

March 21, 2025

Dirk Webb

President

St. Cloud Chamber of Commerce

1200 New York Avenue

St. Cloud, FL 34769

Dear Dirk and Members of the Board,

It is with deep appreciation and respect that I submit my formal resignation as Chairperson of the Economic Development Committee and as a member of the Board of Directors for the St. Cloud Chamber of Commerce, effective April 31, 2025.

The past two and a half years have been incredibly enriching, both personally and professionally. Serving our Chamber, its members, and the broader business community has been one of the most rewarding chapters of my career. I am proud of the progress we have made together and grateful for the opportunity to contribute.

Under the Economic Development Committee's direction, we've made valuable strides in assessing regional best practices through site visits to cities like Sanford, Winter Garden, Clermont, and Mount Dora. We've provided feedback for key initiatives such as the parking garage project, downtown beautification and mobility strategies, wayfinding signage, land use code improvements, and public restrooms planning—all contributing to a more vibrant and business-friendly future for our city.

This decision comes after careful reflection on the time and energy required to launch my new venture, Sunshine Coaching Group. Balancing this new chapter with my personal and professional (Levee Liquor) responsibilities means I must step away to ensure the continued growth and success of both endeavors.

Dirk, your leadership and mentorship have been a guiding light for me. I will forever be grateful for your investment of time, wisdom, and encouragement—not only in

my own journey and business but in the lives of so many within our Chamber community.

Attached is a summary of the Committee's accomplishments, and it is my full intention to assist in the smooth transition of leadership to the incoming chairperson, pending their acceptance of the role.

Thank you again for the trust you have placed in me. I remain a dedicated supporter of the Chamber and the great work that lies ahead.

With warmest regards,

Dana Wells

Chairperson, Economic Development Committee (through April 2025)

Board Member, St. Cloud Chamber of Commerce

Owner, St. Cloud Levee Liquor LLC

Founder, Sunshine Coaching Group LLC



Economic Development Committee Accomplishments

St. Cloud Chamber of Commerce

Dana Wells, Chairperson

Term: 2022–2025

1. Regional Site Visits for Economic Development Research

Organized and participated in visits to Sanford, Winter Garden, Clermont, and Mount Dora to study revitalization strategies, partnerships, events, and downtown design elements.

2. Comprehensive Plan Engagement

Hosted several meetings with city officials to review and provide feedback on the City's Comprehensive Plan and proposed Land Use Code changes. Promoted member feedback and participation in public hearings.

3. Parking Garage Project

Supported planning of a CRA-funded parking garage with potential retail, event space, and green elements. Provided location feedback and alignment with development goals.

4. Downtown Beautification & Maintenance

Recommended brick crosswalks, phased repair work, and a formal maintenance plan to reduce business disruption and improve aesthetics.

5. Mobility Improvements

Promoted a petty cab service operated by a local business owner to enhance downtown accessibility.

6. Wayfinding Signage Initiative

Collaborated with the City and Main Street to develop cohesive signage funded by advertising. Supported presentation to City Council.

7. Public Restroom Advocacy

Worked with city officials to explore options for expanding or remodeling facilities, including at the police substation.

8. Land Use Code Reform

Provided business-centric feedback to support more accessible and streamlined zoning regulations.

9. Committee Operations

Established monthly meetings, improved communication with the Chamber Board, and promoted transparency between stakeholders.