



Economic Development Advisory Board

Regular Meeting Minutes

December 12, 2024 at 8:30 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Phil Anderson, Owen Beitsch PhD

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 8:36 a.m.

2. Discussion item

a. EDAB Scorecard

Mr. Anderson stated that at the last meeting, we concluded by discussing our audience. Mr. Dudgeon advised that staff gathered what was communicated at the last meeting, including who we believe our audience will be and the types of relevant information for them. Mr. Anderson summarized the document as an outline of his earlier proposal, organized into categories with considerable overlap regarding the information that people want.

Mr. Anderson expressed a desire to discuss his questions on "Access," which includes housing and commuting combined, and also wanted to talk about growth rates. He suggested that the first two meetings should focus on what we are trying to achieve, while meetings three and four should cover what we want to accomplish.

Staff prepared a scorecard summary outline based on Mr. Anderson's charts and exhibits. Mr. Dudgeon informed Dr. Beitsch that a brief infographic about general commuting is included in the agenda packet in response to his mention of income by commute or commute by income. Staff explained that the software Placer was used to access the commuting data. Mr. Moore asked what items could fit under the scorecard definitions and if any information was missing.

There was a discussion aimed at clarifying what "Access" means. Mr. Anderson pointed out that Access information can be used to make informed decisions about affordable housing policy. There is both pressure and opportunity to make Winter Park more affordable for certain groups, such as children, faculty members, and workers in the two to three identified sectors, so they won't have to commute.

Regarding Mr. Anderson's explanation and focusing on the scorecard, Dr. Beitsch suggested that residents may want to know the value of their homes located in Winter Park. Businesses might be interested in understanding their housing options for executives and their workforce; investors and the redevelopment community could seek information about available land for development. The consensus was that housing policy discussions might distract from the scorecard's objectives. Mr. Anderson reiterated that if a healthcare, hospitality, or financial services business operates in Winter Park, numerous housing options are available within a reasonable commute.

Mr. Moore further clarified the discussion by asking how the affordable housing percentage varies at different levels within a certain drive time. He proposed calculating the average commute of 30 to 35 minutes around the Winter Park business core to determine the percentage of housing that meets workforce needs or is below that threshold. Dr. Beitsch added that he is interested in the balance of renters versus owners. There was a brief discussion about developing smaller living quarters for older individuals. It was stated that Winter Park is an attractive location for the three types of employees of the business types mentioned earlier.

Mr. Moore stated that staff can access data but require direction on the specific data needed. Housing policy is a broader topic that will require additional discussion. Staff can develop a "State of Housing" scorecard.

The conversation also touched on comparable cities. Mr. Anderson noted that the city is in good shape to attract hospitality, medical, and financial businesses. While these employees may not be able to purchase single-family homes, the city offers various other housing options. He expressed admiration for the number of individuals who both live and work in the City of Winter Park. Dr. Beitsch mentioned that if someone lives in Winter Park but works outside the city, that person is only benefiting from about fifty percent of the services and advantages of residing in Winter Park.

The discussion continued regarding items that might be missing from the scorecard summary outline. Dr. Beitsch pointed out two missing items in the residents' section: housing affordability and home value appreciation, as well as childcare options. He suggested that item FY202X in the residents' section should be moved to the businesses and investors section since it reflects the city's financial position. Another point raised was the need for private schools, excluding religious ones, as public schools in Winter Park have high ratings. Mr. Anderson proposed investigating the percentage of tax bills related to other jurisdictions and tax trim resources provided 24/7.

There was a discussion about the benefits and responsiveness of code enforcement. Mr. Dudgeon suggested deciding on the direction for each category and putting something together, then meeting again to make appropriate edits.

As discussed earlier, Mr. Anderson advocated for using the term economic partnership for Access. This term has already been communicated to the public. He noted that we could refine our definition of it.

Dr. Beitsch stated that this scorecard would be useful if it were updated annually; otherwise, it might be a waste of time. He recommended highlighting five to six business incentive programs under the business category and also suggested including the Pacer data and Eco Counter dwell time data in that section.

Dr. Beitsch would like to spend more time on the investor redevelopment improvement section. Mr. Anderson would like to do a 90-minute session in January, spending half the time on the investor redevelopment improvement area and the rest of the time on the other segments.

3. Adjournment

The meeting adjourned at 9:39 a.m.

/s/ Bahiyyah Layton, Board Coordinator