



Economic Development Advisory Board Regular Meeting

Agenda

June 8, 2021 @ 8:15 am

City Hall Commission Chambers
401 South Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/bpm and include virtual meeting instructions.

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed 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).

please note

Times are projected and subject to change.

-
1. **Call to Order**
 2. **Consent Agenda**
 - a. [Approval of minutes for May 11, 2021](#) 1 minute
 3. **Staff Updates**
 - a. [Continuation of Next Steps Discussion](#) 40 minutes
 - b. [Chamber Update](#) 5 minutes
 - c. [Data & Initiatives Review](#) 5 minutes
 4. **Citizen Comments (for items not on the agenda): Three minutes allowed for each speaker**
 5. **Action Items**
 6. **Board Comments**
 7. **Adjournment**



Economic
Development
Advisory Board
Regular Meeting

agenda item

item type	Consent Agenda	meeting date	June 8, 2021
prepared by	Kyle Dudgeon	approved by	
board approval			
strategic objective	N/A		

subject

Approval of minutes for May 11, 2021

motion / recommendation

Approve as presented

background

N/A

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[051121 EDABoard Meeting Minutes ADA.pdf](#)



Economic Development Advisory Board Minutes

May 11, 2021 at 8:15 a.m.

Virtual Meeting

Present

Bill Segal, Murray Wilton, Drew Madsen, Ginny Enstad, Michael Dick, Betsy Gardner-Eckbert
Peter Moore, Kyle Dudgeon

Absent

Michelle Smith

Meeting called to order

Meeting was called to order at 8:18 am.

a) Election of Chair and Vice Chair

Motion made by Drew Madsen, seconded by Murray Wilton, to elect Bill Segal as chair. Motion passes 6-0. Motion made by Michael Dick, seconded by Betsy Gardner-Eckbert to elect Drew Madsen as vice-chair. Motion passes 6-0.

b) Introduction of New Members

The board welcomed Ginny Enstad and Michael Dick to the board. New members outlined their backgrounds and provided context to their interest on the board.

Consent Agenda

a) Approval of Minutes

Motion made by Betsy Gardner-Eckbert, seconded by Drew Madsen, to approve the April 13, 2021 minutes. Motion passes 6-0.

Staff Updates

a) Economic Recovery Task Force Final Report & Next Steps

Assistant Division Director, Kyle Dudgeon introduced the item providing background on the successes and contributions of the Economic Recovery Task Force (ERTF), their presentation to the City Commission, and stated a copy of the final report was included in the agenda packet for discussion. He continued by stating there were two topics for this item. The first was to absorb the feedback provided by the Commission on the task force report and second to discuss that feedback for synthesized thoughts on next steps. Staff provided a draft of takeaways from the Commission for consideration. The board commented on defining success and vibrancy through attainable values, success metrics, and to create goals that build off one another and create value.

Staff continued by expanding on the second goal of the meeting asking for high-level conversation regarding economic vitality given the task force report and Commission feedback. He stated staff's goal was to absorb and synthesize comments for review at the next meeting. The board commented on a 'north star' or goals necessary to solicit economic success and how to measure them appropriately. They additionally spoke to responding to demand, coinciding with the Winter Park vision, the role of sales and visitation of tourism for city revenues, the quality of the experiential economy within Winter Park, the opportunity for businesses to develop/grow within the community, identifying key stakeholders, and what makes Winter Park special?

Staff closed by stating strategically it is important to get to a point where there are new programs to respond to these items.

b) Data & Initiatives Review

Assistant Division Director, Kyle Dudgeon, stated monthly information related to Park Avenue economic vibrancy, Winter Park/Orlando MSA vacancy and rental rates are provided for the board's review.

Board Comments

The board confirmed at that 8:15am on the second Tuesday of the month was still a suitable time to meet.

