



Economic Development Advisory Board Meeting Minutes

November 8, 2022 at 8:15 a.m.

City Hall, Commission Chambers
401 S. Park Avenue | Winter Park, Florida

Present

In person: Betsy Gardner Eckbert, Drew Madsen, Elijah J. Noel; Virtually: Chair Sarah Grafton; Board Coordinator Tatia Ghviniashvili.

Absent

Bill Segal, Ginny Enstad, and Tracy Liffey.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon.

1) Call to Order

Sara Grafton called the meeting to order at 8:23 a.m.

2) Consent Agenda

- a. Approval of minutes from September 13, 2022

Due to the absence of Bill Segal, Ginny Enstad, and Tracy Liffey, a physical quorum was not met; therefore, no action was taken. Approval of minutes deferred to next meeting.

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

There were no public comments.

4) Action Items

5) Non-Action Items

- a. Presentation - MJB Consultants

Michael Berne, MJB Consulting, presented concluding remarks on Phase I of Winter Park Retail mix analysis, which is aimed at understanding the retail potential of various commercial corridors in the city, and isolating future possibilities from a market and real-estate perspective.

Since the last meeting, Mr. Berne conducted interviews with various stakeholders, reviewed data on trade area demand, and developed a customer profile to help further the retail understanding of these commercial corridors.

He presented the board with background information on the demographics and psychographics of Winter Park City and introduced the term “trade area” which refers to the geography from which a district draws its most frequent and reliable patrons. The trade area can exist beyond city lines and is composed of roughly 70% of the customer base. A comparison of the trade area demographics and psychographics to those of Winter Park City were highlighted. He pointed out that the trade area consists of a large population of millennials who value craftsmanship, authenticity and are drawn to novelty.

Mr. Berne identified six commercial corridors located inside the trade area and spoke in detail about each one. He broke down retail positioning, potential and risks/hurdles associated with them.

1. Park Avenue continues to remain Orlando’s premier walkable authentic shopping experience. There is an opportunity to broaden the customer base and expand into side-streets. Duplication of mix and high rent levels are potential retail risks for this corridor.
2. Hannibal Square is seen as the extension of the Park Avenue economy with a food and beverage skew. Growth limitations and insufficient foot traffic are a few of its retail downfalls.
3. Fairbanks Avenue is viewed as an “every so often” use corridor. There’s potential in retail areas of home improvement and ongoing beautification.
4. Orange Avenue is also viewed as an “every so often” use corridor with affordable eclecticism. However, limited number of sites and competition from office users offers potential risks.
5. 17/19 (The Golden Mile) is an upmarket/specialty strip-tail and is the “restaurant row” for the north side of Metro Orlando. Has potential for both upscale and value shopping, as well as conveniences with specialty appeal. Very high land costs and dwindling sites are a risk.
6. Aloma consists of mid-market conveniences and is a local catchment without any tangible changes in the near future.

The floor opened for discussion and the board pointed out discrepancies in data presented regarding median home value in Winter Park City. Mr. Berne was asked to verify as it can have an effect on the retail narrative moving forward. A request

was also made to index the project scope against the retail/restaurant landscape of other communities.

Mr. Dudgeon highlighted the following necessary steps for Mr. Berne to complete:

1. Developing an executive summary memo that incorporates feedback provided by the board.
2. Working with staff to develop a scope for a blueprint to transition from Phase I to Phase II. Phase II would begin describing implementation efforts to include interviews, research and presentation of draft plan.

6) Staff Updates

a. ED Commercial Performance Report

Mr. Dudgeon gave updates on center street cleanup and debris cleanup in commercial areas. He also briefly went over the holiday window showcase, which incentivizes merchants around the city to decorate for the holidays with a discount to their utility bills.

Data from the pedestrian counter report for the Autumn Art Festival was unavailable due to complications related to Hurricane Ian, but staff will work to obtain pedestrian counts for Winter on the Avenue and the Christmas Parade.

7) Board Comments

8) Upcoming Agenda Items

9) Adjournment

The meeting was adjourned at 9:21 a.m.

Minutes approved by the board on January 10, 2023.

/s/ Tatia Ghviniashvili, Board Coordinator