



Orange County Economic Recovery Task Force
Wednesday, May 6, 2020
Minutes

Welcome: Mayor Demings welcomed everyone and thanked the Task Force members for their work. I have had the pleasure of attending many of your Working Group meetings and the work is extraordinary. Indirectly, many of you have been recorded, your comments have been recorded in the media and I hope that's good for all of you. I want you to know that I sincerely appreciate all of your efforts and the time you have devoted to the Task Force.

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
- Alford Inn, Jesse Martinez, General Manager
- Black Business Investment Fund (BBIF), Inez Long, President and CEO
- CareerSource Central Florida Pamela Nabors, President and CEO
- Central Florida Auto Dealers Association, Evelyn Cardenas, CEO
- Church Street Entertainment, Doug Taylor, Managing Partner
- City of Orlando & Orlando Venues, Allen Johnson, Chief Venues Officer
- Darden Restaurants, Dave George, EVP and Chief Operating Officer
- Don Julio's Mexican Kitchen, Florencio "Larry" Rodriguez, Owner
- Dr. Phillips Center for the Performing Arts, Kathy Ramsberger, President & CEO
- Florida Department of Health in Orange County, Raul Pino, MD, Health Officer
- J Henry's Barber Shop, John Henry, 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 del Abbeel, Salon Owner
- National Entrepreneur Center, Jerry Ross, Executive Director
- Nelson, Mullins/Broad and Cassel, Wayne Rich, Of Council
- 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 – Linda Landman Gonzalez on behalf of Alex Martins
- Orlando City Soccer Club, Alex Leitao, CEO - Caesar Lopez on behalf of Alex Leitao
- 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 Millennia, 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
- Universal Orlando, Rich Costales, Executive Vice President of Resort Operations- Craig Widely attending on behalf of Rich Costales
- VMD Ventures, LLC, Harold Mills, CEO
- Walmart, Inc., Monesia Brown, Director of Public Affairs and Government Relations
- Walt Disney World Resort, Thomas Mazloum, Senior Vice President, Resort & Transportation Operations
- WaWa, Inc., Todd Souders, Senior Director Florida Operations and New Market Development
- YMCA of Central Florida, Dan Wilcox, President & CEO
- Brian Comes, Hyatt Regency
- Frank Goeckel, Wyndham Destinations
- Chris Earl, United Safety Council
- Keri Burns, Florida Restaurant & Lodging Association

Approval of Minutes – Tim Giuliana, Co-Chair indicated the members received the draft minutes for review. Tim asked for any changes to the minutes. There were no changes and a motion to approve the minutes was made by Jesse Martinez and second by Dr. Barbara Jenkins. The minutes were approved unanimously by the members.

Public Comment: George Aguel, Co-Chair, asked for Orange County staff to read the public comments received online. Two public comments were read into the record by Lucas Boyce.

Health Update: George Aguel, Co-Chair, introduced the Health Update beginning with Dr. Raul Pino, Health Officer, Florida Department of Health in Orange County. Dr. Pino stated, we have tested 32,181 in Florida with 1,460 positive cases. This is a 4.5% positive rate; we are heading in the right direction. We have not seen any activity yet for a rebound. We continue to monitor the data through our Health metrics, and we are performing at good levels. Dr. Pino reviewed a map that indicated 30K cases – mapped and color-coded with the percentage that has been tested in Orange County. There was an error in 32808, which was 0% but was 3% positivity. The mapped information is used to determine mobile testing locations in the county. Our next site for testing will be on the west side of Orange County.

Dr. Brady, AdventHealth Update: We have 62 inpatients with COVID-19, our high was three weeks ago at 119. It has dropped every day for the last three weeks, but the drop has been slow. There's always a

risk for second waves, and they are common in pandemics. Every day we are looking at the numbers in our state and county. We have safety measures in hospitals for our patients and employees. We have changed the facility and waiting areas, so chairs are spaced out. We are testing 100% of our employees and patients as well as providing masks for all patients, visitors, and guests. The universal use of masks is a big deal to reduce transmission from person to person. We continue to conduct drive through testing, and we see a 1% positivity rate. We continue to offer testing in the community and at our Centra Care locations. We are investing in anti-body testing for employees and the community by the end of May. We are also working with local businesses to help them safely reopen to include guidance on cleaning products, masks, and spacing between tables.

Dr. Ralls, Orlando Health Update: Similar to AdventHealth, we see a leveling off of patients, 13 COVID patients in our entire system. We are conducting universal screening for patients and employees. We are testing all patients coming in for any procedure. Very few of the tests have been positive. We have also seen an increase in patients coming back for care, and the procedures are continuing to increase. We are encouraged by the numbers in the community, and we will watch our numbers very carefully.

