

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

**Regular Meeting  
8:30 a.m.**

**June 18, 2013  
Chapman Room**

**MINUTES**

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Meeting was called to order at 8:30 a.m. in the Chapman Room, Winter Park City Hall.

**BOARD MEMBERS PRESENT:** Marc Reicher, Stephen Flanagan, John Caron, Kelly Olinger, Patrick Chapin, Maura Weiner, and John Gill

**BOARD MEMBERS ABSENT:** Owen Beitsch

**STAFF MEMBERS PRESENT:** Dori Stone, David Buchheit, Laura Neudorffer, and Craig O'Neil.

Dori Stone welcomed the board and introduced new board member, John Caron.

**ADMINISTRATIVE ITEMS**

**A. Approval of Minutes**

**Motion made by Marc Reicher, seconded by Kelly Olinger, to approve the March 19<sup>th</sup>, 2013 minutes with a slight amendment to page 2 removing the sentence referencing Ruth's Hospitality. Motion carried with a 6-0 vote.**

**ACTION ITEMS**

**A. Budget**

Mrs. Stone gave a brief overview of the Budget plan and asked if the Board thought the City should host some of the already existing roundtable discussions.

1. Business Recognition Program- Mrs. Stone asked Board members to nominate businesses they feel are worthy of the award. Mr. Reicher suggested going back to established businesses in the area and recognize them for being a successful part of Winter Park.
2. Business Welcome Packet- Mrs. Stone solicited input from the Board to enhance and/or improve the packet from prior years. There is money in the budget for the real estate database.
3. Cultural/Coalition Center- Mayor Bradley is very interested in creating a committee to make this vision a reality. The City would like funds to be set aside for this project. The vision would be to package five +/- different cultural events on an annual basis to draw in the local region. This would be a City function until the event is able to take on a life of its own. Mr. Reicher inquired as to what the EDAB's role in this event would be. Mrs. Stone explained that it is based on getting new business into the area and it was not placed in the CRA budget because several of the entities are located outside of the CRA boundaries. Mr. Buchheit gave a brief summary of how Bayshore started their event. Year 1 was paid for in full by the City, Year 2 a portion was paid for by the City, and by Year 3 a committee was formed which created a 501(c)3 and the event was taken over completely by the committee. No portion of the event was paid for by the City.

4. Marketing/Branding- Mrs. Stone believes we need to go outside of the CRA for this. Per Mrs. Stone Fairbanks Ave. would be an item of choice to showcase in Marketing pieces. Mrs. Stone will present a plan to the Board once the City meets with the stakeholders.
5. Business Façade- Per Peter Moore's report, the City receives a return of an estimated \$17.00 per \$1.00 invested. This is a matching program and is for exterior projects only.

**Motion made by Patrick Chapin, seconded by John Gill, to approve the Budget. Motion carried unanimously with a 7-0 vote.**

Board will review the three year plan and get back to Mrs. Stone with their input. This will be an Agenda Item for discussion at the next meeting. Mrs. Stone suggested having a workshop with Planning and Zoning in order to be brought up-to-date with Sylvia's research progress.

### **INFORMATION ITEMS**

### **NEW BUSINESS**

There being no further business, the meeting adjourned at 9:55 a.m.

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Marc Reicher, Chairperson

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Laura Neudorffer, Board Liaison