



Economic Development Advisory Board

Regular Meeting Minutes

January 14, 2025 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Kevin McClanahan, Roda Carter, Ivan Lys-Dobradin, Owen Beitsch, PhD

Absent

Sarah Grafton, Lauren Zimmerman, 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

Kyle Dudgeon called the meeting to order at 8:18 a.m. Staff was recommended to run the meeting in the absence of the Chair and Vice-Chair

2. Consent Agenda

- a. Approve the minutes of December 10, 2024

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

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

4. Action Items

- a. Economic Enhancement District Policy Language

Mr. Dudgeon presented a draft of the Winter Park Enhancement District resolution. The EDAB Board was asked to provide final input on the resolution and policy language. Staff recommends the language to omit residential properties and properties located within Orange County or City of Orlando to avoid jurisdictional confusion. The draft includes language that can be modified based on EDAB's recommendations and approval by the Commission. The resolution establishes that EDAB will serve as the recommending body for incentives to the City Commission when local enhancement area incentives are requested.

It was clarified that brownfield properties include any commercial property within the CRA boundary that has real or perceived issues. Multi-family properties are classified as commercial properties. The statute qualifies brownfield properties as dilapidated, remediated or properties intended for economic development. To benefit from the program, a property must first be located within the designated boundaries. Once

brownfield area has been designated, the board and staff will refine the details, including eligibility criteria and program processes.

Notification of the Brownfield Enhancement Area Program will be published through a public notice. Mr. Dudgeon recommended that applications or requests for the program be submitted to EDAB for review and recommendation before being forwarded to the Commission.

Motion made by Mr. McClanahan to approve the Enhancement District Resolution; seconded by Mr. Lys-Dobradin. The motion carried unanimously by a 4-0 vote.

5. Non-Action Items

Mr. Dudgeon moved to Item 6 Staff Updates.

a. Subcommittee Update

Mr. Dudgeon provided an update on the subcommittees. The marketing subcommittee is currently waiting to see how the holidays impact the Placer data related to pedestrian traffic. The placer data report included in the packet indicates a strong increase in traffic this year, estimating a 30 to 40% rise compared to last year. Mr. McClanahan raised a question regarding the data, specifically noting that Prado had 5K visits in 2024, yet 195K in 2023. Staff will investigate the data.

The data subcommittee aims to focus not only on highlights, but also on areas needing improvement. The Placer report compares data from Crane's Roost, Mount Dora and the City of Eatonville. Year-over-year Winter Park saw a higher increase in visitors; however, over three years, Winter Park ranked at the bottom. Mr. Lys-Dobradin suggested emphasizing regional comparisons and including museums such as one of the best art museums in the country, the Morse Museum.

The scorecard subcommittee is discussing relevance, target market and the reasoning behind their selections. Dr. Beitsch highlighted the limitations of the collected data and cautioned when making year-to-year comparisons. Ms. Carter noted that data retrieval is an art, involving many variables, and suggested that the priorities in analyzing the data should be clarified.

The point is to incorporate the data into the scorecard once the target has been achieved.

Mr. Dudgeon moved on to Items 7 and 8.

6. Staff Updates

a. EDAB Commercial Performance Report

Mr. Dudgeon asked the board to refer to the packet for the monthly commercial performance reports.

b. Winter Park Business Academy 2025

In late 2024, the National Entrepreneurship Center (NEC) / Winter Park Business Academy (WPBA) program was extended. Included in the packet is the agenda for the first six months of courses which will run through June. The WPBA was honored with the 2025 Executive Choice Diamond Award by the East Central Florida Regional Planning Council. Dr. Beitsch informed the board that the Florida Redevelopment Association (FRA) solicited for sessions for the program. Ms. Carter praised the CMET program which is now incorporated with the NEC, and inquired about the number of participants from Winter Park and whether two candidates from the pitch competition received loans. Ms. Sallee provided demographic information, stating that 16 out of 24 participants live or work in Winter Park. Two of the graduates contacted Central Bank to begin loan discussions, and two awards have been sought to promote the program.

Mr. Dudgeon moved to Item 5a, Non-Action Items.

7. Board Comments

8. Upcoming Agenda Items

Mr. Dudgeon stated if the Commission approves the recommended enhancement area, there will be ongoing discussions regarding the enhancement program.

9. Adjournment

The meeting adjourned at 8:56 a.m.

Approved by the board on February 11, 2025
/s/ Bahiyyah Layton, Board Coordinator