



# Economic Develop Advisory Board Minutes

October 8, 2019 at 8:15 a.m.

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

## Present

Tara Tedrow, Wes Naylor, Michelle Heatherly, Robin Swann  
Kyle Dudgeon, Peter Moore, Laura Halsey

## Absent

Bill Segal, Betsy Gardner-Eckbert, Sheila DeCiccio

## Meeting called to order

Meeting was called to order at 8:22 am.

## Approval of minutes

Motion made by Wes Naylor, seconded by Tara Tedrow, to approve the July 16, 2019 minutes.

Motion passes 4-0.

## New Business

### 1. Real Estate Study

Staff provided an update on the real estate assessment project including 450 East New England Avenue, 631 North New York Avenue, and 1129 -1189 Alabama Drive.

631 North New York Avenue, also referred to as the Swoope Site, is about one acre and at this time acts as a lay down yard by the City. City has reviewed several ideas for the property. Relocating the quonset hut was discussed and conversations have taken place with the Parks Department regarding options for repurposing it as well. Staff also met with adjacent property owners.

450 East New England Avenue, also referred to as the Old Library Site, had its own task force to discuss options for the property. One of the most compelling uses for this property has been coordinated use with either the rebuilding or relocating of City Hall; however, there are several considerations including cost and timing. Another concept proposed by community business owners included a community gathering-type marketplace. Parking remains a concern at the site.

1129 - 1189 Alabama Drive, also referred to as the Boathouse Properties, is an area of about 15 properties along the canal. The debate is how to best utilize the properties without creating controversy. Board suggested selling to the properties across the street that do not currently have lake access.

2. Economic Development Metrics Review

Assistant Division Director, Kyle Dudgeon, provided a powerpoint presentation to support the Economic Development metrics discussion. During the SunRail ridership discussion, staff pointed out that it is beginning to function as intended. Debary, Winter Park, and Sand Lake are the heaviest used locations. Vacancy rates for the Winter Park area are in line with surrounding areas. The numbers for retail and office are looking quite healthy and are down to 2%. CRA successes reviewed included social improvements, capital improvements, and housing. Currently Winter Park has estimated 300 businesses that have been in service for 25 or more years. These businesses were recognized and celebrated through the Salute to Business project implemented by a partnership between the City and the Chamber of Commerce. Staff also discussed the Top 10 Employment sectors, which will assist in providing benchmark data to see where the local growth is taking place. Board stated it would be good to know which sectors have been growing and how they align with available space.

3. Chamber update

Robin Swann, Chamber of Commerce representative, provided an update on events including the transportation summit. The Chamber will have Mayor Demmings present for a speaking engagement in the Fall 2020. The Chamber considered running a test for the Art Festival with SunRail, however, it was not economically feasible. Autumn Art Festival is this weekend. Salute to Business will also be celebrated this weekend with somewhat of a street party.

The next regularly scheduled meeting will be November 12, 2019.

Motion made by Tara Tedrow, seconded by Wes Naylor, to adjourn the meeting.

There being no further business, the meeting adjourned at 9:16 a.m.

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EDAB Chairperson

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Laura Neudorffer, Board Liaison