



# Economic Development Advisory Board Regular Meeting

August 11, 2020 at 8:15 a.m.

Virtual Meeting

## Agenda Items

### 1. Opening comments

- A. Introductions

### 2. Approval

- A. Minutes for March 10, 2020

### 3. New business

- A. Discussion on local/regional economic landscape
- B. Chamber update

### 4. Public Comment

### 5. Adjourn

Next meeting: September 8

## appeals & assistance

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“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

August 11, 2020 at 8:15 am

Virtual Meeting

## Agenda Item

Approve Minutes for March 10, 2020.

## Motion | Recommendation

Motion to approve minutes from March 10, 2020.

## Background

N/A



# Economic Development Advisory Board Minutes

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

Chapman Room  
401 S. Park Ave. | Winter Park, Florida

## Present

Bill Segal, Michelle Heatherly, Wes Naylor, Sheila DeCiccio, and Joel Roberts

Peter Moore, Kyle Dudgeon

## Absent

Mike Miller, Tara Tedrow, Betsy Gardner-Eckbert

## Meeting called to order

Meeting was called to order at 8:18 am.

## Approval of minutes

Motion made by Sheila DeCiccio, seconded by Wes Naylor, to approve the February 11, 2020 minutes.

Motion passes 4-0.

## New Business

### 1. Swoope Site 631 N. New York

Assistant Division Director, Kyle Dudgeon, provided an update to the site plan and overall progress of the proposed use of the city-owned Swoope site located at 631 N. New York Ave. Mr. Dudgeon provided a layout of the proposed site plan which included a 6,000 SF building for city use to consolidate the cemetery, golf course, and Central Park maintenance equipment. In addition he explained the layout of the parking, retention area, potential location for leasable parking to adjacent building owners, and improved landscaping along the golf course frontage. As mentioned previously, this project will open up a \$4 million revenue opportunity for the cemetery by allowing the old maintenance site next to Palm Cemetery to be converted to a columbarium. Staff explained that site plans and renderings are currently underway for that project. Board members asked staff about the cost of the improvements which staff said would range from about \$800k - \$900k for the 6,000 SF building and surrounding site work and landscaping. The board also compared the revenue opportunity against the total cost of the project at both sites at 2 to 1. Board members also asked questions regarding the cemetery business, existing capacity, and outlook. Staff explained that this project offers a fairly good chance at passing as it creates a revenue opportunity for the city, does not require the sale of any land assets, and consolidates required city services into a single efficient location. **Sheila DeCiccio made a motion to approve the project concept as presented and move it to Commission, seconded by Wes Naylor. Vote passed 4 - 0.**

**2. Non-Taxable Property Analysis**

Mr. Dudgeon presented the Board the findings from a review of exempt value and exempt properties in Winter Park as they compare to other cities in Orange County. He stated that when looking at property value that is fully exempt, the city has about 8% of its value off the tax rolls, however when all exempt value is added (including homesteads) the number increases to about 12%. Overall, the city's fully exempt number is about in the middle of other municipalities in the county, while the overall exempt number is lower on average than other cities. The Board discussed the impact of recent properties purchased by hospital systems on the tax base. They also discussed the perception of Winter Park having more exempt property than others is due to the size of the city, verses Orlando, which has higher exempt values, but awareness of exempt transactions may not be as widespread.

**3. Chamber Update**

There was no Chamber update.

**4. Board Appointment Update**

Mr. Dudgeon provided a current list of the board members and their respective terms and discussed the process of applying to be reconsidered as a member again.

Board member Michelle Heatherly arrived and the board asked her to provide her opinions regarding the recently approved Orange Avenue Overlay district. Staff and the board discussed the overlay and its basic facts.

Board Chair, Bill Segal, asked staff about the process for how applicants opening a business in the city can get information to better ensure a smooth process through permitting. Staff provided the existing process to the board and discussed that this will be an ongoing topic at future meetings.

There being no further business, the meeting adjourned at 9:25 a.m.

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Chairperson, Bill Segal

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Board Liaison, Kyle Dudgeon



# Economic Development Advisory Board Agenda Item

August 11, 2020 at 8:15 am

City Hall | Chapman Room  
401 S. Park Ave. | Winter Park, Florida

## Agenda Item

Discussion on local/regional economic landscape

## Motion | Recommendation

N/A

## Background

Staff is providing information related to existing economic conditions due to the pandemic including market changes, consumer confidence, and existing programming. Information will be provided in a powerpoint presentation.



# Economic Development Advisory Board Agenda Item

August 11, 2020 at 8:15 am

Virtual Meeting

## **Agenda Item**

Chamber Update

## **Motion | Recommendation**

N/A

## **Background**

Update to be provided by the Winter Park Chamber of Commerce