



# Economic Development Advisory Board Minutes

December 10, 2019 at 8:15 a.m.

Chapman Room  
401 S. Park Ave. | Winter Park, Florida

## Present

Bill Segal, Michelle Heatherly, Joel Roberts, Sheila DeCiccio, Wes Naylor, and Betsy Gardner-Eckbert (8:23 a.m.)

Commissioner Weaver, Kyle Dudgeon, Peter Moore, Laura Halsey, Lindsey Hayes

## Absent

Tara Tedrow, Mike Miller

## Meeting called to order

Meeting was called to order at 8:19 am.

## Approval of minutes

Motion made by Sheila DeCiccio, seconded by Michelle Heatherly, to approve the November 12, 2019 minutes. Motion passes 5-0.

## New Business

### 1. Economic Development Plan Update

Assistant Division Director, Kyle Dudgeon, provided a powerpoint presentation to support the Economic Development update discussion. Economic Development reporting, cluster study, real estate review and assessments, and coordination and partnership were the four topics discussed. Mr. Dudgeon provided some additional details on taxable vs non-taxable properties. A color-coded layout of the non-taxable properties provided a visual aid for the discussion. Staff will pull additional details pertaining to large non-taxable institutions to provide to the Board at the next meeting.

### 2. EDAB 2020 Meeting Schedule

Mr. Dudgeon informed the Board that he will be sending out new 2020 outlook calendar invites for the EDAB.

### 3. Chamber Update

Betsy Gardner-Eckbert, Chamber of Commerce President, thanked staff for the 'Winter on the Avenue' events. She discussed the Chamber's four main focal points: Great experience for visitors and residents, program delivery, welcoming guests whether domestic or international, and advocacy.

Mr. Roberts stated he would like to encourage the Board to add an objective for 2020 that would help businesses. Mrs. Gardner-Eckbert added that businesses do face obstacles when it comes to enhancing their business. She suggested staff walk the board members through the process so they could review and offer suggestions to the Commission that would help businesses succeed. The goal would be to identify dysfunctions issues that are unintentional but may be proven to be cumbersome. Mrs. Gardner-Eckbert will coordinate with staff.

Mr. Segel inquired if the Board has a mission statement, staff will provide the board with a copy of that mission statement.

Commissioner Weaver thanked the board for serving and stated the meetings are always informative and he enjoys attending.

Mrs. DeCiccio inquired about the Swoope lot and the plans for future use. Staff spoke with the property owner and informed the Board that staff has had conversations about the best use of the property. The property is currently in the process of re-appraisal before staff brings information forward to the Commission.

There being no further business, the meeting adjourned at 9:11 a.m.

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Chairperson, Bill Segal

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Board Liaison, Laura Halsey