

A meeting of the Downtown Development Board was held on Wednesday, January 22, 2025, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chairman Eugene Jones called the meeting to order at 3:04 p.m. noting a quorum was present.

Board Members Present Eugene Jones, *Chairman*
Kimberly Stewart, *Vice Chair*
Steve Garrity

Board Member Absent Rachel Moalli

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

Community Redevelopment Agency Advisory Board Member Absent
Doug Taylor

Staff Present Justin Eason, Assistant Director
Khristen Holmes, Assistant Director
Stacey Adams, Chief Assistant City Attorney
Liz Nigro, Senior Administrative Assistant
Kelly Allen, Marketing and Communications Manager
Christina Hyson, Project Manager
Mary-Stewart Droege, Project Manager
Gerhard van der Snel, Facilities Supervisor
Hareton Tejada, CRA Operations Manager
Christel Brooks, Fiscal Coordinator
Jeramiah Caret, Project Manager
Alejandra Caceres, Interactive Media Coordinator
Michael Whiteman, Economic Development Coordinator
Charles Zollars, Economic Development Coordinator
Rose Garlick, Discover Downtown Manager
Kim King-Maysonet, Business Development Assistant Manager
Nicole Novak, Budget Analyst

Approval of Minutes

A motion was made by Kimberly Stewart and seconded by Steve Garrity to approve the December 18, 2024, Downtown Development Board meeting minutes. The motion carried unanimously.

Public Comment: None

Executive Director's Report - Justin Eason, Assistant Director

Justin Eason, Assistant Director presented a PowerPoint informing the Board of various updates regarding downtown businesses and recent and future events such as:

- The Courtyard at Rogers-Kiene Building (39 S. Orange Ave.): New outdoor venue paying homage to Church Street Station's legacy. A grand opening event was held on December 14, 2024, honoring Bob Snow, Church Street Station's founder.
- Discover Downtown is now open daily from 9am – 6pm, except the 2nd Sunday of each month for vending at the Orlando Farmers Market.
- Downtown for the Holidays recap: Over 136,000 guests visited Lake Eola Park, with 26,100 attending the drone show and 6,275 using SunRail to attend.

- Latest DTOLive installation at 30 S. Orange Ave.: “Love Orlando” murals are 8-foot-tall murals representing the heart and diversity of Orlando, bringing art to life through the eyes of both professional artists and passionate residents.
- 10th Annual MLK Concert, Dr. Phillips Center, Steinmetz Hall on January 26, at 7pm.
- FC Series, January 18 and 25, Inter&Co Stadium
- Paws in the Park, February 8, Lake Eola Park
- IMMERSE, February 21-23, Downtown Orlando
- Wine Wars, February 22, Lake Eola Park

New Business

a. DDB Policy & Procedure Update - Justin Eason, Assistant Director

In 2008, the DDB adopted policies and procedures to codify practices of the DDB with respect to meetings, CRA operation, procurement of goods and services, procurement of construction related services, and contracting. This policy amendment brings the DDB policies up to date with current programs and practices, including an increase in the Chief Procurement Officer's authority to \$25,000 to account for the significant cost increases encountered since the initial adoption of the policy, particularly over the last 4 years post-COVID.

Staff requested that the DDB approve the attached revised policy and procedures for the DDB. Additionally, staff requested that the DDB submit such policy to the City Clerk for codification in the City's Policies and Procedures.

A motion was made by Kimberly Stewart and seconded by Steve Garrity to approve the attached revised policy and procedures for the DDB and submit such policy to the City Clerk for codification in the City's Policies and Procedures. The motion carried unanimously.

b. Funding Agreement for Creative City Project - Justin Eason, Assistant Director

Creative City Project Inc. is a not-for-profit corporation that strives to cultivate a thriving arts community in Orlando. Creative City will host a three-day arts festival on February 21-23, 2025, named IMMERSE that will cover 10 city blocks of Downtown Orlando to showcase various forms of performing arts.

IMMERSE strives to connect people through arts and anticipates bringing approximately 75,000 to the Orlando Central City Neighborhood Development Area (DDB Area) to experience art events.

By entering into this Funding Agreement, the DDB and the City of Orlando have the opportunity to assist in bringing thousands of people downtown to showcase both local and global artists, which will help to achieve the DDB's goal of making Downtown Orlando an arts and culture corridor. Under the Funding Agreement, the DDB will be contributing \$50,000 and the City of Orlando will be contributing \$250,000. Additionally, Orange County has granted Creative City \$1,000,000 for IMMERSE 2025.

Staff sought approval of the Funding Agreement for Creative City Project, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director to execute the Agreement.

A motion was made by Kimberly Stewart and seconded by Steve Garrity to approve the Funding Agreement for Creative City Project, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director to execute the Agreement. The motion carried unanimously.

Next Meeting

The next regularly scheduled Downtown Development Board will be held on Wednesday, February 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, Chairman Eugene Jones adjourned the meeting at 3:23 p.m.



Justin Eason
Assistant Director



Liz Nigro
Senior Administrative Assistant