



Orange County Economic Recovery Task Force
Wednesday, June 3, 2020 | 2:00pm – 3:30pm
Meeting Minutes

Welcome: Mayor Demings spoke about the tragic incident of Harold Mills' son and he asked everyone to keep Harold and his family in your prayers. Mayor reviewed the Phase 2 reopening that Governor DeSantis announced.

Governor DeSantis announced today Phase 2 Re-Opening which will take effect Friday, June 5, 2020.

Phase 2 Re-Opening (64 counties. Excludes Miami-Dade, Broward and Palm Beach)

- Bars and Pubs are allowed to open at 50% capacity inside and full capacity outside for with appropriate social distancing.
- Restaurants may allow bar-top seating with appropriate social distancing.
- Retail establishments may operate at full capacity with responsible social distancing.
- Gyms may operate at full capacity with appropriate social distancing and frequent sanitization.
- Entertainment businesses to include movie theatres, concert houses, auditoriums, playhouses, bowling alleys and arcades – 50% capacity with appropriate social distancing and sanitization.
- Parimutuel facilities may submit a request to open to the Department of Business and Professional Regulations.
 - Request must include an endorsement from the County Mayor
- Personal Service businesses including tattoo parlors, acupuncture establishments, tanning salons and massage establishments may operate while adhering to guidance from the Florida Department of Health.

Today, we will have a presentation from the Orange County Convention Center on their re-opening plan and an update from the I-Drive Resort Area Chamber of Commerce. Over the last couple of weeks, I've met with regional leaders and our media partners to discuss a Regional Branding Campaign as we continue to re-open our county and region. You will hear more about this from my Chief of Staff. We have also launched the Orange County CARES Act website which provides information on the application process, eligibility criteria, required documents and Frequently Asked Questions for the Small Business Grant Program (one-time \$10K grant), and the Individual and Family Assistance Program. Grant applications can be submitted on Monday, June 8th. The CARES act website can be found at www.ocfl.net/orangecares. Thank you and I will turn it over to George Aguel for the Roll Call.

Roll Call: George Aguel provided the roll call of the Task Force members. The following members were present:

- AdventHealth, Scott Brady, MD, Senior Vice President of Ambulatory Services – Dr. Vincent Hsu on behalf of Dr. Brady
- Alford Inn, Jesse Martinez, General Manager
- CareerSource Central Florida Pamela Nabors, President and CEO
- Central Florida Auto Dealers Association, Evelyn Cardenas, Ph.D., President
- City of Orlando & Orlando Venues, Allen Johnson, Chief Venues Officer