Public Comment

Phil Anderson, 1621 Roundelay Lane, thanked the board for their thoughts to promote the business economy within the city. He referenced the Winter Park Vision Statement from 2016, and stated it as springboard language for what Winter Park means. He also commented on the need to blend a long-term approach with short-term immediacy.

There being no further business, the meeting adjourned at 9:15 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon



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agenda item

item type Staff Updates	meeting date June 8, 2021
prepared by Kyle Dudgeon	approved by
board approval	
strategic objective N/A	

subject

Continuation of Next Steps Discussion

motion / recommendation

N/A

background

At the May 11, 2021 meeting, the board discussed next steps to continue to provide approaches to supporting its mission and the community. Staff and the board participated in a high level conversation regarding Winter Park economic vitality. Staff has taken the high points of this, and synthesized the larger conversation into a general framework for discussion by the board.

Staff is presenting this information in the form of a powerpoint presentation given at the meeting.

alternatives / other considerations

N/A

fiscal impact

N/A



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board approval			
strategic objective	N/A		

subject

Chamber Update

motion / recommendation

background

Update to be provided by the Winter Park Chamber of Commerce.

alternatives / other considerations

N/A

fiscal impact

N/A



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Regular Meeting

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board approval			
strategic objective	N/A		

subject

Data & Initiatives Review

motion / recommendation

N/A

background

Staff is providing an update relative to the following topics. In general, these items do not necessitate action by the board, but are included to provide the public the most up to date information regarding the status of various issues. The board may use this time to address discussion or viewpoints on these items.

alternatives / other considerations

N/A

fiscal impact

N/A

ATTACHMENTS:

[ED Performance Metric Template 4.0.pdf](#)

ATTACHMENTS:

[Vacancy Map 052621.pdf](#)

Commercial Performance Report

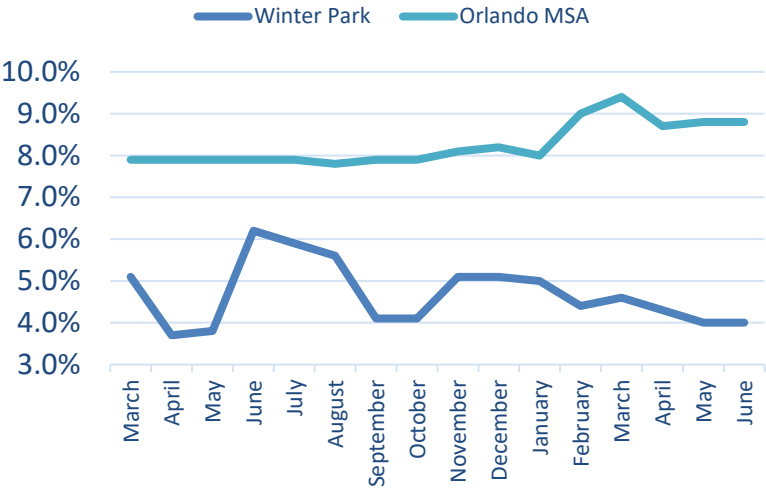
6/21

Full list of quarterly reports including annually recorded metrics are available at www.cityofwinterpark.org/pm

