



**DDB**

A meeting of the Downtown Development Board was held on Wednesday, August 28, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Eugene Jones called the meeting to order at 3:03 p.m. noting a quorum was present.

MEMBERS PRESENT: Eugene Jones, Chairman  
Kimberly Stewart, Vice Chair  
Rachel Moalli

MEMBER ABSENT: Steve Garrity

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  
Justin Eason, Assistant Director  
Stacey Adams, Chief Assistant City Attorney  
Felix Roman, Board Secretary  
Kelly Allen, Marketing and Communications Manager  
Charles Zollars, Economic Development Coordinator  
Christina Hyson, Project Manager  
Mary-Stewart Droege, Project Manager  
Gerhard van der Snel, Facilities Supervisor  
Hareton Tejada, CRA Operations Manager  
Michael Whiteman, Economic Development Coordinator  
Tiffany Stephens, Fiscal Manager  
Christel Brooks, Fiscal Coordinator  
Jason Wojkiewicz, Budget Analyst IV  
Nicole Novak, Budget Analyst II

**Approval of Minutes:**

- a. A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the July 31, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.
- b. A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the August 21, 2024 Downtown Development Board and Community Redevelopment Agency Advisory Board Budget Workshop meeting minutes. The motion carried unanimously.

**Public Comment:** None

**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:

- UCF Downtown and Valencia College Downtown Campus celebrate five-year anniversary
- Discover Downtown Information Center opening 7-days a week, beginning on Tuesday, September 3, from 10am-5pm.

- Church Street, near the SunRail station, will be repositioned as a festival street in phases, starting with the first improvements soon.
- Big City Birds, a DTOLive installation, was an Orlando Weekly Staff Pick under the Art and Entertainment category for Best of Orlando 2024.
- Downtown Orlando Partnership's Employee Appreciation Week begins on September 9 through September 13.
- Movieola: Barbie – will be held on September 20 from 8-10pm at Lake Eola Park East Lawn

**New Business:**

**a. 2024-2025 Proposed Budget and Resolution – Tiffany Stephens, Fiscal Manager**

The Resolution sets forth the DDB budget for Fiscal Year 2024-2025.

Staff requested approval of the proposed Fiscal Year 2024-2025 Downtown Development Board Budget, adoption of the Resolution, directing staff to disburse funds in accordance with the proposed budget, and authorization for the Chair and Executive Director to execute the Resolution.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve Fiscal Year 2024-2025 Downtown Development Board Budget, adopt the Resolution, directing staff to disburse funds in accordance with the proposed budget, and authorize the Chair and Executive Director to execute the Resolution. The motion carried unanimously.

**b. 2024-2025 DDB/CRA Cost Share Agreement – Tiffany Stephens, Fiscal Manager**

The Cost Share Agreement between the CRA and DDB outlines the terms under which the DDB and CRA will share administrative costs for FY 2024-2025.

Staff requested approval of the Cost Share Agreement for FY 2024-2025 between the Downtown Development Board and the Community Redevelopment Agency and authorization for the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the Cost Share Agreement for FY 2024-2025 between the Downtown Development Board and the Community Redevelopment Agency and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

**c. 2024-2025 City Services Agreement – Tiffany Stephens, Fiscal Manager**

The City Services Agreement outlines the terms under which the City will provide administrative and professional support to the DDB.

Staff requested that the Downtown Development Board approve the City Services Agreement for FY 2024-2025 between the City of Orlando and the Downtown Development Board and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the City Services Agreement for FY 2024-2025 between the City of Orlando and the Downtown Development Board and authorize the Chair and Executive Director to execute



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

d. **2024-2025 City District, Inc. Funding Agreement – Tiffany Stephens, Fiscal Manager**

City District, Inc. is an Orlando Main Street with a mission to enhance the corridor through marketing and special events to promote the area's establishments. The agreement between the DDB and the District provides funding to the District on a reimbursement basis related to District events, marketing, programming, public art, and the provision of a superior pedestrian experience within the District. The Funding Agreement between the DDB and the District includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting clean-up/beautification activities.