- Curley and Pynn, Dan Ward, President
- Darden Restaurants, Dave George, EVP and Chief Operating Officer
- Dr. Phillips Center for the Performing Arts, Kathy Ramsberger, President & CEO
- Florida Department of Health in Orange County, Raul Pino, MD, Health Officer
- Florida Restaurant & Lodging Association, Keri Burns, Regional Director
- Highwoods Property, Steve Garrity, Vice President
- Hyatt Regency Orlando, Brian Comes, Area Vice President
- J Henry's Barber Shop, John Henry, Owner
- Johnny Rivers Grill & Market, Johnny Rivers, Owner
- Kissimmee/Osceola County Chamber of Commerce, John Newstreet, President/CEO
- Lake County Agency for Economic Prosperity, Brandon Matulka, Executive Director
- Mosaic Hair Studio, Mike Van den Abbeel, Salon Owner
- National Entrepreneur Center, Jerry Ross, Executive Director
- Nelson, Mullins/Broad and Cassel, Wayne Rich, Of Council
- Orlando City Soccer Club, Alex Leitao, CEO
- Orange County Public Schools, Barbara Jenkins, Ed.D, Superintendent
- Orlando Health, George Ralls, MD, System Chief Quality Officer
- Orlando International Airport, Phil Brown, CEO
- Orlando Magic, Alex Martins, CEO
- Orlando Shakespeare Theater, Douglas Love-Ramos, President
- Prospera, Augusto Sanabria, President and CEO
- Rejoice in the Lord Ministries & President, African American Council of Christian Clergy, Pastor Roderick Zak, CEO
- Rosen Shingle Creek, Dan Giordano, General Manager
- SeaWorld Parks & Entertainment, Brad Gilmour, Vice President of Operations
- Seminole County Government, Tricia Johnson, Deputy County Manager/Chief Administrator for Community Relations and Economic Development
- The Mall at Millenia, Steve Jamieson, General Manager
- The Trentham Santiago Group, Conrad Santiago, CFP®, MSFS, Private Wealth Advisor
- The Vineyard Wine Bar & Healthy Bistro, Deborah Linden, Owner
- Truist, Sandy Hostetter, Central Florida Regional President
- UCF Rosen College of Hospitality Management, Youcheng Wang, Ph.D., Dean
- Unicorp National Development, Chuck Whittall, President
- United Safety Council, Chris Earl, Executive Director
- Walmart, Inc., Monesia Brown, Director of Public Affairs and Government Relations
- Walt Disney World Resort, Thomas Mazloun, Senior Vice President, Resort & Transportation Operations
- WaWa, Inc., Todd Souders, Senior Director Florida Operations and New Market Development
- Wyndham Destinations, Frank Goeckel, SVP, Strategy, Integration & Acquisitions
- YMCA of Central Florida, Dan Wilcox, President & CEO

Approval of Minutes – Tim Giuliani indicated the members received the draft minutes for the May 27th meeting for review. Tim asked for any changes to the minutes. There were no changes, and a motion to

approve the minutes was made by Allen Johnson and a second from Phil Brown. The minutes were approved unanimously by the members.

Public Comment: George Aguel, Co-Chair, shared information about the public comments received from residents. Orange County staff read three public comments into the record.

Health Update - George Aguel, Co-Chair introduced the Health Update which includes Dr. Pino with the Florida Department of Health in Orange County. Dr. Pino will be followed by Dr. Brady, AdventHealth and Dr. Ralls, Orlando Health.

Florida Department of Health: Dr. Raul Pino, Director:

- Dr. Pino reported the total cases in Orange County is 2,121 and the positive rate continues to be low at 2.8%. However, Dr. Pino expected this to change slightly this afternoon or tomorrow morning.
- As of today, the positive rate remains low under 3% and the age distribution has not changed.
- Emergency Room visits and hospitalizations with influenza-like illness is stable.
- Number of cases per day is slowly increasing as well as the positivity rate per testing.
- On June 1, we had a high positivity rate at 9.8%. We suspect this is an error as we have a very low negative number of cases. We will look into the data and get back with everyone.
- Dr. Pino reviewed a chart to compare the total number of hospitalized patients who are in ICU and non-ICU. He showed the number of COVID-admissions and the number of discharges – less people are admitted and more people are getting discharged.
- The number of ICU patients from March 26 to May 31 – we are in a constant decline in the number of ICU patients.
- The number of non-ICU patients from March 26 to May 31 is similar – decline steadily.
- The total number of patients hospitalized due to COVID-19 is also declining.
- The number of COVID-19 cases per day is up and down from April 17 depending on the number of lab results.
- Reported cases per 100,000 is the data Dr. Pino looks at it is the most. We had the highest level at 21.2 per 100,000 at week 13 and we are at 9.5 per 100,000 at week 22. We are up a little bit from the lowest point of 5.9 at week 18.

Q: Any thoughts of why we have fewer cases after we are re-opened than we are at lockdown?

A: When we were at lockdown, we were at the full force of the transmission but Dr. Pino is positive that we will have more cases when we start to have more social activities. As long as we do not have a vaccine or treatment, the number of cases will go up. What is important is to expect is an increase in the number of positive cases and managing the population with higher risks.

Q: We are happy to see it is just a moderate increase and not a spike.

A: Yes, not a spike yet.

