



**DDB**

A meeting of the Downtown Development Board was held on Wednesday, September 25, 2024, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Eugene Jones called the meeting to order at 3:02 p.m. noting a quorum was present.

MEMBERS PRESENT: Eugene Jones, Chairman  
Kimberly Stewart, Vice Chair  
Rachel Moalli  
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  
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  
Samantha Levine, Housing and Homelessness Initiatives Manager  
Jeramiah Caret, Project Manager  
Rose Garlick, Discover Downtown Manager  
Martin Hudson, Urban Project Manager

**Approval of Minutes:**

- a. A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the August 28, 2024 Downtown Development Board 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:

- Downtown Employee Appreciation Week
- Visit Orlando: Agency Partners Visit
- Limitless Jewelers, located at 130 S. Orange Ave, is now open
- 54 West Church and Wall Street Bistro Lighting
- Ride DTO, on-demand transit service launching on Monday, September 30
- Kaleidoscope 360 presents E.T. The Extra-Terrestrial on October 2, 2024 at Luminary Green Park at Creative Village
- 2024 State of Downtown on October 15, 2024
- Eolaween at Lake Eola Park, featuring Hocus Pocus, starting at 7:30 p.m.

**New Business:**

a. **Brightline Holiday Advertising Agreement – Kelly Allen, Marketing and Communications Manager**

There is no more festive time of the year to experience downtown Orlando than the holiday season. All month long, the Downtown Development Board (DDB) invites residents and visitors to Downtown for the Holidays for family-friendly holiday events and activities for all ages to enjoy, furthering the DDB's continued commitment to providing a wide variety of entertainment and festivities for everyone.

The Downtown Development Board is seeking to once again purchase advertising on Brightline during the holiday season. Advertising will be displayed at the Orlando station as well as Ft. Lauderdale and Miami and will run from December 2-22, 2024. This package offers a full dominate package at the Orlando station and 59 screens at Ft. Lauderdale and Miami allowing for adequate exposure of the holidays at these stations.

Staff requested that the DDB approve the Agreement with Outfront Media and authorize the Chief Procurement Officer to execute the Agreement, in substantially the form attached, subject to the review and approval of the City Attorney's Office.

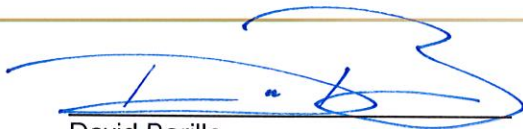
A motion was made by Kimberly Stewart and seconded by Steve Garrity to approve the Agreement with Outfront Media and authorize the Chief Procurement Officer to execute the Agreement, in substantially the form attached, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

**Next Meeting**

- a. The next regularly scheduled Downtown Development Board will be held on Wednesday, October 23, 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 3:27 p.m.



David Barilla  
Executive Director



Felix Roman  
Board Secretary