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<tbody>
<tr>
<td><strong>1. administrative</strong></td>
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<tr>
<td>a. Approve minutes from 3-17-2015</td>
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<td><strong>2. action</strong></td>
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<tr>
<td>a. Community Redevelopment Agency - capital improvement endorsement</td>
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<td><strong>3. informational</strong></td>
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<td>a. Conversation with Commissioner Greg Seidel</td>
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<td>b. Business tenures update</td>
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<td><strong>4. new business</strong></td>
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<td><strong>5. adjourn</strong></td>
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**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."
Meeting was called to order at 8:00 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: Patrick Chapin, Stephen Flanagan, John Caron, Owen Beitsch, Marc Reicher

BOARD MEMBERS ABSENT: John Gill, Maura Weiner, Kelly Olinger

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Kyle Dudgeon, Lindsay Hayes

ADMINISTRATIVE ITEMS:
   A. Approval of the February 17, 2014 Minutes
Motion made by Stephen Flanagan, seconded by Owen Beitsch, to approve the February 17, 2015 minutes. Motion passes with unanimous vote.

ACTION ITEMS:
   A. Art on the Green
Lindsey Hayes, Senior Planner, introduced Sara Davey, Chairman of the Public Art Advisory Board and Jan Clanton, Board Member. They are requesting endorsement for the next Art on the Green display in Central Park from November 2015 through March 2016.
Motion made by John Caron, seconded by Patrick Chapin, to approve the request for endorsement for Art on the Green. Motion passes with unanimous vote.

   B. Winter Park Business Survey
Kyle Dudgeon, Program Manager, stated the suggestions made by the board at the previous meeting were taken into account and staff is looking for approval to move forward. The board commented that the survey was improved. Staff stated that distribution of the survey would begin on April 1st and promotion would continue throughout the month.
Motion made by Owen Beitsch, seconded by Marc Reicher, to approve distribution of the survey. Motion passes with unanimous vote.

INFORMATION ITEMS:
   C. SunRail ridership update
Staff provided information relating to SunRail ridership. Staff stated this information was pertinent due to the recent weekend ridership sponsored by several partners, including the Winter Park CRA, for the Art Festival.

NEW BUSINESS
The board questioned staff on the citywide visioning process and potential outcomes including design standards. Staff provided information relating to the timeline and process moving forward. Staff stated visioning should yield an inspirational message that should flow into a review of comprehensive plan updates, land development code and design standards discussions. Staff stated that process could begin after visioning is complete.

There being no further business, the meeting adjourned at 9:33 a.m.

_________________________________________________________
Marc Reicher, Chairperson

_________________________________________________________
Laura Neudorffer, Board Liaison
Subject 3

Staff is presenting information related to a project administered by Community Redevelopment Agency staff.

**motion | recommendation**

Staff is requesting a motion to endorse the CRA capital improvement plan concepts as presented.

**Background**

Based on direction provided by the Community Redevelopment Agency, staff was tasked with identifying and conceptualizing large-scale capital projects that would improve the CRA district.

These capital projects include:
- Intersection 17-92 and Fairbanks Avenue
- Intersection 17-92 and Webster Avenue
- New York Avenue Streetscape

The goal of the Community Redevelopment Agency is to remove blight from the CRA district. As a result, these improvements promote a higher quality of life, add to the desirability of Winter Park, and improve the overall feel of the area.

