



Economic Development Advisory Board Regular Meeting

November 10, 2020 at 8:15 a.m.

City Hall | Commission Chamber
401 S. Park Ave. | Winter Park, Florida

Agenda Items

1. Opening Comments

- A. Hybrid Meetings

2. Approval

- A. Minutes for September 8, 2020

3. New business

- A. Municipal Area Public WiFi

4. Staff Update

- B. Fiber update
- C. Economic Recovery Task Force/Chamber update

5. Public Comment

6. Adjourn

Next meeting: December 8

appeals & assistance

“If a person decides to appeal any decision made by the Board 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.”



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Administration

Hybrid (in-person & virtual) city advisory board meeting safety precautions & procedures [as of 11.03.20]

AUDIENCE SIZE & MAXIMUM CAPACITY

Due to limited seating capacity at each meeting site, members of the public are highly encouraged to participate [virtually](#). For those who prefer to attend in-person, early arrival is recommended. The following capacity limits apply to allow for safe, socially-distant seating:

Meetings with a maximum of 50 in-person attendees:

- Held at the Winter Park Community Center (721 W. New England Ave.)

Meetings with a maximum of 20 in-person attendees:

- Held in City Hall Commission Chambers (401 S. Park Ave.)

If a meeting meets maximum capacity at the site, the public can join virtually by [registering online](#). If, however, the preference is to physically attend after maximum capacity has been met, the person(s) will be required to wait outside the meeting room to be called upon by city staff at the time they desire to speak.

CITY COMMISSION AND PLANNING & ZONING ADVISORY BOARD MEETINGS

- Until further notice the following will apply:
 - All City Commission and Planning & Zoning Advisory Board regular meetings will be held at the Winter Park Community Center.
 - All City Commission Work Sessions will still be held virtually.

EQUIPMENT NEEDED

- Board members and staff liaisons will be asked to bring their own electronic devices to use at each board meeting.
- If a device is not accessible, board members can still participate but will be seen by the virtual audience in a wide shot of the room.
- Board members physically in attendance will be asked to turn on their cameras and place their mics in the mute position. Their audio will be captured by the house A/V system.

SAFETY PRECAUTIONS FOR IN-PERSON MEETINGS

- Face coverings must be worn at all times by staff and attendees.
- All attendees must be seated at least 6' apart from individuals and/or other parties.
- Hand sanitizers will be available for use.
- NOTE: Meetings are audio and video recorded for public record purposes.

PUBLIC COMMENT PROCESS

- The public can "Request to Speak" using the [online registration](#) for the virtual audience or by filling out a hard-copy form for those attending in-person.
- For those physically lining-up to speak, speakers will need to maintain the required social-distancing space.

Thank you for helping keep our public meetings productive and safe.



Economic Development Advisory Board Agenda Item

November 10, 2020 at 8:15 am

City Hall | Commission Chamber
401 S. Park Ave. | Winter Park, Florida

Agenda Item

Approve Minutes for September 8, 2020.

Motion | Recommendation

Motion to approve minutes from September 8, 2020.

Background

N/A



Economic Development Advisory Board Minutes

September 8, 2020 at 8:15 a.m.

Virtual Meeting
401 S. Park Ave. | Winter Park, Florida

Present

Michelle Heatherly, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert, Michelle Smith
Peter Moore, Wes Hamil, Kyle Dudgeon

Absent

Bill Segal, James Petrakis

Meeting called to order

Meeting was called to order at 8:21 am. Staff briefly introduced themselves followed by the board members.

Approval of minutes

Motion made by Murray Wilton, seconded by Drew Madsen, to approve the August 11, 2020 minutes.

Motion passes 5-0.

New Business

1. City Finance Update

Assistant Division Director, Kyle Dudgeon, stated that at the last meeting a request was made to staff to provide a report on the city's finances. Finance Director Wes Hamil, provided a powerpoint presentation regarding the city's revenue and expenditures. Mr. Hamil stated the city overall reduced revenue projections in anticipation of COVID-19 effects, while projected expenditures remained similar. He additionally highlighted increased golf course and utility revenues, and a slight decrease in electric largely due to commercial properties. The board asked about the city's financial foundation and how strong it is. Staff responded by providing detail on the city's strong bond rating and reserves. Staff is also monitoring the effect of the real estate market, particularly commercial, on future ad valorem revenue.

