



# Economic Development Advisory Board

## Regular Meeting Minutes

September 9, 2025 at 8:15 AM

City Hall Commission Chambers  
401 S. Park Avenue

### **Present**

Sarah Grafton, Lauren Zimmerman, Phillip Anderson, Alan Chambers, Miguel De Arcos

### **Absent**

Roda Carter

### **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 8:15 am.

### **2. Approval of Minutes**

- a. Minutes of August 12, 2025

**Motion made by Mr. De Arcos to approve the minutes, seconded by Mr. Chambers. Motion carried unanimously with a 4-0 vote.**

### **3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**

Adrian Mann, residing at 1808 Jill Court, Winter Park, FL, and the manager of Aloma Cinema Grill, which is celebrating its 50th anniversary at 2215 Aloma Avenue, is seeking grants or funding to facilitate upgrades. He requests an amount of \$75,000 to assist in transforming the establishment from a triple cinema into an Entertainment Hub that will feature live music and various other activities.

Mr. Anderson responded and suggested that they consult with staff, as Aloma is outside of the CRA district. Mr. Dudgeon informed the board that staff had visited the site and noted that financing options are limited for projects located outside the CRA district. He suggested consideration of reviving past programs such as a Loan Loss Reserve program (that would require city funding), as previously recommended by Mr. De Arcos. A question was raised regarding the city's promotion of legacy businesses. Mr. Dudgeon clarified that, historically, the city has supported non-profit enterprises through the Communications Department.

### **4. Action Items**

## **5. Non-Action Items**

### a. Scorecard Review

Mr. Anderson proposed forming a subcommittee to review the scorecard infographics. Ms. Zimmerman, Mr. Chambers, and Mr. Anderson agreed to participate in the meeting to refine the four scorecards. The discussion then focused on comparing Park Avenue rent averages with citywide averages, as well as topics like workforce access and trade reach. Mr. Anderson pointed out that Winter Park has the lowest millage rate and power expenses in Central Florida. Additionally, Mr. De Arcos recommended using Placer AI to develop a package for targeted businesses.

### b. FY25-26 Goals

The Board discussed their future priorities:

1. Updates on Scorecards - Subcommittee Meeting
2. W. Fairbanks/Enhancement Area Incentives - Staff aims to have the Commission direct EDAB to assist staff in developing the incentive packages for W. Fairbanks.
3. GDP Updates (Balmoral)
4. Industry Cluster Promotion & BRE - Occupancy on the Second Floor
5. Park Avenue Pilot - Targeted Package

The October meeting will serve as a Work Session.

### c. Commission Work Session - September 2025

Mr. Dudgeon indicated that the Winter Park Enhancement Area district is governed by the Brownfield Statute and encompasses a comprehensive list of economic considerations, notably including transportation impact fees. The staff is requesting the board's input to present to the Commission.

## **6. Staff Updates**

### a. EDAB Commercial Performance Report - September 2025

### b. Sunrail Data

Mr. Dudgeon presented a Sunrail annual ridership slide showing year-over-year ridership trends, with Winter Park maintaining its position as number two. There is a 34% difference in ridership on Fridays compared to Monday through Thursday.

To operate Sunrail on weekends, the estimated cost to Winter Park is approximately \$40,000. Sunrail will require a dedicated funding source to operate during weekends. Mr. Anderson explained that when Sunrail was initiated, it benefited from a ten-year grace period of federal funding, after which a dedicated funding source was to be established. However, when the proposal was finally brought before the electorate, it was defeated and did not pass the vote for a dedicated funding source.

Mr. Moore advised that the City of Winter Park is responsible for payments under the contract with Orange County, amounting to \$364,000 for Fiscal Year 2026. He also

noted that Friday's ridership figures present an opportunity for merchants on Park Avenue and suggested that they consider advertising with Sunrail.

**7. Board Comments**

**8. Upcoming Agenda Items**

**9. Adjournment**

The meeting adjourned at 9:06 a.m.

- a. Next Meeting - *October 14 (FRA conference)/November 11*

Approved by the board on December 9, 2025

/s/ Bahiyyah Layton, Board Coordinator