



Economic Development Advisory Board Minutes

November 10, 2020 at 8:15 a.m.

Commission Chamber
401 S. Park Ave. | Winter Park, Florida

Present

Bill Segal, Michelle Heatherly, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert

Peter Moore, Kyle Dudgeon

Absent

James Petrakis, Michelle Smith

Meeting called to order

Meeting was called to order at 8:16 am. Staff briefly outlined standard operating procedures for hybrid meetings moving forward.

Approval of minutes

Motion made by Drew Madsen, seconded by Betsy Gardner-Eckbert, to approve the September 8, 2020 minutes.

Motion passes 5-0.

New Business

1. Municipal Area Public Wifi

Assistant Division Director, Kyle Dudgeon, stated back in April, city partnered with a private vendor and the CRA to enable free public Wi-Fi in Central and Shady Park. The intent was to provide outdoor, socially distanced locations for residents, guests, and entrepreneurs to access the internet during the pandemic. Mr. Dudgeon stated that since that time use of the amenity has grown upwards of 250 devices on the weekend. He stated that staff sees this as an opportunity to expand the project into public right-of-way areas to continue to promote the experience of the downtown, generate foot traffic, provide public amenities, and engage in safe socially distant practices. Staff recommended this be considered as part of the \$500,000 dollars allocated to the economic recovery task force. Total cost of the project is \$175,000. The vendor, Frog, has also agreed to waive maintenance fees. The board discussed the short term and long benefits of the project. Staff stated that while residents and businesses may use the amenity differently, it uniformly applies a benefit to all users of the downtown. The board also questioned if financially any other projects wouldn't be considered due to the cost of the Wi-Fi project. Staff stated not at this time. **Murray Wilton made a motion to approve staff's recommendation to expand public Wi-Fi within the downtown, seconded by Michelle Heatherly. Betsy Gardner-Eckbert abstained. Motion passes 4-0.**

Staff Update

1. Economic Recovery Task Force/Chamber update

Chamber President/CEO Betsy Gardner-Eckbert provided a review of the latest discussions had by the economic task force. She stated they have continued to identify projects and programs that can safely mitigate the affects of the pandemic. Incentives, policy and code considerations, and capital items, such as the downtown bollard project for road closures are all being considered. Special events such as West Meadow Wednesdays and Music and Movies in the Park are underway. She stated they are moving quickly, but with discipline.

Public Comment

No public comments were taken.

There being no further business, the meeting adjourned at 9:05 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon