



# Economic Development Advisory Board Meeting Minutes

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

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

## Present

Sarah Grafton, Drew Madsen, Elijah J. Noel, Ginny Enstad, and Kevin Mcclanahan; Virtually; Betsy Gardner Eckbert; Board Coordinator Tatia Ghviniashvili.

## Absent

Tracy Liffey.

## Staff Present

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

### 1) Call to Order

The meeting was called to order at 8:18 a.m.

### 2) Consent Agenda

- a. Approve minutes of regular meeting September 13, 2022

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

- b. Approve minutes of regular meeting January 10, 2023

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

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

There were no public comments.

### 4) Action Items

- a. Eco-counter Phase II

Due to the success of pedestrian counters on Park Avenue in monitoring foot traffic and economic vitality of the downtown, staff is looking to expand the program with the addition of new counters and is seeking guidance from the board on which locations would be suitable for the expansion. A map was presented highlighting

the existing pedestrian counters on Park Avenue, along with three additional counters as suggested by staff.

The floor opened for discussion and questions. The board gave positive feedback for the suggested placement of the counters, but noted that placing a counter at the heart of Hannibal Square- as opposed to a connecting street to Park Avenue- would be of more benefit. Staff will gather feedback from merchants in Hannibal Square regarding preferred location for the counter.

**Motion made by Drew Madsen to approve three additional pedestrian counters in recommended locations, pending merchant feedback; seconded by Betsy Gardner Eckbert. Motion carried unanimously with a 5-0 vote.**

## **5) Non-Action Items**

### **a. MJB White Paper - Retail 'right-mix' Phase I**

Staff presented general assessments and key takeaways from the MJB Consulting Phase I Executive Summary Memo (found in the agenda packet). MJB Consulting conducted fourteen one-on-one interviews with stakeholders such as local businesses, landowners, tenants, and realtors as ways to gather information and data about the various corridors of the city.

Staff also noted an important distinction between comparative and convenience retail - the former of which creates an experiential and authentic shopping experience in Winter Park, driving value to the corridors. Staff briefly went over sales per square foot and how they translate into lease rates.

Michael Berne, MJB Consulting, reiterated the points above, and emphasized the importance of cultivating the retail demand of the city such that synergies are maintained, as well as the importance in retaining critical mass in comparative shopping. The balance between retail and restaurant, as seen on Park Avenue, helps to increase dwell time and keep individuals engaged longer.

The board asked questions pertaining to comparative shopping, and a discussion followed, specifically how elements of comparative shopping are more prominent on Park Avenue as opposed to other corridors in the city, such as the Aloma corridor. A brief discussion ensued.

Lastly, staff pointed toward infrastructure investment as a key piece of vitality, emphasizing the importance of investment in benefiting the individual corridors. Park Avenue and Hannibal Square seeming to have significantly benefited from infrastructure investment.

The floor opened for discussion, and staff asked for board feedback. An at-length discussion ensued with the board emphasizing the importance of taking a detailed look at the scope of entitlement potential of the corridors. The board also made a request for Mr. Berne to include a set of best practices as seen through the work done by MJB Consulting across the country, and make specific suggestions to broaden the exposure of Winter Park. Staff answered questions and the upcoming steps for Phase II were highlighted.

Mayor Phil Anderson spoke briefly on the topic, and expressed his satisfaction with the work being done and highlighted some of the work needing to be accomplished such as finding fitting incentives for the Orange County overlay, and continuing conversations with other stakeholders.

## **6) Staff Updates**

### **a. ED Commercial Performance Report**

A brief update was provided on the parking sensor project and initiative. Staff has been working with a third-party group on identifying an appropriate technology to accurately understand unmarked spaces on Park Avenue in terms of duration, utilization, frequency, etc. A pilot was conducted, however, due to unforeseen circumstances, the party responsible has ended the program until further notice.

Staff noted that until a new partnership with a capable organization has been located, the project will remain on hold.

## **7) Board Comments**

Mr. Noel inquired about the means to contact merchants in Hannibal Square regarding the pedestrian counter location. Staff will reach out to the necessary contacts, and welcome suggested contacts from the board.

## **8) Upcoming Agenda Items**

## **9) Adjournment**

The meeting adjourned at 9:24 a.m.

Minutes approved by the board on March 14, 2023.

/s/ Tatia Ghviniashvili, Board Coordinator