

A meeting of the Downtown Development Board was held on Wednesday, February 26, 2025, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Vice Chair Kimberly Stewart called the meeting to order at 3:01 p.m. noting a quorum was present.

**Board Members Present** Kimberly Stewart, *Vice Chair*  
Rachel Moalli  
Steve Garrity

**Board Member Absent** Dr. Eugene Jones, *Chairman*

**Community Redevelopment Agency Advisory Board Member Present**  
Kelly Martinez Semrad, *Orange County Commissioner*

**Community Redevelopment Agency Advisory Board Member Absent**  
Doug Taylor

**Staff Present** David Barilla, Executive Director  
Justin Eason, Assistant Director  
Dr. Kristen Holmes, Assistant Director  
Stacey Adams, Chief Assistant City Attorney  
Felix Roman, Board Secretary  
Liz Nigro, Senior Administrative Assistant  
Alejandra Caceres, Interactive Media Coordinator  
Charles Zollars, Economic Development Coordinator  
Christel Brooks, Fiscal Coordinator  
Christina Hyson, Project Manager  
Gerhard van der Snel, Facilities Supervisor  
Jeremiah Caret, Project Manager  
Kelly Allen, Marketing and Communications Manager  
Kiara Alamo-Valentin, Marketing and Communications Intern  
Kim C. King-Maysonet, Business Development Assistant Manager  
Michael Whiteman, Economic Development Coordinator  
Rose M. Vignetti Garlick, Discover Downtown Manager  
Samantha Levine, Housing and Homelessness Initiatives Manager

### **Approval of Minutes**

A motion was made by Rachel Moalli and seconded by Steve Garrity to approve the January 22, 2025, Downtown Development Board meeting minutes. The motion carried unanimously.

### **Public Comment**

None

### **Executive Director's Report**

*David Barilla, Executive Director*

David Barilla presented a PowerPoint to the Board that provided updates on downtown businesses, the nighttime economy, and recent and upcoming events such as:

- DOP Business Forum
- NFL Pro Bowl Games on February 2
- The City of Orlando is celebrating its 150<sup>th</sup> anniversary
- Breaking Ground on New Butterfly and Sculpture Garden at the corner of Rosalind Avenue and Central Boulevard
- Tikka Bowls and Tacos opening on 255 S. Orange Avenue, Suite 109

- City of Orlando Unveils Historic Markers at the original Jones High School and Callahan Elementary School at the Dr. J.B. Callahan Neighborhood Center
- Immerse 2025
- Best Damn Race on March 1
- Luminary Market on March 5 from 5:30PM – 9PM
- KaleidoScope 360 on March 5 (Showtime: 7PM)
- It's Just Yoga Health and Fitness Festival on March 9
- Walk for Wishes on March 27, 2025
- UCF Celebrates the Arts starting April 1<sup>st</sup> through the 13<sup>th</sup>

### **DTO Live! Annual Highlights Presentation**

Jennifer Evins, *President and CEO of United Arts of Central Florida*

Audra Fern, *Creative Placemaking Director of United Arts of Central Florida*

Jennifer Evins and Audra Fern shared key highlights from DTO Live! over the past year, emphasizing its role in creating a vibrant, walkable, and economically viable downtown destination, both day and night. Notable achievements include:

- 3 live activations per day, 6 days a week, throughout the year
- Marketing success under the leadership of Kelly Allen, DDB/CRA Marketing and Communications Manager
- 26.5 million impressions during the Phase 1 Awareness Campaign (June-October 2024)
- 56% of the artists were women or minorities or businesses
- An average audience rating of 4.97 out of 5-stars
- Over 12% of the audience was aged 61+
- Exceptional support from UA staff in logistics, operations, finance, and administration

### **New Business**

#### **a. Amendment One to Agreement for Arts Initiative Implementation and Administrative Services**

*Samantha Levine, Housing and Homelessness Initiatives Manager*

The DDB engaged United Arts to implement an innovative arts initiative with the goal of providing excellent arts experiences every day within the downtown, free to the public, day and night, weekdays and weekends. The project focused on public spaces, storefronts and buildings and increased access to the arts for all people. Additionally, the program aimed to increase representation by women and minority artists and businesses.

Due to the program commencing three months later than originally scheduled, we are seeking to extend the first year of programming through 5/31/25. There are no additional payments associated with the extension.

Staff requested that the DDB approve Amendment One to the Agreement for Arts Initiative Implementation and Administrative Services, subject to review and approval of the City Attorney's Office and authorize the Chair and Executive Director to execute Amendment One.

A motion was made by Steve Garrity and seconded by Rachel Moalli to approve Amendment One to the Agreement for Arts Initiative Implementation and Administrative Services, subject to review and approval of the City Attorney's Office and authorize the Chair and Executive Director to execute Amendment One. The motion carried unanimously.

**Next Meeting**

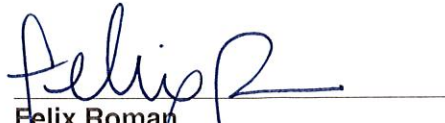
The next regularly scheduled Downtown Development Board will be held on Wednesday, March 26, 2025, at 3:00 p.m. in the Veterans Conference Room.

**Adjournment**

There being no further business to come before the Downtown Development Board, Vice Chair Kimberly Stewart adjourned the meeting at 3:31 p.m.



David Barilla  
Executive Director



Felix Roman  
Board Secretary