

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

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

**June 19, 2018  
Chapman Room**

**MINUTES**

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Meeting was called to order at 8:15 a.m. in the Chapman Room of City Hall.

**BOARD MEMBERS PRESENT:** John Caron, Russ , Wes Naylor, Betsy Gardner-Eckbert, Tara Tedrow and Bill Segal

**BOARD MEMBERS ABSENT:** Joel Roberts

**STAFF MEMBERS PRESENT:** Kyle Dudgeon, Kim Breland, Lindsey Hayes and Dori Stone

**ADMINISTRATIVE ITEMS:**

- A. Chairman John Caron began the meeting by stating that he and Kyle Dudgeon discussed the meeting calendar for EDAB and decided that, in order to respect time and schedule of the Board members, the Board will only meet when there are relevant items to discuss.
- B. Approve minutes from 4-17-18  
**Motion made by Betsy Gardner-Eckbert, seconded by Tara Tedrow, to approve the April 17, 2018 minutes. Motion passes 5-0.**

**ACTION ITEMS:**

**A. Lawrence Center Expansion**

Staff explained that the Lawrence Center is expanding as part of an innovative triangle that includes include a new museum, future Crummer Business School and three level parking garage located at 200 E. New England Avenue and 203 E. Lyman Avenue and the Alford Inn expansion. Staff stated that at the June 11th regular city commission meeting, staff was directed to explore a possible partnership that would include additional parking spaces for the public as part of this development.

Staff noted that parking management is one of the major goals of the CRA plan. Supply addition was also a strategic initiative provided in the 2017 parking study. Staff stated that in a review of the CRA budget, staff determined it could account for up to \$3.3 million for use of this project without significantly affecting future increment revenue or its current capital improvement plan.

Staff remarked that the purpose of EDAB is to provide recommendations on development within the community, particularly in the downtown. This also may include operations of the garage, maintenance, access, and impact on the economic vitality of the city. Staff provided a study which included materials regarding supply additions, schedule of values for 3 level and 5 level garages and well as renderings of the and renderings of the Rollins Innovative Triangle. Staff answered questions from the Board. Discussion ensued.

Motion made by Betsy Gardner-Eckbert, seconded by Wes Naylor to approve Staff to continue pursuing the public/private parking garage agreement. Motion carried 5-0.

Tara Tedrow recused herself from this item.

**INFORMATIONAL ITEMS:**

**A. Economic Development & Circulator Transportation**

Staff explained that in the past, the City has explored the idea of implementing circulator transportation in Winter Park and with the new 2017 parking strategies coming up, the topic has resurfaced again. Staff noted that the City has researched and attempted to provide circulator service through a variety of business models including trolley, downtown circulator, golf cart on demand service, and others and those projects were postponed, citing financial loss. Staff stated that this is consistent with many cases. Without a consistent source of income (e.g. heavy population, annual subsidy/sponsor) expenses outweigh revenues.

Staff provided materials from 2013 Strategic Planning item by the City Commission titled "City Bus or Circulator System". This was identified as a priority to the Commission, but was not put into action due to budgetary concerns. Staff also presented documentation from the 2017 parking strategies plan provided by Kimley Horn. Serving similar purposes, the circulator would move from various activity centers to facilitate last mile travel. The report does indicate the need for increased mobility, but does state an upfront capital investment and annual operating and maintenance costs as a key characteristic. Discussion ensued.

**B. EDAB Monthly Report**

Staff provided updates for the following items of interest:

Tourism

Corridor Analysis

Special Events

Mobility/Parking Issues

Fiber Optics

**Mixed Use Development**

Staff reviewed the Mixed Use Development presentation that was given to the City Commission on June 11, 2018. Discussion ensued.

**C. Chamber Update**

Betsy Gardner-Eckbert gave the Board an update on Tourism in Winter Park. She stated that the new Tourism Task Force would start on June 20, 2018. She stated that the task force would meet quarterly to assess tourism in Winter Park. She stated that the Arts and Culture subcommittee was a progenitor to some of the ideas in terms of examining how best to bundle the assets of the City to present them as one offering that would create an impact for the City's cultural institutions. She stated that the Chamber took the idea a step further to research how dining, shopping and the golf course with those assets to create a special offering for tourists. Mrs. Eckbert gave a presentation that reviewed global visitors that visited the City of Winter Park Chamber of Commerce Welcome Center. Discussion ensued.

**NEW BUSINESS:**

**A. EDAB Summer Schedule**

Next meeting scheduled for September 18, 2018

There being no further business, the meeting adjourned at 9:27 a.m.

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John Caron, Chairperson

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Kim Breland, Board Liaison