



Orange County Economic Recovery Task Force
Wednesday, June 24, 2020 | 9:30am – 11:30am
Meeting Minutes

Welcome & Mayor's Opening Remarks: I want to thank our Task Force members for your continued hard work over the past two months to assist the County in establishing public policy as we safely reopen.

As you know, on Thursday, June 18th, I enacted Executive Order-2020-23 requiring face coverings in public places. Prior to the issuance of the Executive Order, we experienced a 10-day period with sustained triple digit increases in COVID-19 positive cases. We have also seen increases in emergency room visits and hospitalizations related to COVID-19. During this period, I consulted with municipal leaders of Orange County cities as well as medical experts and health care leaders. As a result of the dramatic increase in numbers, the Executive Order was executed and went into effect on Saturday, June 20th at 12:01 a.m., requiring every person working, living, visiting or doing business in Orange County to wear a facial covering consistent with CDC guidelines while in any public place. We will have an update from our medical experts today as we continue to address the increase in positive cases in Orange County.

As major sports leagues begin to resume their 2020 season, we will have an update from Alex Martins with the Orlando Magic on the NBA Plan and their safety protocols as well as Caesar Lopez on the MLS Plan and their safety measures. We will also hear from Eric Ushkowitz, Economic Development Administrator who will provide an update on the Orange County CARES Act Small Business Assistance grant program and the Individual and Family Assistance program.

We are also bringing back the Regional Branding Campaign and look forward to hearing the progress the committee has made over the last couple of weeks. As we continue to watch the number of positive cases increase, the need for a Public Health Campaign reinforcing the CDC guidelines is more important now than ever. I have asked Orange County staff to work on a print, radio and digital public health campaign that focuses on minority and vulnerable populations and aligns with the Regional Branding Campaign. The materials produced by the campaign will be shared with our Task Force members, small businesses and Houses of Worship that received PPE from the county or participated in the Houses of Worship Town Hall meeting. The materials will also be available on our Coronavirus website.

We thought today would be our last meeting. However, due to the rise in COVID-19 cases, I am asking the Task Force to continue to meet and stay engaged until the pandemic is behind us.

Thank you and I will turn it over to George Aguel for the Roll Call.

Task Force Member Introductions: George Aguel, Co-Chair introduced the task force members.

- AdventHealth, Scott Brady, MD - Vincent Hsu, MD on behalf of Dr. Brady

- Alfond Inn, Jesse Martinez
- Black Business Investment Fund (BBIF), Inez Long
- CareerSource Central Florida Pamela Nabors
- Central Florida Auto Dealers Association, Evelyn Cardenas
- Church Street Entertainment, Doug Taylor
- City of Orlando & Orlando Venues, Allen Johnson
- Curley & Pynn, Dan Ward
- Don Julio's Mexican Kitchen, Florencio "Larry" Rodriguez
- Dr. Phillips Center for the Performing Arts, Kathy Ramsberger
- Florida Department of Health in Orange County, Raul Pino, MD
- Florida Restaurant & Lodging Association, Keri Burns
- Highwoods Prosperities, Steve Garrity
- Hyatt Regency Orlando, Brian Comes
- J Henry's Barber Shop, John Henry
- Johnny Rivers Grill & Market, Johnny Rivers
- John Michael Exquisite Weddings & Catering, Michael Thomas
- Kissimmee/Osceola County Chamber of Commerce, John Newstreet
- Lake County Agency for Economic Prosperity, Brandon Matulka
- M.C. Spa & Nail Bar, Mary Chau
- Mosaic Hair Studio, Mike Van den Abbeel
- National Entrepreneur Center, Jerry Ross
- Orange County Public Schools, Barbara Jenkins, Ed.D.
- Orlando City Soccer Club, Alex Leitao, Caesar Lopez on behalf of Alex Leitao
- Orlando Health, George Ralls, MD
- Orlando International Airport, Phil Brown
- Orlando Magic, Alex Martins
- Orlando Shakespeare Theater, Douglas Love-Ramos
- Prospera, Augusto Sanabria
- Rejoice in the Lord Ministries & African American Council of Christian Clergy, Pastor Roderick Zak
- Rosen Shingle Creek, Dan Giordano
- SeaWorld Parks & Entertainment, Brad Gilmour
- The Mall at Millenia, Steve Jamieson
- The Trentham Santiago Group, Conrad Santiago
- The Vineyard Wine Bar & Healthy Bistro, Deborah Linden
- UCF Rosen College of Hospitality Management, Youcheng Wang, Ph.D
- Unicorp National Development, Chuck Whittall
- United Safety Council, Chris Earl
- Universal Orlando, Dan Costales
- VMD Ventures, LLC, Harold Mills
- Walt Disney World Resort, Thomas Mazloum
- Wawa, Inc., Todd Souders
- Wyndham Destinations, Frank Goeckel

- YMCA of Central Florida, Dan Wilcox

Approval of Minutes: Tim Giuliani asked for the approval of the June 3rd Task Force meeting minutes. A motion to approve the minutes was made by Allen Johnson with a second from Doug Taylor. All members voted in favor of the June 3, 2020 minutes with no changes. The minutes are approved.

