



Economic Development Advisory Board Minutes

January 11, 2022 at 8:15 a.m.

Virtual Meeting

Present

Drew Madsen, Michael Dick, Ginny Enstad, Tracy Liffey, Bill Segal, Betsy Gardner-Eckbert, Peter Moore
Kyle Dudgeon, Jessica Lovelace

Absent

Sarah Grafton

Meeting called to order

Meeting was called to order at 8:15 am.

Consent Agenda

a) Approval of Minutes

Motion made by Drew Madsen, seconded by Bill Segal, to approve the November 9, 2021 minutes.

Motion passes 6-0.

Action Items

a) Gap Analysis Scope of Work

Assistant Division Director, Kyle Dudgeon introduced the item. Mr. Dudgeon discussed the purpose of the gap analysis, which will be used to identify strengths and weaknesses within the City's economic landscape as well as identify any surplus or leakages in the market. The analysis will address multiple scales to include city level and neighborhood level scales. Staff will work with a consultant to draft the scope with the added aim of having the consultant convert existing sales into square footage.

In pertaining to leakages, concerns were raised regarding how the City would be able to fill in the gaps and work to combat market pressures in industries that are experiencing leakages. In addition, the Board inquired about whether the City has the right mix of industries in comparison to local cities. Mr. Dudgeon responded stating that having the consultant identify the right mix for the City is a highly comprehensive process and may be premature in determining as the new market is still being formed.

Some Board members questioned how this scope will benefit the City. Ideally, there needs to be discussion on how to increase foot traffic while incorporating land use recommendations in concert with assessing the City's economic landscape and capacity. Essentially, here must first be an established framework that clarifies Winter Park's biggest growth opportunities and long-term

vision. Prior to identifying evident gaps against a comparative norm, Winter Park must first understand what guiding principles will aid the City in moving toward a more special and unique outcome this is consistent with shared and land use planning goals. Additional discussion ensued regarding developing a growth consensus, land use, and a long-term development strategy.

b) EDAB Strategies & Action Plan Update

Assistant Division Director, Kyle Dudgeon provided an update on current and future plan items. Staff is making satisfactory progress toward meeting several plan action items and advancing development programs. Updates to the existing Business Façade plan have been completed with the goal of establishing a citywide façade program.

Mr. Dudgeon also discussed the completed Winter Park Business Welcome Packet. The Board offered suggestions to include more information about the Winter Park business tax structure, business licensing, and impact fees.

Lastly, Mr. Dudgeon provided details on a recent foot traffic study developed to assess the number of pedestrians visiting the City over the course of one month. According to the data, Winter Park hosted a total of 236,568 pedestrians in the month of December, with 3/5 of that total number occupying the area between Park Ave and Morse Boulevard. On an average, Winter Park saw 2,885 pedestrians a day.

c) Data and Reports

Mr. Dudgeon briefly touched on Park Avenue's most recent vacancy rates. According to recent data, Park Avenue's vacancy rates are beating the City of Orlando and Orange County, Florida. Total rental Park Avenue vacancy is approximately two percent.

d) Chamber Update

Board requested to defer discussion on Prosperity Scorecard Initiative until next month.

Many Winter Park businesses mentioned that business was up approximately 70% this holiday season and reported overall positive reviews regarding Winter Park's 2021 holiday season.

Public Comment

Mayor Phillip Anderson, 1621 Roundelay Lane, is looking forward to the next strategy session and coming together to discuss the City's future growth strategies. Mayor Anderson likes the Business Welcome Packet but hopes it does not take away from the City's concierge leadership efforts.

Non-Action items

None.

Board Comments

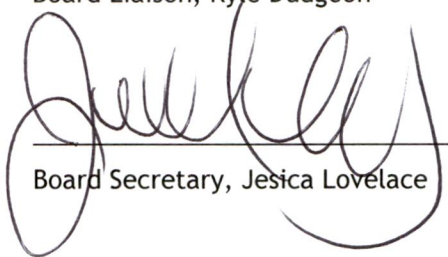
None.

Adjournment

There being no further business, the meeting adjourned at 9:13 a.m.

Bill Segal, Chairperson

Board Liaison, Kyle Dudgeon



Board Secretary, Jessica Lovelace