



Economic Development Advisory Board

Regular Meeting Minutes

December 10, 2024 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

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

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 8:16 a.m.

2. Consent Agenda

- a. Approve the minutes of October 8, 2024

Motion made by Ms. Grafton to approve the minutes, seconded by Mr. McClanahan. Motion carried unanimously with a 7-0 vote.

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

Gigi Papa 1440 Hibiscus Ave. commented on the following: The Mayor and Commissioners are eliminating a non-profit that has served the community for over 100 years, a Michelin star restaurant and community favorite coffee shop; purchasing land at taxpayers' expense without assessing its actual value; and eliminating tax dollars while providing special interests waivers at tax payers expense. Ms. Papa asked the board as fellow residents to not follow orders that are given from anyone who appointed them, but instead look at the residents and how the mentioned concerns benefit the residents overall. Ms. Papa stated that it was obvious the residents want successful businesses and to work hand in hand with businesses, but the City Commission is currently not doing this. Residents want to allow this small unique city to remain the charming place that people want to come and raise families.

4. Action Items

5. Non-Action Items

- a. Subcommittee Review: Marketing, Data, and Scorecard

An update was provided on the three targeted conversation subcommittees; marketing, data and scorecard.

Marketing efforts were coordinated with the Park Avenue District Director by means of a small ARPA allocation. The placer data will be used to understand the year over year foot traffic for the Winter on the Avenue weekend as it appeared to be very well attended this year. Mr. Dudgeon advised that discussions on marketing efforts will continue into 2025 and will want to include all commercial districts. It was announced that Winter Park was named one of the top ten main streets in the country for holiday shopping and mentioned that the Park Avenue District may request ongoing funding. Mr. McClanahan questioned whether the increase in traffic has resulted in increased sales for the merchants. This discussion ushered in the update of the conversation between Ms. Zimmerman and staff regarding the data subcommittee.

Mr. Dudgeon advised the quantification of the data will not only need to come from placer, but from the merchants and the board. Ms. Zimmerman advised that there is a need to get creative with the merchants to provide customer zip code and demographic information. This will help to compile the data and in turn share the data with the merchants.

Mr. Anderson stated with the scorecard subcommittee meeting there was a consensus on three central opportunities; the target market, the challenge of owning or investing in residences or businesses and real estate in Winter Park. The initial focus will be on the Park Ave corridor and then extended to the other corridors.

b. Enhancement Area Next Steps

Mr. Dudgeon advised they had a worksession with the Commission, and found general support to consider the request. He stated timing, policy & resolution will all need to be clarified, written, and reviewed before submitting at a future Commission meeting. Sample policy language was displayed and discussed. Staff will move forward and craft something similar emulating the sample policy change language and bring back to the board in January.

6. Staff Updates

a. Center for Micro-Entrepreneurial Training Closing Report

Staff provided a concluding report on the CMET pilot partnership under the umbrella of the Winter Park Business Academy (WPBA). The program represented both EDAB's directives of supporting Winter Park businesses and the city providing resources in supporting entrepreneurial diversity. Appreciation was given to Mr. Simmons/CMET for his efforts and to the three pitch contest judges. An explanation of the pitch contest was explained as a culmination of the course with all presenters given three minutes to pitch their businesses and make an ask. Staff is working to establish an alumni program to track success. Ms. Carter shared her appreciation for implementing the program and bringing it to fruition.

b. EDAB Commercial Performance Report

The placer and head count reports will take approximately 10 days. Staff will send the information when received.

7. Board Comments

Mr. Lys-Dobradin joined the data subcommittee.

Ms. Zimmerman suggested that staff bring the Winter Park merchants together to meet and update them on what is going on in the city. Ms. Grafton suggested inviting all Winter Park merchants to attend the October Park Avenue District holiday meeting and have it held at City Hall. Mr. Anderson suggested an update on the dwell times in the different shopping corridors. It was offered that resident composition and zip code may impact resident dwell time.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 8:56 a.m.

Approved by the board on January 14, 2025
/s/ Bahiyyah Layton, Board Coordinator