

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

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

**March 28, 2017  
Chapman Room**

**MINUTES**

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Meeting was called to order at 8:16 a.m. in the Chapman Room of City Hall.

**BOARD MEMBERS PRESENT:** John Caron, Owen Beitsch, John Gill, Betsy Gardner-Eckbert, Dori Stone (8:30 a.m.)

**BOARD MEMBERS ABSENT:** Kelly Olinger, Steve Flanagan

**STAFF MEMBERS PRESENT:** Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Brooks Weiss

**ADMINISTRATIVE ITEMS:**

**A. Approve minutes from 02-21-17**

**Motion made by Owen Beitsch, seconded by John Gill, to approve the 02-21-2017 minutes.  
Motion passes 4-0.**

**ACTION ITEMS:**

**INFORMATION ITEMS:**

**A. Regular Agenda Items**

Staff led the discussion pertaining to items that should be discussed on a regular basis to ensure the Board is kept abreast of any major projects pertaining to EDAB items to assist in keeping in line with the EDAB annual plan.

**B. Orange Avenue Corridor Study: Initial Observations**

Staff provided a brief overview along with a copy of the study results for the Board's review and discussion. Brooks Weiss, City Architect, provided details on the renderings and proposed changes to the corridor. Discussion ensued pertaining to land use and parking requirements for areas along the corridor. Board requested to be noticed of upcoming meetings pertaining to the project.

**C. Mobility Issues/Parking Update**

Staff reviewed prior parking studies and their results along with upcoming meetings and the process for successfully obtaining community feedback.

**D. Board Appointment Updates**

Staff provided an update on current Board member appointments


**NEW BUSINESS:**

**A. Chamber Update**

Betsy Gardner-Eckbert provided an update on Chamber activities and initiatives. These items include the need to market the Chamber and its benefits in a more effective manner and increase visitor and guest counts. To help with this, the Chamber has reached out to Visit Florida, will be providing rack cards at the welcome center on 95 to attract out of state travelers, visitors tour is being created, and by mid-April there will be an iPad survey to track visitors. They have partnered with the merchants to collect survey results pertaining to availability of parking effecting businesses in the area. They are also looking into funding and permission to transform the gallery into a co-working space at a very low rental rate.

Next meeting scheduled for April 18<sup>th</sup>, 2017

There being no further business, the meeting adjourned at 9:33 a.m.

  
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John Caron, Chairperson  
Economic Development Advisory Board

  
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Laura Neudorffer, Board Liaison