



Economic Development Advisory Board Minutes

August 11, 2020 at 8:15 a.m.

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

Present

Bill Segal, Michelle Heatherly, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert, Michelle Smith (8:36)

Peter Moore, Kyle Dudgeon

Absent

James Petrakis

Meeting called to order

Meeting was called to order at 8:21 am. Staff briefly introduced themselves followed by the board members.

Approval of minutes

Motion made by Michelle Heatherly, seconded by Murray Wilton, to approve the March 10, 2020 minutes.

Motion passes 5-0.

New Business

1. Discussion on local/regional economic landscape

Assistant Division Director, Kyle Dudgeon, provided a presentation regarding the current economic conditions since COVID-19 became a significant impact to the business community. Mr. Dudgeon highlighted some discussion benchmarks for evaluation, review, and recommendation. He then provided information related to vacancies, survey metrics from impacted businesses, existing and funded programming to mitigate the pandemic, and city resources currently available. The board commented on necessity for ease of use for applications. Staff framed five different categories for potential assistance to mitigate pandemic impacts: policy, code, incentives, capital investment, and partnerships. Staff will work with stakeholders to provide opportunities for support.

2. Chamber Update

Chamber President/CEO Betsy Gardner-Eckbert provided a review of the COVID-19 economic impact analysis. It identified emerging needs, modeled potential impacts, and considered mitigation strategies for recovery. She stated that businesses need to plan for longer-term impacts in order to provide optimal strategies for alleviation. She also stated that she would request an economic task force from the Commission to help guide those strategies. The board discussed their experiences from the business community and noted that there is pressure and concern continuing to move forward.

Public Comment

No public comments were taken.

The board requested staff bring back an update on finances of the city with respect to pandemic impacts. Staff will bring this back at a future meeting.

There being no further business, the meeting adjourned at 9:15 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon