



# Economic Development Advisory Board Minutes

December 8, 2020 at 8:15 a.m.

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

## Present

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

Peter Moore, Kyle Dudgeon

## Absent

James Petrakis, Michelle Heatherly

## Meeting called to order

Meeting was called to order at 8:20 am.

## Approval of minutes

Motion made by Drew Madsen, seconded by Murray Wilton, to approve the November 10, 2020 minutes.

Motion passes 5-0.

## New Business

### 1. 2021 Topic Discussion

Assistant Division Director, Kyle Dudgeon, stated that the purpose of this item was to begin the framework for programs and projects moving into 2021. Mr. Dudgeon stated that while the board tackles many different projects over several disciplines, it is important to create a framework for the next calendar year, and bring back items to the board for updates and consideration. He highlighted three key categories: programming, tools, and analysis as the major components to the framework. Under programming, Mr. Dudgeon spoke about the Qualified Target Industry (QTI) program, its successes, and its current lack of funding at the state level. He stated the city has a Target Industry Enhancement (TIE) program that may be used while QTI is on pause. He also acknowledged CRA façade programming, He also communicated the need to modernize the city's landing webpage for economic development stating information regarding demographics, programs, incentives, and available properties need to be more readily updated. He concluded by detailing the analysis category and the potential to use business certificates as a way to calculate business closures, openings, and trends. He stated that while the data is sensitive, it may be a way to bridge to the next cluster study since the data for that type of analysis won't be available for another two to three years.

The board asked about what success looks like. Staff responded by stating returns are both quantitative and qualitative citing access to updated information, program use, responsiveness by

the business community on availability of useful tools are beneficial metrics. They board also stressed the importance of communicating that these programs and tools exist.

## Staff Update

### 1. Economic Recovery Task Force/Chamber update

Chamber President/CEO Betsy Gardner-Eckbert provided The Chamber of Commerce Annual Report 2020 to the board. She articulated the work provided by the Chamber this past year including Thrive Winter Park, the Economic Recovery Task Force, membership innovations, communication outlets and resources, government affairs, and programs. The board responded positively to the report, and thanked the Chamber for their efforts.

### 2. CoStar Data

Assistant Division Director, Kyle Dudgeon shared the latest information on retail and office vacancy and rental rates from CoStar. He stated Winter Park retail and office were just above five percent vacancy while Orlando MSA office was at about eight percent. The board questioned the latency of the data. Staff responded by saying the report was pulled today, but the information is from November.

### 3. EDAB 2021 Calendar

Assistant Division Director, Kyle Dudgeon provided the board with calendar dates for 2021. He thanked them for their volunteerism, effort, and flexibility and is looking forward to working with them in the coming year.

## Public Comment

Kevin Lyman of 1400 Morgan Stanley Avenue stated he was interested in the board's work regarding public Wi-Fi. He also asked about the frequency of road closures. Staff responded by stating the need to be sensitive as it impacts merchants, residents, guests, and the city in many different ways.

There being no further business, the meeting adjourned at 9:18 a.m.

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Chairperson, Bill Segal

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Board Liaison, Kyle Dudgeon