Staff requested that the DDB approve the Funding Agreement between the DDB and City District, Inc. in the not to exceed amount of \$50,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Rachel Moalli and seconded by Kimberly Stewart to approve the Funding Agreement between the DDB and City District, Inc. in the not to exceed amount of \$50,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

e. **2024-2025 Thornton Park District, Inc. Funding Agreement – Tiffany Stephens, Fiscal Manager**

Thornton Park District is an Orlando Main Street with a mission to create a vibrant community for its business owners, residents, and visitors through events, public art, and design. The agreement between the DDB and the District provides funding to the District on a reimbursement basis related to District events, marketing, programming, public art, and the provision of a superior pedestrian experience within the District. The Funding Agreement between the DDB and the District includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting clean-up/beautification activities.

Staff requested that the DDB approve the Funding Agreement between the DDB and Thornton Park District, Inc. in the not to exceed amount of \$50,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Rachel Moalli and seconded by Kimberly Stewart to approve the Funding Agreement between the DDB and Thornton Park District, Inc. in the not to exceed amount of \$50,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

f. **2024-2025 Downtown Orlando, Inc., (DOP) Funding Agreement – Tiffany Stephens, Fiscal Division Manager**

The Downtown Orlando Inc. (Downtown Orlando Partnership) is a 501c (6) founded in 1961 and comprised of more than 200 corporate members. Their mission is to enhance business and community relationships through collaborative events and initiatives. The agreement between the DDB and the DOP provides funding to DOP for activities related to the support and enhancement of downtown businesses, including business to business events, programming, and the production of two large-scale events, Chow on Church and

DDB and DOP's Downtown Employee Appreciation Week, as well as funding for marketing and communications initiatives as contemplated in the Agreement and approved by the DDB Executive Director in accordance with the terms thereof. The Funding Agreement between the DDB and the DOP also includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, offering Angel memberships for developing downtown businesses, sponsored or affordable membership opportunities to Parramore businesses, as well as conducting Connect DTO.

Staff requested that the DDB approve the Funding Agreement between the DDB and Downtown Orlando, Inc. in the not to exceed amount of \$250,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the Funding Agreement between the DDB and Downtown Orlando, Inc. in the not to exceed amount of \$250,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

**g. 2024-2025 Downtown Arts District Funding Agreement – Tiffany Stephens, Fiscal Manager**

The Downtown Arts District (DAD) operates City Arts in the Roger Kiene building and provides multiple events throughout the year to create a vibrant arts community. The agreement between the DDB and DAD provides funding to DAD on a reimbursement basis for events, marketing, programming, and public art. The Funding Agreement between the DDB and DAD includes benchmarks to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting art related projects.

Staff requested that the DDB approve the Funding Agreement between the DDB and Downtown Arts District in the not to exceed amount of \$50,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Rachel Moalli and seconded by Kimberly Stewart to approve the Funding Agreement between the DDB and Downtown Arts District in the not to exceed amount of \$50,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

**h. 2024-2025 Vegan Farmers Market Funding Agreement – Tiffany Stephens, Fiscal Manager**

Over the last 18 months, the Orlando Bearded Vegan LLC has been successfully presenting an International Vegan Farmers Market event on a quarterly basis within the Central Business District that has brought anywhere from 8,000 - 11,000 attendees each quarter. The Downtown Development Board deems this event as integral to the continued efforts to highlight a central area of the DDB that does not often have an opportunity to host events and bring visitors to its core. The market also fills an important gap in providing fresh food opportunities to an area lacking in fresh options. The DDB would like to guarantee both longevity and growth to this event by providing the Orlando Bearded Vegan LLC \$10,000 for each of its four events during fiscal year 2024-2025.



