

A meeting of the Downtown Development Board was held on Wednesday, August 23, 2023 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Vice Chair Monica McCown called the meeting to order at 3:07 p.m. noting a quorum was present.

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

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, Acting Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Natalie Moron, Marketing and Communications Intern
Michael Whiteman, Economic Development Coordinator III
Carlos Zamora, Economic Development Coordinator
Christina Hyson, Project Manager
Gerhard van der Snel, Downtown Facilities Supervisor
Tiffany Stephens, Division Fiscal Manager
Christel Brooks, Fiscal Coordinator
Justin Eason, Nighttime Economy Manager
Rose Garlick, Downtown Information Center Manager
Samantha Levine, Housing and Homelessness Initiatives Manager
Eric Ushkowitz, Business Development Division Manager
Jason Wojkiewicz, Budget Analyst IV
Nicole Novak, Budget Analyst II
Pat Greene, Orlando Venues
Hareton Tejada, Safety Ambassador Manager
James Eason, Outreach Manager

Election of Officers:

A motion was made by Kimberly Stewart and seconded by Eugene Jones to elect Monica McCown as Chair, Eugene Jones as Vice Chair, and Felix Roman as Board Secretary. The motion carried unanimously.

Approval of Minutes:

- a. A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the June 28, 2023 the Downtown Development Board meeting minutes. The motion carried unanimously.
- b. A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the August 16, 2023 DDB/CRAAB Budget Workshop meeting minutes. The motion carried unanimously.

Public Comment: None.

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:

- Lake Eola Park Expansion Groundbreaking
- The new OUC Robinson Street Electric Vehicle (EV) Charging Hub
- Lake Lucerne Lighting Project
- SWAN Shuttle Reveal, a free autonomous vehicle shuttle powered by Beep technologies.
- Moratorium Extension
- FSU vs. LSU – Camping World Kickoff Game on September 3, 2023
- State of Downtown 2023 will be on September 27, 2023 at 12:00 p.m.
- Staff Additions:
 - Samantha Levine, Project Manager
 - Kelley Castellanos, Marketing and Communications Coordinator

Public Comment: None

New Business:

a. **2023-2024 Proposed Budget and Resolution – Tiffany Stephens, Division Fiscal Manager**

The Resolution sets forth the DDB budget for Fiscal Year 2023-2024.

Staff requested approval of the proposed Fiscal Year 2023-2024 Downtown Development Board Budget, adoption of the Resolution, directing staff to disburse funds in accordance with the proposed budget, and authorization for the Chair and Executive Director to execute the Resolution.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to approve the proposed Fiscal Year 2023-2024 Downtown Development Board Budget, adopt the Resolution, directing staff to disburse funds in accordance with the proposed budget, and authorize the Chair and Executive Director to execute the Resolution. The motion carried unanimously.

b. **2023-2024 DDB/CRA Cost Share Agreement – Tiffany Stephens, Division Fiscal Manager**

The Cost Share Agreement between the CRA and DDB outlines the terms under which the DDB and CRA will share administrative costs for FY 2023-2024.

Staff requested approval of the Cost Share Agreement for FY 2023-2024 between the Downtown Development Board and the Community Redevelopment Agency and authorization for the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the Cost Share Agreement for FY 2023-2024 between the Downtown Development Board and the Community Redevelopment Agency and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

c. 2023-2024 City Services Agreement – Tiffany Stephens, Division Fiscal Manager

The City Services Agreement outlines the terms under which the City will provide administrative and professional support to the DDB.

Staff is requested that the Downtown Development Board approve the City Services Agreement for FY 2023-2024 between the City of Orlando and the Downtown Development Board and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office.

A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the City Services Agreement for FY 2023-2024 between the City of Orlando and the Downtown Development Board and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

d. Interlocal Agreement – DDB/City – Tiffany Stephens, Division Fiscal Manager

Part III, Chapter 163, Florida Statutes sets forth the process for funding the Community Redevelopment Agency (CRA) Trust Fund. The DDB is a taxing authority as contemplated therein which contributes increment revenue as defined in §163.387(1), Florida Statutes, to the Trust Fund. Section 163.387(3)(b) Florida Statutes allows alternate provisions with respect to a particular taxing authority to be established by interlocal agreement. The terms of the Interlocal Agreement set forth the DDB's annual contributions to the CRA.

Staff requested that the DDB approve the Interlocal Agreement, subject to review and approval of the City Attorney's Office and authorize the execution of the Agreement by the Chair and Executive Director.

A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the Interlocal Agreement, subject to review and approval of the City Attorney's Office and authorize the execution of the Agreement by the Chair and Executive Director. The motion carried unanimously.

e. City District, Inc. Funding Agreement – Tiffany Stephens, Division Fiscal Manager

City District, Inc. is an Orlando Main Street with a mission to enhance the corridor through marketing and special events to promote the area's establishments. The agreement between the DDB and the District provides funding to the District on a reimbursement basis related to District events, marketing, and programming, public art, and the provision of a superior pedestrian experience within the District. The Funding Agreement between the DDB and the District includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting clean-up/beautification activities.

