

# Economic Development Advisory Board

**May 17, 2016 at 8:15 a.m.**

Winter Park City Hall, Chapman Room  
401 Park Avenue S., Winter Park, FL 32789



## **1 administrative**

- a. Approve minutes from 4-19-2016

## **2 action**

## **3 informational**

- a. Discussion with Commissioner Weldon

## **4 new business**

## **5 public comment**

## **adjourn**

Next meeting: June 21<sup>st</sup>

## 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 5-17-16

approved by

item type  Administrative  
 Action  
 Information

City Manager  
 City Attorney  
 N/A

**agenda  
item**

## Subject 1

Approve minutes dating April 19, 2016

## **motion | recommendation**

Motion to approve minutes from April 19, 2016 is requested.

## **Background**

N/A

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

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

**April 19, 2016  
Chapman Room**

**MINUTES**

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Meeting was called to order at 8:17 a.m. in the Chapman Room of City Hall.

**BOARD MEMBERS PRESENT:** John Caron, Kelly Olinger, Steve Flanagan, Owen Beitsch, John Gill, Patrick Chapin , and Marc Reicher

**BOARD MEMBERS ABSENT:** Maura Weiner

**STAFF MEMBERS PRESENT:** Dori Stone, Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes

**ADMINISTRATIVE ITEMS:**

**A. Approval of the February 16, 2016 Minutes**

**Motion made by Marc Reicher, seconded by Steve Flanagan, to approve the February 16, 2016 minutes. Motion passes 7-0**

**ACTION ITEMS:**

**A. Visioning Themes Review**

Staff recapped the Vision Winter Park Steering Committee process and its progress to date. Focus group findings were also reviewed revealing important theme topics that were missing, one of those topics being Business and Economic Development.

Staff informed the Board that 95% of the surveys collected were in the 30-49 age range and about 85% of those were people that had not participated to date.

Discussion was held among Board and Staff listing points of interest which are included in your packet as a part of the meeting minutes.

Staff asked for suggestions on how to resolve the concerns. The phrasing of terms and statements is very important.

**INFORMATION ITEMS:**

**A. GrowFL's annual 'Companies to Watch' event:**

Staff provided a brief description of the event and discussed the criteria used to select and or nominate companies for recognition. Board members provided some suggestions on companies they believe may meet the criteria and be worthy of being nominated for the event.

**B. McRae Art Studio**

Staff informed the Board members of McRae's inquiry about the City donating the Progress Pointe property for their Arts programs. The Board suggested the studio speak with Veigle properties to see if they can assist, and perhaps the Chamber and the City assisting McRae in getting the word out that they are in need of a facility through local media and contact lists. Staff suggested the possibility of a co-habitation of Arts between Winter Park Playhouse and McRae.

**C. Board Member Terms**

Discussion was eliminated due to time constraints

**NEW BUSINESS**

**A. Master Plan for Progress Point**

Staff will be going out to RFP for a commercial broker to assist in the sale of the property.

Fred Miller, Beazer Homes, stated his interest in purchasing the Tree Farm property located off of Lee Rd.

Next meeting scheduled for May 17, 2016. There being no further business, the meeting adjourned at 9:50 a.m.

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John Caron, Chairperson

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Laura Neudorffer, Board Liaison

# EDAB Focus Group Comments



1. Business Development's best representation is #s 1, 2 or 3.
2. ED runs through all themes
3. Clarity & cohesion from staff to elected officials is important with regards to vision, comp. plan, LDR
4. Tension of Historic Preservation vs. Development is evident in language
5. 'accepted level of growth', 'sensitive density' needs to be clarified
6. Themes should, in general, not constrain but lift/aspire
7. Business > development (word use)
8. Business growth means increases in intellectual capital, arts & culture

9. Outside of #1, nothing addresses work, or the term working
10. New theme may work better than weave in economic development
11. For some, their prism is only downtown WP, the term village may be a reflection of that
12. Recognize there are multiple constituents outside downtown
13. Themes are 'ripe with caution, short of inspiration'
14. Maybe the question should be how can we be a 'world class village'
15. Agreement in areas outside CBD that some change in development is good
16. Alford Inn as a standard; does it check all the theme boxes?
17. Library expands the limits of downtown
18. Just because of our geographic location, we will grow

19. From a developer perspective, we are redeveloping, no 'greenfields'
20. Themes should not just be for downtown.  
Need to address the, 'how do you know when you're in WP'
21. Look & feel = design standards •
22. What discourages us from putting Alford on 17-92?
23. "When Rollins gives you directions, they say take Princeton, not Lee or Fairbanks
24. Clear, simple design standards then let the market take over
25. We want better -> Lakeside, Lakeside Crossing

#### Wrap-up:

- We have to be careful with traffic; no neighborhood pass-throughs
- A 'Wall of Affluence' is being created around downtown which limits inclusion/diversity

- Identify more areas for special treatment; entitlements, etc.
- Land that affects us is annexable
- Change is easy; improvement is hard.
- The vision statements can be used as a scorecard (e.g. Alford)
- There needs to be a 'package of standards' to ensure WP feel.
- Manage growth w/ WP values
- Look at areas/corridors holistically. No area, development project in a vacuum.
- The vision statements – Are they to avoid an argument or provide direction?



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## Subject 3a

Discussion with Commissioner Weldon

## **motion | recommendation**

None

## **background**

At the April 19<sup>th</sup> EDAB meeting, staff and the board discussed presenting an invitation to newly elected Commissioner Weldon to attend a regularly scheduled EDAB meeting to discuss economic development related issues in the city.

The following are considerations for discussion topics with Commissioner Weldon. These include, but are not limited to:

- Current projects
- Past ventures
- EDAB's role
- Overall Economic Development trends
- Priority projects

At the conclusion of the discussion, staff will provide a short summary at the June meeting.