

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

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

**January 16, 2018  
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, Wes Naylor, Joel Roberts, Betsy Gardner-Eckbert

**BOARD MEMBERS ABSENT:** Pete Muller, Tara Tedrow

**STAFF MEMBERS PRESENT:** Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Clarissa Howard, Craig O'Neil

**ADMINISTRATIVE ITEMS:**

**A. Approve minutes from 10-17-2017 and 11-28-2017**

**Motion made by Kelly Olinger, seconded by Joel Roberts, to approve the 10-17-2017 and 11-28-2017 minutes.  
Motion passes 5-0.**

**INFORMATIONAL ITEMS:**

**A. Americans for the Arts Economic Impact Study**

Staff provided an overview of the Weekend of the Arts event and the support they have gained this year along with the impact it has had thus far on and in the community. Staff also provided the Board with packet including a VIP invitation February 5<sup>th</sup> event. Board inquired about the Rollins Art building and how/if the City is working with them as the facility develops and whether it will be invited to be a partner in the Arts & Culture event.

**B. Business Certificate Study**

Staff provided Board with statistics and other informational factors gathered through the study. Report covered purpose, methodology, hypothesis, and conclusions of the study. Points of interest were vacancy rates, where business types fall in the zoning categories, how is the information being used moving forward, and if it is a productive use of staff time and resources.

**ACTION ITEMS:**

**A. 2017 EDAB Annual Report/2018 EDAB Plan Approval**

Staff provided an update listing the top four items to be completed during this fiscal year - 1. Tourism, 2. Corridor Analysis, 3. Special Event Study, and 4. Reporting Requirements. The Special Event study is more of an academic exercise to determine the economic impact of the events.

**Motion made by Betsy Gardner-Eckbert, seconded by Kelly Olinger, to approve the items as listed on page 9 with the understanding that each item shall be discussed in detail as progression occurs. Motion passes 5-0.**

**NEW BUSINESS:**

**A. Development Report Year End 2017**

**B. Chamber Update**

Betsy Gardner-Eckbert provided a very brief overview pertaining to Tourism which may include increased room counts at Alford, a boutique hotel in Hannibal Square, etc. British guests are still booking 14 day stays in Florida so we need to focus on how to get those tourists to the Winter Park area to see the museums and shops we have available. Partnerships have been made with Thomas Cook and Virgin. They are developing a tourism task force which includes people from Rollins and Florida Hospital.

Next meeting scheduled for February 20, 2018

There being no further business, the meeting adjourned at 9:29 a.m.