



Economic Development Advisory Board Minutes

February 9, 2021 at 11:30 a.m.

Hybrid Meeting
City Hall | Commission Chamber
401 S. Park Ave. | Winter Park, Florida

Present

Bill Segal, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert
Peter Moore, Kyle Dudgeon

Absent

Michelle Heatherly, Michelle Smith

Meeting called to order

Meeting was called to order at 11:30 am.

New Business

1. Joint discussion with Economic Recovery Task Force - IDEAS Orlando

Assistant Division Director, Kyle Dudgeon introduced the item, and provided context on the joint meeting with the Economic Recovery Task Force (ERTF). He welcomed members of both groups and introduced Chamber President/CEO Betsy-Gardner Eckbert to present Bob Allen and Mark Edson of IDEAS. Ms. Eckbert described past work provided by the Economic Recovery Task Force and EDAB in order to provide a baseline for what continued economic recovery and success looks like in 2021. Mr. Allen spoke about performance in creating destination and place to provide resiliency of infrastructure, economic activity, and intergenerational impact. He focused on defining measurements for success, strategy, and storytelling, specifically about audience, brand, and story. The board asked several questions including timing, benchmarks, and ownership. Mr. Allen stated the process will take 90-120 days dependent upon feedback from the public. He spoke about the process of defining Winter Park's story and how that occurs through process. He stated ownership should be universal as stakeholders need to tell the story, but delivery on that story could be more focused. Additional comments were made regarding cost and scope of work. Mr. Allen stated total cost of the project hasn't been determined yet, but would be closer to \$200,000 than \$25,000. The board clarified that should it move forward, it would need to run in tandem with an effort to assist in mitigating the economic effects of vacancies on Park Avenue. Mr. Allen responded that they would work to speak with property owners as part of the process. The board asked that staff coordinate to have a written scope of work and final cost for the next meeting.

Public Comment

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No public comment was made.

There being no further business, the meeting adjourned at 12:50 p.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon