

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

**Regular Meeting  
8:00 a.m.**

**October 29, 2013  
Chapman Room**

**MINUTES**

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Meeting was called to order at 8:00 a.m. in the Winter Park Welcome Center.

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

**BOARD MEMBERS ABSENT:** Maura Weiner, John Gill

**STAFF MEMBERS PRESENT:** Dori Stone, David Buchheit

**ADMINISTRATIVE ITEMS**

**A. Approval of Minutes**

**Motion made by Stephen Flanagan, seconded by Owen Beitsch, to amend the October 15, 2013 minutes to include more detailed information from Mayor Bradley's discussion.**

**ACTION ITEMS**

**INFORMATION ITEMS**

Commissioner Tom McMacken spoke to the Board regarding his thoughts, concerns, and suggestions on how we grow as a community, what constitutes an Economic Development plan. He feels that with this Board the City has a great opportunity to decide the best course of action to promote growth and sustainability.

- Commission is looking toward the Economic Development Board for guidance on how to grow
- The need to "align" the Comprehensive Strategic Plan and the Land Development Code. How to create a vision they would like to see in Winter Park
- Corridor priorities: Fairbanks Ave., 17-92, and Denning Dr.
- We currently do not have a design standard for the corridors, do we need them?
- Identify what types of businesses would we like to see in Winter Park?
- Identify what factors come in to play when seeking desirable businesses
- Fairbanks Ave. and Denning Dr. are an area that comes to mind. Denning Dr. has only a few parcels available for development. Fortunately it is almost fully developed.
- Commission is looking to the Economic Development Board to create a list of opportunities that are available and of incentives to offer businesses showing how they would benefit by being in the Winter Park area. How do we as a City attract those types of businesses to our area?
- Commissioner McMacken feels the City is solvent and does not need to go out with hat in hand to find businesses. He feels that the City is doing well and need only to improve the area.
- Commissioner McMacken would like to maintain and hopefully increase the level of service in the Winter Park area.
- Transportation: requires a larger discussion, Winter Park does not have the funds, SunRail provides North-South transportation, East-West transportation is unclear.

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.

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Marc Reicher, Chairperson

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Laura Neudorffer, Board Liaison