Economic Development Advisory Board
Regular Meeting Minutes

February 11, 2025 at 8:15 AM
City Hall Commission Chambers
401 S. Park Avenue

Present
Sarah Grafton, Lauren Zimmerman, Ivan Lys-Dobradin, Owen Beitsch PhD, Phillip Anderson

Absent
Roda Carter

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 8:19 a.m.

2. Consent Agenda

a. Approve the minutes of January 14, 2025

Motion made by Mr. Anderson to approve the minutes, seconded by Ivan Lys-Dobradin. Motion carried unanimously with a 5-0 vote.

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

4. Action Items

5. Non-Action Items

Mr. Anderson emphasized the importance of discussing the collaboration between the two subcommittees and urged that a meeting be scheduled for this purpose. Mr. Dudgeon agreed, noting that this was a great starting point for transitioning into item 5b, which focuses on the data and scorecard scope outlined in the infographic.

a. Enhancement Area Program Framework

Mr. Dudgeon presented a comprehensive example application for the enhancement area from Lee County. On page 2 of the supplemental packet, there is a discussion of the policy, city projects, and legacy projects. There is an opportunity to introduce beneficial flexibility internally.

On page 6, previous property use is addressed, which the city attorney suggested we include in case there are any opportunities for state partnerships or when considering not just economic enhancement but also remediation.

On page 9, the section on services to be provided offers a narrative of the types of assistance available, including financial assistance. We aim to prepare a proposal for the next meeting, and we also want to provide some tangible examples to ensure consistency when applying incentives such as permit fees and transportation impact fees.

Ms. Grafton inquired on page 9 whether the application would need to address environmental status. Mr. Dudgeon explained that the statute would primarily focus on economic development rather than just remediation enhancements, which would include creating job opportunities and similar initiatives. From the perspective of the Community Redevelopment Agency (CRA), there are issues on West Fairbanks that could benefit from state-associated brownfield grants. Dr. Beitsch noted that this program is linked with the CRA, and applicants need to be familiar with the plan if they are seeking assistance. He also suggested that applicants should clearly articulate their requests based on their specific needs rather than relying solely on the sample document.

b. Data and Scorecard Scope – Infographic

Mr. Dudgeon shared a supplemental scope of work document designed to assist staff as they approach deliverables. This information provides insight into what staff is doing and outlines how we would like to develop the narrative moving forward. Discussions with our private firm revealed that the staff does a commendable job of presenting the data metrics.

One effective way to convey this information is by telling stories about each of our audiences: residential, commercial, investors, and the Park Avenue District community. This storytelling approach is crucial when considering which data sets to select. Staff needs the board's input to prioritize these data sets and allow us to move forward. It was discussed that we should coordinate a meeting at the end of February, prior to the March meeting. We agreed to hold this special board meeting on February 24, 2025.

Mr. Dudgeon posed the question: What are we trying to communicate to our audiences, and how can we update this information on a yearly basis? He suggested developing a dynamic online template that could provide real-time updates if budget permits; otherwise, we can use a static version. The staff is seeking feedback on our storytelling approach, the priorities we’ve set, and whether we have effectively conveyed our message to the four different groups and audiences.

Mr. Anderson explained that this scope aligns with the exhibit included in the agenda package, starting on page 9. He provided a good overview and did not identify any additional items to address, only a few clarifications. Mr. Dudgeon responded that he would gather information from the special board meeting and relay it to the staff to provide them with clear direction on how to execute the deliverables.

Mr. Anderson mentioned in the infographic regarding item number 4 that the merchants are seeking more detailed information, particularly about the origins of their customers, as well as insights into why and how they spend their time in the area for the scorecard. Mr. Dudgeon suggested creating content that caters more specifically to the audience in the Park Avenue district. Ms. Zimmerman suggested that when you choose a day and time to assess foot traffic, you should consider the train schedule. Mr. Dudgeon noted that there is a 34% increase in ridership on Fridays, with a noticeable drop in Winter Park compared to Monday through Thursday.

Dr. Beitsch raised concerns about engaging a third party, highlighting the risk of misinterpretation and the burden it places on staff to ensure the consultant fulfills their obligations. He noted that while the fee was mentioned, it wasn't specified. Mr. Dudgeon clarified that the fee is redacted but within the budget. Further discussion will take place on the 24th. Mr. Dudgeon requires the audience data matrix to be prepared for the board, which will assist them in prioritizing options for the Park Avenue merchants.

Discussion moved to item 5a

6. Staff Updates

a. EDAB Commercial Performance Report

Mr. Dudgeon noted the reports are included in the packet.

Ms. Zimmerman left the meeting at 8:50 am

Mr. Anderson suggested that Mr. Dudgeon provide the graphic that illustrated the amount of office space and retail space. Notably, there has been no increase in office space over the last 20 years, presenting challenges for financial services groups seeking growth. Expanding office space for financial services is a good fit for Winter Park.

Ms. Grafton shared her firsthand experience of exploring various downtown locations and discussed the challenges of accommodating a financial company while allowing for future growth. Dr. Beitsch inquired whether, if given the opportunity, a new, unfinished space that might have been more costly would have been more appealing for meeting their requirements compared to adapting an already completed office space. Ms. Grafton stated that if given the choice, they probably would have invested in the new office space. However, due to their affection for downtown Winter Park, either option would have been acceptable.

Mr. Anderson stated the parking requirement was dropped to match what people realistically need, and this group can help with these kinds of incentives and policy suggestions.

Ms. Grafton will invite LPL to share their specific needs and expectations.

b. Development Report

The development report is prepared twice a year to provide an overview of the types of development and redevelopment taking place in the community. He will send the report to the board, highlighting the statistics on the net new square footage of development, while paying attention to adaptive reuse.

7. Board Comments

The flyer for the Winter Park Business Academy (WPBA) elevator pitch workshop scheduled for February 18, 2025 was included in the packet. The WPBA will be awarded the Diamond award from the East Central Florida Regional Planning Council on February 19th. Dr. Beitsch announced that Mr. Dudgeon will be the star in an online training session sponsored by the Orlando section of the Florida Chapter of the American Planning Association on March 4.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:07 a.m.

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