AdventHealth: Scott Brady, MD, Senior Vice President of Ambulatory Services

- Dr. Brady stated that we continue to track the daily census related to COVID-19. We have about 53 patients – this number reflects Volusia, Flagler and Polk Counties.
- He reported the numbers remains flat. Remember, when we look at this data, we are always 5-7 days behind. Most people do not show the symptoms until day 5 or so and by the time, they have symptoms they may have the virus for 3 to 5 days already. We have to watch very closely for the next few days.
- Our internal testing shows about a 2.7% positivity rate, which is corresponding to the number of Orange County cases, which is at 2.8% and has been relatively stable for the past 3 to 4 weeks.
- We are currently helping 70 businesses to reopen with safety measures, procuring masks, etc.
- We continue to reinforce temperature checking, wearing masks and social distancing at our facilities.
- Dr. Brady stated that it is easy to get a sense that the virus is not here anymore and that would not be safe.

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

- Dr. Ralls reported that Orlando Health is seeing the same results as the others across the County.
- We have 20 in-patients – the lowest we have had for COVID-19 and we are experiencing a little bit flattening of that.
- We do not have a capacity or resource issue.
- Our screening process remains the same. We are actively testing and screening patients and 100% of all patients seen for a procedure are screened.
- We are optimistic that we are heading in the right direction. We continue to look at the numbers carefully.

Convention Center Re-Opening Plan

Tim Giuliani, Co-Chair introduced Mark Tester, Convention Center Director for a presentation on the Orange County Convention Center Re-opening Plan.

Orange County Convention Center – The Center of Hospitality – Recovery and Resiliency Plan

- Mark Tester reviewed the Orange County Convention Center accomplishments FY 2018-2019 - \$3 Billion Annual Economic Impact, 1.5 Million attendees, 170 Events, 119 Conventions & Trade Show.
- FY 2019-2020, pre-COVID in January 2020 we experienced a \$2.9 Billion Economic impact, 1.4 Million attendees, 143 Events, and 102 Conventions & Trade Shows.
- Accomplishments from January to March 2020: we had 35 events, 331,000 attendees and \$740 million in economic impact.
- FY 2019-2020, post-COVID – estimated \$1.7 Billion Economic Impact instead of \$2.9B, 0.8 Million attendees, 96 Events, 62 Conventions & Trade Shows.
- As of May 28, 2020, we have rescheduled 20 conventions with an estimated economic impact of \$375 million. We have cancelled 32 conventions with an estimated economic impact of \$734 million.
- Snapshot for FY 2021 - starts in Sept 2020, currently we have 80 conventions on the book with 1.1 million attendees that represents \$2.5B of Economic Impact.

- Established OCCC recovery and resiliency overview to strictly follow CDC guidelines and County, State and Federal mandates.
- Health inspectors have conducted a walk-through of the facilities and we ready to reopen for the next scheduled event.
- Three-Pronged Strategy to Health and Safety Protocols
 - Rapid Implementation of the OCCC's Recovery and Resiliency guidelines
 - Enhanced Protective Measures, Physical Distancing, Enhanced Cleaning & Sanitation and Health Screenings
 - Participation in the Global Biorisk Advisory Council's STAR Accreditation
 - Collaboration with a Large Established Healthcare System in Central Florida
- Our first event is scheduled for July 14 - Amateur Athletic Union Volleyball National Championship.
- Reopening of the region's largest theme parks - Universal Orlando Resort (June 5), SeaWorld Orlando (June 11) and Walt Disney World (July 11)

International Drive Resort Area Chamber of Commerce Update

George Aguel, Co-Chair introduced Maria Triscari, President/CEO for an update on the International Drive Resort Area Chamber of Commerce.

