Downtown South Neighborhood Improvement District
Advisory Council

Meeting Notice
A meeting of the Downtown South Neighborhood Improvement District (NID) Advisory Council will be held on July 20, 2016 at 10:00am, City Hall, Second Floor, Veterans Conference Room, 400 South Orange Ave, Orlando, FL.

Members Present
Harlan Hanson
Melissa Koch
Adam Freeman
Zachary Winters
Mike Gluckman

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

Public in attendance
Leah Nash
James Krawczyk
Buck Miller
Jonathan Blunt
Aaron Bottenhorn

1. Call to Order and determination of quorum
2. Public comment
   a. Mr. Blount again commended the Downtown South NID and Main Street program on their work to improve the District.
3. Action Items
   a. May Minutes
      Chairman Harlan Hanson opened the floor for comments on the May 11 Minutes. Hearing none, the minutes were approved as submitted.
4. Discussion Items
   a. Finance and Budget Update
      1. Account Update
         • Ms. Elbadri reported that the DSNID account has collected $556,168.05 to date this year. Mr. Hanson had a question about the City’s yearly budgetary process as it relates to the NID. The annual budget for the DSNID is reflective of its revenue collected. It
is the responsibility of the NID to create its annual budget.

- FY 14/15 final balance $445,75.24
- FY 15/16 current balance $534,321.09
- Total Account Balance $980,096.33
- Expected revenue FY 16/17 $546,125.00 (before interest)

2. DSNID Millage rate of 1.0000
   In the continuing discussion about the budget, Ms. Elbadri brought up that it was time to approve the continuation of the District’s millage assessment. Mr. Hanson highlighted that he would like to have this discussion sooner next year to discuss the impact of the current millage on the budget and it’s capital improvement project plans. The NID can levy up to 2mils, but is currently at 1mil. Mr. Hanson also mentioned that the NID can levy a $500/parcel assessment of residential property. He recommended that the Advisory Board should explore these options after reviewing the Comprehensive Long Range Finance Plan and Capital Improvement Plans for the NID. After some discussion about the long-term budget, the Advisory Board unanimously recommended approval of the Downtown South Neighborhood Improvement District millage rate of 1.0000 for the next fiscal year.

b. DSNID Work Plan Updates
   1. S. Orange Ave. Improvements
      - Resurfacing South of Grant
        Ms. Elbadri and Mr. Burton explained that in Fiscal Year 2019 (which begins October 2018) FDOT will perform a resurfacing and restriping project on S Orange Ave, south of Grant St. This project overlaps a section of Orange Ave that was planned for more significant improvements in the future, as part of a larger corridor management plan. These future improvements are focused on context sensitive enhancements that would increase the walkability of the corridor. After meeting with FDOT, the agency has agreed to help advance these enhancements as part of FY19 resurfacing project. In order to include this work, which includes moving curbs and adding bulbouts, there is an increased project cost of about
$780,000. After meeting with the FDOT team on this project and the District 5 liaison to MetroPlan, it was recommended that the DSNID commit to half of this funding, up to $400,000, and seek a match from MetroPlan. After some discussion, the Advisory Board preliminary approved of this plan. Ms. Elbadri will be meeting with MetroPlan and City staff to discuss the next steps for this funding agreement.

2. Design Guidelines and Development Standards
   • Ms. Elbadri reminded the group that Mr. Hanson drafted a Scope of Services to seek a consultant to develop Design Guidelines and Development Standards for the NID. Since a section of the S Orange Ave project is being advanced, and along with it an opportunity to improve the streetscape in that section, Mr. Hanson said that he would like to pursue a modified Scope of Services that prioritized the NID’s transportation facilities, including the Orange Ave corridor. Mr. Burton recommended that DSNID explore the firms that have continuing services contracts with the City of Orlando. Ms. Elbadri reported that GAI, VHB, Canin, Littlejohn, and Renaissance are the firms being ranked by a procurement committee for these contracts. At the end of August, the final list of firms recommended for continuing services contracts would be approved by City Council. Mr. Hanson mentioned that he would like to begin vetting firms for the narrowed scope of services as soon as possible.

3. Michigan Lighting Improvements
   • Ms. Elbadri reminded the Advisory Board about her meetings with OUC and the City of Orlando to prioritize the upgraded lighting of Michigan St from high-pressure sodium to LED. The upgrades along this corridor also require 13 new fixtures and 4 new poles. There is a potential to include additional improvements as part of this upgrading process, which could include enhancements new poles and/or decorative fixtures. Ms. Elbadri provided the Board with the OUC catalog of these options. Due to the potential cost of these upgrades, there was a discussion about painting the existing poles. It was recommended that Ms. Elbadri bring all of these options to the Downtown South Design Committee.
and ask for their recommendation. Ms. Koch emphasized that while Orange Ave is important, Michigan St. is a major corridor and should not be overlooked. Mr. Hanson pointed out that if the District had comprehensive Design Guidelines, this discussion wouldn't be necessary as there would already be guidelines for lighting options.

