Members Present
Rex V. McPherson II, Chair
Adam Freeman
Shannon Gravitte
Melissa Koch
Jon Toothman

Staff Present
Jerry Presley, Executive Director
Jason Burton, City of Orlando
Pauline Eaton, City of Orlando

Members Absent
None

Call to Order
Chairman Rex McPherson called the meeting to order at 9:05 A.M.

Public Comment
There was no public comment

Chairman Rex McPherson opened the floor for additions or corrections to:

Meeting Minutes of May 13, 2015

Hearing no objections, Chairman McPherson asked that the Advisory Council accept the minutes, which was done by unanimous voice of those present.

Staff Reports

a. Executive Director’s Report & Financials. Mr. Jerry Presley, Executive Director, provided a brief overview of the District’s activities. Mr. Presley advised that the financial report was not available due to a recent deposit and would be emailed to the members when it is available. Mr. Presley then provided a brief review of staff activities since the last Advisory Council meeting (See attached reports for details). Staff has been meeting with both businesses and property owners. Chairman McPherson inquired if Mr. Presley knew whether or not the property owners he had met with were supportive of the referendum or not. Mr. Presley advised that he did not know. There was a brief discussion on how best to engage the community to solicit feedback on improvements and activities of the DSNID.
b. **Downtown South Project Updates**

- **I-4 Palm Tree Relocations.** Mr. Presley reported that the palm trees appear to be healthy and adjusting to the transplant well. **Council Actions:** *No action was required.*

- **S. Orange Avenue and Division Avenue Redesign.** Mr. Presley reported that DSNID is actively partnering with the City of Orlando to make improvements to South Orange Avenue and Division Avenue. Staff met with the City, Lynx and FDOT to build support for the project and move the projects forward into a scoping and design phase. Jason Burton, Chief Planner with the City of Orlando added that the Orange Avenue project is roughly $6.5 million. The goal is to obtain detailed cost estimates so the projects can be moved to programming, which is the first step in moving the projects forward to funding. **Council Actions:** *No action was required.*

c. **New Development Report.** Mr. Burton presented a brief review of development activities in the District. Mr. Burton discussed the ongoing construction of the car wash next to the Wawa on S. Orange Avenue. He discussed a new project to build a Freddie’s Custard that will be located just south of Tijuana Flats on S. Orange Avenue. He discussed the Axiom project (Mattress Firm and Corner Bakery), a strip shopping center located at S. Orange Avenue & Muriel Street. He discussed the Hampton Inn project and the Lucerne Redevelopment Project. The Advisory Council briefly inquired about specific projects in the District. **Council Actions:** *No action was required.*

**Action Items**

a. None.

**Discussion Items**

a. **Downtown South Vision & Capital Improvements Plan.** Mr. Presley provided a brief summary of the Capital Improvement Plan development process. Mr. Presley advised that over the next couple of months the NID needs to create a long-term Capital Improvements Plan that includes infrastructure improvements as well as policy recommendation and programs/services designed to further the mission, goals and objectives of the NID. The purpose is to establish a clear plan and strategy for executing infrastructure improvements, programs and policies of the District.

Chairman McPherson sought clarification on the public involvement process. Council member Gravitte inquired about the timeline for developing the CIP. Mr. Presley advised it would be a six month process at least from start to finish. Council member Toothman provided additional comments regarding the history of the NID and its primary purpose of reducing crime, removing blight and improving property values within the District. There was a brief discussion about public feedback that had been received from residents, property owners and businesses.
Mr. Jason Burton then gave a detailed presentation on the current plans for the District including current short-term project funding. The Council discussed the vision and current plans. Council member Koch inquired about whether the group should considered a theme for the District. Staff briefly explained the importance of design in the branding of communities. The Advisory Council then discussed branding and design issues. Staff emphasized the importance of insuring that infrastructure improvements support the desired brand and that branding is only part of the overall effort.

The Advisory Committee determined it was important to have an additional meeting during the month of August to further consider the matter in order to develop potential projects. The Advisory Committee agreed to meet on August 19, 2015 at 9 AM. Council Actions: No action was required.

b. Downtown South Pillars Initiative. Mr. Presley provided a brief overview of the item. He sought feedback from the Advisory Council regarding their opinion on whether or not to pursue a program for the District. He reminded the members of the general purpose of the Pillar’s Initiative to build a volunteer force for advocating positive and constructive change within Downtown South. The Council briefly discussed the matter and it was determined that the program was best suited for the Main Street Program and not the DSNID. The Advisory Council felt that while it was conceptually a good program, it was best for the DSNID not to participate in the program at this time. Council Actions: No action was required.

c. FY 2015-16 Proposed Management Services Contract. Mr. Presley provided a brief overview of the item. He explained that there was a recent issue that came up regarding the language of the current contract that resulted in payment delays to the Downtown South Main Street. Mr. Presley explained that language changes would need to be done to the new contract for FY 15-16 to clarify the contractual terms to avoid future problems. He explained that a meeting will take place on August 16th among City Staff, the NID and Main Street to discuss specifics. Mr. Presley further explained that the new agreement will need to be approved by September to ensure that it is approved in line with the City’s new fiscal year budget. Council Actions: No action was required.

Other Business

a. Medical Marijuana Distribution Clinics. Council member Koch requested that the Advisory Council consider whether or not medical marijuana clinics should be permitted within the District. She felt that is was important for the Advisory Council to discuss the matter since the District has a large healthcare industry and this will likely attract such businesses to the area. She expressed concern that such businesses may negatively impact the family-friendly environment of the District. Staff provided a brief explanation on how the City is currently handling the matter from a zoning and permitting perspective. Dispensaries under the Compassionate Care Act will be treated as pharmacies. Mr. Burton indicated that in the event that further expansion of medical marijuana uses happen, the City is likely to apply the City’s Pill
Mill Ordinance, which will restrict locations. Currently Pill Mills are not permitted within the District. The Advisory Council discussed the matter in detail. **Council Actions: No action was required.**

**Next Meeting**

August 19, 2015 at 9:00 A.M., City Hall, potentially in Veteran’s Conference Room. A Special Meeting of the Advisory Council is called for this date and time to further refine strategies for the Capital Improvement Program and investments of the DSNID.

**Announcements**

Mr. Presley announced several upcoming community events. (See attached documents for details.)

**Adjourn** – There being no further business before the Advisory Council, the meeting was adjourned at approximately 10:47 A.M.

**Members of the Public Present**

None

**Attachments**

- Attendance Sheet
- Agenda
- Executive Director’s Report
- Downtown South Vision Plan Presentation
- Downtown South Pillars Initiative Documents