- Ms. Triscari provided the Task Force members with an update from the International Drive Resort Area Chamber of Commerce. She reviewed the reopening dates of the largest theme parks and the smaller theme parks and attractions and the readiness to open.
- She indicated that we have 350 restaurants in the area that are currently open following the proper CDC guidelines and operating under the Phase 1 criteria – 50% capacity.
- We have 120+ hotels and resorts and most of them are open with all CDC guidelines being strictly enforced. Hotels are going above and beyond what's required to keep our visitors and residents safe and secure. Specific safety plans can be found on the hotels websites.
- Convention hotels are ready and working with the Orange County Convention Center closely to serve the attendees. Maria reviewed each hotel's safety measures and operational protocols to ensure a safe and secure experience for guests. These measures are above the CDC guidelines.

Regional Branding Initiative

Tim Giuliani introduced Roseann Harrington, Chief of Staff to Mayor Jerry L. Deming for a presentation on the Regional Branding Initiative.

As background, the Business Compliance and Consumer Confidence Working Group brought forward recommendations that Orange County develop a public service campaign to build consumer confidence.

- Roseann spoke about the Consumer Confidence Survey conducted to gauge our resident's sentiment as we reopen businesses.

- In addition, we met with 35 media executives to get their thoughts on a public service campaign and we brainstormed ideas with regional leaders to get their input as well.
- With the input, we developed some goals. We agreed that we needed a regional approach to build consumer confidence that was to focus on residents, build their confidence, and then use that as a platform for tourism and economic development. The message conveyed in the initiative needs to be aspirational, be positive and inclusive and talk about some of the good that has come out of the pandemic. We want to highlight the innovative technology that has been developed such as school system virtual learning, the healthcare system and how our businesses have adapted to this new environment.
- Call to action to have a “promise” or “pledge” where people could say, “count me in” or you “can count on me” to be safe. A campaign that invokes together, unity and coming together.
- Promise and pledge – community needs to come together to heal and to be better and incorporate that into our messaging.
- We came up with ideas that we would like to present to you. The proposed campaign themes are Better-Safer=Stronger or Better, Safer, Stronger – TOGETHER
- Next steps would be to turn this over to The Orlando Economic Partnership (OEP) and Visit Orlando to develop the campaign with a diverse group of local public relations, marketing, media, community business representatives and regional stakeholders. The campaign needs to be able to translate to various demographics in our region.
- The goal would be to have the campaign ready to go as we move into Phase 2 and begin to open up more businesses.

Q: Snowbirds that come down for the winter have decided to not go back up north. Safe in the Sunshine State- should have some focus on that.

Open Discussion

George Aguel, Co-Chair opened the floor for discussion.

Q: What would be the general guidelines of the Phase II opening?

A: Some businesses are open in full capacity and some still have certain restrictions. We must strictly follow the CDC guidelines to maintain the consumer confidence. Do not want a terrible second wave.

Q: Orange County Convention for RNC venue, any thoughts?

A: We have not been contacted by the RNC or anyone in an official capacity. We have not had any conversations at this point so it's merely speculation. In order to host the convention, we would need to do our due diligence. I can tell you from experience, that to host the convention there would be considerable costs. In addition, we would have to go before the BCC for support and we would want to recover 100% of our costs.

Q: In order to open the economy, we need to be consistent with the guidelines and follow through.

A: Agreed and we need to be consistent in following the guidelines with residents, consumers and visitors.

George Aguel, Co-Chair thanked everyone for their support and leadership and to Mayor Demings and the County team. You continue to do an exceptional job in the management of this process.

Next Steps

Tim Giuliani, Co-Chair indicated that we do not have a meeting scheduled but we will keep you updated on the branding initiative and the way to get the message out. We believe as the campaign comes together that we want to convene the group and see how we can involve everyone on the Task Force. Staff will send the next meeting date once it's scheduled.

Mayor's Closing Remarks

Mayor Demings thanked everyone and indicated the presentations were very comprehensive. He echoed what Johnny Rivers said and that we are looking for consistency in how we approach reopening in our community. We will be sharing information through the Orange County website. Starting June 8th, we will begin the application process for the Small Business Grant Program and the Individual and Family Assistance Program. We are focusing on small businesses with 25 or fewer employees.

Meeting adjourned