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Downtown South Neighborhood Improvement District Advisory Council Meeting Minutes

Veterans Conference Room, 400 South Orange Ave, Orlando, FL.
Wednesday, March 9, 2016

Members Present

Harlan Hanson
Melissa Koch
Adam Freeman
Zachary Winters

Members Absent

Mike Gluckman

Staff Present

Sarah Elbadri, Executive Director
Jason Burton, City of Orlando
Pauline Eaton, City of Orlando

Public in attendance

Matt Taylor
Greg Lee
Leah Nash
James Krawczyk
Buck Miller
Janelle Middents
Jonathan Blunt

Call to Order

Harlan Hanson called the meeting to order at 9:03am

1. Public comment

There was no public comment, but Chairperson Harlan Hanson opened the floor to introductions around the room, including the public in attendance.

2. Review of meeting minutes

Chairperson Harlan Hanson opened the floor for additions or corrections to Meeting Minutes of January 13, 2016. Hearing no objections, the Chair asked that the Advisory Council accept the minutes, which was done by unanimous voice of those present.

3. Staff reports

a. New Board Members

New board member, Zach Winters introduced himself. He is working with his father, Tom Winters, to open a boutique hotel and associated restaurant in Downtown South at 1315 S. Orange Ave. He has a degree in hospitality from Cornell and law degree from Stetson.

b. Financial Report FY2014/15 & FY2015/16

Sarah Elbadri presented on the status of the NID account from FY2014/15 and FY2015/16.



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- **FY2014/15**
 - Revenue: \$514,935.09
 - Expenses: \$71,159.85
 - Account Balance FY2014/15: \$445,775.24
 - **FY2015/16**
 - Revenue collected through 2/26/16: \$514,641.78
 - **TOTAL Account Balance** as of 2/26/16: \$960,417.02
 - The NID account will still be collecting revenue for FY2015/16 through May 2016.
- c. Executive Director's Report**
- i. Main Street Projects & Updates**
 - Sarah Elbadri reported on the Main Street program's activity, including their committee work plans, recent events, and upcoming projects. The Downtown South Main Street District will be participating in an internal workshop with their Board of Directors focused on updating the organization's Mission and Vision on Saturday, March 26, 2016.
 - ii. New Development Report**
 - Sarah Elbadri reported on new development projects in Downtown South:
 - 2205 S. Orange Ave: This property is owned by Buck Miller, a former Downtown South Main Street board member. The site is planned to be redeveloped with a ~6,700sqft commercial space with parking shared with the adjacent Chipotle.
 - Zoe's Kitchen outparcel at the Market at Southside.
 - 2200 S. Division Ave: Maudlin International will be relocating from 2300 S. Division Ave to this newly developed site
 - The current ROW on Division measures 80ft. Jason Burton added that he is working to address the substandard sidewalk width (6ft) on the eastside of Division Ave by proposing a 7.5ft grass park strip and 5ft sidewalk as part the Maudlin redevelopment. Eventually Division could be transformed into a 5-lane section. A 10ft-wide multi-use trail and 4ft park strip will occupy the west-side of Division in the future. Melissa Koch asked about lighting and safety in this area. Jason Burton responded that upcoming improvements for Division are related more to stormwater improvements, but that he and Ms. Elbadri will investigate the cost of adding lighting to this project. Mr. Burton also mentioned that having the Urban Trail as part of Division might help push the project for upgraded lighting on Division sooner than scheduled. In response to a question from Mr. Hanson, Mr. Burton added that there would be street trees on the 7.5ft strip in front of Maudlin. Magley Design and MEI Civil are the firms working on this Maudlin redevelopment project.



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iii. I-4 Ultimate changes to Orange Ave.

- Sarah Elbadri reported that due to I-4 Ultimate, S. Orange Ave's northbound traffic at Orange and Gore is now being serviced by an additional dedicated left-turn lane. This is part of a long-term detour for the new westbound 408 ramp on Division Ave. Mr. Burton commented that the ultimate configuration of S. Orange Ave will be different than this current configuration as part of the vision with FDOT for S. Orange Ave. Mr. Hanson expressed that this intersection should have a special treatment that accounts for more than just moving traffic. Jason Burton said that there will be a queue system in place at that intersection for the expansion of LYMMO south of Downtown Orlando. Mr. Hanson reiterated that FDOT should hire a consultant to ensure that the design of S. Orange Ave is context sensitive. Sarah Elbadri will be coordinating a meeting with FDOT's project team soon.

