



Economic Development Advisory Board

Regular Meeting Minutes

February 10, 2026 at 8:15 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Phillip Anderson, Alan Chambers, Miguel De Arcos

Absent

Sarah Grafton, Lauren Zimmerman

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 8:18 am.

2. Approval of Minutes

- a. Minutes of January 13, 2026

Quorum was not met. Mr. Anderson noted to amend his comment from "attainable housing" to "certain types of housing".

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

4. Action Items

- a. West Fairbanks Guidance Language

Mr. Dudgeon mentioned that, in considering areas of focus, staff has incorporated the 2022 'Guiding Principles' created by EDAB and its subcommittee. He emphasized four discussion points related to the action item that could be included in the overall recommendation to the City Commission. These are: reinforcing quality of life; promoting long-term tax base growth; recognizing West Fairbanks as a strategic gateway into the city; and leveraging the city's new resources, such as policy changes, CRA investments, and state and federal programs.

Mr. Anderson recommended adding the GDP participation slide. He discussed the Rauvadage development, which covered Orange County, Winter Park, and Maitland. Winter Park would bear the costs of services while experiencing all the traffic congestion. Consequently, including Rauvadage in Winter Park was deemed advantageous for tax purposes. A similar scenario might arise at the West Fairbanks corridor, which is situated partly within the County and partly within Orlando. Winter

Park would encounter traffic challenges and service expenses yet would benefit from the authority to manage the sewer system. Additionally, he pointed out that commercial taxes are affected by policies originating from Tallahassee and proposed maintaining very broad incentives. Mr. De Arcos agreed on broad incentives but stressed establishing criteria. Infrastructure should be prioritized as it enables everything else.

Mr. Anderson suggested that when dealing with land, the city should consider providing funding, either as the main financier or to assemble land that might be hard to acquire. Mr. De Arcos concurred; after his own research, he realized the city wouldn't need to purchase as many parcels as initially thought. The planned road improvements, streetscaping, and utilities will attract others willing to pay a premium for that land, making it ready for development.

It was discussed that before arranging a work session, the board must identify the primary priority for those controlling the funds. It was noted that using CRA funding for the area upgrade is the most effective use of the CRA money.

Based on the board's research, it has been identified which industry-focused groups offer the most public benefit without overloading traffic and transportation systems. For example, financial and professional services as office users impose a much lower burden compared to medical offices. There would be a threshold or initial point for conditional uses. For instance, buildings of 10,000 sq ft or more could qualify for incentives if they primarily serve high-wage professional and financial services. Mr. De Arcos expressed that if the city intends to engage in assemblage, it must take the lead in directing the activities that occur therein.

Mr. Dudgeon summarized the discussion into two categories: land assemblage and infrastructure and indicated the city has participated in job incentive programs in the past.

Mr. Anderson advised implementing project-specific discounts and either waiving or financing sewer connection fees. Mr. De Arcos added that if one wishes to obtain impact fees, permit fees, or brownfield credits, the project must meet certain criteria concerning its type, size, or the employment it generates. For instance, if establishing a small accounting office, one has the right to pursue such measures; however, access to these beneficial credits would not be available.

It was recommended that staff return with the criteria for the two types of incentives: infrastructure incentives and building project incentives. Additionally, it was suggested to allocate an extra 30 minutes at the next meeting to review a simplified draft, which will then be expanded into targeted uses for offices, residential areas, and the first floor.

Mr. Moore recommended considering parameters in terms of use, scale, and location. 'Use' refers to the type, 'scale' pertains to the number of jobs or geographic extent, such as 5 acres for the incentive. 'Location' involves specific areas within the Fairbanks corridor, with some areas being incentivized more than others.

5. Non-Action Items

a. Marketing Collateral Update

Staff reviewed the marketing collateral updates, categorizing that was in 2022 and what is expected in 2026. The data center component is still in development.

b. WPBA Report & Calendar Update

The scheduled class dates for Winter Park Business Academy were shown. The government procurement policy class in January had the highest attendance, so another session is planned for February.

6. Staff Updates

a. EDAB Member Roster - Citizen Board Application

Mr. Dudgeon extended an invitation to the board, mentioning two vacancies for commissioner seats 2 and 3.

Mr. Anderson stated that six years ago, the board shifted from minimal activity to increased engagement.

b. Econ Dev Commercial Performance Report

7. Board Comments

8. Upcoming Agenda Items

a. Next Meeting - March 10

9. Adjournment

The meeting adjourned at 9:15 a.m.

Approved by the board on March 10, 2026
/s/ Bahiyyah Layton, Board Coordinator