

A meeting of the Downtown Development Board was held on Wednesday, February 28, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:01 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
Eugene Jones, Vice Chair
Rachel Moalli
Steve Garrity – arrived at 3:08 p.m.

MEMBERS ABSENT: Kimberly Stewart

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
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
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
Tiffany Stephens, Fiscal Division Manager
Samantha Levine, Housing and Homelessness Initiatives Manager
Martin Hudson, Chief Urban Planner
Sherry Gutch, Director of Placemaking
Laurie Botts, Real Estate Division Manager

Approval of Minutes:

- a. A motion was made by Eugene Jones and seconded by Rachel Moalli to approve the January 24, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.

Presentations

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:

- Grand opening of Judson's Live, located at the Dr. Phillips Center for the Performing Arts, on January 31, 2024.
- U.S. Olympic Team Trials Recap from February 3, 2024.
- NFL Pro-Bowl Recap from February 4, 2024.
- New tables with umbrellas were added on 30 South Orange Ave.
- New intersection murals were installed on Orange Ave and Washington Street and on Orange Ave and Central Blvd, with more to be completed soon.
- U.S. Men's National Soccer Team at Camping World Stadium – where the U.S. Men's National Team will face Brazil in Second Allstate Continental Clasico on June 12, 2024 at 7:00 p.m.

- Orlando Taco Week returns March 6th – 20th, with select restaurants participating in DTO. Participating DTO restaurants include:
 - Solita Tacos & Margaritas
 - Tacos My Guey
 - Gringos Locos
 - Taco Kat

Public Comment: None

New Business:

a. Agreement for Arts Initiative and Implementation with United Arts of Central Florida, Inc – David Barilla, Executive Director

The community-driven Project Downtown Orlando (DTO) visioning efforts identified a desire to transform DTO into a place to find special experiences, even exceptional every-day experiences, strengthened by arts and culture, at a variety of scales, from big to small. To advance and activate such a cultural scene in DTO, it is imperative to engage a successful, long-term civic collaborator. United Arts of Central Florida, Inc. (UA), which was created in the late 1980s following a 18 month study on cultural arts conducted by the DDB, serves as the Local Arts Agency for the region, supporting, providing, and developing arts at a local level. As detailed in the Agreement, the DDB seeks to engage UA to implement an innovative arts initiative with a goal of providing excellent arts experiences everyday within Downtown, free to the public, both day and night, weekdays and weekends.

As its primary work under the Agreement, UA will be activating downtown with diverse experiences with a focus on public spaces, sidewalks, storefronts, and buildings with input from the DDB, with the initial proposed experiences generally listed in Exhibit B to the Agreement. Working in partnership with the DDB, UA will strive to increase access to the arts for all people, with an intentional goal to increase diversity, equity and inclusion in all policies and practices, with 25% of performances or installations being created by women or minority artists or businesses. In addition to identifying activation sites and working with property owners and businesses to coordinate activities and identify cross-promotional opportunities, UA will take on an array of administrative tasks such as providing management of artists, art activities and organizations to ensure a standard of excellence, as more fully described in Exhibit A to the Agreement. It is anticipated that by providing experienced administrative, fiscal management and leadership skills, UA will develop and administer new cultural programming as well as help leverage existing programs.

The cost for implementation of the initiative for the initial year is \$ 1,189,100, and UA's fee for services being provided by UA under the Agreement is \$178,365. The service fee will allow UA to provide key program staff and administration, public calls for proposals, planning, implementation, artist and public realm management as well as financial services and accountability. Marketing and program evaluation costs are not included, as they are contemplated to be handled by DDB staff and resources. The Agreement allows for two additional one-year extensions with approval by the DDB (Board).

Staff requested that the DDB approve the Agreement for Arts Initiative Implementation and Administration between the DDB and United Arts of Central Florida and authorize the Chairman and Executive Director of the DDB to execute the Agreement, subject to review and approval of the City Attorney's Office.

A motion was made by Eugene Jones and seconded by Rachel Moalli to approve the Agreement for Arts Initiative Implementation and Administration between the DDB and United Arts of Central Florida and authorize the Chairman and Executive Director of the DDB


to execute the Agreement, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

Date of Next Meeting

The next regularly scheduled Downtown Development Board meeting will be held Wednesday, March 27, 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 3:23 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary