



Economic Development Advisory Board

Regular Meeting Minutes

July 8, 2025 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Sarah Grafton, Lauren Zimmerman, Phillip Anderson, Alan Chambers

Absent

Roda Carter, Miguel De Arcos

Staff Present

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

1. Call to Order

Called to order at 8:22 am

2. Selection of Chair and Vice Chair

- a. Selection of Chair and Vice Chair

Motion made by Sarah Grafton to nominate Phil Anderson as Chair, seconded by Alan Chambers. The motion carried unanimously by a 4-0 vote.

Motion made by Alan Chambers to nominate Sarah Grafton as Vice-Chair, seconded by Phil Anderson. The motion carried unanimously by a 4-0 vote.

3. Consent Agenda

- a. Approve the minutes of June 10, 2025

Motion made by Phil Anderson to approve the minutes, seconded by Alan Chambers. Motion carried unanimously with a 4-0 vote.

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

5. Action Items

6. Non-Action Items

- a. EDAB Intro Cont.

Mr. Anderson explained the yearly approach to EDAB and guided board members to turn to page 42 in the packet. He (re)introduced the following principles previously discussed by the board:

1. Winter Park aims to maintain quality of life and sustain the tax base that supports it.

2. In 2016, residents' visioning exercise generated a word cloud highlighting the top three points of emphasis: history and heritage, village ambiance and small-town charm, and proactive planning for future growth.

3. He mentioned the retail study which focused on all commercial corridors, but with emphasis on Park Avenue.

4. The Winter Park budget encompasses the General Fund, which is consistently balanced, along with a \$20 million emergency reserve. It boasts the lowest millage rate in Orange County and the fastest emergency response times within the region. The city benefits from diverse revenue streams, and its enterprises, including the power and water companies, are managed efficiently. City staff possess the capability to adjust spending and remain within revenue during crises. Additionally, the city maintains a high bond rating.

He additionally referenced the following backup material in the agenda:

Page 10

The definition of the Economic Development Advisory Board (EDAB) and its guiding principles used to implement its initiative projects and programs.

Page 12

The word cloud displayed a collection of responses from over 700 Winter Park residents, highlighting what matters most to them. The largest word represents the top response.

Page 20

The graph comparing millage rates in Orange County was shown, with Winter Park having the lowest rate.

Page 25

Since Winter Park purchased its own power company, the city has the lowest rates per 1000 kWh while remaining profitable. The profits are used to fund undergrounding projects and to contribute to the general fund for other city services.

Page 38

Retailers in Winter Park attract a broader customer base than just the local residents. The Placer data helps track the origins of cell phone users to understand where shoppers are coming from.

b. FY25-26 Goals

Staff provided a general framework for consideration for the next year including updating the scorecards, developing comprehensive suggestions for the West Fairbanks area, review economic values based on sector industries, and examine business retention and expansion using location quotients (LQ) for specific industries in Winter Park.

Ms. Zimmerman noted on page 27 that when showcasing the retail vision, maintain the ambiance of Winter Park by emphasizing local retailers rather than large chain stores.

Mr. Chambers mentioned that the Park Avenue District was informed by a consultant that it needs a premier women's retail establishment to attract the type of demographic that bypasses Park Avenue in favor of Millenia. The preference is for a high-end, locally owned women's retail store. Ms. Grafton proposed a study to identify effective marketing techniques for specific areas. Mr. Anderson recommended advancing the corridor discussion to the next level.

c. Scorecard Review

During the last meeting about the scorecard template, the board mentioned that the visual was hard to read and appeared too busy. Mr. Dudgeon asked for suggestions to rectify. It was recommended to use color coding for the sections, which is easier on the eyes, and to remove unnecessary graphics. There are four scorecard versions: residential, business owners, investors, and Park Avenue version.

7. Staff Updates

- a. EDAB Commercial Performance Report
- b. Staff Updates

Mr. Dudgeon displayed the Winter Park Business Academy (WPBA) upcoming podcasting class. He also provided an update on the Balmoral group study that looks at the economic impact on specific sectors. He noted a significant increase in financial activities and information contributing to the economic growth in Winter Park. He mentioned bringing forward the full white paper at the next meeting.

8. Board Comments

9. Upcoming Agenda Items

- a. August 12, 2025 @ 8:15 next meeting

10. Adjournment

The meeting adjourned at 9:31 a.m.

Approved by the board on August 12, 2025

/s/ Bahiyah Layton, Board Coordinator