c. Pulse Recovery
1. Ms. Elbadri briefly discussed Downtown South’s efforts focused on the economic recovery following the tragedy at Pulse. The Main Street program is actively working with the US Small Business Administration, Florida Department of Economic Opportunity, and the City of Orlando to provide information about aid and assistance to the affected businesses. The Main Street program is also looking for other opportunities for revitalization funding or assistance to the businesses. After researching economic recovery strategies pursued in other cities, Ms. Elbadri found a model recommended in Sandy Hook by a hired consulting firm. Their economic recovery recommendations included
   • A comprehensive market assessment / analysis
   • A proactive rebranding
   • The hiring of a marketing coordinator focused on economic recovery of the local businesses
Ms. Elbadri said that the Main Street program was already focused on these initiatives and that she did not advise hiring a consulting firm to provide similar recommendations. Mrs. Nash also commented that a Downtown South economic recovery taskforce of local volunteers and business owners was being formed to help develop strategies to help local businesses.

d. Downtown South Branding Update
1. Design Brief
   • Referring back to the recommendations for economic recovery in the District, Ms. Elbadri began an update on Downtown South’s rebranding. The Main Street Board has approved moving from “Downtown South” to “SoDo” (the letter case is still being determined). Ms. Elbadri was corrected by Main Street Board members when she called it South Downtown, or South of Downtown Orlando – the Main Street has approved SoDo. She reported that a design brief was circulated to local designers and that the NID Board
was also encouraged to recommend designers. The Main Street program is seeking free of in-kind work for this rebrand. A discussion about the impact of the name change followed. Mr. Winters expressed concern that using “SoDo” district-wide would skew searches for businesses in the District to Sodo plaza and would make it harder to describe where businesses in the District are located. Mr. Krawczyk, a Downtown South board member who helped develop the design brief, said this was a good point, but the area would likely start to identify the current Sodo property owned by Kimco as “Sodo plaza” or “the plaza in SoDo.”

e. Staffing Downtown South

1. Due to the role that current staff serves for the Main Street program and Neighborhood Improvement District, Ms. Elbadri said that there is a need for an additional full-time staff person. There is currently one full-time executive director and a part-time marketing coordinator. Currently, the DSNID contributes funding for this staff through a contract with the Main Street program. Due to the structure of the NID, staff is employed by the Downtown South Main Street organization and contracted to serve the DSNID. Ms. Elbadri explained that Downtown South would like to turn this part time position into a full-time position with the help of the DSNID. This new full-time position would focus on the marketing and promotions of Downtown South through Main Street activities, so that the Executive Director could allocate more time and resources to NID projects and strategy. Mrs. Nash, the Chair for the Downtown South Main Street program, said that the Main Street program is seeking grants to help fund this position, but believes future increased revenue through membership and events (as proven by Main Street programs like College Park and Thornton Park) could sustain this position. Mrs. Nash and Ms. Elbadri developed a preliminary list of responsibilities that this new full-time position would oversee, which would again help further the goals of both organizations. Ms. Elbadri said that while the Main Street program is still exploring funding options, it is possible that that the Main Street program may ask the NID to help seed this position. Mr. Hanson asked that Main Street program provide a detailed job description for the Advisory Board to review in its next meeting. Downtown
South Main Street board members agreed to bring this to the next NID Meeting.

f. Office Space
   1. Ms. Elbadri then moved on to a discussion about office space. Since its incorporation, the Downtown South Main Street program has had an office at 918 S. Orange Ave. This space has been contributed in-kind to the Main Street program for nearly 8 years by Iberia Bank (formerly Old Florida), however with changes in staff, access to the current office is restricted to banking hours. Ms. Elbadri has looked at other office space options for better access, including 200-300 sqft spaces at the Winters’ offices building, 1405 S. Orange Ave ($12-15 sqft) and DoSo Office Suites, 2750 Taylor Ave ($17sqft). Ms. Elbadri also discussed an offer from Sodo plaza for a 1,300 sqft space for about $1,000/month. Ms. Elbadri said that this significantly larger space was envisioned to host both the activities of the Downtown South NID and Main Street program, such as board and community meetings, as well as serve as an store-front incubator space for local entrepreneurs. Since this idea is still forming and requires multiple partners, Mr. Hanson recommended that the Main Street program bring this office plan to the next NID meeting.

g. Setting a NID/ Main Street Visioning Date
   1. Briefly, Ms. Elbadri said she would like to set a date for this with both boards. This will be discussed at the next NID Meeting and a facilitator decided by then.

h. Other Work Plan Updates
   1. Utility Art Box Project
      • Ms. Elbadri reported that the utility boxes would be painted in August. She thanked the DSNID for their support of this public art project.
   2. Façade Improvement Grant workshop
      • Ms. Elbadri reported that the workshop which was scheduled to initially occur two weeks after Pulse, was rescheduled for August 25.

i. Downtown South Redevelopment Updates
   • Due to the time, Ms. Elbadri did not discuss any of the new private redevelopment plans within the District.

Next meeting: Wednesday, August 17, 2016. Veterans Conference Room, 2nd Floor, City Hall, 400 South Orange Ave, Orlando, FL.
Meeting adjourned at 11:37am