



Economic Development Advisory Board Meeting Minutes

March 14, 2023 at 8:15 a.m.

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

Present

Sarah Grafton, Drew Madsen, Ginny Enstad, Kevin Mcclanahan, and Tracy Liffey;
Board Coordinator Tatia Ghviniashvili.

Absent

Betsy Gardner Eckbert and Elijah J. Noel.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon; Economic Development/CRA Coordinator Anne Sallee.

1) Call to Order

The meeting was called to order at 8:17 a.m.

2) Consent Agenda

- a. Approve the minutes of regular meeting February 14, 2023

**Motion made by Drew Madsen to approve the minutes as presented;
seconded by Kevin Mcclanahan. Motion carried unanimously with a 5-0 vote.**

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

Mayor Phil Anderson, 1621 Roundelay Ln, spoke on how the study conducted in partnership with MJB Consulting, works connectively with other projects/initiatives that are unfolding throughout the city. These include the annexation study, Comprehensive Plan review, and the path towards sustainable and renewable energy.

4) Action Items

There were none.

5) Non-Action Items

- a. MJB Phase II discussion

Mr. Dudgeon gave a brief introduction highlighting the items discussed in Phase I and those that will be discussed in Phase II. Found in the agenda packet is an Implementation Plan for Retail Positioning and Tenanting Strategy for Downtown Westfield, New Jersey. This plan is being provided to the board as an example of the potential future steps and strategies that might be taken for Winter Park. The basis of this presentation and discussion is to gather board feedback before MJB Consulting solidifies the ideas as they relate to Winter Park.

Michael Berne, MJB Consulting, shared the following ideas with the board- not meant to be taken as final recommendations- but as points for discussion. A closer to finalized list is scheduled to be presented sometime in May.

- Retail Marketing Collateral- targeting leasing and tenant communities of Winter Park, such as perspective retailers and brokers. This would target the interests and concerns of those users, which is widely different from the general public, and needs to be addressed as such. Poses the idea of why Winter Park is an alternative to other areas in Orlando, and why it should be considered for perspective retailers. The board asked questions about the existing marketing strategies of the city and how to draw in more locals, specifically to Park Avenue, as well as the high rent prices that infringe on a tenant's ability to stay in Winter Park. A discussion ensued and staff answered questions and made clarifications.
- Park Avenue Main Street- has the potential to offer a foundation for a business improvement district, also known as a neighborhood improvement district. Property owners have a small additional assessment, passed through to the business owners, that is used to fund the business improvement district that handles clean and safe responsibilities, and marketing and events. This assessment provides more resources and a guaranteed revenue stream. The board asked questions pertaining to the specifics of the assessment and how it would look. Mr. Berne and associate gave specific examples for the program and outlined property owner/tenant responsibilities. A lengthy discussion followed, and the board asked for a framework to address specific questions such as who are the stakeholders, what are the time frames, what are some of the biggest opportunities, etc.
- Providing incentives for buildout assistance, enticements of expedited permitting, or fee waivers for shops in order to assist in retaining critical mass throughout the various corridors.
- Re-tenant spaces along Fairbanks Ave. to cater for both Rollins College and the general public. Focusing on aspects for both of these audiences.

- Small changes made to the permitted/prohibited uses in the Orange Avenue Overlay District as outlined previously in Phase I. Addition of criteria for development enhancement bonuses, such as willingness to provide incentives to small businesses at street level.
- Potential extension of the CRA boundaries to extend the Orange Avenue intersection with Orlando Avenue.

Staff made some closing remarks and will work alongside MJB Consulting to build a framework outlining thoughts, considerations, obstacles, timeline, etc., for elements discussed at this meeting and those previous.

There will be no regular meeting of this board next month, instead, the Economic Development Subcommittee will meet to hold a discussion.

6) Staff Updates

a. EDAB Commercial Performance Report

Mr. Dudgeon spoke briefly on the EDAB Commercial Performance Report (found in the agenda packet). The report continues to show strength in the office and retail markets.

b. Development Report March 2023

Also found in the agenda packet, the Development Report for March, details the projects coming forward, their status, timeline, and any upcoming steps.

7) Board Comments

There were no board comments.

8) Upcoming Agenda Items

Follow-up presentation from MJB Consulting.

9) Adjournment

The meeting adjourned at 9:18 a.m.

Minutes approved by the board on May 09, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator