

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

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

**August 22, 2017
Chapman Room**

MINUTES

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

BOARD MEMBERS PRESENT: John Caron, Kelly Olinger, Tara Tedrow, Wes Naylor, Joel Roberts (@ 8:30 a.m.)

BOARD MEMBERS ABSENT: Betsy Gardner-Eckbert, Pete Muller

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes

ADMINISTRATIVE ITEMS:

A. Approve minutes from 06-27-2017

Motion made by Wes Naylor, seconded by Kelly Olinger, to approve the 06-27-2017 minutes.

Motion passes 4-0.

ACTION ITEMS:

A. Tourism Partnership Opportunity

Mr. Dudgeon gave a brief overview of the goal of the partnership and introduced Katie Keller, Marketing director from the Winter Park Chamber to outline the program. Goal would be to promote international visitation to Winter Park. Presentation was provided in the agenda packet as a reference detailing research results and a plan to move forward in promoting tourism. At this time, United Kingdom is the largest visitor for tourism.

Motion made by Joel Roberts, seconded by Kelly Olinger, to recommend endorsement of the Tourism Partnership Opportunity with the Winter Park Chamber. Motion passes 5-0.

B. Holiday Banner Pilot Program

Mr. Dudgeon provided an update on the status of the program along with the goals of the program. One of those goals being to allow for additional awareness of local businesses and another being to offset costs for Winter on the Avenue.

Motion made by Kelly Olinger, seconded by Joel Roberts, to approve the Holiday Banner Pilot Program. Motion passes 5-0.

INFORMATIONAL ITEMS:

A. Economic Development Plan Monthly Report

Staff provided an update focusing on three topics in particular: Mobility Issues/Parking where studies were held in June with consultants returning in September to speak to CRA and City Commission with their recommendations to improve parking the area. Board believes the parking code needs to be reviewed and updated.

NEW BUSINESS:

A. Chamber Update

Betsy Gardner-Eckbert was not in attendance so we will receive Chamber updates at the next scheduled meeting.

Board would like to receive a Chamber update regarding the Tourism Partnership Opportunity, view updated renderings of the Orange Ave recommendation, and discuss the tenure of Park Ave businesses.

Next meeting scheduled for September 19, 2017

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