Economic Development Advisory Board
Regular Meeting Minutes

October 8, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present
Kevin McClanahan, Sarah Grafton, Phil Anderson, Lauren Zimmerman, Owen Beitsch PhD

Absent
Roda Carter, Ivan Lys-Dobradin

Staff Present
Assistant 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 8:18 a.m.

Mr. Anderson suggested that the absences of the other board members should be recognized as approved due to impending Hurricane Milton. Per the City Clerk Rene Cranis, the City was open and the meeting was not canceled, therefore the absences will not be recognized as excused.

2. Consent Agenda

a. Approve the minutes of September 10, 2024

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

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

Mr. Anderson advised that he met with Carina Sexton from the Park Avenue District organization. They discussed priorities decided the top priority for the district is targeted marketing. It was suggested the board or a subcommittee focus on the targeted marketing priority and relay insights by January or February. Mr. Anderson invited Carina Sexton to offer comments on rebuilding traffic to the Park Avenue District. The Board may be able to recommend these comments to the Commission.

4. Action Items

5. Non-Action Items

a. Reintroduction to Enhancement Areas

With the CRA extension and possible expansion nearing, the Staff is reintroducing the Winter Park Enhancement Area (WPEA) project that was first presented to the board in January 2024. Mr. Dudgeon explained the WPEA is deemed a brownfield area allowing for incentive possibilities for rehabilitation and economic development. The enhancement area is located within the CRA expansion area which can be merged with the economic incentive initiatives being created by the Board. Mr. Dudgeon explained that when building, fees are required to be charged per F.S. 553.80. However, being that the WPEA is a designated brownfield area, financial incentives are available through the local and state governments per F.S. 376.79. Staff is looking to focus on commercial properties located in the designated area. The CRA expansion area that will be voted on by the county was displayed on a slide.

The CRA extension and expansion was further explained and the point was made that the initiative should not be limited to commercial, but more compatible with Orange County's housing initiative. It was confirmed that housing could include new or existing construction and business reporting would occur with the County if CRA funding is involved. Dr. Beitsch questioned the three governmental authorities Orange County, City of Winter Park and City of Orlando involvement in decision making within the enhancement area. Mr. Moore explained that projects involving the CRA in the enhancement area would involve coordination between staff, Orange County and the City of Orlando, but would be funded with combined CRA funds. If brownfield projects, then it would be more simple to include areas already incorporated in the Winter Park CRA and as other areas become available they can be included.

Motion made by Dr. Beitsch to recommend to the Commission that it consider and adopt the 367 program as it was outlined here by staff and to include residential properties to maximize the full benefits allowed under current law and all parcels, not just Winter Park parcels to the point that we can legally advance that.; seconded by Mr. McClanahan. The motion carried unanimously by a 5-0 vote.

b. Board Prioritization Discussion - subcommittee potential

Mr. Anderson listed the three priorities being discussed by the Board and then introduced the Director of the Park Avenue District. It was noted that the Park Avenue Distirct is a Main Street USA organization. With slow sales and the data provided by EDAB, Ms. Sexton stated the Park Avenue District was able to form a strategic plan. The CRA is assisting with funds for the Christmas light initiative to help promote the Park Avenue District to the target market. The District requests EDAB's endorsement of immediate funding to help with marketing. Questions were asked
Ms. Zimmerman inquired if there is a specific budget on how you will market to the
Questions were asked if board members on both boards will have a conflict of interest and if there is a strategic plan in place to market to the target areas. The conflict of

interest question will be sent to the Clerks office. Ms. Sexton stated that they have contacted local marketing and PR firms. The website parkavenuedistrict.com was displayed and reviewed.

Mr. Anderson suggested creating three subcommittees to focus on prioritized projects. Mr. McClanahan was nominated by Mr. Anderson to head the subcommittee on Target marketing. Ms. Zimmerman announced that she would like to focus on the collected data. Mr. Anderson suggested that he and Dr. Beitsch work on the scorecard to allow for Ms. Zimmerman to focus on the collected data. Ms. Grafton advised that if marketing for the holiday season, then funding is needed sooner than later. Mr. Dudgeon suggested having one board member meet with staff to come up with a contract to present to the City Commission. Mr. McClanahan added Ms. Grafton to form the marketing subcommittee.

Mr. Dudgeon stated that Placer AI was aware of the request to provide sales data for all shops and now has a beta in place to collect more specified data. Staff will confirm Sunshine law in forming the subcommittees. Mr. Anderson clarified that the focus of the EDAB is not Park Avenue only, but on the whole of Winter Park. Mr. McClanahan asked for clarification that the subcommittee's focus is on Park Avenue. Mr. Anderson stated that Park Avenue is the focus in the short term because it is organized with independent leadership. The other corridors will be included in the long term. Ms. Grafton identified that one of the points from the MJB report was to have a non-profit organization like the Park Avenue District host the marketing efforts rather than the city. She suggested that the Park Avenue District incubator can start with the Park Avenue area and branch out to all the areas.

Mr. Anderson made a motion to recommend additional funding for the Park Avenue district for the 4th quarter; Ms Grafton seconded. Discussion ensued.

Mr. Anderson disclosed that three EDAB members are actively involved in the Park Avenue District. Ms. Sexton agreed that in the future they will work with the other areas and asked for a minimum of $50K to make an impact during the 4th quarter.

Motion made by Mr. Anderson to recommend additional funding in the amount of $50K for the Park Avenue District for the 4th quarter marketing efforts; seconded by Ms. Grafton. The motion carried unanimously with a 5-0 vote.

6. Staff Updates

a. Winter Park Business Academy (WPBA) update

Mr. Dudgeon displayed the calendar for the Winter Park Business Academy.

b. EDAB Commercial Performance Report

c. Winter Park Econ. Dev. Business Packet

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:25 a.m.

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