

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

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

**October 15, 2013
Welcome Center**

MINUTES

Meeting was called to order at 8:35 a.m. in the Winter Park Welcome Center.

BOARD MEMBERS PRESENT: Marc Reicher, Stephen Flanagan, John Caron , Kelly Olinger, John Gill, Patrick Chapin, and Owen Beitsch

BOARD MEMBERS ABSENT: Maura Weiner

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

ADMINISTRATIVE ITEMS

A. Approval of Minutes

Motion made by Kelly Olinger, seconded by John Caron, to approve the September 17th, 2013 minutes with amendment to correct spelling errors. Motion approved with a unanimous vote of 7-0.

ACTION ITEMS

INFORMATION ITEMS

Mayor Kenneth Bradley spoke to the Board regarding his thoughts, concerns, and suggestions on the 10 corridors into Winter Park. Mayor Bradley discussed several points:

- Metrics to measure success should be considered: tax base/jobs
- How to create more “gems” within Winter Park
- Does SunRail create new opportunities for the area?
- Corridors should be: unique, holistic, and aesthetic
- Corridors should have an economic purpose, a benefit for the owners/residents, and a vision with a process of great partnership.
- Corridors should include: Park Ave., Denning Dr., West Fairbanks Ave., Orange Ave., East Fairbanks Ave., 17-92, Lee Rd., Morse Blvd., Interlachen Ave., and Aloma Ave.
- There should be a focus on brand identity

Mayor Bradley also mentioned the idea of a streetcar mechanism to assist residents, visitors, and employees in traveling between destinations within Winter Park such as Rollins College, Winter Park Village, etc. would be a great asset.

The Mayor feels a focus should be placed on finding organizations to bring their headquarters or relocate the corporate offices to the Winter Park area. He suggested Bonnier Corporation as a good fieldtrip option for the EDAB to visit. They are a large corporation based right in the Winter Park Village but not many people realize they are there.

Mr. Flanagan requested maps of the city limits as well as a map of the corridors discussed today. Discussion was held regarding “Farming vs Gardening” businesses to open and/or relocate a Corporate Office or Headquarters in Winter Park. Winter Park is home to several CEO’s but the majority of them house their businesses elsewhere. Board would like to be able to change the ratio on that respect.

NEW BUSINESS

There being no further business, motion to adjourn made by Marc Reicher, seconded by Stephen Flanagan. Motion approved with a unanimous 5-0 vote and the meeting adjourned at 9:53 a.m.

Marc Reicher, Chairperson

Laura Neudorffer, Board Liaison