

A meeting of the Downtown Development Board was held on Wednesday, December 18, 2024, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chairman Eugene Jones called the meeting to order at 3:03 p.m. noting a quorum was present.

**Board Members Present** Eugene Jones, *Chairman*  
Kimberly Stewart, *Vice Chair*  
Rachel Moalli

**Board Member Absent** Steve Garrity

**Community Redevelopment Agency Advisory Board Member Absent**  
Doug Taylor

**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  
Gerhard van der Snel, Facilities Supervisor  
Hareton Tejada, CRA Operations Manager  
Christel Brooks, Fiscal Coordinator  
Jeremiah Caret, Project Manager  
Christina Hyson, Project Manager  
Alejandra Caceres, Interactive Media Coordinator

### Approval of Minutes

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the October 23, 2024, Downtown Development Board meeting minutes. The motion carried unanimously.

### Public Comment

None

### Executive Director's Report

*David Barilla, Executive Director*

David Barilla presented a PowerPoint to the Board that provided updates on downtown businesses, the nighttime economy, and recent and upcoming events such as:

- Lake Lucerne Flowers
- POP! Interactive art installations by Gentilhomme and Prismaphonik by William Simard and Anthony Gagnon Boisvert
- The Canopy Parking
- Downtown for the Holidays movies at Lake Eola Park, which included The Santa Clause, Elf, and Dr. Seuss' How The Grinch Stole Christmas
- Cure Bowl on December 20<sup>th</sup> at Camping World Stadium
- Celebrate Lunar 2025 on January 18<sup>th</sup> and 19<sup>th</sup> at Luminary Green Park

## New Business

### a. Agreement with Florida Citrus Sports Events, Inc. – 2025 NFL ProBowl Games

*David Barilla, Executive Director*

Florida Citrus Sports Events, Inc. (FCS) has been integral in securing the staging of the 2025 NFL Pro Bowl Games (Pro Bowl) at Camping World Stadium in downtown Orlando on February 2, 2025 and is conducting related activities and events at various locations within the DDB Area during the day of the game and the month leading up to it. The Agreement with FCS outlines that the DDB will provide in-kind marketing services and reimburse FCS for activities, pre-approved by the DDB Executive Director, within the DDB Area. These activities will be related to the Pro Bowl and its marketing, with a total combined amount not exceeding one hundred fifty thousand dollars (\$150,000).

Staff requested that the Downtown Development Board approve the Agreement with Florida Citrus Sports Events, Inc.-2025 NFL Pro Bowl Games, subject to review and approval of the City Attorney's Office, authorizing the Chair and Executive Director to execute the Agreement, and authorizing the Executive Director to enter into contracts to provide value in kind services as contemplated in the Agreement for in a total not to exceed amount of \$150,000.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the Agreement with Florida Citrus Sports Events, Inc.-2025 NFL Pro Bowl Games, subject to review and approval of the City Attorney's Office, authorizing the Chair and Executive Director to execute the Agreement, and authorizing the Executive Director to enter into contracts to provide value in kind services as contemplated in the Agreement for in a total not to exceed amount of \$150,000. The motion carried unanimously.

### b. Park DTO Program Extension

*Justin Eason, Assistant Director*

The retention of small businesses is a key opportunity to ensure the success of the redevelopment within the Orlando Central City Neighborhood Development Area (Area). Additionally, with parking often noted as a barrier to people visiting downtown, there is a need to seek opportunities to improve parking accessibility and options for downtown patrons, including the use of innovative solutions.

The purpose of the Park DTO Program (Program) is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the Area by improving parking accessibility by temporarily funding parking costs.

This revision of the Program would provide customers with up to 2 hours of parking paid for by the Downtown Development Board (DDB) at any metered on-street parking spots within the Downtown Development Board Area and allow for up to twelve uses.

Upon creation of the Program the board initially approved \$100,000 in funding and provided an additional \$100,000 in Program funding in 2023. This action will provide an additional \$25,000 in funding. The Program shall end when the allocated funding is expended or on December 31st, 2025, whichever is sooner.

Staff requested that the Downtown Development Board approve the revised Park DTO Program to be effective as of January 1st, 2025 and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$225,000 in total.

A motion was made by Rachel Moalli and seconded by Kimberly Stewart to approve the revised Park DTO Program to be effective as of January 1st, 2025 and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$225,000 in total. The motion carried unanimously.

**Next Meeting**

The next regularly scheduled Downtown Development Board will be held on Wednesday, January 22, 2025, at 3:00 p.m. in the Veterans Conference Room.

**Notice**

Prior to adjourning the meeting, the Chairman noted that the CRA Advisory Board meeting scheduled for today was cancelled due to a lack of quorum and the next regularly scheduled CRA Advisory Board meeting will be held on Wednesday, January 22, 2025 at 3:00 p.m. in the Veterans Conference Room.

**Adjournment**

There being no further business to come before the Downtown Development Board, Chairman Eugene Jones adjourned the meeting at 3:31 p.m.



**David Barilla**  
Executive Director



**Felix Roman**  
Board Secretary