



Economic Development Advisory Board Minutes

March 8, 2022 at 8:15 am

Virtual Meeting

Present

Board Members: Bill Segal, Drew Madsen, Sarah Grafton, Ginny Enstad, Betsy Gardner Eckbert, Tracey Liffey

Staff Members: Peter Moore, Kyle Dudgeon, Jessica Lovelace

Absent

Michael Dick

(1) Call to order

Staff called the meeting to order at 8:19 am.

(2) Consent Agenda

None.

(3) Staff Updates

A. Reports

CRA Assistant Division Director, Kyle Dudgeon, introduced the item. Mr. Dudgeon included three staff reports in the agenda for review, which include the Commercial Performance Report, Foot Traffic Report, and the updated Fiscal Year 2021 Development Report. The item is also outlined in the EDAB Strategies and Action Plan regarding reporting. At one point, the development report was completed by the City's Planning department. However, reporting temporarily stopped during the pandemic. Mr. Dudgeon asks the Board to review the reports and provide any feedback as necessary.

(4) Public Comments (for items not on the agenda)

None.

(5) Non-Action items

A. Chamber of Commerce Scorecard

CRA Assistant Division Director, Kyle Dudgeon, introduced the item. Board member Betsy Gardner Eckbert delivered a presentation to discuss results from the Chamber of Commerce Scorecard. To collect the data necessary to compile the scorecard, staff engaged with city residents, the mayor's office, and Rollins college. In addition, the project was funded by the Edyth Bush Foundation. The survey yielded good survey engagement with native and long-term residents responding the most. Results demonstrate that the most important areas

of concern for residents is children in poverty, voter turnout, inclusive city practices, and diversity in decision making. Key opportunities for Winter Park include affordable/attainable housing, workforce diversity, economic diversity, and office space. Top concerns include traffic, pandemic readiness, and sustainability. The scorecard should be released in April with a primary focus on business sufficiency, community resiliency, community character, existing issues and opportunities, and sustainability.

Inquiries were raised regarding some elements missing from the scorecard such as community safety, quality of schools, and taxes. Ms. Gardner Eckbert responded stating that the primary function of the scorecard is to identify true prosperity in Winter Park and determine more inclusive metrics for measuring prosperity in the City. In addition, the scorecard focused on addressing gap opportunities by focusing on areas that were not included in the city scorecard.

B. Discussion of Marketing Proposals

Budget and Management Division Director, Mr. Peter briefly discussed the 2011 resiliency study for Winter Park. Results from 2011 study revealed that stakeholders want the downtown core to operate like mall and generated shared resources and marketing like a mall by cultivating a Business Improvement District. A business improvement district is a self-assessed district that utilizes local taxes to improve businesses. In addition, the 2011 study indicated that Winter Park's goal was to generate \$100,000 annually in funding that can be used to promote and enhance the district and identify a large marketing entity to attract people to the Park Avenue corridor. In an attempt to move forward and execute many of the 2011 study's recommendations, efforts eventually stalled.

Presently, CRA Assistant Division Director, Kyle Dudgeon asks the Board to determine to what end should staff aim to position city marketing efforts with the intent of boosting the city image. In addition, what marketing tools should the city reconsider, especially during talks to collaborate with a vendor to execute the city's marketing efforts.

The Board is concerned that the 2011 study would not be comprehensibly useful at this time, as it is no longer relevant to where Winter Park is now. At this time, there are many other cities that can compete with Winter Park. Suggestions were raised regarding reaching out to a third-party consultant and potentially utilizing federal funds to support marketing efforts. Ultimately, the Board stresses the importance of developing an identifiable place brand that lives forever and easy to market in order to determine what identity guides Winter Park's decisions among competing resources for long-term quality of life. The Board engaged in brief discussions pertaining to the importance of branding, local competitiveness, community identity, and the role of Mayor's office in supporting Winter Park's marketing vision.

The Board asked about ARPA funding. According to Mr. Dudgeon, there are some funds for business support, and they must be encumbered through December 31, 2024. Thus, the Board urges staff to move forward with scheduling meetings to identify an appropriate marketing strategy for the City.

C. EDAB Strategies & Action Plan - Gap Analysis & Synergy/Benchmarking Scopes

CRA Assistant Division Director, Kyle Dudgeon introduced the item. Staff has spoken with a third-party consultant to conduct a city-wide gap analysis of trends over the past three years. The aim is to have a draft analysis complete by next month. In addition, staff solicited a sub-consultant, MJB Consulting, under the city's

continuing services agreement to verify whether Winter Park is leveraging the right mix. The consultant is not being considered under ARPA funding, but will be funded through the CRA.

(6) Action Items

None.

(7) Board Comment

The Board inquired about the timelines for the installation of the curbside-to-go parking pucks. CRA Assistant Division Director, Kyle Dudgeon, responded stating that staff is hoping to have the parking pucks installed soon and collect 30 days of data.

The Board was curious to know which roads will be closed for the Winter Park Art festival. Art Festival road closures include the following: Garfield Avenue, Lincoln Avenue and East Welbourne Avenue from Center Street to South Park Avenue, Morse Boulevard from South Knowles Avenue to South New York Avenue, New England Avenue from West Park Avenue to Center Street, Park Avenue from West Canton Avenue to Lyman Avenue. Mr. Dudgeon stated that road closure information will be made publicly available in the press release, which will be available to view today.

For future present and meetings, Budget and Management Division Director, Mr. Peter Moore asks the Board “Is there any item the board would like to see come back as an agenda item?” as a formal ask at the end of each meeting.

(8) Adjournment

There being no further business to discuss, the meeting adjourned at 9:12 am.

Bill Segal, Chairperson

Board Liaison, Kyle Dudgeon