Public Comment: George Aguel, Co-Chair, asked if there was any public comment submitted to the Task Force. One public comment was read into the record.

Healthcare Update: George Aguel, Co-Chair, introduced the presenters for the Health Care Update. Listed below is a summary of the healthcare presentations. Florida Department of Health: Dr. Raul Pino, Health Officer.

- Reviewed the Florida COVID-19 cases - 103,503 as of 6.23.2020
- 5,502 cases in Orange County; 111,595 tested with a positive rate of 4.9%
- Age Distribution of the cases changed – the median age is 34 years old for Orange County
- Cases by zip codes – South Florida has the highest count of cases
- Number of cases are trending up
- Hospitalizations – 7% of all cases (420) and Deaths – 1% of all cases (53) in Orange County
- Daily positive rate is at 17.3%
- Hospitalization rates for ER admissions related to cough, fever or shortness of breath are all increasing
- 442 beds, 543 Ventilators, 66 Adult ICU beds, 10 Isolation beds are still available
- 26 cases - ICU beds are COVID related
- Rolling average - 14 Day positive rate is going up
- Orange County is at the highest of 121.5 COVID cases per 100,000

Q: How many of the 5,502 cases are recovered? A: 66% recovery rate

Q: Can you address the public comment about COVID-19 statistically insignificant? A: It is no doubt that it is beyond significant from the data we reviewed.

Q: How should we respond as a community to stop the spread of the virus? A: When the social activities increase, the level of cases will increase, as this is a pandemic that is transmitted by our interaction. We need to follow the CDC recommendations, and if we have the cooperation of the business community at large, we could control the spread of the virus and bring it to a manageable level. We want to make sure we do not let the number of cases affect our health system. I hope the wearing of masks as noted in the Executive Order the Mayor signed can help slow the spread. Even the age of the infected is getting younger. We do have multi-generation families that can be affected.

Q: How long does it take for the individual to get test results back? Can we speed up the process? A: The test result ranges from 24 hours to 48 hours with the Regional Convention Center testing site taking the longest at around five days due to more cases.

Q: Based on where we are now, are you be able to make some projections for where we may be in 7-10 days from now in terms of ICU usage? A: It all depends on the individual's pre-existing condition and the gravity of the issue. Philadelphia Children's Medical Hospital put together an algorithm that has data County by County; the information shows that we are not in a good light two weeks from now. However, that data didn't take into the consideration the Executive Order the Mayor put in place with masking, that factor by itself may be key to positively impacting the number of cases.

Q: Bars opened before we were in Phase II, and the protests happened at the same time. Is this the main contributing factor to the rise in cases? I hate to see the irresponsibility of a certain group of people be penalized for the rest of the people. A: We linked more than 100 cases in a single place, which is alarming. The Mayor indicated that the City of Orlando and the County are working with the DBPR on the non-compliance with the recommended guidelines.

Q: What is the most effective method to stop the virus, and what is the least effective? A: Mask wearing is the most effective way right now to block the virus and can be more effective than washing your hands (which by the way, we continue to recommend, as it's critically important as well). Wearing masks, keeping your distance and washing your hands have always been the most effective way. The testing strategy has not been the best. It has a lot to do with the resource, the quality and the turnaround time of the tests.

Q: People are not taking the executive mask order seriously. Can we hold the businesses accountable? A: We would like the residents to comply voluntarily. As the Mayor has said before, we can all be the enforcers and implement peer pressure to follow the guidelines. All the compliant businesses can have a role to play by talking to their peers.

Q: The cases in New York have gone down a lot. Do you think it is because of the increase in immunity? A: They have been shut down for almost six weeks now, which effectively stopped the virus. This is also an economic killer.

AdventHealth: Vincent Hsu, MD, Senior Vice President of Ambulatory Services

- Tri-county area (Orange, Osceola, and Seminole) - 8 hospital facilities show a bimodal curve with raising cases.
- The peak in April was 101 hospitalizations, and now we are at 137.
- The good news is that the ICU capacity has not approached where we were in the first part of April.
- We are now at 24 ICU patients, and we were more than that in the first part of April.
- We also see a little bit of a decrease in age.
- We are not in the crisis mode right now, but we are very concerned about this increase as typically hospitalizations lag behind.
- Our universal mask requirement is mandatory in all of our facilities. Still, we have been dealing with exposures among our healthcare workers and physicians, which is not necessarily because of patient exposure but rather community exposure from family members, adults or teenagers. It puts our healthcare workers at risk. We are focusing on our educational campaign and that all of our healthcare team activities need to be

measured and thought out very carefully. We do not want to put our patients at risk if our healthcare workers are infected. Patients who do not have symptoms may be infected, and that's another reason for universal mask-wearing.

