1 administrative
   a. Approve minutes from 10-17-17

2 action

3 informational
   a. World Travel Market report
   c. Meeting Calendar 2018

4 new business
   a. Chamber update

5 public comment

adjourn

Next meeting: January 16, 2018

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.”
### Subject 1

Approve minutes for the October 17, 2017 meeting.

**motion | recommendation**

Motion to approve minutes from October 17, 2017 is requested.

### Background

N/A
MINUTES

Meeting was called to order at 8:15 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: John Caron, Kelly Olinger, Tara Tedrow, Joel Roberts, Betsy Gardner-Eckbert (@ 8:30 a.m.)

BOARD MEMBERS ABSENT: Pete Muller, Wes Naylor

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Jim White, Jeff Briggs

ADMINISTRATIVE ITEMS:

A. Approve minutes from 08-22-2017
   Motion made by Kelly Olinger, seconded by Joel Roberts, to approve the 08-22-2017 minutes.
   Motion passes 4-0.

ACTION ITEMS:

INFORMATIONAL ITEMS:

A. Sign Code Revisions
   Staff provided information pertaining to the current sign ordinance along with suggested changes that will assist in dealing with businesses using new technology. The changes are intended to add definition so staff can better enforce that ordinance. One example would be wind screens at construction sites that use those screens for advertisement. Chief White provided a power point presentation with examples of illegal signage that the City is trying to prevent and/or limit. Discussion ensued pertaining to possible improvements to the ordinance along with possible solutions for better enforcement.

B. Economic Development Plan Monthly Report
   Staff provided an update on the downtown parking strategy. Staff remarked that they will have a CRA Agency meeting on November 13th to discuss financial commitments.

NEW BUSINESS:

A. Chamber Update
   Betsy Gardner-Eckbert, Chamber of Commerce, updated the Board on their preparations for the World Travel Market Expo and the data collection format to ensure a successful survey. She also informed the Board that the City and the Chamber are retiring the Christmas tree in Central Park and replacing the celebration with a digitally animated tree that will be closer to Morse Blvd.

   Next meeting scheduled for November 28, 2017

   There being no further business, the meeting adjourned at 9:34 a.m.

________________________________     ________________________________
John Caron, Chairperson       Laura Neudorffer, Board Liaison
Subject 3a

World Travel Market report

**motion | recommendation**

N/A

**Background**

The Chamber is providing a report on the World Travel Market Expo that was endorsed by EDAB at the August 22\(^{nd}\) meeting.
Staff is providing updates on the major items of interest for EDAB including the Economic Development Plan. In general, these items do not necessitate action by the board, but are being tracked to provide the board and public the most up to date information regarding the status of the various issues. The board may use this time to address discussion or viewpoints on these topics. Items in blue are specifically referenced in the approved FY16-17 EDAB plan.

<table>
<thead>
<tr>
<th>Project</th>
<th>Update</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolve Comprehensive Plan discussion and determine follow-up study areas</td>
<td>Dated June 16th, staff received a letter from the Department of Economic Opportunity finding the comprehensive plan update in compliance with F.S. 163.</td>
<td>Completed</td>
</tr>
<tr>
<td>Conduct a Tourism Assessment Review</td>
<td>Staff partnered with the Chamber of Commerce in providing a presence at the World Travel Market trade show. Return on investment is qualitative and quantitative involving marketing and survey data.</td>
<td>The City of Winter Park was represented at the World Travel Market on November 6-8, 2017. Detailed report to follow at the November 28th EDAB meeting.</td>
</tr>
<tr>
<td>Conduct a Business Certificate Study</td>
<td>Staff has formatted data available for analysis. Analysis will coincide with EDAB cluster report and reflect on local start-up trends.</td>
<td>A report will be provided to EDAB at the January 16, 2018 meeting.</td>
</tr>
<tr>
<td>Corridor Assessments</td>
<td>Orange Avenue - Stakeholder meetings finished and existing conditions analysis completed.</td>
<td>A report was presented to the City Commission on October 23rd.</td>
</tr>
<tr>
<td>Mixed-use/FAR</td>
<td>Staff has engaged with a private consultant for a case study analysis focusing on successful FAR/use relationships.</td>
<td>April 2018</td>
</tr>
<tr>
<td>Mobility Issues/Parking</td>
<td>Transportation consultant Kimley Horn developed a downtown parking strategy for consideration by the Commission based on a number of public input sessions. The strategy is multi-faceted including time tables for discussion, implementation, and evaluation as rough estimate for start-up costs. Staff received direction from the CRA Agency and allocated dollars for updated technology for compliance and monitoring and a review of the downtown parking code.</td>
<td>City Commission meeting as the CRA Agency on November 13th, 2017.</td>
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<td>------------------------</td>
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<td>---------------------------------------------------</td>
</tr>
<tr>
<td>FY17-18 EDAB Plan</td>
<td>December marks the end of the calendar year for each year of the EDAB plan. Staff provides a report outlining tasks undertaken as well as an update to the plan outlining proposed items for the upcoming year.</td>
<td>January 16 EDAB meeting</td>
</tr>
</tbody>
</table>
Year 3 of the plan builds upon the previous two year's successes and accounts for proposed changes during the review process. Each project supplements the direction provided by the Commission as well as supports conversation on new and existing topics.

**City Visioning**

**Projects to be completed during Visioning process:**
- Determine & execute EDAB’s role in the City Visioning process
- Delivery and Assessment of a Winter Park Business Survey
- Enhance marketing through ‘Everyday Exceptional’ concept
- Conduct an updated Business Cluster Study
- Implementation of a Fairbanks Business Façade Grant

**2014-15**

**2015-16**

Annual Report provided to EDAB contains:
- Review of projects
- Recount of proof statements and other metrics
- Review of yearly events, Visioning
- Proposals for changes to 2015-16 year scope

**2016-17**

Annual Report provided to EDAB contains:
- Review of projects
- Recount of proof statements and other metrics
- Review of yearly events
- Proposals for changes to 2016-17 year scope

**Projects to be completed during this fiscal year:**
- Conduct an updated Business Cluster Study
- Business Survey Workplan / Business Packet Disbursal
- Conduct a Business Certificate Study
- Conduct a Tourism Assessment Review
- Compose an Economic Development Element for insertion into the Comprehensive Plan
- New/changes to scope based on EDAB annual review
- Resolve Comprehensive Plan discussion and determine follow-up study areas
- Undertake select projects included in the Economic Development Sub-element of the Comprehensive Plan
- Conduct a Business Certificate Study
Subject 3c

EDAB 2018 meeting schedule

motion | recommendation

N/A

Background

Meetings are scheduled for the third Tuesday of every month, or called/cancelled on an as-needed basis. Staff is providing a tentative schedule for EDAB meeting dates in 2018.
The Economic Development Advisory Board (EDAB) meets for a regularly scheduled meeting on the third Tuesday of every month, or called on an as-needed basis. Please contact Kyle Dudgeon, Economic Development Manager for more details regarding EDAB Agenda items at 407-599-3217. **All regular meetings begin at 8:15 a.m.** Meetings will be held in the Chapman Room on the second floor or City Hall, 401 S. Park Ave., or may be changed by the department. All meetings of the EDAB are open to the public. **All meetings are tentatively scheduled. Please check the city’s calendar to confirm dates and times.**

**EDAB Meeting Dates for 2018**

- January 16
- February 20
- March 20
- April 17
- May 15
- June 19
- July 17
- August 21
- September 18
- October 16
- November 20
- December 18