



MEETING MINUTES
SESSION OF THE COMMISSION WORKSHOP (PLANNING FEE STUDY
& THEMATIC TOURISM & CITY BRANDING PRESENTATION)
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
MONDAY, OCTOBER 27, 2025, AT 2:00 PM

1. MEETING CALLED TO ORDER

Members Present: Mayor Jackie Espinosa, Commissioners Noel Ortiz, Carlos Alvarez, III, Janette Martinez (Virtual via Microsoft Teams)

Staff Present: City Manager Mike Steigerwald, Deputy City Manager Austin Blake, City Clerk Tameara Crespo, Assistant City Clerk Lucia Gonzalez

Staff Absent: Deputy City Manager Desiree Matthews, City Attorney, Olga Sanchez de Fuentes

Members Absent: Commissioner Angela Eady

Mayor Espinosa called the meeting to order at 02:00 PM.

2. WORKSHOP BUSINESS

2.A Development Review Fees

Review and direction of the development review fee study.

Development Services Director Craig Holland presented the development review fee study carried out by Matrix Consulting. Assistant Director Doug Etheredge elaborated on the study's key findings, which identified four essential changes: adjusting the fees, properly applying the fee structure, introducing refund options, and rounding fees to the nearest dollar for flat-rate charges. The discussion focused on proposed fee structures, project categories, multistep review processes, special events, and permits. Throughout the presentation, staff and commissioners participated in an open discussion about the proposed fee updates.

Mayor Espinosa motioned to approve the development review. Commissioner Alvarez seconded the motion to approve the development fees review, which will be discussed at a future meeting.

2.B Thematic Tourist and City Branding Presentation

Presentation by Jacobo Cabrera, President of Art with a Cause.

Jacob Cabrera, President of Art with a Cause, presented the organization's theme tourism video. The video highlighted their aim to rebrand Kissimmee to increase tourism, complement theme parks, and enhance romantic visitor experience. By emphasizing the phonetic pronunciation of "Kissimmee" as "Kiss Me," they seek to strengthen the city's branding and promote it as "The City of Love". Commissioners asked for clarification regarding the \$500M proposed financial benefit and how the concept could be designed to be inclusive and family friendly.

Mayor Espinosa clarified the distinction between the proposed "Visit Kissimmee" marketing concept and the current "Experience Kissimmee" brand. City Manager Steigerwald outlined the planning process involved in moving forward with this branding concept, including potential bids and RFPs. Discussions covered legal considerations, processes, and collaboration with Experience Kissimmee to ensure proper implementation on approval. Mayor Espinosa recommended issuing a proclamation on

February 14, 2026, to support the "City of Love" mission.

3. GENERAL DISCUSSION

4. ADJOURNMENT

There being no further business to come before the Commission, Mayor Espinosa adjourned the meeting at 03:28 PM.

Jackie Espinosa

MAYOR-COMMISSIONER



ATTEST:

Tameara Crespo

CITY CLERK