



Economic Development Advisory Board Meeting Minutes

January 10, 2023 at 8:15 a.m.

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

Present

Chair Sarah Grafton, Drew Madsen, Elijah J. Noel, Tracy Liffey, Ginny Enstad; Virtually; Betsy Gardner Eckbert; Board Coordinator Tatia Ghviniashvili.

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 8:15 a.m.

Approval of the September 13, 2022 minutes will be deferred to the next meeting due to a clerical error.

Staff shared that Bill Segal has stepped down from his role on this board, and thanked him for his years of service and contributions.

Betsy Gardner Eckbert did not vote during this meeting because her virtual attendance was that of a guest, and not a participant.

2) Consent Agenda

- a. Approve minutes of regular meeting November 8, 2022.

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. EDAB Annual Report & Next Steps

Staff presented the 2021-2022 annual report, drawing light to initiatives, projects completed and those in the works. An infographic was displayed highlighting various efforts separated into four respective categories. Staff briefly outlined each category and drew attention to important elements.

1. Industry Trends- involved being a data cornerstone and repository of information for data driven discussions. Referenced in the agenda packet are reports such as the ED Metric and Commercial Performance, and the Development and Employment Reports. Occupancy, development, and employment are noted as important factors when considering who the board is trying to serve moving forward in the upcoming year.
2. Healthy Core- involved maintaining a healthy downtown core and focusing on the Quality of Life (QoL) elements. Working with the city's CRA staff to promote cleanliness and ensuring that janitorial/custodial work were at a premier quality. Targeted technology enhancement work in the form of a parking sensor pilot and pedestrian counts.
3. Retention & Recruitment- involved program building in the form of expanding business facades, and positioning of commercial corridors to maximize synergistic opportunities.
4. Facilitation- leveraging opportunities by connecting firms with business to business (B2B), and business to government (B2G) resources such as permits, venues and waivers (as allowed).

Staff continued the presentation with a list of upcoming initiatives such as, the Retail 'Right-Mix' Phase II, Retail and Office Taxable Value Analysis, Parking Sensor Pilot Phase II, and Pedestrian Counts Phase II. Staff spoke in detail about pedestrian count numbers through Park Avenue, totaling 1.8 million, and the advantages those number have for the City. The board spoke on using pedestrian counts to strategize on ways to extend traffic pattern in Park Avenue. A brief discussion was held, and staff answered board questions.

Staff sought approval of the annual report before sharing it with the public. The board suggested making amendments to the report to include a metric or infographic to measure the economic health of Winter Park as a result of initiatives/projects completed.

Motion made by Drew Madsen to approve the annual report with amendments suggested; seconded by Tracy Liffey. Motion carried unanimously with a 5-0 vote.

5) Non-Action Items

- a. Retail 'right-mix' - MJB Consultants Phase II

Staff gave a brief update on phase II of the retail 'right-mix', and broke down what tasks are looking to get accomplished in the upcoming future. The tasks include framing roles for the City, stakeholders and private sector, as well as establishing

initiatives and actions consistent with those roles. Staff also gave an overview of items to consider for the tasks mentioned above. Official draft of phase II will be presented to the board for review in March or April of 2023.

The floor opened for discussion and the board made remarks about the importance of setting a goal for what the 'retail-mix' is trying to accomplish. Staff made necessary clarifications to board questions, including goal setting, and noted that phase II will begin as soon as the executive summary in the deliverable from phase I has been received. Michael Berne, MJB Consultants, will attend an upcoming meeting to update the board and answer any questions.

6) Staff Updates

a. ED Commercial Performance Report

Staff presented on the commercial performance reports for office and retail, with an emphasis on the pedestrian counter program. Metrics were provided to highlight the pedestrian counts on Park Avenue in 2022, from total pedestrian traffic to average weekend/weekday only. The highs and lows were noted, and significant vertical dips and breaks were explained to be due to Hurricane Ian and technical challenges.

The board asked questions to clarify their understanding of the metrics provided, and suggested reaching out to local businesses to gather data and draw comparisons between pedestrian counts and business traffic. A discussion was held and staff made suggestions on ways of approaching local business owners/stakeholders for information with the board's assistance.

Staff will reach out to the vendor of the pedestrian counters to inquire and gather information on other municipalities who are using the same technology.

7) Board Comments

There were no board comments.

8) Upcoming Agenda Items

Update on subcommittee.

9) Adjournment

The meeting adjourned at 9:02 a.m.

Minutes approved by the board on February 14, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator