

# Economic Development Advisory Board

**January 22, 2013 at 8:30 a.m.**

Chamber of Commerce Welcome Center 2<sup>nd</sup> Floor  
151 W. Lyman Avenue, Winter Park, FL 32789



## 1 administrative

- A. Approval of Minutes from September 18, 2012

## 2 action

- A. Approval of the "Open for Business" Resolution

## 3 informational

## 4 new business

## 5 adjourn

### appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

# Economic Development Advisory Board



meeting date January 22, 2013

approved by

item type  Administrative  
 Action  
 Information

City Manager  
 City Attorney  
 N/A

**agenda  
item**

**subject**

Approval of Minutes from September 18, 2012

**motion | recommendation**

Motion to approve the minutes from the September 18, 2012 EDAB Meeting

**background**

Minutes are attached.

**CITY OF WINTER PARK  
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting  
8:30 a.m.**

**September 18, 2012  
City Hall, room 200**

**MINUTES**

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Meeting was called to order at 8:38 a.m. in City Hall, room 200.

**BOARD MEMBERS PRESENT:** Marc Reicher, Kelley Olinger, John Gill, Stephen Flanagan, Patrick Chapin, and Owen Beitsch

**BOARD MEMBERS ABSENT:** Maura Weiner and Daniel Smith

**STAFF MEMBERS PRESENT:** Dori Stone, Gabriella Serrado, Peter Moore, Jeff Briggs, and Craig O'Neal.

**ADMINISTRATIVE ITEMS**

**A. Approval of Minutes**

**Motion made by John Gill, seconded by Stephen Flanagan, to approve the August 14, 2012 minutes. Motion carried unanimously with a 6-0 vote.**

**ACTION ITEMS**

**A. Joint Meeting between the EDAB and the Planning & Zoning Boards**

Dori Stone, ED/CRA Director, and Jeffrey Briggs, Planning Director, wish to schedule a joint EDAB/P&Z work session to discuss the development possibilities on the Progress Point site. It is the intent of city staff to take a proactive approach by asking the boards to analyze the property from a planning and economic development perspective. Mrs. Stone and Mr. Briggs hope to schedule this meeting at the end of November at 5:30pm.

The board agreed that taking a proactive approach would help the city commission decide what would work best. For the meeting, members wanted to staff to provide information such as: meeting parameters, staff's goals, the costs of carrying the property without developing it, current and future zoning, comprehensive plan, height restrictions, etc.

**Motion made by Marc Reicher, seconded by Patrick Chapin, to schedule a joint meeting. Motion carried unanimously with a 6-0 vote.**

**INFORMATION ITEMS**

**A. ULI/West Fairbanks TAP Recommendations Review**

Mrs. Stone invited board members to the ULI TAP Panel recommendations for West Fairbanks. The information meeting will take place on September 26 at 6:00pm at the Winter Park Community Center. This is only an information meeting where they will show the recommendations and have a presentation by Pauline Eaton about Orlando's Main Street program.

**B. South Park Avenue Land Development Code Change**

Mrs. Stone referred to Mr. Briggs to update the board on the South Park Avenue code change. Planning is trying to work out to details the code details and they might recommend not changing the code. Board members agreed that changing the code for just one block was not the best thing.

Mr. Briggs plans on taking it back to the Planning & Zoning board on September 26 and have a final recommendation for the City Commission by their October meeting.

**NEW BUSINESS**

Patrick Chapin recommended that the board take a look at the YMCA redevelopment happening on Palmer Avenue. Staff will work to schedule it for the October meeting.

There was no further business. Meeting adjourned at 9:38 a.m.

DRAFT

# Economic Development Advisory Board



meeting date 01/22/13

approved by

item type  Administrative  
 Action  
 Information

City Manager  
 City Attorney  
 N/A

**agenda  
item**

## subject

"Open for Business" Resolution

## motion | recommendation

Approve Resolution

## background

This resolution was created through MyRegion.org as part of their "Open for Business" initiative with a coalition of Central Florida business associations and local governments. The initiative focused on identifying economic and regulatory barriers as part of a regional effort made up of eight counties located in Central Florida.

During the past year, the city has implemented changes to improve our permitting systems and identify approaches and actions that are outlined in the Resolution. These efforts represent comments by our customers which include better customer service, pre-application review, designated points of contact during the review process, timelines for approvals, and minimizing steps in the approval process as well as during project revisions.

Participation in this process is voluntary and does not legally limit the city or our development and permitting approval process in any way. Staff involved in the development review process feels that this process provides common sense solutions to make the city's permitting systems easier to access and more understandable. The city does intend to participate in a new website for participating cities and counties that make new businesses aware of the streamlined process. The website is [www.openforbusinesscfl.com](http://www.openforbusinesscfl.com).

