



Economic Development Advisory Board Minutes

November 9, 2021 at 8:15 a.m.

Virtual Meeting

Present

Drew Madsen, Michael Dick, Ginny Enstad, Tracy Liffey

Kyle Dudgeon, Jessica Lovelace

Absent

Betsy Gardner-Eckbert, Bill Segal, and Sarah Grafton

Meeting called to order

Meeting was called to order at 8:20 am.

Consent Agenda

a) Approval of Minutes

Motion made by Michael Dick, seconded by Ginny Enstad, to approve the September 14, 2021 minutes. Motion passes 4-0.

Action Items

a) EDAB Strategies & Action Plan Items

Assistant Division Director, Kyle Dudgeon introduced the item. Mr. Dudgeon discussed the action plan with the City Commission and communicated feedback. The Commission stressed the importance of addressing all Winter Park corridors and not only Park Avenue. In response to concerns about how to prioritize this item, Mr. Dudgeon put forth two action plan elements.

-Gap Analysis Study

A gap analysis will identify strengths and weaknesses as well as any surplus or leakages in the market. Mr. Dudgeon stressed the importance of finding relevant localized data that is reflective of the current, post-COVID market. Therefore he requested to contract an outside consultant to develop a more accurate and realistic depiction of the city's economic outlook.

The Board commented on the contracting procedure, how this gap analysis will align with the north star vision, and cost. Mr. Dudgeon replied he believes total cost of work is about \$20,000. Staff stated they can either use a consultant under an existing contract, or comply with procurement policy and obtain three quotes. He believes a gap analysis will help provide support for future programming aligned with future ARPA fund requests. Furthermore, building an appropriate scope for the consultant services will include input from the Board.

-Citywide Business Façade Program

The existing CRA Business Façade Program reimburses matching funds up to \$20,000 to participating businesses seeking to make improvements to their exterior façade. Currently, the façade program is limited to businesses within the Community Redevelopment Area. Mr. Dudgeon is requesting to expand the façade program citywide. The program has a high participation rate and encourages private/public partnerships and investment.

The board was concerned with the total number of applicants the program can realistically support seeing that the program is funded at \$100,000. Mr. Dudgeon responded stating that maximum participation demonstrates the program's value. Board was interested in encouraging participation among businesses with code enforcement concerns. Mr. Dudgeon will add language to program documents to urge businesses to apply for funding and comply with code enforcement standards. Prior to approval, the board opened the floor to public comment. No public attendees.

The board requested a motion to approve the EDAB Strategies & Action Plan Items separately. Motion made to approve Gap Analysis Study by Michael Dick, seconded by Ginny Edstan to approve. Motion passes 4-0.

Motion made to approve Citywide Business Façade Program with added code enforcement language by Michael Dick, seconded by Tracy Liffey to approve. Motion passes 4-0.

Staff Updates

a) Initiatives and Data Update

Assistant Division Director, Kyle Dudgeon introduced the item. Mr. Dudgeon discussed the Winter Park vacancy rate. Current Park Avenue vacancy rate is approximately 7.7 percent. Should pending occupants reach lease-fulfillment, the Park Avenue vacancy rate is reduced to about 3.7 percent. Winter Park is hosting a Hometown Holidays Window Showcase, which encourages local businesses to decorate their storefront windows for the upcoming holiday season. To maximize participation, participating businesses will receive a \$100 utility credit.

Mr. Dudgeon briefly discussed the Business Welcome Packet, developed to encourage local business recruitment and investment. Board wants packet to include extensive details regarding the business services new companies should be aware of prior to establishment. Board also requested a piece that discusses community engagement and the Winter Park vision. Furthermore, board requests the current welcome packet language be changed from "committed to growth" to "committed to quality of living, economic vibrancy, and cultural preservation."

b) Chamber update

This item was not addressed due to Ms. Gardner-Eckbert's absence.

Public Comment

None.

Non-Action items

Board interested in how to prepare for City Commission joint work session scheduled for December 14. Meeting will serve as a strategy session to discuss economic development focus areas, programming, progress, and initiatives. Mr. Dudgeon is open to meeting with Board members individually to help prepare for the meeting.

Board Comments

None.

Adjournment

There being no further business, the meeting adjourned at 9:16 a.m.

Bill Segal, Chairperson

Board Liaison, Kyle Dudgeon