Staff requested that the DDB approve the funding agreement with Orlando Bearded Vegan LLC in a total not to exceed amount of \$40,000 and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the funding agreement with Orlando Bearded Vegan LLC in a total not to exceed amount of \$40,000 and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

i. **2024-2025 Special Event Funding Agreement between the Downtown Development Board and the City of Orlando – Tiffany Stephens, Fiscal Manager**

The City of Orlando and the Downtown Development Board (DDB) strive to bring world class events to the downtown corridor encouraging both visitors and residents to come and enjoy not only the events but downtown businesses as well. The Funding Agreement between the DDB and the City will provide the City with DDB funding for Fall Fiesta in the Park at Lake Eola on November 2-3, 2024, Spring Fiesta in the Park on April 5-6, 2025, Earth Day on April 25, 2025, and Fireworks at the Fountain on July 4, 2025.

Staff requested that the DDB approve the Funding Agreement between the DDB and the City of Orlando in the total not to exceed amount of to \$76,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Rachel Moalli and seconded by Kimberly Stewart to approve the Funding Agreement between the DDB and the City of Orlando in the total not to exceed amount of to \$76,000 for FY 2024-2025, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

j. **Downtown Development Board Special Events Program and Form Agreement – Tiffany Stephens, Fiscal Manager**

The Downtown Development Board (DDB) is focused on bringing vibrance, culture, and events to the DDB, thereby exposing more people to Downtown Orlando and its offerings. The DDB Special Events Grant Program is designed to assist non-profit organizations wanting to host events within the DDB Area with an expected attendance of 1,000 people or more. Grant funds would be given on a reimbursement basis and could be used towards event related expenses such as event related marketing and promotion; tents, tables, or equipment rentals; and City fees related to the event. Each entity would be allowed one grant per calendar year. Grant awardees and amounts would be recommended by an internal committee using program specific eligibility and evaluation criteria as set forth in the Program Guidelines. Funding agreements would be completed and signed by both the organization and DDB Executive Director outlining program and funding requirements prior to the event and release of funds.

Staff requested that the DDB approve the Program Guidelines and Form Agreement and authorize the Executive Director to execute such funding agreements, in substantially the same form as the Form Agreement, subject to review and approval of the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the Program Guidelines and Form Agreement and authorize the Executive Director to execute such funding agreements, in substantially the same form as the Form Agreement, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

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

The Orlando Farmers Market has been operating since 1987, under the oversight of the DDB. It 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 grown into a popular Sunday destination, commonly frequented by downtown residents and area visitors. Steadily expanding since its inception, and it 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. A recent Request for Proposals (RFP) in early 2024, led to the selection of Red Top Productions Corporation and contract execution on August 1 2024.

The Policies and Procedures were last updated by the DDB on December 6, 2023 to reflect needed changes to the Orlando Farmers Market Policies and Procedures prior to the issuance of the RFP, including updates to operational activities such as Market hours, loading and unloading, as well as the usage fee. Through discussions with Red Top Productions Corporation since its selection, a few minor changes to the December 6, 2023 adopted version of the Policies and Procedures are being recommended to further optimize market operations, including requiring fire extinguishers at all food vendor sites, clarifying vendor application and termination protocol, requiring vending space walls installation, and establishing age limitations in all vending areas. Also included is language to allow the DDB Executive Director to approve certain minor operational changes related to safety without returning to the board for review and approval.

Staff requested that the DDB approve the revised Orlando Farmers Market Policies and Procedures dated August 28, 2024.

A motion was made by Rachel Moalli and seconded by Kimberly Stewart to approve the revised Orlando Farmers Market Policies and Procedures dated August 28, 2024. The motion carried unanimously.

**Next Meeting**

- a. The next regularly scheduled Downtown Development Board will be held on Wednesday, September 25, 2024 at 3:00 p.m. in the Veterans Conference Room.

**Adjournment**

There being no further business to come before the Downtown Development Board, Chair Eugene Jones adjourned the meeting at 3:37 p.m.

  
David Barilla  
Executive Director

  
Felix Roman  
Board Secretary