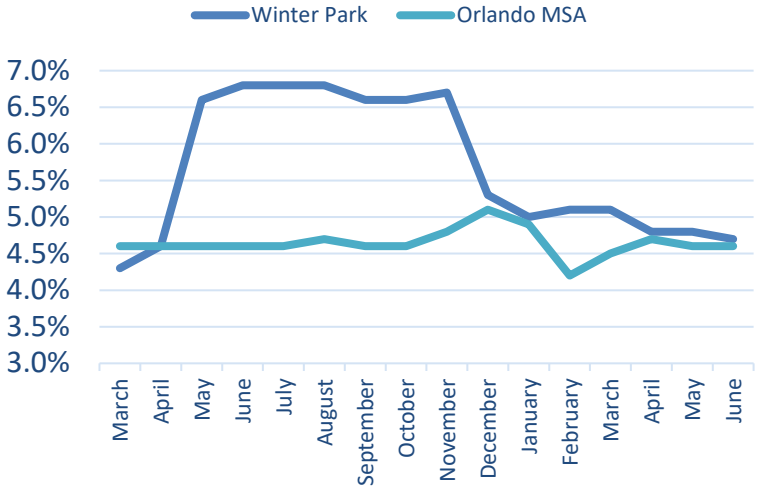
Sources: ESRI, CoStar, BLS

OFFICE

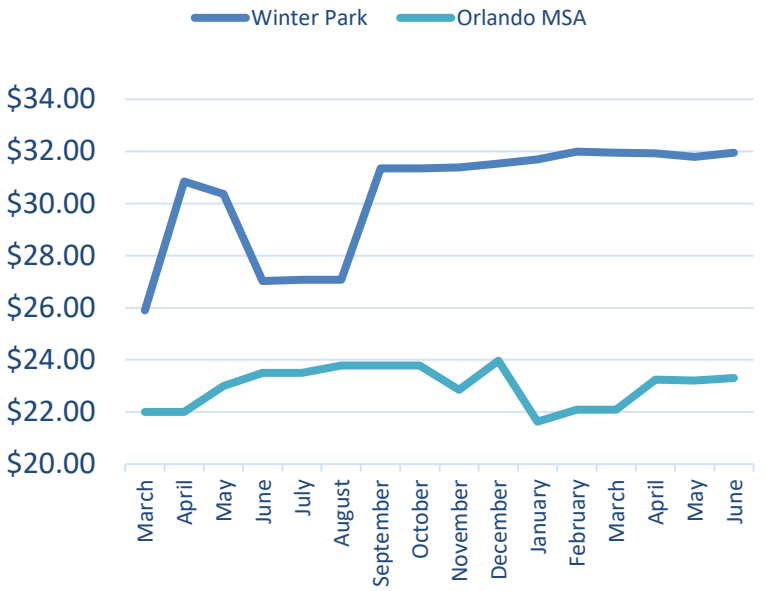
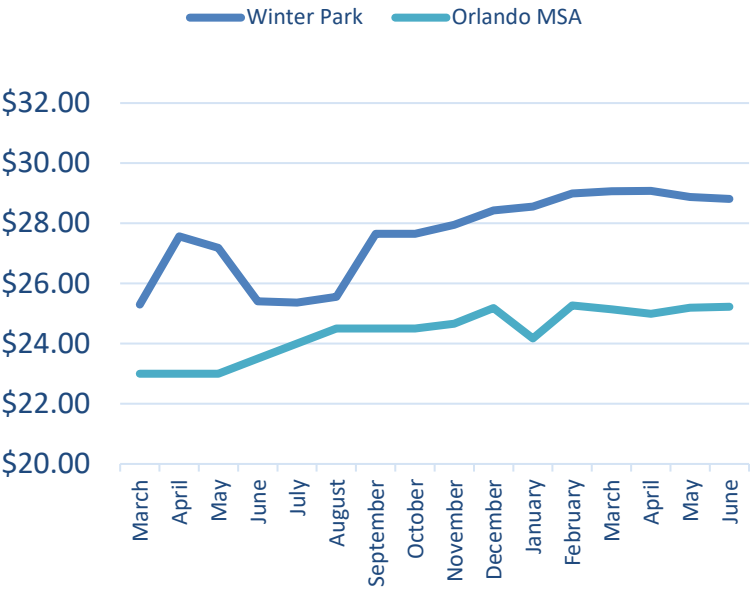
Vacancy



RETAIL



Rental Rate



3,837
Businesses

32,125
Total Employees

6.4%
Unemployment



VACANCY MAP

City of Winter Park
Florida

Vacancy: 8.9%

Legend

- North Park Avenue Vacancy
- South Park Avenue Vacancy
- Park Avenue Property Frontage



Observation Date: 5/26/21

