

A meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, June 27, 2025, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Dr. Eugene Jones called the meeting to order at 3:36 p.m. noting a quorum was present.

Board Members Present Dr. Eugene Jones, *Chairman*
Jason Chin
Rachel Moalli
Steve Garrity

Board Members Absent Kimberly Stewart, *Vice Chair*
Kelly Martinez Semrad, *Orange County Commissioner*

Staff Present David Barilla, Executive Director
Justin Eason, Assistant Director
Dr. Kristen Holmes, Assistant Director
Stacey Young Adams, Chief Assistant City Attorney
Felix Roman, Board Secretary
Alejandra Caceres, Interactive Media Coordinator
Charles Zollars, Economic Development Coordinator
Christina Hyson, Project Manager
Eric Ushkowitz, Business Development Division Manager
Gerhard van der Snel, Downtown Facility Supervisor
Harry Tejada, CRA Operations Manager
Jeramiah Caret, Project Manager
Juliana Bernal Guinand, Project Manager
Juliana Bernal Guinand, Project Manager
Kelly Allen, Marketing and Communications Manager
Liz Nigro, Senior Administrative Assistant
Manuel Ospina, Economic Development Coordinator
Molly Diaz, Fiscal Manager
Robyn Gray, Marketing and Communications Coordinator
Rose Garlick, Discover Downtown Manager
Samantha Levine, Housing and Homelessness Initiatives Manager
Sherry Gutch, Placemaking Director

Approval of Minutes

A motion was made by Racehl Moalli and seconded by Steve Garrity to approve the April 23, 2025 CRA Advisory Board meeting minutes. The motion carried unanimously.

Public Comment

None

New Business

- A. Amendment Three to Contract with Simple Solutions Exterior Cleaning LLC d/b/a We Hang Christmas Lights**
Chelsey Parrish, Special Events Coordinator + Kelly Allen Marketing and Communications Manager

The Downtown Orlando Holiday Décor and Lighting Services program has grown significantly since its launch. Initially focused on a coordinated décor and lighting approach at Lake Eola Park, the program has become an important seasonal initiative that enhances the public realm, supports downtown activation, and attracts both residents and visitors. The

program also advances broader Redevelopment Plan goals related to lighting, beautification, placemaking, and economic vitality, while aligning with the Plan goals to support major cultural and signature events in Downtown.

The CRA entered into a contract (Contract) last year with Simple Solutions Exterior Cleaning LLC, d/b/a We Hang Christmas Lights, Inc., the vendor selected through RFP24-0252, to provide the holiday décor and lighting services in Downtown Orlando. This third amendment to the Contract is intended to expand the program's footprint and visual impact by incorporating additional décor elements and enhanced lighting treatments in other areas of the Downtown CRA Area, and logistical support for key installations for Downtown for the Holidays.

Under the proposed amendment, We Hang Christmas Lights will be responsible for the following additions to the existing scope of services:

- Installation and breakdown of the 64-foot holiday tree
- Storage of the holiday tree and related elements during the off-season
- Installation of RGB flood lights at designated locations
- Wrapping of trees with holiday lighting along key corridors and in pocket parks
- Installation of additional themed holiday décor throughout Downtown and in public open spaces.

These enhancements are designed to further unify Downtown's holiday aesthetic, expand public interaction opportunities and ensure visual appeal. The additional elements also support increased pedestrian activity and social media engagement, while allowing for flexibility and innovation in holiday design.

The cost for the work contemplated in the Amendment is \$167,240.00

Staff requested that the CRA Advisory Board recommend to the CRA approval of Amendment Three to Contract, subject to review and approval of the City Attorney's Office, and authorization for the Chief Procurement Officer to execute the Amendment on behalf of the CRA.

A motion was made by Steve Garrity and seconded by Jason Chin to recommend to the CRA approval of Amendment Three to Contract, subject to review and approval of the City Attorney's Office, and authorization for the Chief Procurement Officer to execute the Amendment on behalf of the CRA. The motion carried unanimously.

B. Art² A La Cart Management Agreement

Justin Eason, Assistant Director

Art² is an urban pocket park located at the southwest corner of Orange Avenue and Robinson Street. The site features a two-story container structure that will include a café, while the remaining park area will provide space for food trucks, green space for activities, and a transformative mural. Art² was developed to help achieve goals outlined in the Downtown Orlando Community Redevelopment Area Plan (Redevelopment Plan) to create and enhance open spaces and to activate vacant and underutilized areas. The project is nearing completion and is anticipated to open to the public later this year. In preparation for the park opening, the proposed agreement with A La Cart Management LLC (A La Cart) provides the terms under which A La Cart would operate and manage Art².

A La Cart currently provides Orlando with a social dining experience featuring a variety of street food offerings at two existing locations. Each location features multiple mobile food vendors as well as a beverage bar. This experience uniquely positions them to function as the operator for Art2 park.

Pursuant to the terms of the Management Agreement, A La Cart will operate and staff Art2 each day between the hours of 7:00am and 10:00pm Sunday through Thursday and 7:00am to 11:00pm on Fridays and Saturdays. This agreement requires the operation of a minimum of two mobile food vendors with at least one vendor rotating quarterly. A La Cart is required to conduct daily and routine maintenance of the park. A La Cart will procure \$34,313.19 worth of additional café equipment fixtures necessary for their operation of the park, for which the CRA will reimburse A La Cart. This contract is effective for two years from the park opening date and may be renewed for up to three additional one-year periods.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the Management Agreement with A La Cart Management LLC, subject to review and approval of the City Attorney's Office, and authorization of the Chief Procurement Officer to execute the Agreement.

A motion was made by Jason Chin and seconded by Rachel Moalli to recommend to the CRA approval of the Management Agreement with A La Cart Management LLC, subject to review and approval of the City Attorney's Office, and authorization of the Chief Procurement Officer to execute the Agreement.

C. Art² Mural License Agreement

Justin Eason, Assistant Director

Art2 is an urban pocket park located at the southwest corner of Orange Avenue and Robinson Street. The site features a two-story container structure that will include a café, while the remaining park area will provide space for food trucks, green space for activities and a transformative mural. Art2 was developed to help achieve goals outlined in the Downtown Orlando Community Redevelopment Area Plan (Redevelopment Plan) to create and enhance open spaces and to activate vacant and underutilized areas. The project is nearing completion and is anticipated to open to the public later this year.

A prominent element of Art2 is a proposed 28 ft. by 55 ft. mural that celebrates the 150th anniversary of the City of Orlando and reflects the spirit of the space. The proposed License Agreement with Sentinel Capital North Orange LLC grants the CRA permission to utilize a portion of the north facing wall of the Seacoast Bank Tower building, located at 250 N Orange Ave, for installation of the mural.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the License Agreement with Sentinel Capital North Orange LLC, subject to review and approval by the City's Attorney's Office, and authorization for the Chairman and Executive Director to execute the Agreement.

A motion was made by Steve Garrity and seconded by Racehl Moalli to recommend to the CRA approval of the License Agreement with Sentinel Capital North Orange LLC, subject to review and approval by the City's Attorney's Office, and authorization for the Chairman and Executive Director to execute the Agreement. The motion carried unanimously.

Next Meeting

The next regularly scheduled Community Redevelopment Agency Advisory Board will be held on Wednesday, July 23, 2025, at 3:00 p.m. in the Veterans Conference Room.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chair Dr. Eugene Jones adjourned the meeting at 3:51 p.m.



David Barilla
Executive Director

Felix Roman
Board Secretary