Currently five jurisdictions within Orange County are participating in this initiative. They include Orange County, Apopka, Edgewood, Orlando, and Maitland.

## alternatives | other considerations

N/A

## fiscal impact

N/A

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY OF WINTER PARK  
SUPPORTING CENTRAL FLORIDA’S “OPEN FOR  
BUSINESS” INITIATIVE TO PROMOTE BUSINESS  
CLIMATE, GREAT SERVICE, JOB CREATION AND  
BUSINESS INVESTMENT THROUGH STREAMLINING  
PERMITTING PROCESSES; PROVIDING AN  
EFFECTIVE DATE.**

WHEREAS, a reputation for a sound business climate is vital to the reputation of regions around the globe; and

WHEREAS, Central Florida is the 19th largest region in the United States and home to over 3.8 million people; and

WHEREAS, the City of Winter Park is united with other governments in the region to ensure Central Florida is a great destination for business, capital and employment; and

WHEREAS, sustaining and growing resident businesses of all sizes is vital to economic stability and employment; and

WHEREAS, competition for capital investment and industry diversification often rests on a market’s ability to provide outstanding customer service; and

WHEREAS, the impacts of the prolonged recession require collaboration across jurisdictions and sharing of promising practices; and

WHEREAS, an initiative called Central Florida “Open for Business” has identified licensing and permitting, and overall business communications and transactions, as breakthrough areas for reputation-building, and business confidence; and

WHEREAS, the City of Winter Park wants to honor the work of the teams involved in “Open for Business” research and due diligence; and

WHEREAS, “Open for Business” has identified areas for collaboration, improvement and measurement; and

WHEREAS, streamlined permitting will send a positive message to new, expanding and relocating businesses; and

WHEREAS, the City of Winter Park is committed to promoting clear, data-driven decision-making and regional collaboration; and

WHEREAS, local governments have independently and collectively developed useful, productive and meaningful practices that help to ensure business compliance and seamless service.

**BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, AS FOLLOWS:**

**Section I.** That the City of Winter Park endorses the following joint statement of regional work groups relative to streamlined permitting:

*We are confident that the identification and removal of regional barriers constraining existing and new business enterprises inspires employer confidence and job creation, and distinguishes Central Florida and Winter Park as a place that is truly “Open for Business.” We see local governments within our region joining together to set high standards for streamlined permitting processes that allow businesses to open quickly, so that people are able to work. New and incumbent businesses deserve those same high standards wherever they do business in Central Florida. The “Open for Business” recommendations are difficult but “do-able.” They ensure meaningful and measureable progress toward our goals. We must remove obstacles to participating in the new economy. These are our priority actions. (“Open for Business” Report: Leaders in Eight Counties Identify Ways to Create More Jobs. Fall 2011. Page 2.)*

**Section II.** That the City of Winter Park will endeavor to be guided by the key principles of:

- A. Sharing success and seeking common ways to measure progress
- B. Communicating breakthroughs inside and outside of Central Florida
- C. Developing and adopting promising practices and technologies
- D. Celebrating breakthroughs among co-signee peers
- E. Watching and evaluating other markets
- F. Listening to the customer
- G. Understand and develop a culture of customer service

**Section III.** That the City of Winter Park will consider the following actions and approaches to ensure success:

- A. CUSTOMER SERVICE – Promote a positive, pro-active attitude in the staff project review team, throughout the entire process, to help the customer make his or her project a reality.
- B. PRE-APPLICATION REVIEW – Provide for each pre-application project review to include all applicable departments. Build an integrated, multi-departmental, approach over time.
- C. ESTABLISH AN OMBUDSMAN – Provide one point of contact to guide customers throughout the entire approval process.
- D. TIME IS OF THE ESSENCE – Establish timelines for project approvals to advance savings of time and money for the customer and the taxpayer.

E. MINIMIZE APPROVAL STEPS – Minimize the steps for project approval depending on the scope of development request, including but not limited to planned unit development, subdivision, and permitted conditional use.

F. PROCESS IMPROVEMENTS – Commit to regular evaluations of the development review and permitting process to ensure an efficient and value-added process. Implement process and technology improvements as appropriate and feasible.

G. POST PROJECT APPROVAL – After project approval is achieved, minimize the time and steps for project permit amendments and/or revisions.

H. CONSISTENCY AND EXECUTION FOR REGIONAL IMPACT AND REPUTATION – Promote common language and consistent measures to prove regional impact and commitment.

**Section IV.** This resolution shall take effect immediately upon adoption.

**ADOPTED** at a regular meeting of the City Commission of the City of Winter Park, Florida, held at City Hall, Winter Park, Florida, on this 14th day of January, 2013.

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Kenneth W. Bradley Mayor

ATTEST:

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City Clerk, Cynthia S. Bonham