



Economic Development Advisory Board

Regular Meeting Minutes

June 10, 2025 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Roda Carter, Lauren Zimmerman, Phillip Anderson, Alan Chambers, Miguel De Arcos

Absent

Sarah Grafton

Staff Present

Assistant Director of Economic Development and CRA Kyle Dudgeon, Director of Office of Management & Budget Peter Moore

1. Call to Order

The meeting was called to order at 8:24 am.

2. Consent Agenda

- a. Approve the minutes of March 11, 2025

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

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

4. Action Items

5. Non-Action Items

- a. EDAB Introduction Briefing

Introduction of the members: Alan Chambers, Miguel De Arcos, Phil Anderson, Roda Ward Carter, Lauren Zimmerman

Mr. Anderson reviewed the activities of EDAB and its focus. Mr. Dudgeon provided a comprehensive outline of prior discussions held by the board, including an overview of the role, general thought process, and opportunities for engagement and advisory input to the commission. He presented the EDAB Overview and Opportunities document, which included updates and contextual information relevant to the Economic Development Advisory Board, along with specific areas of EDAB influence and opportunities. He confirmed that there was a clear understanding of the vision, mission, actionable items, and expected results. All four objectives were achieved in the past year.

Mr. Anderson noted that 28% of property taxes are allocated to Winter Park, while the remainder funds schools and Orange County services. Winter Park also enjoys the highest response rates from police and fire departments, has the best park system, the most reliable utilities, and the lowest utility rates for 80% of our residents.

Mr. De Arcos inquired whether the shift to larger homes replacing smaller ranch-style houses led to an increase in the city's tax base. Mr. Moore clarified that land in Winter Park is valued at twice the rate of land in Orlando on a taxable per square foot basis. The goal is to promote commercial properties because they are denser, requiring a specific amount of road infrastructure. He also clarified how this compares to commercial property and its relationship to taxable return on investment such as generating higher revenue to cover public service costs. The discussion continued, covering the state legislative discussion regarding elimination of property taxes, the percentage of properties with homestead exemptions, and noting that Winter Park is the slowest-growing residential area within Orange County.

Ms. Carter and Ms. Zimmerman recommended expanding the tech industry on the second floors instead of financial services, as the tech group is younger and more likely to invest in Park Ave., whereas clients from the financial services sector tend to be older and are dissatisfied with the limited parking and other amenities.

b. Scorecard Drafts

Mr. Dudgeon presented a draft of the residential scorecard and sought feedback from the board. Mr. Anderson commented that it appears quite busy and difficult to understand what the infographic conveys. The board members clarified that the scorecard is intended for existing residents. They agreed to submit their suggestions to Mr. Dudgeon for the next meeting.

c. FY25-26 Goals

The FY25-26 goals will be included on next month's agenda.

6. Staff Updates

a. EDAB Commercial Performance Report

The EDAB Commercial Performance Report is located in the agenda packet.

b. Winter Park Business Academy FY25 Midyear Report

Mr. Dudgeon highlighted that an award was received for the WP Business Academy, which has engaged over 500 participants in less than two years. The midyear report is included in the agenda packet.

7. Board Comments

Mr. Anderson suggested spending 5 or 10 minutes reviewing the city's boundaries and the CRA district.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 9:19 a.m.

Approved by the board on July 8, 2025
/s/ Bahiyyah Layton, Board Coordinator