

A meeting of the Downtown Development Board was held on Wednesday, December 6, 2023 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:00 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
Eugene Jones, Vice Chair
Rachel Moalli
Kimberly Stewart
Steve Garrity – arrived at 3:04 p.m.

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:
Doug Taylor

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE ABSENT:
Commissioner Emily Bonilla

STAFF PRESENT: David Barilla, Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Liz Nigro, Senior Administrative Assistant
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Natalie Moron, Marketing and Communications Intern
Michael Whiteman, Economic Development Coordinator III
Christina Hyson, Project Manager
Mary-Stewart Droege, Project Manager
Gerhard van der Snel, Downtown Facilities Supervisor
Christel Brooks, Fiscal Coordinator
Justin Eason, Nighttime Economy Manager
Rose Garlick, Discover Downtown Manager
Tiffany Stephens, Fiscal Division Manager
Samantha Levine, Housing and Homelessness Initiatives Manager
Kathy DeVault, Director of Strategic Partnerships
Jennifer Mihalcoe, Business Development Coordinator
Eric Ushkowitz, Business Development Division Manager
Lisa Portelli, Senior Advisor to Mayor, Homelessness & Social Services

Approval of Minutes:

- a. A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the October 18, 2023 the Downtown Development Board meeting minutes. The motion carried unanimously.

Presentations

Orlando Farmers Market – Dana Brown, Farmers Market Manager

Dana Brown, Farmers Market Manager, presented a PowerPoint informing the Board and Staff on various updates regarding the Farmers Market at Lake Eola Park. A few points discussed were:

- Social Media likes, followers, views and shares on Instagram and Facebook.
- Average Vendor Count – 100 for every Sunday. Vendor numbers increased post Covid Pandemic.
- Review of Farmers Market Management Team

Executive Director's Report – David Barilla, Executive Director

David Barilla, Executive Director, presented a PowerPoint informing the Board of various updates regarding downtown businesses, nighttime economy, and recent and future events such as:

- Eolaween Recap.
- DTO Field Day 2023 – an event that bridges our daytime economy with nighttime economy.
- Holiday Sales at Discover Downtown – the top 3 selling items were Black Bee Honey, Orlando maps, and The City Beautiful beanies.
- Downtown Business Forum: Doing Business in Downtown Orlando, an event that features a conversation with Orlando Mayor Buddy Dyer and DOP's Executive Director, Jill Vaughan.
- Florida Classic Recap.
- LYMO All-Electric Fleet Launch.
- Downtown for the Holidays, December 1 – 23, 2023.
- Pop-Tarts Bowl, December 28, 2023.
- Cheez-It Citrus Bowl, January 1, 2024.

Public Comment: None

New Business:

a. Orlando Farmers Market Policy and Procedures – Mary-Stewart Droege, Project Manager

Under the oversight of the DDB, the Orlando Farmers Market has been operating since 1987 and is currently located in the south-eastern portion of Lake Eola Park, in and around the Eola House. Operated by a contracted Farmers Market Manager, it has evolved into a popular Sunday destination, commonly frequented by downtown residents. It has steadily expanded since its inception, and now generally has 100 vendors, and includes a diversity of offerings from crafts to barbeque.

The market plays an important role in strengthening our downtown and its many neighborhoods, making them more attractive places to live, work, play and thrive. Key to maintaining and building its ambiance and safe operations are the market specific policies and procedures, which guide market vendors and their activities.

The proposed amended Policies and Procedures reflect minor changes to the current Orlando Farmers Market Policies and Procedures, including updates to operational activities such as Market hours, loading and unloading, as well as usage fee. Additionally, the Policies and Procedures continue to address general market parameters such as the percentages of various product categories, market set-up and breakdown, code compliance, and vendor behavior.

Staff requested that the DDB approve the revised Orlando Farmers Market Policies and Procedures dated December 6, 2023.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the revised Orlando Farmers Market Policies and Procedures dated December 6, 2023. The motion carried unanimously.

b. Park DTO – Justin Eason, Nighttime Economy Manager

The retention of small businesses is a key opportunity to ensure the success of the redevelopment within the Orlando Central City Neighborhood Development Area (Area). Additionally, with parking often noted as a barrier to people visiting downtown, there is a

need to seek opportunities to improve parking accessibility and options for downtown patrons, including the use of innovative solutions.

The purpose of the Park DTO Program (Program) is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the Area by improving parking accessibility by temporarily funding parking costs.

This two-part Program provides customers with up to 2 hours of parking paid for by the Downtown Development Board (DDB) at any metered on-street parking spot and provides free valet parking for customers dining at eligible businesses within the Downtown Development Board Area.

The board initially approved \$100,000 in funding. This program revision extends the program for up to an additional year, adds an additional \$100,000 in Program funding and clarifies the procedures for valet reimbursement.

Staff requested that the Downtown Development Board approve the revised Park DTO Program and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$200,000 in total.

A motion was made by Eugene Jones and seconded by Steve Garrity to approve the revised Park DTO Program and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$200,000 in total. The motion carried unanimously.

c. Florida Citrus Sports Events, Inc., - 2024 NFL Pro Bowl – David Barilla, Executive Director

Florida Citrus Sports Events, Inc. (FCS) has been integral in securing the staging of the 2024 NFL Pro Bowl at Camping World Stadium in downtown Orlando on February 4, 2024 and is conducting related activities and events at various locations within the DDB Area during the day of the game and the month leading up to it. The Agreement with FCS provides for DDB to provide value in kind marketing services as well as reimburse FCS for conducting activities, approved by the DDB Executive Director in advance, within the DDB Area related to the ProBowl and marketing thereof in a collective not to exceed amount of one hundred fifty thousand dollars (\$150,000).

Staff requested that the Downtown Development Board approve the Agreement with Florida Citrus Sports Events, Inc.-2024 NFL Pro Bowl, subject to review and approval of the City Attorney's Office, authorizing the Chair and Executive Director to execute the Agreement, and authorizing the Executive Director to enter into contracts to provide value in kind services as contemplated in the Agreement for in a total not to exceed amount of \$150,000.

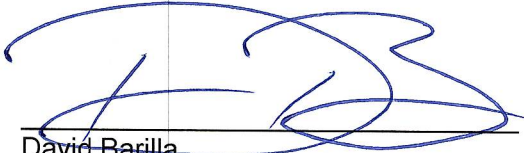
A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the Agreement with Florida Citrus Sports Events, Inc.-2024 NFL Pro Bowl, subject to review and approval of the City Attorney's Office, authorizing the Chair and Executive Director to execute the Agreement, and authorizing the Executive Director to enter into contracts to provide value in kind services as contemplated in the Agreement for in a total not to exceed amount of \$150,000. The motion carried unanimously.

Date of Next Meeting

The next regularly scheduled Downtown Development Board meeting will be held Wednesday, January 24, 2024 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Monica McCown adjourned the meeting at approximately 3:50 p.m.



David Barilla
Executive Director

Felix Roman
Board Secretary