

Economic Development Advisory Board

February 20, 2018 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 1-16-2018

2 action

3 informational

- a. EDAB Monthly Report

4 new business

- a. Chamber Update

public comment

adjourn

Next meeting: March 20th

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 2-20-18

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 1

Approve minutes for the January 16, 2018.

motion | recommendation

Motion to approve minutes from January 16, 2018.

Background

N/A

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

**Regular Meeting
8:15 a.m.**

**January 16, 2018
Chapman Room**

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, Wes Naylor, Joel Roberts, Betsy Gardner-Eckbert

BOARD MEMBERS ABSENT: Pete Muller, Tara Tedrow

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Clarissa Howard, Craig O'Neil

ADMINISTRATIVE ITEMS:

A. Approve minutes from 10-17-2017 and 11-28-2017

**Motion made by Kelly Olinger, seconded by Joel Roberts, to approve the 10-17-2017 and 11-28-2017 minutes.
Motion passes 5-0.**

INFORMATIONAL ITEMS:

A. Americans for the Arts Economic Impact Study

Staff provided an overview of the Weekend of the Arts event and the support they have gained this year. This included overall impact on and in the community. Staff also provided the Board with a packet including a VIP invitation for February 5th. Board inquired about the Rollins Art building and how/if the City is working with them as the facility develops and whether it will be invited to be a partner in the Arts & Culture event.

B. Business Certificate Study

Staff provided Board with statistics and other informational factors gathered through the study. Report covered purpose, methodology, hypothesis, and conclusions. Points of interest were longevity rates, where business types fall in the zoning categories, how is the information being used moving forward, and the relevancy of the data set.

ACTION ITEMS:

A. 2017 EDAB Annual Report/2018 EDAB Plan Approval

Staff provided an update listing the top four items to be completed during this fiscal year - 1. Tourism, 2. Corridor Analysis, 3. Special Event Study, and 4. Reporting Requirements. The Special Event study is more of an academic exercise to determine the economic impact of the events.

Motion made by Betsy Gardner-Eckbert, seconded by Kelly Olinger, to approve the items as listed on page 9 with the understanding that each item shall be discussed in detail as progression occurs. Motion passes 5-0.

NEW BUSINESS:

A. Development Report Year End 2017

B. Chamber Update

Betsy Gardner-Eckbert provided a very brief overview pertaining to Tourism which may include increased room counts at Alford, a boutique hotel in Hannibal Square, etc. British guests are still booking 14 day stays in Florida so we need to focus on how to get those tourists to the Winter Park area to see the museums and shops we have available. Partnerships have been made with Thomas Cook and Virgin. They are developing a tourism task force which includes people from Rollins and Florida Hospital.

Next meeting scheduled for February 20, 2018

There being no further business, the meeting adjourned at 9:29 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

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**agenda
item**

Subject 3a

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 FY17-18 EDAB plan.

Project	Update	Date
Tourism – strengthen demographic identification of the city’s tourism market	Staff continues to identify opportunities.	Project ongoing
Corridor Analysis – Monitor the redevelopment of major commercial arterials within the city	Orange Avenue - Stakeholder meetings finished and existing conditions analysis completed.	A report was presented to the City Commission on October 23 rd .
Special Events – Identify a scope for evaluation and review economic impact	Staff is collecting relevant data and formatting to be available for analysis.	Project ongoing.
Mobility Issues/Parking	Staff received direction from the CRA Agency and allocated dollars for updated technology, compliance review, and code modernization. Staff has engaged with vendors for technology upgrades, parking compliance for enforcement review, and a consultant for code modernization recommendations.	Projects are at various stages of implementation.

Fiber Optics	Direction from EDAB was to provide an update on the fiber optic initiative at a future EDAB meeting.	Project ongoing.
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