Staff is requesting the Economic Development Advisory Board endorse the capital projects as presented. To date, staff will present these concepts to the Agency on May 11th.
US17-92 & FAIRBANKS AVE
US17-92 & WEBSTER AVE
NEW YORK AVENUE
1. BRICK PAVING
2. CONCRETE BAND
3. BRICK CROSSWALK
4. BUMP OUTW PLANTING
5. TYPICAL LID - "GREEN STREET"
6. STORMWATER TREATMENT
7. CHARACTER LIVE OAK
8. RECONFIGURED ADA COMPLIANT RAMPS

CITY OF WINTER PARK - New York Avenue Streetscape (Plan A)
Subject 4

Staff is presenting information regarding long tenured businesses in Winter Park.

motion | recommendation

None

Background

Per board direction, staff is providing information related to businesses that have been in operation, within City limits, over 25 and 50 years respectively. The purpose of this item is two-fold. First is to inform EDAB members. Second is to lay background discussion for a potential business recognition program for long standing businesses within the City of Winter Park.
City of Winter Park
Business Tenures

Firms over 25 and 50 Years
Background – National Survival Rate Stats

- Florida compares less favorably at the 10 year mark (28%)\textsuperscript{1}
- Winter Park is closely equivalent at the 15 year level (23%)\textsuperscript{2}
- Economic climate does not significantly affect birth and death rates \textsuperscript{1}

<table>
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<tr>
<th>Years in Existence</th>
<th>Survival Rate\textsuperscript{1}</th>
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<tbody>
<tr>
<td>2</td>
<td>69%</td>
</tr>
<tr>
<td>5</td>
<td>49%</td>
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<tr>
<td>10</td>
<td>34%</td>
</tr>
<tr>
<td>15</td>
<td>26%</td>
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\textsuperscript{1} Source: Bureau of Labor Statistics
\textsuperscript{2} Winter Park Building & Permitting
Background – National Survival Rate Stats by industry

Source: Bureau of Labor Statistics
Winter Park Business

- Total Businesses ≈ 3000
- Businesses over 25 years – 269 (8.4%)
- Businesses over 50 years – 16 (.5%)

Source: City of Winter Park Building & Permitting
Where are they located?
Businesses over 25 & 50 Years by Type

- Construction: Over 25 Years = 2, Over 50 Years = 5
- Manufacturing: Over 25 Years = 0, Over 50 Years = 4
- Wholesale Trade: Over 25 Years = 9, Over 50 Years = 4
- Retail Trade: Over 25 Years = 3, Over 50 Years = 34
- Transportation & Warehousing: Over 25 Years = 0, Over 50 Years = 4
- Information: Over 25 Years = 9, Over 50 Years = 15
- Finance & Insurance: Over 25 Years = 2, Over 50 Years = 17
- Real Estate, Rental & Leasing: Over 25 Years = 15, Over 50 Years = 65
- Professional Services: Over 25 Years = 2, Over 50 Years = 4
- Administrative & Support Services: Over 25 Years = 1, Over 50 Years = 1
- Educational Services: Over 25 Years = 0, Over 50 Years = 51
- Health Care & Social Assistance: Over 25 Years = 2, Over 50 Years = 17
- Arts, Entertainment & Recreation: Over 25 Years = 4, Over 50 Years = 21
- Accommodation & Food Service: Over 25 Years = 0, Over 50 Years = 3
- Other Services: Over 25 Years = 0, Over 50 Years = 3
Employees and Wages
(Orange County, FL Statistics)

• Approximately half of tenured firms are in high wage fields (46%)
  • Professional Services (Rank 1 – avg. $42.60/hr)\textsuperscript{1}
  • Health Care & Social Assistance (Rank 3 – avg. $33.93/hr)\textsuperscript{1}

• Median tenure of employees\textsuperscript{2}
  • Management, Professional and related – (Rank 13; 3.6 years)
  • Health Care & Social Assistance – (Rank 8; 4.4 years)

• According to Florida DEO, jobs in these fields (Professional Services, Health Care/Social Assistance) are expected to grow 16% and 27% respectively.\textsuperscript{1}

Source: Florida Dept. of Economic Opportunity\textsuperscript{1}
Bureau of Labor Statistics\textsuperscript{2}
Considerations

• WP has a number of long standing businesses that yield high wage jobs.

• Firms in the Professional Services/Health Care fields, despite some higher employment turnover, continue to stay in business.

• Employment projections suggest continued growth in these fields.