

A meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, June 12, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:26 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair  
Eugene Jones, Vice Chair  
Kimberly Stewart  
Rachel Moalli  
Doug Taylor  
Steve Garrity

MEMBERS 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  
Etajah Mourier, Interactive Media Coordinator  
Charles Zollars, Economic Development Coordinator  
Christina Hyson, Project Manager  
Gerhard van der Snel, Downtown Facilities Supervisor  
Samantha Levine, Housing and Homelessness Initiatives Manager  
Rose Garlick, Discover Downtown Manager  
Justin Eason, Nighttime Economy Manager  
Chelsey Parrish, Special Events Coordinator  
Nicole Novak, Budget Analyst III  
Jason Wojkiewicz, Budget Manager

### **Approval of Minutes**

- a. A motion was made by Doug Taylor and seconded by Eugene Jones to approve the May 22, 2024 CRA Advisory Board meeting minutes. The motion carried unanimously.

**Public Comment:** None

### **New Business:**

- a. **Downtown Orlando Holiday Décor and Lighting Services Ranking and Agreement – Mercedes Blanca, Assistant Director**

The CRA Downtown Orlando Holiday Décor and Lighting Services program commenced in 2019 to pursue a coordinated décor and lighting approach in Lake Eola Park during the holidays. As part of larger beautification and economic development efforts, the program serves to create a distinctive and memorable holiday entertainment experience, attracting both residents and visitors. The program is also consistent with CRA Plan, Part B. Arts and Culture, “Goal 41: Support creation of a world-class, large scale signature event or festival in Downtown Orlando.”

The current contract amendment expires on August 31, 2024. Building on past practices, the new solicitation (RFP24-0252) provided an opportunity to introduce key program changes to ensure greater flexibility, sustainability, and design innovation. The selected vendor will lease

holiday décor and lighting to the CRA and be responsible for the design, delivery, installation, troubleshooting, maintenance, servicing, removal, and storage of all items for each year of the contract.

Of importance, the solicitation focused on ensuring a cohesive and holiday themed display, both traditional and inclusive. The staged decor and lighting are to be viewed both day and night, throughout the Park at various locations, complementing park features and creating areas of interest and visitor engagement, including social media opportunities. The park display connects at various points to the downtown core via a light wrapped tree route along sections of E. Central Blvd. and S. Orange Ave.

The Request for Proposal (RFP) was released on March 15, 2024 to select a qualified firm to provide Downtown Orlando Holiday Décor and Lighting Services. Eleven (11) proposals were received and reviewed by a five person Advisory Committee including Mercedes Blanca, (DDB/CRA Assistant Director,) as Chair, April Michael (Communications and Neighborhood Relations Director), Chris Wallace (Park's Division Cultural Arts Manager), Doug Metzger (City Planning Chief Planner) and Mary-Stewart Droege (DDB/CRA Project Manager). After a formal review of the eleven proposals and discussion on May 5th, three proposers were selected to move forward for final ranking. On May 16<sup>th</sup>, based on the information presented in the proposals and the evaluation criteria set forth in the RFP, the firms were ranked by the Advisory Committee in the following order:

- 1 We Hang Christmas Lights (Sanford, FL)
- 2 Johannessen Lights (Winter Park, FL)
- 3 The Memoir Agency (Orlando, FL)

The initial contract term is two (2) years with an option to renew for three (3) additional one (1) year terms. The estimated annual expenditure is \$550,000.00.

We Hang Christmas Lights M/WBE Participation Plan for this contract is as follows:

Innovative Systems Group of Florida, Inc	MBE	18%	Providing staff for temporary labor
ACE Staffing Unlimited, Inc	WBE	6%	Providing staff for warehouse work

Staff requested that the CRA Advisory Board recommend to the CRA that it approve the ranking established by the Advisory Committee and approve and authorize the Chief Procurement Officer to negotiate and execute a contract and subsequent renewals with the top ranked firm, We Hang Christmas Lights, as indicated above. If negotiations are not successful with the top ranked firm, approval and authorization for the Chief Procurement Officer to negotiate with the remaining firms in ranked order and execute a contract and subsequent renewals as indicated above, with the highest ranked firm with whom agreement is reached. The final negotiated agreement will be subject to review and approval by the City Attorney's Office.

A motion was made by Eugene Jones and seconded by Doug Taylor to recommend to the CRA that it approve the ranking established by the Advisory Committee and approve and authorize the Chief Procurement Officer to negotiate and execute a contract and subsequent renewals with the top ranked firm, We Hang Christmas Lights, as indicated above. If negotiations are not successful with the top ranked firm, approval and authorization for the Chief Procurement Officer to negotiate with the remaining firms in ranked order and execute a contract and subsequent renewals as indicated above, with the highest ranked firm with whom agreement is reached. The final

negotiated agreement will be subject to review and approval by the City Attorney's Office. The motion carried unanimously.

b. **Amendment Four to Amended and Restated Open Space Agreement – Christina Hyson, Project Manager**

In December 2019, the City of Orlando (City) and the Community Redevelopment Agency (CRA) entered into an Open Space Agreement to establish details and funding obligations of upcoming projects in plazas and open spaces within the CRA boundary. Since then, the City and the CRA jointly pursued and completed development of the Lake Eola Master Plan, and both entities are currently participating in the implementation of the Master Plan. As part of this effort, CPH was engaged to prepare a Design Criteria Package (DCP) that will be utilized to select a firm to design and build the Lake Eola Park improvements. This fourth amendment to the Open Space Agreement is necessary because the CRA desires for CPH to conduct a third-party project cost estimate as part of the work to create the DCP. The cost of this additional service will not exceed \$42,219.00.

The Downtown Orlando Community Redevelopment Area Plan (Redevelopment Plan) addresses parks and open space and emphasizes the need to create and enhance open spaces. One outlined strategy to achieve this goal is to support redesign of Lake Eola Park. As such, the ongoing efforts to implement the Lake Eola Master Plan, including the proposed Amendment Four to the Open Space Agreement, are consistent with the goals provided in the Redevelopment Plan.

Staff requested that the CRA Advisory Board recommend to the CRA approval of Amendment Four to the Amended and Restated Open Space Agreement with the City of Orlando, subject to review and approval by the City Attorney's office, and authorization for the Chairman to execute the Amendment.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to recommend to the CRA approval of Amendment Four to the Amended and Restated Open Space Agreement with the City of Orlando, subject to review and approval by the City Attorney's office, and authorization for the Chairman to execute the Amendment. The motion carried unanimously.

**Next Meeting**

The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, July 24, 2024 at 3:00 p.m. in Veterans Conference Room.

**Adjournment**

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chair Monica McCown adjourned the meeting at 3:39 p.m.



David Barilla  
Executive Director



Felix Roman  
Board Secretary