2. Economic Recovery Task Force/Chamber Update

Assistant Division Director, Kyle Dudgeon, provided background on the latest conversations and implementation strategies of the Economic Recovery Task Force. Chamber President/CEO Betsy Gardner-Eckbert provided a review and stated that events and policy are the biggest points of consideration by the task force. She stated beneficial impact and safety are two of the largest items of consideration when developing ideas. She shared surveys of existing businesses and CRA residents regarding pandemic business effects and potential municipal support. The board discussed

opportunities to aid business through policy considerations, cost deferments, and incentives. The board mentioned speed and equity as some of the biggest opportunities to bring items forward.

Public Comment

No public comments were taken.

There being no further business, the meeting adjourned at 9:26 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board Agenda Item

November 10, 2020 at 8:15 am

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401 S. Park Ave. | Winter Park, Florida

Agenda Item

Municipal Area Public Wi-Fi

Motion | Recommendation

Recommendation to expand public Wi-Fi within the downtown core is requested.

Background

In April 2020, the Winter Park CRA provided funding for a public Wi-Fi project that brought 300Mbps speeds to two of the city's most prominent outdoor gathering spaces. Through this investment, residents and visitors have a safe outdoor location where they can access responsive wireless internet speeds from the parks and also adjacent business seating and café dining areas. This public amenity also promotes digital inclusion by providing free access to internet for everyone, and expanded opportunities for remote learning. Custom designed nodes were placed on streetlights throughout the park with the added benefit of now having lights controlled remotely. The city's partner on the project, Frog, has provided a private virtual network layer for the city to enhance smart city applications. One example is its use with the city's smart parking sensor applications at the Park Place Garage. Frog has waived all ongoing maintenance fees as part of this project. Funding for this project was reimbursed through the federal CARES Act administered through Orange County.

Staff is currently reviewing the possibility of further expanding free public access to Wi-Fi in major downtown corridors to assist with remote connectivity, visitor experience, distance learning, and support local business activity. Locations for deployment include Park Avenue, New England Avenue, and portions of Morse Blvd. According to a 2019 Pew Research Center study, 81% of American's own a smart phone. Further, a growing share of Americans now use smartphones as their primary means of online access, upwards of 'one in five' which has doubled since 2013. From a business perspective, staff has determined this as one trend for consideration of public Wi-Fi benefit from a business and resident perspective. Others include:

Foot Traffic/Business Generation: The need for internet access is ubiquitous across residential and commercial demographics. Reporting suggests not only is Wi-Fi becoming a requirement, residents and guests leave with a higher grade of experience, and stay at a specified location longer as evidenced by coffee shops and bigger box retail.

Marketing/Brand: Continuing to invest in resources and spend funds in the public realm provide a new attractiveness to an area. The investment supports existing efforts to mitigate the pandemic by supporting evening event activities such as road closures, Music in the Park, and West Meadow Wednesdays.

Public Amenity: In Spring 2020, early reports suggested upwards of 150 individuals per day signed into Central/Shady Park Wi-Fi. As the economic climate evolves, this number may increase. It also provides a digital resource for information and mapping access to stores, parking, etc.

Social Distancing: Parks and open-air right-of-way areas are continuing to be requested resources for social distancing protocols. Outdoor areas coincide with additional safety measures and can accommodate additional foot traffic over greater surface areas as consumer confidence evolves.

It is staff's intent to request capital for this program as part of the Economic Recovery Task Force's business assistance funding.

Total cost for the project is estimated at \$175,000.



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Agenda Item

Staff Update

Motion | Recommendation

N/A

Background

Staff is providing an update relative to the following topics.

- Fiber Update
- Economic Recovery Task Force/Chamber Update

In general, these items do not necessitate action by the board, but are included to provide the public the most up to date information regarding the status of various issues. The board may use this time to address discussion or viewpoints on these topics.