4. Discussion Items

a. S. Orange Avenue Improvement Project

- i. This was discussed as part of the last item on the agenda.

b. Design Guidelines & Development Standards

- i. Mr. Hanson expressed that he would like to put together a Request for Qualifications for Design Guidelines & Development Standards, as well as start developing a scope of services. The selected firm should be comprehensive in their work experience. Mr. Hanson added that Commissioner Sheehan was favorable to developing these kind of standards and would also like to see more art encouraged in the District. Melissa Koch asked Pauline Eaton about the vision of the Main Streets and Downtown South. Mrs. Eaton responded that most districts don't have a special plan like Downtown South, but that each year the Main Streets shape their character through their individual work plans. Ms. Elbadri also explained how the Downtown South Main Street organization will soon be updating their mission and vision. She discussed planning a public collaborative workshop between the Main Street, NID, and community stakeholders to develop a more comprehensive vision and mission for the District. Harlan Hanson suggested looking for models for this kind of visioning/policy statement, such as Winter Garden (which has a CRA and Main Street Program). Jason Burton highlighted that Downtown South does have a vision plan (Orange-Michigan Special Plan), but not a branding/marketing strategy. Greg Lee asked about the Southeast Sector Plan. Mr. Burton responded that the Orange Michigan Special Plan is similar and has architectural guidelines. Melissa Koch expressed the desire to make sure the plans for Downtown South are aligned with the City of Orlando's vision. Mr. Burton suggested that planning staff may come to the next meeting and do a brief presentation on the City's Growth Management Plan. Mr. Harlan would like the RFQ for Design Guidelines & Development Standards should go out in the next few months.

c. Master Stormwater Plan

- i. Mr. Hanson expressed that he would like to start working with Lisa Henry and public works on a Master Stormwater Plan for the whole district. This won't be on the work plan until there is greater understanding about what is on the City's work plan and 5 year CIP. Mr. Burton estimated that there



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is a budget for this planning, but not for funding the infrastructure. The funds for this planning are budgeted after the first 5 years of the NID. Mr. Hanson suggested that this should happen sooner.

d. Downtown South visioning with DSNID & Main Street

- i. Sarah Elbadri reintroduced the idea of doing a joint visioning session/ public workshop with the NID and Main Street program. This could happen during a month in which the NID is not meeting. Jason Burton suggested bringing in a facilitator like Gert Garmin; the Main Street's retreat will be facilitated with Ms. Garmin on March 26.

5. Action Items

a. FY2015/16 Work Plan

- i. Harlan Hanson suggested that a meeting be scheduled for early April to dedicate an entire meeting to the work plan with the full board. Friday, April 1 was decided upon collectively by the Board Members.

b. DSNID / Main Street Management Agreement renewal

- i. Sarah Elbadri explained that due to staff transitions last year, the DSNID / Main Street Management Agreement was not renewed before January 1. Ms. Elbadri explained the proposed changes to the agreement presented by the Main Street Board of Directors. The proposed changes focus primarily around modifying language in the contract to be more inclusive of the staff that will be working to administer services to the Neighborhood Improvement District. She also noted that the total cost of compensating an Executive Director and one assistant through January 1 2016 – December 31, 2017 will be less than what the NID budgeted during the last agreement period for just one staff person. Harlan Hanson noted that he is favorable to this agreement, but would like the NID to start working on developing its human resource capacity to take on the Executive Director and additional staff as employees of the NID. Mr. Hanson believes this step is critical for the NID to avoid staff turnover. Pauline Eaton explained that City Staff explored the option to make Main Street Directors city employees, but that option was not viable. Greg Lee also explained that at the time of the creation of the NID, there was not a capacity to manage an employee under the NID. In response to a question from Mr. Hanson, Mr. Lee clarified that the NID can explore taking on an employee now. Leah Nash, Chair for the Main Street organization, explained the process of hiring and the high cost of managing human resources for an organization. Mr. Hanson recommended that he would like Melissa Koch to explore developing the NID's human resources capacity and provide advice to the group moving forward in this area. Ms. Koch expressed that ultimately she and the board are focused on supporting continuity in this work. After some more conversation, the Mr. Hanson called for additional comments. Hearing none, he called for a motion.

Council Action: Council member Melissa Koch made the motion to approve the modified agreement subject to the finalization of the agreement by the City's attorney. Zach Winters seconded the motion. The motion carried with 3 votes. Councilperson Adam Freeman stepped away from the room before the voting began for a phone call at 10am and was not part of this vote.



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Next meeting: Friday, April 1, 2015. Sustainability Conference Room, 2nd Floor, City Hall, 400 South Orange Ave, Orlando, FL.

6. Meeting Adjourned at 10:13am