Orlando Health: George Ralls, MD, System Chief Quality Officer

- We are experiencing very similar circumstances to AdventHealth
- We have consistent community spread and the patient number is 15 today.
- The capacity in our system remains good in terms of ICU space and hospital space.
- Mandatory masking is the right thing to do. The public policy side is the right thing to do, and the community side is a matter of compliance.
- We also have universal masking, but we still have issues with an increased infection rate among the workers.

Q: We have a group of 30 owners of restaurants and bars who banded together to follow the CDC guidelines and establish our policies on how we deal with the pandemic and how we modify our industry to follow the best practices. One thing we have done recently in addition to mandating all staff wear gloves and masks, we are checking temperatures on all guests before they are allowed to step on the property. We started a testing program for all the employees so that we can quickly identify any infected employees and put them into quarantine in an attempt to follow your leadership and the CDC guidelines. Can we submit our program and ask for your comments? A: Dr. Pino or one of the staff can visit your place to give advice.

NBA Plan Update: Alex Martins, CEO Orlando Magic – Tim Giuliani, Co-Chair, introduced Alex Martins, CEO, Orlando Magic, for an update on the NBA Plan as they begin to resume their season.

- NBA will restart the season at Walt Disney's ESPN Wide World of Sports
- NBA suspended play on March 11 due to COVID-19
- First priority has always been to look out for the health and safety of the community, our players, our coaches, and the staff that would be participating in the restart of our season.
- We have consulted with many healthcare professionals and experts at Columbia University, Duke University, Johns Hopkins, etc., to ensure that the health and safety of those mentioned is our number one priority as we reconvene.
- 22 teams will convene at Walt Disney World beginning July 7.
- Everyone in the travel parties will be quarantined for a few days in their rooms upon arrival as part of the safety measures to avoid spreading COVID-19 in this campus community.
- A travel party is limited to 35 people to minimize the number who will be on the Disney campus.
- Each individual is tested every other day before they arrive at Walt Disney World. Once they arrive, they will be tested daily. There will be three weeks of training camp.
- The games will begin on July 30 and will play without fans. All games will be televised in the individual markets of the teams as well as worldwide through our national media partners.
- Games will be played all day long. Each team will play eight season games to determine the final standings for the playoffs. In the end, there will be a play-in tournament for those who finish in 8th and 9th seeds. If there is a four-game or less disparity within those two team's records - then we will go into our regular playoff schedule

- If the NBA goes seven games, we will be on the property until October 13 for the three-month period.
- All the players, coaches and staff will stay at three Disney hotels – Grand Floridian, the Yacht Club, and Destino Tower at Coronado Springs. They will be confined to those three properties and no other guests would be allowed onto those properties. They are encouraged not to leave the properties, and if they do, they will be quarantined for several days before they can interact with their teammates.
- A very stringent sanitization process will take place after each game for every court and equipment before the next game takes place as well as sanitation of the practice facilities and waiting rooms.
- We intend to use this restart as a platform to bring awareness to the issue of social injustice that has been taking place in our Country and to combat systemic racism and expand educational and economic opportunities, particularly across our black communities.

MLS Plan Update: Caesar Lopez, CAO & Chief Legal Officer Orlando City Soccer Club – George Aguel, Co-Chair, introduced Caesar Lopez, with Orlando City Soccer Club for an update on the MSL Plan as our major sports leagues plan their return.

- All 26 MLS teams will restart their games at Walt Disney World’s ESPN Wide World of Sports Complex, July 8 through August 11.
- We have the utmost confidence in our plan to have all 26 teams come to Orlando with all the safety measures in place.
- Games will be played without fans, but we will provide exciting ways to engage folks from a media perspective with in-game activities.
- Players will travel in a charter plane for safety reasons and will arrive no later than seven days before the first match. Each traveling party is around 45 people and these individuals will be tested every other day.
- All players will have antibody tests as part of the physical exams. After the players arrive, they will all be tested immediately and quarantined until they receive a negative result to start the training.
- The staff will follow temperature screenings, face masks, social distancing and sanitizing guidelines.
- Implementing the mitigation measures and following all the safety guidelines.
- The League’s social injustice platforms will be highlighted in this tournament.

