

A meeting of the Downtown Development Board was held on Wednesday, March 27, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:00 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair  
Rachel Moalli  
Steve Garrity  
Kimberly Stewart – arrived at 3:01 p.m.

MEMBERS ABSENT: Eugene Jones, Vice Chair

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:  
Doug Taylor

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE ABSENT:  
Commissioner Emily Bonilla

STAFF PRESENT: David Barilla, Executive Director  
Stacey Adams, Assistant City Attorney  
Felix Roman, Board Secretary  
Liz Nigro, Senior Administrative Assistant  
Kelley Castellanos, Marketing and Communications Coordinator  
Etajha Mourier, Interactive Media Coordinator  
Michael Whiteman, Economic Development Coordinator III  
Christina Hyson, Project Manager  
Mary-Stewart Droege, Project Manager  
Gerhard van der Snel, Downtown Facilities Supervisor  
Christel Brooks, Fiscal Coordinator  
Samantha Levine, Housing and Homelessness Initiatives Manager  
Rose Garlick, Discover Downtown Manager  
Justin Eason, Nighttime Economy Manager  
Tiffany Stephens, Division Fiscal Manager  
Eric Ushkowitz, Business Development Division Manager  
Sherry Gutch, Director of Placemaking

### **Approval of Minutes:**

- a. A motion was made by Steve Garrity and seconded by Rachel Moalli to approve the February 28, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.

### **Presentations**

#### **Executive Director's Report – David Barilla, Executive Director**

David Barilla, Executive Director, presented a PowerPoint informing the Board of various updates regarding downtown businesses, nighttime economy, and recent and future events such as:

- Official re-opening of J. Henry's Barbershop located at 642 West Church Street.
- New business: It Grl Fit – a fitness studio, located at 361 North Rosalind Avenue, Suite 9, that offers fitness classes with a holistic approach that focuses on the Lagree Method and meditation sessions.
- SWAN Shuttles are back in service.
- Netflix's 'Somebody Feeds Phil' features local Black Bee Honey, a 45-minute episode devoted to Orlando's homegrown cuisine and culture.
- Papi Smash'd Burger, wins the 2024 Mastercard Foodies and Fairways Grand Prize.

- Papi Smash'd Burger, wins the 2024 Mastercard Foodies and Fairways Grand Prize.
- UCF Celebrates the Arts, an immersive and dynamic cultural extravaganza that fuses creativity, innovation, and community engagement. Events will be held April 3-14 at Dr. Phillips Center for Performing Arts.
- Spring Fiesta in the Park, a free event for the whole family and is pet friendly, will feature 200+ artists, crafters, and food booths. Event will be held April 6<sup>th</sup> and 7<sup>th</sup> at Lake Eola Park.
- The Golden Brick Awards, presented by AdventHealth, is set to take place at Steinmetz Hall in the Dr. Phillips Center on April 23, 2024.
- New Staff Member joins DDB:
  - Etajha Mourier, Interactive Media Coordinator

**Public Comment:** None

**New Business:**

**a. Funding Agreement between the Downtown Development Board and Global Peace Film Festival, Inc – David Barilla, Executive Director**

Global Peace Film Festival, Inc. is positioned to bring a yearlong outdoor movie series, KALEIDOSCOPE 360°, to Parramore's Luminary Green at Creative Village as well as provide additional films to be shown at Lake Eola Park at Eolaween and during the holiday season in December. Kicking off in the Fall of 2024, KALEIDOSCOPE 360° will screen monthly movies in the park including 12 at Luminary Green and 4 at Lake Eola. In addition to the movies, there will also be family-friendly animated shorts offered during Daylight Savings Time. The Agreement contemplates DDB providing funding in the amount of \$50,000, \$4,166.67 monthly, which will directly contribute to event related costs including acquiring state-of-the-art LED technology, securing high-quality screens, curated programming, obtaining necessary licensing and permits, ensuring security, and executing impactful marketing and advertising strategies for the series. The series will remain family-friendly, free, and open to the public.

Staff requested that the Downtown Development Board approve the funding agreement with Global Peace Film Festival, Inc. and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the funding agreement with Global Peace Film Festival, Inc. and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

**Date of Next Meeting**

The next regularly scheduled Downtown Development Board meeting will be held Wednesday, April 24, 2024 at 3:00 p.m. in Veterans Conference Room.

**Adjournment**

There being no further business to come before the Downtown Development Board, Chair Monica McCown adjourned the meeting at approximately 3:18 p.m.



David Barilla  
Executive Director



Felix Roman  
Board Secretary