Fiber & Wi-Fi Initiatives Update

Projects Completed/Underway:

Audit and Design Contract

The city executed an agreement with Frog to review the city needs and proposed routes as part of the solicitation, design the city's private fiber network, and audit the proposed routes for existing city fiber. During this process frog discovered numerous sections of conduit that has already been constructed but not documented. This will result in reduced construction cost from what was originally anticipated. This process is almost complete, with the audit and design completed. Currently staff is awaiting the estimated build-out costs of the proposed network. Due to cybersecurity sensitivities, the proposed route is exempt from public record.

PtMP Macro Site Agreement

This agreement creates a Point-to-Multi-Point wireless network, linking traffic signal locations throughout the city. The city has 57 signalized intersections that require manual reboots for system failures and have no cohesive linkage to any centralized computer system that would allow for smart city applications such as traffic monitoring, collection of traffic data, real-time management of signals, and reduction in the need to make system repairs at the sites. Previously, staff believed that the physical construction of fiber to each signal location was necessary to create the appropriate centralized network. A small 6" by 3" device, mounted on each signal site, that communicates with the city owned cell tower at Virginia, is capable of achieving the same goals. This solution meets with FDOT needs and is capable of communicating with their systems. Additionally, this system will allow for connection of city owned facilities and utility infrastructure as well as redundant back up connections for locations serviced with fiber. Contract cost is approximately \$36k for setup and \$915 per site location. Monthly system operations and maintenance will be approximately \$2,000.

Central & Shady Park Wi-Fi

While not a part of the solicitation issued by the city, the Wi-Fi project that brought 300 Mbps speeds to two of the city's most prominent outdoor gathering spaces, was funded by the CRA as part of the pandemic response. Now residents and visitors have a safe outdoor location where they can access extremely fast wireless internet speeds from the parks and also adjacent business seating and café dining areas. In addition to being a public amenity, this promotes digital inclusion by providing a truly free (no sign-up required) access to internet for everyone. Custom designed nodes were placed on streetlights throughout the park and as a side benefit, all lights in the park can now be controlled remotely. If desired in the future, remote controlled speaker attachments can also be provided at each location. In addition to the public access network, Frog has provided a private virtual network layer for the city to enhance smart city applications (As an example this system will power connection for the smart parking sensors in the Park Place Garage). As a resident and business owner in the city, Frog has waived all ongoing maintenance fees as part of the project.

Fiber & Wi-Fi Initiatives Update

Funded out of the downtown enhancement project monies in the CRA, this \$70k project was submitted to Orange County for CARES Act reimbursement and was approved.

Enhanced Broadband for City Facilities

The recent pandemic and push to remote and virtual environments necessitated the city to enhance its broadband services. Under a services agreement with Frog, the city is now getting 50 times (was 100 Mbps, now 5,000 Mbps) the speed at the same price as the prior contract with CenturyLink. This project will allow the city's IT department to adequately provide for enhanced levels of service needed to manage remote and virtual work environments and includes a backup circuit for added system redundancy. As this improvement was necessitated by the pandemic, the costs for this project have been submitted to the County for reimbursement under the CARES Act.

Expanded Public Wi-Fi in Downtown Core

Staff is currently reviewing the possibility of further expanding free public access to Wi-Fi in the major downtown corridors to assist with remote connectivity, visitor experience, and to support local business activity. This would add Wi-Fi nodes, just like the deployment in Central and Shady Park, up and down Park Ave, New England, and portions of Morse Blvd. Staff is also reviewing the possibility of including Orange Avenue as well. The CRA set aside \$500k for pandemic response, and staff intends to approach the Chamber's task force about recommending this project for the use of some of those funds. It is also possible that this could ultimately be reimbursed by the CARES Act or a subsequent successor program.

Fiber Projects Performed in-house:

Connection to Lakemont Fire Station and Showalter Field

Performed in-house by the city's Water & Wastewater Utility, directional boring crews connected conduit to the Lakemont Fire Station and Showalter Field locations so that they can be added to the city's private fiber network. Material costs to complete this project were approximately \$25k.

5G Status:

Master Agreement

Though 5G is not part of these initiatives, it has impacts on business and strategy related to the fiber project. Staff has been working for the last two years with AT&T and Verizon on a template for a master agreement to allow 5G node locations in the city. Under federal and state law, the city has limited negotiation rights and staff efforts are focused on aesthetics and safety. A draft of the agreement is under review with the attorneys and efforts are being made to schedule a Commission worksession.