

A meeting of the Downtown Development Board was held on Wednesday, June 12, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:02 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
Eugene Jones, Vice Chair
Kimberly Stewart
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: Buddy Dyer, Mayor
David Barilla, Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Liz Nigro, Senior Administrative Assistant
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
Justin Eason, Nighttime Economy Manager
Gerhard van der Snel, Facilities Supervisor
Chelsey Parrish, Special Events Coordinator
Nicole Novak, Budget Analyst III
Jason Wojkiewicz, Budget Manager

Approval of Minutes:

- a. A motion was made by Eugene Jones and seconded by Rachel Moalli to approve the May 22, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.

Presentations

Mayor Buddy Dyer presented a trophy to Chair Monica McCown and thanked her for her service on the Downtown Development Board and Community Redevelopment Agency Advisory Board.

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:

- Sak Comedy opening at 55 West
- United Arts Program Launch on June 18
- Day of Remembrance Events:

- 49 Bells Ceremony at United Methodist Church of Orlando
- Remembrance Ceremony at Dr. Phillips Center for the Performing Arts, Steinmetz Hall
- Downtown Orlando Art & Food Tour with United Arts
- Chow on Church on June 18, at INTER&Co Stadium
- Fireworks at The Fountain, July 4 from 4 -10 p.m. at Lake Eola Park

Public Comment: None

New Business:

a. DDB Millage Rate – Tiffany Stephens, Division Fiscal Manager

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

A motion was made by Steve Garrity and seconded by Rachel Moalli to recommend to the City Council that it adopt a millage rate of 1.000 for Fiscal Year 2024/2025. The motion carried unanimously.

b. Downtown Orlando Farmers Market Manager Ranking and Agreement – Mercedes Blanca, Assistant Director

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 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 requested 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.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to 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. The motion carried unanimously.

Next Meeting

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

Adjournment

There being no further business to come before the Downtown Development Board, Chair Monica McCown adjourned the meeting at 3:26 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary