mr. Dudgeon referred to page 11 of the agenda packet. The MJB recommendation identifies that a business using the same business license can offer a supplementary business. This allows businesses to be more flexible in their offerings. The second item of reference was allowing up to 40% of takeout from restaurants. Planner II Nicholas Lewis informed the two items referred by Mr. Dudgeon were provided to EDAB in specific relation to the MJB report. The title change from C2 to Central Business District (CBD) zoning is part of Planning & Zoning's comprehensive plan implementation ordinance that was amended in 2023 and applied to the land development code. The Park Avenue and Hannibal Square corridors are special districts that include historic elements and not just commercial components. To address Ms. Papa's comments, Mr. Lewis explained that every church within the Park Avenue corridor is zoned either R3 or R4 and not C2. The changes recommended by the MJB report were for businesses zoned C2. Mr. Lewis further clarified that CBD is not defined by boundaries, it was a name change from C2.

Mr. Lys-Dobradin asked for the process of the accessory use of businesses. Mr. Lewis explained the accessory use of a business is reviewed under the Business Tax Receipt process. The business classification is based on 60% of the business activity, and the other 40% of another business activity, is the accessory use. Mr. McClanahan asked if the language affects existing businesses. Mr. Lewis explained that accessory businesses have always been allowed. However the language of the MJB clarified that the classification would change from retail to restaurant if the seating for the accessory business increased from 12 seats to 13 or more.

Mr. Anderson suggested to change the language on page 12 of the agenda packet under Sec. 58-95. Definitions, to reflect, "Take-out orders shall not exceed forty percent (40%) of the gross food revenue" instead of "gross revenue".

Motion made by Mr. Anderson to approve recommended changes on C2 Zoning with the change from gross revenue to gross food revenue; seconded by Mr. McClanahan.

Discussion: Ms. Papa asked to remove from the Implementation Matrix page 42, "Prohibit "churches, nonprofit organizations, halls/lodges and schools less than 5000 sq. ft in size..." because it doesn't speak well of the City having it there.

Motion carried unanimously with a 4-0 vote.

5. Non-Action Items

a. Board Prioritization Discussion

Mr. Dudgeon displayed the list of EDAB opportunities created by Mr. Anderson, who addressed Item number six (6) as it coincided with Mr. McClanahan's comment on targeting consumers that fit the profile of the offerings on Park Avenue. Mr. Anderson suggested using the list as a guideline for upcoming board opportunities and to add a City economic scorecard component. Mr. Lys-Dobradin suggested incentives for small businesses in the commercial districts. Ms. Grafton suggested a visit Winter Park themed marketing program.

Mr. Anderson questioned who will be responsible for executing a marketing plan as the City is not taking the marketing role. Ms. Grafton advised the MJB group suggested creating a nonprofit organization to partner with downtown businesses and assist with marketing downtown Winter Park businesses.

Mr. Dudgeon pointed out the use of collected data to profile the customers in each of the commercial corridors. Discussion continued on the City's core strength in financial/professional services. Mr. Anderson envisioned Winter Park as the financial capital of Central Florida. Mr. McClanahan urged marketing incentive programs. Ms. Grafton informed that there is insufficient office space available for financial service businesses. Mr. Anderson suggested adding the discussion on incentives and the office market on the next agenda and recapped the top three discussions: customer profiles for the different corridors and a marketing research framework; the second is incentive programs for specific types of office businesses; lastly a comprehensive city-based scorecard. The list on page 18 of the agenda packet will be an ongoing document.

b. WPBA Midyear Report

Mid-year report for the National Entrepreneur Center Winter Park Business Academy covers the period from April 1, 2024 through June 30, 2024. Mr. Dudgeon provided an update of the program through a number of slides in the agenda packet.

c. CMET Update

The CMET program will be housed at Valencia. Applications will be received through September 3, 2024. Ms. Grafton asked if the application process is focusing on people that live in Winter Park. Mr. Dudgeon advised the participants may not be Winter Park residents, but will need to have a stake in Winter Park through their business. Mr. Lys-Dobradin asked for the participation expectation and was advised it is 20 to 25 participants. Mr. Anderson noted the eleven percent (11%) interest in entertainment and food service. Mr. Dudgeon suggested industry specific discussions in future meetings.

d. EDAB Commercial Performance Report

6. Staff Updates

a. Generic WP Banners

Mr. Dudgeon presented five different banners. Board members preferred the middle banner.

7. Board Comments

Ms. Grafton mentioned that a few of the retail stores on Park Avenue are owned by nonprofit organizations and if zoning status will be affected. Mr. Dudgeon advised that Mr. Lewis alluded to the status that current businesses will not change.

8. Upcoming Agenda Items

a. WPBA NEC Partnership Contract FY2024-2025

Mr. Anderson announced the upcoming agenda items will include the NEC contract, discussion of how to implement or execute the three (3) top priorities and if time permits, one or two slides on the office building and discussion on office spaces.

9. Adjournment

The meeting adjourned at 9:30 a.m.

Approved by the board on September 10, 2024
/s/ Bahiyyah Layton, Board Coordinator