Staff requested that the DDB approve the Funding Agreement between the DDB and City District, Inc. in the not to exceed amount of \$50,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the Funding Agreement between the DDB and City District, Inc. in the not to exceed amount of \$50,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

f. **Thornton Park District, Inc. Funding Agreement – Tiffany Stephens, Division Fiscal Manager**

Thornton Park District is an Orlando Main Street with a mission to create a vibrant community for its business owners, residents, and visitors through events, public art, and design. The agreement between the DDB and the District provides funding to the District on a reimbursement basis related to District events, marketing, and programming, public art, and the provision of a superior pedestrian experience within the District. The Funding Agreement between the DDB and the District includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting clean-up/beautification activities.

Staff requested that the DDB approve the Funding Agreement between the DDB and Thornton Park District, Inc. in the not to exceed amount of \$50,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the Funding Agreement between the DDB and Thornton Park District, Inc. in the not to exceed amount of \$50,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

g. **Downtown Orlando, Inc. (DOP) Funding Agreement – Tiffany Stephens, Division Fiscal Manager**

The Downtown Orlando Inc. (Downtown Orlando Partnership) is a 501c (6) founded in 1961 and comprised of more than 200 corporate members. Their mission is to enhance business and community relationships through collaborative events and initiatives. The agreement between the DDB and the DOP provides funding to DOP on a reimbursement basis for activities related to the support and enhancement of downtown businesses, including business to business events, marketing, and programming, as well as the production of two new large-scale events. The Funding Agreement between the DDB and the DOP includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, offering Angel memberships for developing downtown businesses, sponsored or affordable membership opportunities to Parramore businesses, as well as conducting Connect DTO.

Staff requested that the DDB approve the Funding Agreement between the DDB and Downtown Orlando, Inc. in the not to exceed amount of \$150,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the Funding Agreement between the DDB and Downtown Orlando, Inc. in the not to exceed amount of \$150,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

h. **Downtown Arts District Funding Agreement – Tiffany Stephens, Division Fiscal Manager**

The Downtown Arts District (DAD) operates City Arts in the Roger Kiene building and provides multiple events throughout the year to create a vibrant arts community. The agreement between the DDB and DAD provides funding to DAD on a reimbursement basis for events, marketing, programming, and public art. The Funding Agreement between the

DDB and DAD includes benchmarks to meet including, but not limited to, maintaining an office in the Area, hosting events, and conducting art related projects.

Staff requested that the DDB approve the Funding Agreement between the DDB and Downtown Arts District in the not to exceed amount of \$50,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the Funding Agreement between the DDB and Downtown Arts District in the not to exceed amount of \$50,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

i. Funding Agreement – Camping World Kickoff Block Party and Family Zone – LSU/FSU – David Barilla, Acting Executive Director

Downtown Power, LLC is conducting the Camping World Kickoff Block Parties and Family Zone on September 2nd and 3rd, 2023 supporting the Camping World Kickoff football game between FSU and LSU on September 3, 2023. The hours and content of the Block Parties and Family Zone are specified in the proposed Funding Agreement between Downtown Power, Inc. and the DDB. Additionally addressed in the Agreement is the inclusion of the Downtown Logo in marketing materials and the ability for DDB to have a tent/table at the events on September 2nd and 3rd.

Staff requested that the DDB approve the Funding Agreement between the DDB and Downtown Power, LLC in the amount of \$30,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the Funding Agreement between the DDB and Downtown Power, LLC in the amount of \$30,000 for the FY 2023-2024, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

j. Eleventh Amendment to Occupancy Agreement (Seaside Plaza) – David Barilla, Acting Executive Director

Since September of 2007, Discover Downtown, the Downtown Orlando Information Center has been in Seaside Plaza, courtesy of Highwoods Realty Limited Partnership. This Eleventh Amendment to Occupancy Agreement extends the term of the Occupancy Agreement through December 31, 2029.

Staff recommended approval of the Eleventh Amendment to Occupancy Agreement between the Downtown Development Board and Highwoods Realty Limited Partnership, subject to review and approval of the City Attorney's Office, and authorization for the Chair to execute the Eleventh Amendment.

A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the Eleventh Amendment to Occupancy Agreement between the Downtown Development Board and Highwoods Realty Limited Partnership, subject to review and approval of the City Attorney's Office, and authorization for the Chair to execute the Eleventh Amendment. The motion carried unanimously.

Date of Next Meeting

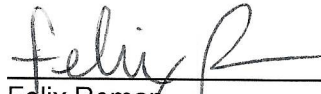
The next regularly scheduled Downtown Development Board meeting will be held Wednesday, September 27, 2023 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Vice Chair Monica McCown adjourned the meeting at approximately 3:34 p.m.



David Barilla
Acting Executive Director



Felix Roman
Board Secretary