



**MEETING MINUTES
SESSION OF THE CRA WORKSHOP
(DOWNTOWN KISSIMMEE BRANDING)
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
TUESDAY, DECEMBER 17, 2024 AT 3:00 PM**

1. MEETING CALLED TO ORDER

Members Present: Mayor Jackie Espinosa, Commissioners Noel Ortiz, Angela Eady, Carlos Alvarez, III

Staff Present: City Manager Mike Steigerwald, City Attorney Olga Sanchez de Fuentes, Deputy City Manager Desiree Matthews, Deputy City Manager Austin Blake, City Clerk Tameara Crespo

Members Absent: Commissioner Janette Martinez

Mayor Espinosa called the meeting to order at 3:02 PM.

2. WORKSHOP BUSINESS

Economic Development Director David Rodriguez greeted the Commission and provided a brief overview of its purpose. He then handed the presentation over to CRA Manager Samia Singleton.

3. GENERAL DISCUSSION

3.A CRA Introduction and Overview

CRA Manager Singleton presented a PowerPoint attached to the agenda, covering the roles of the CRA Board and City Commission, tax increment revenue and financing (TIF), and ongoing projects within the Downtown Kissimmee and Vine Street CRAs. Redevelopment Planner Benjamin Burnett followed with a presentation on shared programs between the two CRAs, including grants and incentives. Mayor Espinosa inquired about the blight designation criteria for demolition and discussed the Pioneer Project incentive with Burnett.

The group also discussed historic properties, noting a six-month holding period for demolition in historic districts, with exceptions for hazardous buildings. Alvarez suggested potential acquisitions along Vine Street, including properties near Main Street Plaza. Director Rodriguez highlighted the city's efforts to engage property owners and inform them about retention policies and incentives. Commissioner Alvarez raised concerns about high vacancy rates in CRA districts. The City Manager additionally outlined the Form-Based Code requirements. Mayor Espinosa stressed the importance of promoting economic development opportunities and incentives to the community. Discussion also took place regarding staffing, flexible hours for code enforcement officers, and potential outreach opportunities with real estate agencies, property and business owners within the CRA districts.

3.B Downtown Kissimmee Brand Strategy

Redevelopment Planner Burnett explained that the project had been over a year in the making, beginning with an RFP that attracted 15 proposals. Redevelopment Management Associates (RMA) was selected, and Sharon McCormick, Director of Marketing, and Lorena Ledesma, Senior Project Manager at RMA, presented an overview of the re-branding process. McCormick's PowerPoint covered the logo, brand marks, and strategy,

which involved data analysis, research, digital scans, stakeholder feedback, and outlined next steps, including an implementation plan, an ambassador program, and a community outreach strategy.

Commissioner Ortiz inquired about the marketing and campaign plan, and Burnett and McCormick explained how the campaign strategy would be integrated after the branding is approved. There was also discussion about timing the launch of the new branding with Kissimmee's Birthday Celebration at the Kowtown Festival in March.

4. ADJOURNMENT

There being no further business to come before the Commission, Mayor Espinosa adjourned the meeting at 4:18 PM.



ATTEST:

Tameara Crespo

CITY CLERK

MAYOR-COMMISSIONER