

A meeting of the Downtown Development Board was held on Wednesday, July 31, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Vice Chair Eugene Jones called the meeting to order at 3:59 p.m. noting a quorum was present.

MEMBERS PRESENT: Eugene Jones, Vice Chair
Rachel Moalli
Steve Garrity

MEMBER ABSENT: Kimberly Stewart

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, Assistant City Attorney
Felix Roman, Board Secretary
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Etajha Mourier, Interactive Media Coordinator
Charles Zollars, Economic Development Coordinator
Christina Hyson, Project Manager
Mary-Stewart Droege, Project Manager
Samantha Levine, Housing and Homelessness Initiatives Manager
Rose Garlick, Discover Downtown Manager
Gerhard van der Snel, Facilities Supervisor
Hareton Tejada, CRA Operations Manager
Nikki Wesson, Capital Improvement Plan Division Manager
Brooke R. Bonnett, Economic Development Director
Eric Ushkowitz, Business Development Division Manager

Election of Officers:

A motion was made by Rachel Moalli and seconded by Steve Garrity to elect Eugene Jones as Chair. The motion carried unanimously.

A motion was made by Rachel Moalli and seconded by Eugene Jones to elect Kimberly Stewart as Vice Chair. The motion carried unanimously.

A motion was made by Rachel Moalli and seconded by Steve Garrity to elect Felix Roman as Board Secretary. The motion carried unanimously.

Approval of Minutes:

- a. A motion was made by Steve Garrity and seconded by Rachel Moalli to approve the June 12, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.

Public Comment: None

New Business:

a. Downtown for the Holidays Sponsorship Agreements – 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.

In 2024, the DDB welcomes the opportunity for sponsorship for Downtown for the Holidays to offset costs and has promoted such opportunity to the community. Sponsors will not only gain valuable exposure to the diverse holiday audience but also demonstrate their commitment to supporting the local community and enhancing the holiday experience for all. Benefits may include prominent logo placement, exclusive branding opportunities, VIP experiences, and promotion across our channels.

We look forward to the possibility of collaborating with sponsors and making this holiday season truly unforgettable.

Staff requested that the DDB approve the attached form Downtown For The Holidays Sponsorship Agreement and authorize the DDB Executive Director to negotiate and execute Sponsorship Agreements with sponsors in substantially the same form, with such agreements subject to the review and approval of the City Attorney's Office.

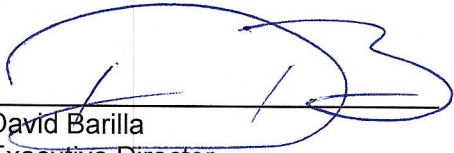
A motion was made by Steve Garrity and seconded by Rachel Moalli to approve the attached form Downtown For The Holidays Sponsorship Agreement and authorize the DDB Executive Director to negotiate and execute Sponsorship Agreements with sponsors in substantially the same form, with such agreements subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

Next Meeting

- a. The annual Downtown Development Board and Community Redevelopment Agency Advisory Board Budget Workshop will be held on Wednesday, August 21, 2024 at 3:00 p.m. in the Veterans Conference Room.
- b. The next regularly scheduled Downtown Development Board will be held on Wednesday, August 28, 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 4:09 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary