



**DDB**

## **MEETING NOTICE**

Orlando City Hall, Veterans Conference Room, 2<sup>nd</sup> Floor at 3:00PM

**Welcome,**

**We are glad you have joined us for the February 28, 2024 Downtown Development Board meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance request form and hand it to the Board Secretary. The Board is pleased to hear all non-repetitive public comment. Large groups are requested to name a spokesperson. When you are recognized, state your name and address, direct all your remarks to the Board and limit your comments to 3 minutes per item or as set during the meeting.**

**Written public comment must include your name, address, phone number, and topic. Comments are limited to a maximum of 700 words per item. To submit written public comment, select one of the following options: (1) complete an online comment form on [orlando.gov/publiccomments](https://orlando.gov/publiccomments), (2) email to [publiccomments@orlando.gov](mailto:publiccomments@orlando.gov), (3) mail to City Clerk, Public Comment 400 South Orange Avenue, Orlando, FL, 32801, or (4) drop off to the 1<sup>st</sup> floor Security Station at City Hall. Written public comments received 24 hours in advance of the meeting are distributed to the Board and attached to the related agenda item for public viewing.**

**Note: Comments that do not include the required information will not be distributed or attached to the agenda. All comments received are public record.**

## **AGENDA**

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes
  - a. January 24, 2024 – Downtown Development Board Meeting
4. Executive Director's Report – David Barilla, Executive Director
5. Public Comment
6. New Business
  - a. Agreement for Arts Initiative and Implementation with United Arts of Central Florida, Inc. – David Barilla, Executive Director
7. Date of Next Meeting
8. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.

**MEMORANDUM**

**TO:** Monica McCown, Chair  
Eugene Jones, Vice Chair  
Kimberly Stewart  
Rachel Moalli  
Steve Garrity

**FROM:** David Barilla, Executive Director of the Downtown Development Board/Community Redevelopment Agency

**DATE:** February 28, 2024

**SUBJECT:** Agenda items to be considered at the Downtown Development Board Meeting for February 28, 2024.

**Approval of Minutes:**

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the January 24, 2024 Downtown Development Board Meeting.

**Public Comment:****New Business:**

**a. Agreement for Arts Initiative and Implementation with United Arts of Central Florida, Inc. – David Barilla, Executive Director**

The community-driven Project Downtown Orlando (DTO) visioning efforts identified a desire to transform DTO into a place to find special experiences, even exceptional everyday experiences, strengthened by arts and culture, at a variety of scales, from big to small. To advance and activate such a cultural scene in DTO, it is imperative to engage a successful, long-term civic collaborator. United Arts of Central Florida, Inc. (UA), which was created in the late 1980s following a 18 month study on cultural arts conducted by the DDB, serves as the Local Arts Agency for the region, supporting, providing, and developing arts at a local level. As detailed in the Agreement, the DDB seeks to engage UA to implement an innovative arts initiative with a goal of providing excellent arts experiences everyday within Downtown, free to the public, both day and night, weekdays and weekends.

As its primary work under the Agreement, UA will be activating downtown with diverse experiences with a focus on public spaces, sidewalks, storefronts, and buildings with input from the DDB, with the initial proposed experiences generally listed in Exhibit B to the Agreement. Working in partnership with the DDB, UA will strive to increase access to the arts for all people, with an intentional goal to increase diversity, equity and inclusion in all policies and practices, with 25% of performances or installations being created by women or minority artists or businesses. In addition to identifying activation sites and working with property owners and businesses to coordinate activities and identify cross-promotional opportunities, UA will take on an array of administrative tasks such as

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providing management of artists, art activities and organizations to ensure a standard of excellence, as more fully described in Exhibit A to the Agreement. It is anticipated that by providing experienced administrative, fiscal management and leadership skills, UA will develop and administer new cultural programming as well as help leverage existing programs.

The cost for implementation of the initiative for the initial year is \$ 1,189,100, and UA's fee for services being provided by UA under the Agreement is \$178,365. The service fee will allow UA to provide key program staff and administration, public calls for proposals, planning, implementation, artist and public realm management as well as financial services and accountability. Marketing and program evaluation costs are not included, as they are contemplated to be handled by DDB staff and resources. The Agreement allows for two additional one-year extensions with approval by the DDB (Board).

Staff is requesting that the DDB approve the Agreement for Arts Initiative Implementation and Administration between the DDB and United Arts of Central Florida and authorize the Chairman and Executive Director of the DDB to execute the Agreement, subject to review and approval of the City Attorney's Office

**Date of Next Meeting:**

- a. The next Downtown Development Board Meeting will be held Wednesday, March 27, 2024 at 3:00 p.m. in Veterans Conference Room.

**Adjournment**

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.