



DDB

MEETING NOTICE

Orlando City Hall, Veterans Conference Room, 2nd Floor at 3:00PM

Welcome,

We are glad you have joined us for the December 6, 2023 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, (2) email to publiccomments@orlando.gov, (3) mail to City Clerk, Public Comment 400 South Orange Avenue, Orlando, FL, 32801, or (4) drop off to the 1st 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. October 18, 2023 – Downtown Development Board Meeting
4. Presentations:
 - a. Executive Director's Report – David Barilla, Executive Director
 - b. Orlando Farmers Market – Dana Brown, Farmers Market Manager
5. Public Comment
6. New Business
 - a. Orlando Farmers Market Policy and Procedures – Mary-Stewart Droege, Project Manager
 - b. Park DTO – Justin Eason, Nighttime Economy Manager
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: December 6, 2023

SUBJECT: Agenda items to be considered at the Downtown Development Board Meeting for December 6, 2023.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the October 18, 2023 Downtown Development Board Meeting.

Public Comment:**New Business:**

a. Orlando Farmers Market Policy and Procedures – Mary-Stewart Droege, Project Manager

Under the oversight of the DDB, the Orlando Farmers Market has been operating since 1987 and is currently located in the south-eastern portion of Lake Eola Park, in and around the Eola House. Operated by a contracted Farmers Market Manager, it has evolved into a popular Sunday destination, commonly frequented by downtown residents. It has steadily expanded since its inception, and now generally has 100 vendors, and includes a diversity of offerings from crafts to barbeque.

The market plays an important role in strengthening our downtown and its many neighborhoods, making them more attractive places to live, work, play and thrive. Key to maintaining and building its ambiance and safe operations are the market specific policies and procedures, which guide market vendors and their activities.

The proposed amended Policies and Procedures reflect minor changes to the current Orlando Farmers Market Policies and Procedures, including updates to operational activities such as Market hours, loading and unloading, as well as usage fee. Additionally, the Policies and Procedures continue to address general market parameters such as the percentages of various product categories, market set-up and breakdown, code compliance, and vendor behavior.

Staff requests that the DDB approve the revised Orlando Farmers Market Policies and Procedures dated December 6, 2023.

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b. Park DTO – Justin Eason, Nighttime Economy Manager

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 two-part Program provides customers with up to 2 hours of parking paid for by the Downtown Development Board (DDB) at any metered on-street parking spot and provides free valet parking for customers dining at eligible businesses within the Downtown Development Board Area.

The board initially approved \$100,000 in funding. This program revision extends the program for up to an additional year, adds an additional \$100,000 in Program funding and clarifies the procedures for valet reimbursement.

Staff requests that the Downtown Development Board approve the revised Park DTO Program and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed budgeted amounts, currently \$200,000 in total.

Date of Next Meeting:

- a. The next Downtown Development Board Meeting will be held Wednesday, January 24, 2024 at 3:00 p.m. in Veterans Conference Room.

Adjournment

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