

A meeting of the Downtown Development Board was held on Wednesday, April 24, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:00 noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
 Eugene Jones, Vice Chair
 Kimberly Stewart
 Steve Garrity

MEMBER ABSENT: Rachel Moalli

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
 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
 Michael Whiteman, Economic Development Coordinator III
 Christina Hyson, Project Manager
 Mary-Stewart Droege, Project Manager
 Christel Brooks, Fiscal Coordinator
 Samantha Levine, Housing and Homelessness Initiatives Manager
 Rose Garlick, Discover Downtown Manager
 Justin Eason, Nighttime Economy Manager
 Brooke R. Bonnett, Economic Development Director
 Eric Ushkowitz, Business Development Division Manager
 Sherry Gutch, Director of Placemaking

Approval of Minutes:

- a. A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the March 27, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.

Presentations

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:

- The Sports and Entertainment District (SED) in downtown Orlando, creating a 900,000+/- square foot mixed-use development adjacent to Kia Center, home to NBA's Orlando Magic
- New business openings, such as Mango Fresh and I Love Orlando Café
- Golden Brick Awards took place on April 23, 2024 and DTO took home the prize for Downtown for the Holidays – Community and An Ode to Third Places Mural – Public Works & Placemaking
- All four intersection murals have now been completed at the following locations:
 - Orange Ave and Pine St

- Orange Ave and Central Blvd
- Orange Ave and Church St
- Orange Ave and Washington St
- Cinco de Mayo Celebration – Join Casa de Mexico in celebrating Cinco de Mayo with an exciting evening of mariachi, Mexican food, and folkloric dances outside of Orlando City Hall
- Orlando Kite Festival is a family-friendly event that celebrates the art, culture, and science of kite flying. Event will be held on May 4, 2024
- Orlando International Film Festival, from May 15-19, at UCF Downtown Campus

Discover Downtown Presentation – Rose Garlick, Discover Downtown Manager

Rose Garlick, Discover Downtown Manager, presented a PowerPoint informing the Board of various updates regarding the downtown Orlando information center, such as:

- Visitor stats - reviewed year to year comparisons starting from 2020 to present day
- Retail shop stats – reviewed top selling items and sales performance year over year starting from 2019
- Partnership with Visit Orlando – selling merchandise from their “Unbelievably Real” campaign
- New business openings
- Offsite events from 2023 & 2024
- Update regarding Historic Walking Tour (October-May)

Public Comment: None

New Business: None

Next Meeting

The next regularly scheduled Downtown Development Board meeting will be held Wednesday, May 22, 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 3:59 p.m.

David Barilla
Executive Director

Felix Roman
Board Secretary