Orange County CARES Act Update: Eric Ushkowitz, Economic Development Administrator, Orange County Government – Tim Giuliani, Co-Chair introduced Eric Ushkowitz, for an update on the Orange County CARES Act funding for the Small Business grant program and the Individual and Family Assistance grant program.

- Small Business Grant Program - launched on June 8th – total registrants is 10,273
 - Total submitted applications are 4,482
 - 62% denial of 1,933 applications
 - 1,179 applications are approved representing ten million dollars into our community
 - Number of grants to be distributed is 6,500
 - Major denials are lacking paper work and documentation

- On June 23, Orange County BCC expanded the criteria to allow businesses that have received PPP loans for \$50K or less are eligible, and the Board raised the total number of employee's criteria to 100 or less.
- Individual & Family Assistance portal opened June 8 and June 9, with 3,575 applicants submitted. On June 15, 15,388 applications were submitted, and on June 22, 11,200 applications were submitted. Total submitted applications are 30,162. As of June 19, 3,500+ applications have been processed and are being submitted to Orange County Comptroller for payment. Orange County will process roughly 5,000 applications per week.

Regional Branding Campaign Update: Roseann Harrington, Chief of Staff to Mayor Jerry L. Demings – George Aguel, Co-Chair - when we last met, Roseann Harrington, Chief of Staff to Mayor Jerry L. Demings discussed the Regional Branding Initiative. We are excited to have Roseann back to provide an update on the progress made on the campaign. Thank you and Roseann, and you're recognized, and I will let you introduce your co-presenters.

- Engaged 100+ businesses, media and community leaders in the development of the campaign.
- Objectives – create a local campaign that builds residents' confidence, unity, and participation to reopen the economy
 - Engage business and residents to be accountable
 - Provide support and tools for business to succeed
 - Encourage consumers to positively reinforce those "Doing their Part"
- Yelp will assist with a safety rating campaign component for businesses
- Safer, Stronger, Together - #DoYourPartORL
- "Doing Your Part" includes requiring face coverings for employees and guests, making hand sanitizer available, enforcing social distancing, limiting capacity, training, and following CDC guidelines for cleaning, disinfecting, hygiene and sanitizing high traffic areas.
- Campaign Tactics – multi-lingual website, graphic, and collateral, business toolkit, publicity and media support, social media and leverage partnerships.
- Unify Orlando, reflect the diversity of voices, and visually emphasize safety measures.
- Contact Becca Bides, Visit Orlando, or Laureen Martinez, Orlando Economic Partnership, to join the branding campaign.

Opening Discussion: Tim Giuliani, Co-Chair, opened the floor for open discussion.

Comment: Understanding the personal responsibility that we all need to do to stop the spread of the virus is crucial.

Comment: It is encouraging today to see that small businesses are included in the conversation. National Entrepreneur Center is reopened to assist many PPP loan questions for the small businesses. We need to come together to be a good model to comply with the CDC guidelines, such as wearing masks. We cannot afford another shut down as our small businesses are struggling to stay open. We appreciate the County CARES funding, especially to the small businesses.

Comment: If we can allow the bars to open, can we allow them to take a drink outside to minimize the transmission. The testing results take long and the walk-in clinic will not test you unless you have symptoms. Is there something we can change?

Comment: Has the school board decided on opening yet? Have we lost any conventions due to the uptick of cases?

Feedback: We have been losing conventions due to COVID-19 since the beginning of March. The next convention event when we reopen is the AAU volleyball championship in mid-July. Few conventions were canceled or postponed to 2021 due to the difficulties of driving the attendances and not related to the recent spike of cases.

Comment: For the branding marketing campaign, we had a meeting to discuss the hashtag of ORL and CFL. The group was split, and we were asked to go back to evaluate the benefits of one versus the other. If we are making it truly regional, I want to know why we are staying at ORL? Is there a possibility of expanding into CFL?

Feedback: We are trying to tie it into the regional brand in our MSA, which is Orlando MSA. We understand your concern and would like to hear any similar concerns.

Next Steps: George Aguel, Co-Chair - we do not have the next Task Force meeting scheduled. We will keep you updated on the Regional Branding Campaign, the Mayor's Public Health Campaign and when we will convene the next meeting.

Closing: Mayor Demings - I want to thank the Task Force members for the extraordinary work you've done as we re-open Orange County. I appreciate each of you volunteering your time and expertise over the last several months. Even though we are experiencing increases in positive cases, I know with your help, we will remain vigilant in following the CDC guidelines to slow the spread of the virus. It is up to each of us to do our part to make Orange County and the region - Safer, Stronger, together. Thank you.

Meeting adjourned at 11:40 a.m.