

A meeting of the Downtown Development Board was held on Wednesday, October 22, 2025, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Kimberly Stewart called the meeting to order at 3:02 p.m. noting a quorum was present.

Board Members Present

Kimberly Stewart, *Chair*
Rachel Moalli, *Vice Chair*
Dr. Robert M. Spooner
Jason Chin
Steve Garrity

Staff Present

David Barilla, Executive Director
Justin Eason, Assistant Director
Dr. Kristen Holmes, Assistant Director
Alison Brackins, Assistant City Attorney
Felix Roman, Board Secretary
Mary-Stewart Droege, Project Manager
Alejandra Caceres, Interactive Media Coordinator
Charles Zollars, Economic Development Coordinator
Christel Brooks, Fiscal Coordinator
Christina Hyson, Project Manager
Eric Ushkowitz, Business Development Division Manager
Harmon Wattenbarger, Economic Development Coordinator
Harry Tejada, CRA Operations Manager
Jeremiah Caret, Project Manager
Juliana Bernal Guinand, Project Manager
Kelly Allen, Marketing and Communications Manager
Manuel Ospina, Economic Development Coordinator
Michael Whiteman, Economic Development Coordinator
Molly Diaz, Fiscal Manager
Nicole Carro, Marketing and Communications Intern
Robyn Gray, Marketing and Communications Coordinator
Rose Garlick, Discover Downtown Manager
Samantha Levine, Housing and Homelessness Initiatives Manager

Approval of Minutes

A motion was made by Steve Garrity and seconded by Rachel Moalli to approve the September 24, 2025, Downtown Development Board meeting minutes. The motion carried unanimously.

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:

- Travel + Leisure Vendor Fair
- Ambassador Training
- UCF Non-Profit Partners Conference
- 3rd Quarter CFHLA Downtown Hoteliers Group Luncheon
- United Football League
- 55 West Lobby Renovation
- Art2 Ribbon Cutting
- Come Out With Pride

- Buffalo Boss Ribbon Cutting
- Eolaween on October 25
- Florida Blue Florida Classic on November 22

Public Comment

None

New Business

A. Marketing Agreement with Florida Citrus Sports Events, Inc

Kelly Allen, Marketing and Communications Manager

The Downtown Development Board (DDB) is seeking to enter into a marketing agreement with Florida Citrus Sports Events, Inc. (FCSE), a Florida not-for-profit corporation. This partnership supports the DDB's continued collaboration with FCSE and its affiliates - Florida Citrus Sports Association, Tangerine Sports Association, and Florida Citrus Sports Foundation - to promote downtown Orlando through major sporting and entertainment events.

As part of the agreement, the DDB will be recognized as an official sponsor of FCSE events, including the Battle of the Bands, the Florida Blue Florida Classic, and two postseason college bowl games: the Pop-Tarts Bowl and the Cheez-It Citrus Bowl. In return, FCSE will provide the DDB with a range of marketing and promotional benefits, such as digital and social media integration, "Know Before You Go" e-blast inclusions, LED ribbon board and videoboard features, and banner placement on event websites.

These activations will highlight downtown Orlando as a destination for entertainment, dining, and cultural experiences to visiting fans and university communities. The total sponsorship amount is \$40,000, is to be paid in two installments of \$20,000 each, with the first payment to be made following the first two events and the second payment to be made following the two bowl games.

Staff requested that the DDB approve the Agreement with FCSE and authorize the Chief Procurement Officer to execute the Agreement, in substantially the form attached subject to the review and approval of the City Attorney's Office.

A motion was made by Jason Chin and seconded by Rachel Moalli to approve the Agreement with FCSE and authorize the Chief Procurement Officer to execute the Agreement, in substantially the form attached subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

B. ParkDTO Program Extension

Justin Eason, Assistant Director

The retention of small businesses is a key opportunity to ensure the success of the redevelopment within the Orlando Central City Neighborhood Development Area (Area). Additionally, with parking often noted as a barrier to people visiting downtown, there is a need to seek opportunities to improve parking accessibility and options for downtown patrons, including the use of innovative solutions.

The purpose of the Park DTO Program (Program) is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the Area by improving parking accessibility by temporarily funding parking costs.

This revision of the Program would provide customers with up to 2 hours of parking paid for

by the Downtown Development Board (DDB) at any metered on-street parking spots within the Downtown Development Board Area and allow for up to sixteen total uses per ParkMobile account since inception of the Program in 2022.

Upon creation of the Program the board initially approved \$100,000 in funding, an additional \$100,000 in Program funding in 2023, and \$25,000 in 2024. This action will provide an additional \$75,000 in funding. The Program shall end when the allocated funding is expended or on December 31st, 2026, whichever is sooner.

Staff requested that the Downtown Development Board approve the revised Park DTO Program to be effective as of December 1st, 2025 and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$300,000 in total.

A motion was made by Rachel Moalli and seconded by Steve Garrity to approve the revised Park DTO Program to be effective as of December 1st, 2025 and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$300,000 in total. The motion carried unanimously.

Next Meeting

The next regularly scheduled Downtown Development Board will be held on Wednesday, November 19, 2025, at 3:00 p.m. in the Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Kimberly Stewart adjourned the meeting at 3:21 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary