



DDB

MEETING NOTICE

Orlando City Hall, Veterans Conference Room, 2nd Floor at 3:00PM

Welcome,

We are glad you have joined us for the June 12, 2024 Downtown Development Board meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance request form and hand it to the Board Secretary. The Board is pleased to hear all non-repetitive public comment. Large groups are requested to name a spokesperson. When you are recognized, state your name and address, direct all your remarks to the Board and limit your comments to 3 minutes per item or as set during the meeting.

Written public comment must include your name, address, phone number, and topic. Comments are limited to a maximum of 700 words per item. To submit written public comment, select one of the following options: (1) complete an online comment form on orlando.gov/publiccomments, (2) email to publiccomments@orlando.gov, (3) mail to City Clerk, Public Comment 400 South Orange Avenue, Orlando, FL, 32801, or (4) drop off to the 1st floor Security Station at City Hall. Written public comments received 24 hours in advance of the meeting are distributed to the Board and attached to the related agenda item for public viewing.

Note: Comments that do not include the required information will not be distributed or attached to the agenda. All comments received are public record.

AGENDA

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes
 - a. May 22, 2024 – Downtown Development Board Meeting
4. Executive Director’s Report – David Barilla, Executive Director
5. Public Comment
6. New Business
 - a. DDB Millage Rate – Tiffany Stephens, Division Fiscal Manager
 - b. Downtown Orlando Farmers Market Ranking and Agreement – Mary-Stewart Droege, Project Manager
7. Date of Next Meeting
8. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk’s Office 24 hours in advance of the meeting at 407-246-2251.

MEMORANDUM

TO: Monica McCown, Chair
Eugene Jones, Vice Chair
Kimberly Stewart
Rachel Moalli
Steve Garrity

FROM: David Barilla, Executive Director of the Downtown Development Board/Community Redevelopment Agency

DATE: June 12, 2024

SUBJECT: Agenda items to be considered at the Downtown Development Board Meeting for June 12, 2024.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the May 22, 2024 Downtown Development Board Meeting.

Executive Director's Report – David Barilla, Executive Director**Public Comment:****New Business:****a. DDB Millage Rate – Tiffany Stephens, Division Fiscal Manager**

Staff is requesting that the DDB recommend to City Council that it adopt a millage rate of 1.000 for Fiscal Year 2024/2025.

b. Downtown Orlando Farmers Market Manager Ranking and Agreement – Mary-Stewart Droege, Project Manager

Under the oversight of the Downtown Development Board (DDB), the Downtown Orlando Farmers Market is a long established DDB project, successfully operating since 1987. Currently located in the south-eastern area of Lake Eola Park, the market plays an important role in enhancing the downtown and its many neighborhoods, and consistent with the DTOutlook goal to “*Support the creation of markets, urban agriculture, and other opportunities to grow and supply local food within the Downtown market.*” Operated by a contracted Farmers Market Manager, the market has evolved into a popular Sunday destination, commonly frequented by local residents and international visitors. Operating 50 weeks a year, weather permitting, from 10 am to 3 pm it has steadily expanded since its inception, and now typically has 100 vendors, providing a diversity of offerings from crafts to barbeque.

The current Farmers Market Manager contract amendment expires on July 30, 2024, which necessitated a new solicitation (RFP24-0001) to be pursued. The RFP was released on

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February 5, 2024 to select a qualified firm as a Farmers Market Manager. Two responsive proposals were received. A five (5) person Advisory Committee was convened and included Mercedes Blanca, (DDB/CRA Assistant Director,) as Chair, Eric Ushkowitz (Business Development Division Manager), Chris Wallace (Parks Division Cultural Arts Manager), Kelly Allen (DDB/CRA Marketing and Communication Manager), and Mary-Stewart Droege (DDB/CRA Project Manager). On April 17th, 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. Red Top Productions Corporation (Orlando, Florida)
2. HZIP LLC (Palm Coast, Florida)

The initial contract term is two (2) years with an option to renew for three (3) additional one (1) year terms. The annual Market Manager Fee under the Agreement is \$69,600.00. Amendment One to the Agreement, addressing additional services related solely to Downtown for the Holidays, contemplates the Manager's support of the activities throughout December with management of the Holiday Market, staffing of Santa, Grinch, the holiday train, and operating and providing supplies for a hot cocoa tent for a fee of \$37,400.00. Additional funding of up to \$10,000.00 annually may be made available for additional marketing support, through approval of the DDB's Executive Director.

Staff requests that the DDB approve the Advisory Committee's ranking of Red Top Productions Corporation as the top ranked firm and authorize the Chief Procurement Officer to execute the Agreement and Amendment One to the Agreement, including extensions, subject to review and approval of the City Attorney's Office. Additionally, staff requests that the DDB approve the attached form Holiday Vendor Agreement and Holiday Market Policies and authorize the Market Manager or Executive Director to execute such Holiday Vendor Agreements on behalf of DDB.

Date of Next Meeting:

- a. The next Downtown Development Board Meeting will be held Wednesday, July 24, 2024 at 3:00 p.m. in Veterans Conference Room.

Adjournment

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