



Economic Development Advisory Board

Regular Meeting Minutes

August 12, 2025 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Sarah Grafton, Roda Carter, Phillip Anderson, Miguel De Arcos

Absent

Lauren Zimmerman, Alan Chambers

Staff Present

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

1. Call to Order

The meeting was called to order at 8:21 a.m. and the decorum statement was read.

2. Consent Agenda

- a. Approve the minutes of July 8, 2025

At 8: 55 a.m. Motion made by Mr. Anderson to approve the minutes, seconded by Mr. De Argos. Motion carried unanimously with a 4-0 vote.

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

4. Action Items

- a. Approval of NEC contract for FY25-26

Mr. Dudgeon submitted the NEC contract for FY25-26, continuing the initiative launched a few years ago to encourage business growth in Winter Park.

Ms. Sallee mentioned that a videographer records 3 to 4 testimonials each month, and marketing for the program is handled by NEC, who coordinates with the communications department to distribute it on social media.

Motion made by Ms. Grafton to approve the NEC contract for FY25-26; seconded by Mr. De Argos. The motion carried unanimously by a 4-0 vote.

5. Non-Action Items

- a. FY25-26 Goals

Mr. Dudgeon discussed the progress on the FY25-26 goals, emphasizing items such as W. Fairbanks and economic enhancement area. A public notice is being issued regarding the session of the Winter Park Economic Enhancement District scheduled for

September 10th. Measures are being implemented concerning scorecard updates, W, Fairbanks Enhancement Area Incentives, GDP updates (Balmoral), and Industry Cluster Promotion & BRE. The following goals were discussed:

1. Continued updates to scorecards
2. W. Fairbanks/enhancement area incentives
3. GDP updates (Balmoral)
4. Industry Cluster Promotion & BRE

Mr. Anderson started a discussion about the Park Ave pilot program, proposing it be included as a fifth goal centered on retail health. He referenced the MJB study and emphasized the importance of retail and maintaining the critical mass, also mentioning the use of advanced placer data.

Mr. De Argos stated that he reviewed the report and proposed that the city encourage new business development through incentives directed at landlords. He suggested concentrating on the industrial zone that has not yet been annexed by I-4 and Fairbanks Avenue area, as well as considering the provision of rideshare parking spaces and bus parking facilities for tour buses.

Mr. Anderson advised that Winter Park is the administrator of the CRA and is a tool to help support revitalization.

Ms. Carter recommended the technology industry for the second-floor units on Park Avenue and suggested incentivizing locals to shop on Park Avenue. She also proposed promoting wine hopping activities and enhancing walkability from other parts of Winter Park to Park Avenue. Additionally, she recommended increasing ridership on the SunRail.

Mr. Dudgeon advised that, with the placer data, extracting information regarding local walking statistics is possible, currently 18% pertain to the local area. A discussion was held regarding the targeting of appropriate consumers for the retailers. Kyle confirmed that the city has proper software to assist.

b. Scorecard Review

c. Balmoral Group White Paper

Mr. Anderson remarked on the Balmoral Group White Paper and suggested that it should be expanded. Mr. Moore explained that no one collects local-only employee counts. Mr. Anderson requested that the staff provide a response to his inquiry regarding the economic benefits associated with the teardown and reconstruction activities in Winter Park. Additionally, he inquired about the formatting and presentation of the Balmoral white paper to clarify the total impact figures across various sectors. It appears that the focus should be on financial service businesses, followed by the education and health sectors.

Ms. Carter expressed disagreement and proposed that pursuing the financial services market may lead to market saturation; hence, diversification of the GDP is necessary.

However, she emphasized that additional competition should not be introduced. In the context of increasing GDP, she recommended concentrating on successful strategies and diversifying through the tech industry.

Mr. De Arcos advised concentrating on creating space and encouraging landlords to attract specific businesses to occupy the second floors on Park Ave. He proposed offering grants to upgrade the spaces and establishing a fund that supports leases for startup tech companies, functioning like a loan loss reserve.

6. Staff Updates

- a. EDAB Commercial Performance Report - August 2025

7. Board Comments

Ms. Carter invited the board to the Pet Neighbors collaboration with Jay McLaughlin scheduled for September 19th on Park Avenue. Mr. Dudgeon reminded the board that, should they attend, no discussion of EDAB business is permitted to comply with the sunshine law.

8. Upcoming Agenda Items

- a. Next meeting: September 9th, 2025

9. Adjournment

The meeting adjourned at 9:21 a.m.

Approved by the board on September 9, 2025

/s/ Bahiyyah Layton, Board Coordinator