

# Economic Development Advisory Board

**March 18, 2014 at 8:00 a.m.**

Winter Park City Hall, Commission Chambers  
401 Park Avenue S., Winter Park, FL 32789



## 1 administrative

- a. Approve minutes from 01-21-14

## 2 action

## 3 informational

- a. Review existing ED 3 Year Plan

## 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 03-18-14

approved by

item type  Administrative  
 Action  
 Information

City Manager  
 City Attorney  
 N/A

**agenda  
item**

### Subject 1A

Approval of Minutes from January 21, 2014

### **motion | recommendation**

Approve meeting minutes

### **background**

Minutes are attached for review and approval

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

**Regular Meeting  
8:00 a.m.**

**January 21, 2014  
Commission Chambers**

**MINUTES**

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Meeting was called to order at 8:00 a.m. in the Commission Chambers of City Hall.

**BOARD MEMBERS PRESENT:** Owen Beitsch Patrick Chapin, Maura Weiner, Stephen Flanagan, John Caron, and Kelly Olinger. Marc Reicher and Kelly Olinger joined the meeting at 8:05 a.m.

**BOARD MEMBERS ABSENT:** John Gill

**STAFF MEMBERS PRESENT:** Mayor Bradley, Randy Knight, Dori Stone, Laura Neudorffer, David Buchheit, Jeff Briggs, Peter Moore, George Wiggins, Debbie Wilkerson

**ADMINISTRATIVE ITEMS:**

Motion made by Stephen Flanagan, seconded by John Caron, to approve the December 17, 2013 minutes. Motion passes with 5-0 vote.

**ACTION ITEMS:**

- a. Motion made by John Caron, seconded by Stephen Flanagan, to move forward with the ULI Technical Assistance Panel Scope of Work and present to City Commission. Motion passes with a 5-0 vote.
- b. Baseball Discussion: Mayor Bradley addressed the board and reviewed options along with questions/concerns that are being considered by the City before making a final decision on Baseball. Mayor Bradley discussed the points to consider with baseball would be site location, stadium funding, and the agreement with the ownership team.

City Manager, Randy Knight, also addressed the Board and provided visuals of the potential available areas for a baseball stadium. Those areas discussed included Rollins College, Martin Luther King Park, the former Tree Farm Nursery, and the VoTech property. Rollins and Martin Luther King Park are within the CRA boundaries which would allow additional funding opportunities. Mr. Knight reminded the board that FDOT has plans to have Lee Rd continue through to Denning Drive in the future. They do not require approval from the City Commission but would like to have their support.

Mr. Knight also discussed estimated costs and the possible extension of the CRA in order to fulfill the obligation needed to invest and complete a stadium. The stadium itself would not generate increased TIF for the CRA. John Caron and Marc Reicher prefer the Tree Farm Nursery location and Owen Beitsch prefers the VoTech location.

**INFORMATION ITEMS:**

**NEW BUSINESS**

There being no further business, the meeting adjourned at 9:48 a.m.

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Marc Reicher, Chairperson

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Laura Neudorffer, Board Liaison

# Economic Development Advisory Board



meeting date 03-18-14

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item type  Administrative  
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 Information

City Manager  
 City Attorney  
 N/A

**agenda  
item**

### subject 3A

Discuss Economic Development Plan update

### background

The original Economic Development Plan was developed as a three year plan. It is now time to update this tool. Staff has included a matrix from the original three year plan to begin the discussion and also included the Commission points from the dialogues that took place at the end of 2013 for additional direction.

## Summary of Commission Discussions:

### Vision

- Several feel that the City has a vision that is understandable to the average person
- Two felt that a visioning process would offer greater focus on the community and provide a broader sense of what the community wants

### Corridors

- Most Commissioners felt that the corridors need to have a separate identity yet reflect the overall brand of Winter Park
- Corridors should be: unique, holistic, and aesthetic
- Corridors should have an economic purpose, a benefit for the owners/residents, and a vision with a process of great partnership
- Design standard for the corridors - do we need them?
- Identify what types of businesses would we like to see in Winter Park?
  - Specific corridors identified include:
    - Fairbanks Avenue – including the annexation to Minnesota, evaluating and increasing (if necessary) development patterns, recognition as a gateway corridor and “front door” of Winter Park (4)
    - US 17-92 (3) – look into density/intensity redevelopment issues – ULI a great option
    - Denning Drive – corridor is set given present redevelopment – is there more that can happen?
    - Others

### Transportation/SunRail

- SunRail – overall positive asset to Winter Park
- Gateway to Metro area through Winter Park
- Concerns about parking, circulation through and around downtown
- More education to the public about “moving people” using SunRail
- What new opportunities does SunRail create for the area?
- Options for quiet zones
- Address need for local movement around the community particularly between attractions – Rollins College, Alford Inn, Winter Park Village, downtown area, senior living centers

### Economic Development Items

- Educate the public about the importance of economic development including job growth, job creation, increasing commerce - include metrics and measurement tools to recognize success
- Encourage events between Hannibal Square and Park Avenue – expand the downtown to create a larger sense of space

- Recognize the importance of job creation and increasing commerce so that future generations will have jobs within the community.
- Create educational outreach to the public to show how important Economic Development is and what the City is doing to improve the area
- Identify what factors come in to play when seeking desirable businesses
- Commission is looking to the EDAB to create a list of opportunities that are available and of incentives to offer businesses showing how they would benefit by being in the Winter Park area. How do we as a City attract those types of businesses to our area?
- Promote community gems – places or businesses that make Winter Park special
- Look to develop the creative arts - whether through new businesses, entrepreneurs etc.
- Look for gardening opportunities to entice CEOs and corporate headquarters to consider Winter Park first

Objective	Strategy	Action Steps	Status	Staff	Est. Cost	Notes
Objective #4: Target and Grow Business Clusters	<i>Advance higher education/economic development partnerships to grow business clusters</i>	Work with Education Partners to align curriculum and programs based on targeted business clusters and workforce needs	Not Done		15,600	
Objective #5: Achieve Strategic Partnerships	<i>Implement Business Improvement Districts (e.g.: Park, W. Fairbanks, New England, Aloma)</i>	Provide support for BID election and implementation including coordination with City Departments	Not Done		Little to no cost	