Economic Development Advisory Board
Regular Meeting Minutes

September 10, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present
Kevin McClanahan, Sarah Grafton, Roda Carter, Phil Anderson, Lauren Zimmerman, Ivan Lys-Dobradin, Owen Beitsch PhD

Absent

Staff Present
Assistant Director of Economic Development and CRA Kyle Dudgeon, Director of Office Management & Budget Peter Moore, CRA Coordinator Anne Sallee

1. Call to Order

Phil Anderson called the meeting to order at 8:17 a.m.

2. Consent Agenda

a. Approve the minutes of August 13, 2024

Motion made by Sara Grafton to approve the minutes, seconded by Kevin McClanahan. Motion carried unanimously with a 6-0 vote.

Notice was given to the Board on the resignation of member Mr. Steven DiClemente and the new appointment by Commissioner Weaver of Dr. Owen Beitsch.

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

4. Action Items

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

A brief update on the National Entrepreneurship Center Partnership (NEC) program was provided to the Board members. Mr. Dudgeon summarized that in the last year the program enrolled approximately 300 participants. Yield from the program included regional participation and partnership, economic growth and multipliers, and trade of local goods and services. Staff recommends approving a 12-month contract at the same price.

Motion made by Mr. McClanahan to approve continuation of the NEC program; seconded by Ms. Zimmerman. The motion carried unanimously by a 6-0 vote.

5. Non-Action Items

Ms. Grafton left the meeting at 8:26 a.m.

a. EDAB Priority Discussion

The EDAB Overview and Opportunities list was reviewed at the previous meeting. The Board prioritized three items to focus on from the list. The following three items were included: the ESRI/Placer Customer Profile which is figuring out the market demographics; the Incentive Overview will be reviewed by Staff; the Economic Scorecard will be defined through further discussion. Mr. Dudgeon will resend the EDAB Overview and Opportunities list to the Board members. Mr. Anderson suggested forming subcommittees to work on individual items of interest. Dr. Beitsch suggested acknowledgement of the City of Winter Park's improved bond rating.

ESRI/Placer Customer Profile

Mr. Dudgeon presented a combination of ESRI and Placer AI data sets for the commercial corridors. The data sets listed are visitor stats, ages, peak times, dwell times, visitors consumer expenditure, tapestry segments - the socioeconomic traits of consumer based on the hard data. The highest dwell time was located in Hannibal Square.

Mr. Anderson questioned if the data sets are answering how to target the right consumer for each of the different market areas. Mr. McClanahan stated that he would like to see more locals on Park Ave. Mr. Dudgeon advised the data in the trade areas illustrate where the people are coming from and this information can be examined further. Ms. Zimmerman stated that her observation is that locals visit the area as well as many people from other countries visit as a tourist destination. Dr. Beitsch recommended using tax roll data as it is not subject to interpretation.

Mr. Dudgeon displayed the DOR Code analysis chart that answers what square foot growth of return actually means for Retail and for Office. It was observed that coming out of the recession there has been more retail growth than office growth. Office property owners are holding onto their properties, creating diminutive returns relative to retail spaces changing hands. Commercial space was subjected to DOR code and a taxable value. When the commercial space was divided per square foot it did not hold as much value.

Ms. Carter arrived at 8:48am

Mr. Anderson stated the main goal is to advise WP business owners how they can target the customers that fit their offerings. Discussion ensued on if communication will be directed at existing business owners, property owners or prospective tenants; tapestry segments; whether consumers are locals split between within city limits and outside city limits and dwell times being skewed. Mr. Moore stated historically the consensus is that WP residents do not shop on Park Ave. Mr. Anderson suggested members pick one of the 3 items, focus on them and make the decision in the next one or two meetings.

Incentive Overview

Mr. Dudgeon went over the Incentive Program Highlights
The Qualified Target Industry (QTI) program is an incentive program to relocate high quality businesses. The Targeted Industry Enhancement (TIE) program is a Winter Park based incentive program.

Affordable Housing - driveway and paint programs through CRA, touched approximately 1/3rd of single family homes in the CRA district.

Business Facade Program - dollar for dollar matching grant program for physical improvements on exterior properties

Vacant Storefront Grant - allow incentives and rebates for electric utility bill in exchange for artistic illuminated window decor to boost consumer shopping experience

Condensate Drainage Program - mitigate stormwater issues on the rear of properties with aesthetics

Residential Driveway & paint program - follows the CRA housing rehabilitation program requiring sweat equity and community service hours with one of the local non-profit agencies

Economic Scorecard - further discussion at upcoming meeting

6. Staff Updates

a. CMET Update

Mr. Dudgeon shared the breakdown of CMET applicants by business type and business location. The top two business types are Service and Health and the top two business locations are Winter Park and Orlando.

b. MJB Policy Changes

MJB policy changes are to going to the Commission.

c. EDAB Commercial Performance Report

d. Banner Updates

Banners are ordered.

7. Board Comments

Mr. Anderson asked Mr. Dudgeon to send the WP Chamber's current scorecard to the Board members in advance of the next meeting. Mr. Anderson urged Board members to contact staff for any information.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:16 a.m.

Approved by the board on October 8, 2024
/s/ Bahiyyah Layton, Board Coordinator