



Economic Development Advisory Board Meeting Minutes

September 13, 2022 at 8:15 am

Present

Board Members: Bill Segal(virtual), Drew Madsen (virtual), Ginny Enstad, Sarah Grafton, Tracey Liffey, Elijah Noel

Staff Members: Peter Moore, Rene Cranis, Kyle Dudgeon

Absent

Betsy Gardner Eckbert

(1) Call to order

Staff called the meeting to order at 8:18 am.

(2) Consent Agenda

a. Approval of minutes from May 10, 2022

Motion to approve minutes made by Drew Madsen, seconded by Ginny Enstad. Motion Passes 6-0.

b. Approval of minutes from July 12, 2022

Motion to approve minutes made by Sarah Grafton, seconded by Ginny Enstad. Motion Passes 6-0.

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

None.

(4) Action Items

a. Election of New Chair and Vice Chair

CRA Assistant Division Director, Kyle Dudgeon, introduced the item stating every year, the city's ordinance requires a vote for a new chair and vice chair. Discussion was had by the board regarding the existing chair, and willingness to serve. The board also discussed new members willing to serve.

Motion to appoint Sarah Grafton Chair made by Ginny Enstad, seconded by Tracy Liffey. Motion Passes 6-0.

Motion to appoint Tracey Liffey Vice-Chair made by Ginny Enstad, seconded by Sarah Grafton. Motion Passes 6-0.

(5) Non-Action Items

a. MJB Consultants Update

CRA Assistant Division Director, Kyle Dudgeon, introduced the item. He stated MJB Consultants and Michael Berne were hired to identify the City of Winter Park's appropriate retail mix and determine if Winter Park is best leveraging its space. For today's meeting, Mr. Dudgeon stated the purpose of the board would be to provide comments prior to a final deliverable, and aid staff in deal points as part of a Phase II implementation plan.

Mr. Berne went on to provide a brief recap of their findings from the last meeting including ceiling to online consumption, the current market is experiencing retail turnover as opposed to an end of retail service, and how a winning downtown formula is all about specialty and it well-positioned for longevity as it is difficult to replicate online.

Furthermore, Mr. Berne's presentation went on to cover changing trends as part of the market including a shift towards food and beverage, dwindling selection of comparison good, and shortening of dwell times. He provided some general information related to sales per square foot and affordable rent including an average class A area is around \$500 sales per square foot and Park Avenue roughly encompassed this value. He suggested these values spill into other commercial areas to help drive up economic health such as on Fairbanks and Hannibal Square.

Discussion ensued regarding sales per square foot and affordable rent with particular emphasis on explaining differentiation of values. These differentiations could include whether or not the value includes marketing, and differences between stores that do and do not have liquor licenses. Mr. Berne stated he would review and revise. The board also asked about particular firms that may be missing in the downtown. MJB and staff responded that this level of specificity would be reviewed in the subsequent phase and there are some brands and collections that could benefit from inclusion into the districts.

b. Utility Deferment/Incentive Program

CRA Assistant Division Director, Kyle Dudgeon, advised the board on the general intent and purpose of the program. He stated that this program is being driven by the Water/Wastewater Department and suggested they push this item until which time the Department Head is able to attend the meeting.

(6) Staff Updates

a. Project Updates

CRA Assistant Division Director, Kyle Dudgeon, provided brief updates concerning staff items and projects. He provided an update on the parking sensor pilot, and stated analysis and review was underway. He also stated staff was looking to facilitate organizations looking to take temporary space in Winter Park that were consistent with the board's industry priorities. He used the example of tech firms and entrepreneurship organizations. He continued that EDAB could play a role in assisting their placement through small sponsorship and/or in-kind contributions. The board agreed with staff's assessment and request.

b. ED Commercial Performance Report

CRA Assistant Division Director, Kyle Dudgeon, provided an update on the following:

- The Commercial Performance Report is a monthly report developed to furnish concise updates regarding local development projects within the city.
- In the past six months, Park Avenue has seen 1.1 million patrons in foot traffic.
- The Development Report is a quarterly to biannual report outlining significant projects in the city.

Mayor Phil Anderson, 1621 Wanderlay Lane, added that he was excited by the work from the board and sustaining comparison shopping and how that trickles down to other commercial corridors were important takeaways for him based on the days conversation.

(7) Board Comments

The board inquired about holiday events and decorations. Staff responded that the city is moving forward with several initiatives it started with last year including lights and events, but no new initiatives were set to move forward this year.

(8) Upcoming Agenda Items

None.

(9) Adjournment

There being no further business to discuss, the meeting adjourned at 9:38am.