Economic Development Advisory Board Meeting Minutes

June 13, 2023 at 8:15 a.m.

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

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Present

Sarah Grafton, Kevin Mcclanahan, Tracy Liffey, Elijah J. Noel and Ginny Enstad; Virtually: Drew Madsen; Board Coordinator Tatia Ghviniashvili.

Absent

Betsy Gardner Eckbert.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon; Budget & Management Division Director Peter Moore; Economic Development/CRA Coordinator Anne Sallee.

1) Call to Order

Chair Sarah Grafton called the meeting to order at 8:20 a.m.

a. Select Chair and Vice Chair

Motion made by Kevin Mcclanahan to re-elect Sarah Grafton as Chair; seconded by Ginny Enstad. Motion carried unanimously with a 4-0 vote.

Motion made by Ginny Enstad to elect Tracy Liffey as Vice Chair; seconded by Kevin Mcclanahan. Motion carried unanimously with a 4-0 vote.

2) Consent Agenda

a. Approve the minutes of regular meeting May 9, 2023

Motion made by Kevin Mcclanahan to approve the minutes as presented; seconded by Tracy Liffey. Motion carried unanimously with a 4-0 vote.

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

Phil Anderson, 1621 Roundelay Ln., gave brief comment on the Retail Strategies Report and suggested the board/staff consider including an appendix with Phase I findings for the City Commission to reference when reviewing the report.

4) Action Items

a. Approval of Retail Strategies Report

Elijah J. Noel arrived at 8:23 a.m.

Staff gave a brief overview of the report thus far, and highlighted that some findings from Phase I will be included as an appendix. Necessary modifications were made based on board feedback at previous meetings and the finalized report stands as a digestible deliverable which includes specific actions, time horizons, chief sponsors, and context/commentary. At this time, approval for recommendation to the City Commission is sought from the board. Michael Berne, MJB Consulting, further noted that board comments were considered and adjustments were made to organize and prioritize the content of the report.

The floor opened for discussion and the board made various comments and suggestions. One suggestion was to include an assumption based off tools already available such as traffic counters when looking at marketing campaigns. Further questions were asked about the data presented in the report, and staff agreed to made minor changes to formatting for purposes of clarity. The board also noted that the report contains a large number of suggestions and insights for Park Avenue and Fairbanks Avenue, neglecting other areas discussed such as Hannibal Square, Aloma, etc. A discussion followed and staff agreed to include an underscore in the guiding principles which notes that there are visions for every corridor, and the specific action items reflect not necessarily the relative importance of any one district versus any other. Staff will also adjust the Chief Sponsor section to clarify that Park Avenue is working together with the Chamber of Commerce and the City as part of a joint effort.

Motion made by Sarah Grafton to recommend for approval to the City Commission the Retail Strategies Report with the amendments presented by the board; seconded by Ginny Enstad. Motion carried unanimously with a 5-0 vote.

5) Non-Action Items

There were none.

6) Staff Updates

a. EDAB Commercial Performance Report

Traditional reports were presented, highlighting healthy office and retail rental rates and vacancies. Per previous meeting discussions, pedestrian counters were successfully installed in Hannibal Square.

Staff gave a brief introduction to a new pedestrian counter technology, Placer ai., which is a foot traffic analytics platform that provides insights into the offline

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behavior of consumers, including visitor routes, time duration, favorite sports, etc. Placer ai. can be used to understand what activity and economic vitality looks like and provide dimension to foot traffic data.

A brief discussion ensued and the board asked a few clarifying questions.

b. Denning Wi-Fi Project Update

Per a discussion held at the April 2021 meeting, of the board approving a grant scope for public Wi-Fi for Denning Dr., staff was successful in the application and attained $125,000 in grant funding. A vendor has been selected and the work on the project has begun. Updates will be provided as needed.

7) Board Comments

There were none.

8) Upcoming Agenda Items

After a brief discussion, the board agreed to cancel the July 11 meeting in favor of August, in order to give staff sufficient time to review City Commission feedback on the Retail Strategies Report and start work on a framework to then present to the board.

9) Adjournment

The meeting adjourned at 9:07 a.m.

Minutes approved by the board on _____.
/s/ Tatia Ghviniashvili, Board Coordinator

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