



DDB

A meeting of the Downtown Development Board was held on Wednesday, April 26, 2023 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Jamie Barati called the meeting to order at 3:01 p.m. noting a quorum was present.

MEMBERS PRESENT: Jamie Barati, Chair
 Monica McCown, Vice Chair
 Eugene Jones
 Rachel Moalli

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, Acting Executive Director
 Mercedes Blanca, Assistant Director
 Christel Brooks, Fiscal Coordinator
 Stacey Adams, Assistant City Attorney
 Felix Roman, Board Secretary
 Liz Nigro, Senior Administrative Assistant
 Kelly Allen, Marketing and Communications Manager
 Kate Harris, Interactive Media Coordinator
 Michael Whiteman, Economic Development Coordinator III
 Carlos Zamora, Economic Development Coordinator
 Mary-Stewart Droege, Project Manager
 Gerhard van der Snel, Downtown Facilities Supervisor
 Tiffany Stephens, Division Fiscal Manager
 Maxwell Spann, Project Manager
 Christina Hyson, Project Manager
 Hareton Tejada, Safety Ambassador Manager

Approval of Minutes:

- a. A motion was made by Monica McCown and seconded by Eugene Jones to approve the March 22, 2023 Downtown Development Board meeting minutes. The motion carried unanimously.

Executive Director's Report – David Barilla, Acting Executive Director

David Barilla, Acting Executive Director, presented a PowerPoint informing the Board of various updates regarding downtown businesses, nighttime economy, and recent and future events such as:

- LYMMO Service Expansion to Lake Lucerne
- Bike to Work Day that occurred on March 31, 2023
- 407 Day Recap
 - Mural Reveal with Visit Orlando
 - \$4.07 sale at Discover Downtown for shirts and hats
 - 407 Day Game Night at Lake Eola Park
- Upcoming Cinco de Mayo Celebration with Casa de Mexico
- Orlando Carnival Downtown 2023 is back with a parade on Church Street and festival at Lake Lorna Doone Park
- English Premier League Soccer will return to Exploria Stadium, to host Fulham FC and Aston Villa FC for their match in the Summer Series on July 26, 2023

Public Comment: None

New Business:

- a. **Downtown for the Holidays: Action Promos and Events, Inc., Holiday Train – David Barilla, Acting Executive Director**

Each year, the Downtown Development Board (DDB) and Community Redevelopment Agency create a seasonal holiday experience around Lake Eola Park for residents and visitors to enjoy. Activations for the thousands that visit each year include a Christmas Tree at the park complete with holiday music, holiday movies, Santa Claus at the Eola House fake snow and a Holiday Market. This year, the DDB is seeking to build on previous efforts and expand activations in an effort to generate more attendance and awareness of downtown's offerings. Part of expansion efforts include a Holiday train for families to enjoy. Through the proposed agreement with Action Promos and Events, Inc., the DDB would provide a Holiday Train every Friday, Saturday and Sunday, December 1 - 23 at a cost of \$21,510.50.

Staff requested that the DDB approve and authorize the Chief Procurement Officer to enter into the attached agreement with Action Promos and Events, Inc., subject to review and approval of the City Attorney's Office.

A motion was made by Monica McCown and seconded by Rachel Moalli to approve and authorize the Chief Procurement Officer to enter into the attached agreement with Action Promos and Events, Inc., subject to review and approval of the City Attorney's Office. The motion carried unanimously.

Date of Next Meeting

The next regularly scheduled Downtown Development Board meeting will be held May 24, 2023 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Jamie Barati adjourned the meeting at approximately 3:19 p.m.



David Barilla
Acting Executive Director



Felix Roman
Board Secretary