



Economic Development Advisory Board Regular Meeting

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

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

Agenda Items

1. Approval

- A. Minutes for November 10, 2020

2. New business

- A. 2021 Topic Discussion

3. Staff Update

- A. Economic Recovery Task Force/Chamber Update
- B. CoStar Data
- C. EDAB 2021 Calendar

4. Public Comment

5. Adjourn

Next meeting: January 12

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.”



Economic Development Advisory Board Agenda Item

December 8, 2020 at 8:15 am

City Hall | Commission Chamber
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Agenda Item

Approve Minutes for November 10, 2020.

Motion | Recommendation

Motion to approve minutes from November 10, 2020.

Background

N/A



Economic Development Advisory Board Minutes

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

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

Present

Bill Segal, Michelle Heatherly, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert

Peter Moore, Kyle Dudgeon

Absent

James Petrakis, Michelle Smith

Meeting called to order

Meeting was called to order at 8:16 am. Staff briefly outlined standard operating procedures for hybrid meetings moving forward.

Approval of minutes

Motion made by Drew Madsen, seconded by Betsy Gardner-Eckbert, to approve the September 8, 2020 minutes.

Motion passes 5-0.

New Business

1. Municipal Area Public Wifi

Assistant Division Director, Kyle Dudgeon, stated back in April, city partnered with a private vendor and the CRA to enable free public Wi-Fi in Central and Shady Park. The intent was to provide outdoor, socially distanced locations for residents, guests, and entrepreneurs to access the internet during the pandemic. Mr. Dudgeon stated that since that time use of the amenity has grown upwards of 250 devices on the weekend. He stated that staff sees this as an opportunity to expand the project into public right-of-way areas to continue to promote the experience of the downtown, generate foot traffic, provide public amenities, and engage in safe socially distant practices. Staff recommended this be considered as part of the \$500,000 dollars allocated to the economic recovery task force. Total cost of the project is \$175,000. The vendor, Frog, has also agreed to waive maintenance fees. The board discussed the short term and long benefits of the project. Staff stated that while residents and businesses may use the amenity differently, it uniformly applies a benefit to all users of the downtown. The board also questioned if financially any other projects wouldn't be considered due to the cost of the Wi-Fi project. Staff stated not at this time. **Murray Wilton made a motion to approve staff's recommendation to expand public Wi-Fi within the downtown, seconded by Michelle Heatherly. Betsy Gardner-Eckbert abstained. Motion passes 4-0.**

Staff Update

1. Economic Recovery Task Force/Chamber update

Chamber President/CEO Betsy Gardner-Eckbert provided a review of the latest discussions had by the economic task force. She stated they have continued to identify projects and programs that can safely mitigate the affects of the pandemic. Incentives, policy and code considerations, and capital items, such as the downtown bollard project for road closures are all being considered. Special events such as West Meadow Wednesdays and Music and Movies in the Park are underway. She stated they are moving quickly, but with discipline.

Public Comment

No public comments were taken.

There being no further business, the meeting adjourned at 9:05 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon



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December 8, 2020 at 8:15 am

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Agenda Item

2021 Topic Discussion

Motion | Recommendation

N/A

Background

During this past year, the Economic Development Advisory Board has reviewed topics in tandem with the ongoing pandemic including trend monitoring and mitigation strategies in concert with the Economic Recovery Task Force. As 2021 approaches, strategies continue to evolve as new data becomes available. The purpose of this item is to begin a review of the topics for 2021 that will continue to frame the goals and objectives of the board. These may include a review of existing programming, reporting and analysis, and marketing. Staff is providing a powerpoint presentation to overview these items.



Economic Development Advisory Board Meeting Schedule

2021

The Economic Development Advisory Board regular meetings are typically held at 8:15am on the second Tuesday of each month in the Commission Chambers at City Hall.

MEETING DATES

January 12

February 9

March 9

April 13

May 11

June 8

July 13

August 10

September 14

October 12

November 9

December 14

Meetings are open to the public.

Please access cityofwinterpark.org/bpm to confirm meeting dates and times.