Q: Chuck - Social distancing and curve are going down. Do you think we have burned out, or are there more asymptomatic people? Dr. Ralls - we are not seeing asymptomatic people; I don't think that's the reason why. We are testing more people that don't have symptoms. Dr. Brady - I would agree. This virus has not burned out. We do know the social distancing and masks have been very effective here and around the world. Dr. Pino, I would agree. With any disease, you have a normal distribution. A percentage of the community will get sick periodically. We need to monitor when we see a spike. It will be a bounce-back if the measures are not followed.

Q: Doug – can you explain the role of contact tracing as we move forward on Phase 1 and through the US moving forward, so we don't have spikes. Dr. Pino - we have a lot of experience in doing this with HIV and other diseases. However, this one is a little different. We have to move quickly because the transmission moves quickly. We have the experience, but the numbers have overwhelmed our capacity to conduct contact tracing for thousands of people. As we control the numbers, we can do trace investigating. There will be a priority for homeless individuals, healthcare workers, assisted living facilities, and first responders.

Q: Conrad – are those we consider most vulnerable (elderly and medical condition) the highest percentage contracting the virus and passing. Dr. Pino – yes, that continues to be the case. The median age of positive cases is 45, and those that have died have been in the '70s. Although we did have someone who died that was 42 years old.

Q: George – in the likelihood of a potential second wave, what data points would cause you to pause and reflect if we continue to see the same level of testing. Dr. Pino – if it goes into assisted living facilities, and if we see a high number of ER admissions.

Working Group Updates: Tim Giuliani, Co-Chair, introduced the Working Groups that will provide updates at today's meeting. We will hear from the Guidelines for Reopening Business, followed by Business Readiness, then Business Compliance and Consumer Confidence and Bringing Back Tourism.

Guidelines for Reopening Working Group Update: Chuck Whittall & John Henry, Co-Chairs - We've been working hard every day since we started, and we are happy to have the guidelines adopted by the

Mayor. We've seen the restaurants using the guidelines and complying with those guidelines. We also continue to have our physicians at our Working Group for health updates in case there's a rebound, and we need to take the appropriate measures. John Henry, Co-Chair, provided an update on the roundtable discussion and press conference with Governor DeSantis, the Mayor, and local hair and nail salon owners. We had a good meeting on Saturday with the Governor and the Mayor as we explained our safety measures, sanitation practices, and how we will handle bookings. The Governor was listening, and it sounded like we had a plan to put in motion. It sounded like we were ready to open. However we are not open yet. The barbers and stylists I work with are looking at a date certain for salons to open. Chuck indicated the Governor spoke today at 11 am and said his Task Force is discussing the reopening of hair salons. Chuck thanked the Mayor and staff from Orange County for the work they're doing to prepare for and attend all the meetings.

Business Readiness Working Group Update: Doug Taylor and Deborah Linden, Co-Chairs provided the Working Group update. We have worked hard and met every day since the Task Force convened. Our initial recommendations were adopted on Friday, May 1st. Mayor Demings announced at his Friday press conference that Orange County acquired 1M masks and 200K bottles of hand sanitizers to support small businesses. Of the 1M masks and 200K bottles of sanitizers, we talked about the distribution and qualifications, and we've been able to expand criteria to include non-profit organizations. As far as how to distribute the PPE, the County has agreed to take ownership of the resource distribution. They are going to use the six points of distribution, and the program will begin on Monday. We will be able to provide 20,000 businesses with PPE.

We are going to continue to meet every day this week and next week as we hear from guest speakers from various industries. We hope to have our final recommendations by Monday, May 18th. Deborah spoke about the PPE, and supply has been a concern for businesses. She indicated that businesses are reinventing themselves, and I'm hopeful we can get the information through the county channels and chambers. We talked today about masks and PPE, and we spoke to Dr. Ralls on the effectiveness of face coverings. The masks help protect the people around them. Dr. Ralls said the face covering is a barrier. We explored the concept of a plastic shield. It's a very lightweight shield for those in sales or for people that are hearing impaired. We're hoping they could wear them longer.

Mayor Demings – the prototype mask that Ms. Linden showed - what I would like to know is if the doctors observed the mask and if they could let us know if it would meet the CDC guidelines. Dr. Brady – I didn't see the mask close up, however, the shield is good for splash. A lot of the transmission is aerosol and spray, and the mask is a better barrier. We will be glad to look at the shield and see if it can keep the germs away.

Q: Keri Burns – I love the face shield from the hearing impaired person perspective. It would be interesting to see if there is a face shield that follows the CDC guidelines. Do we know how the distribution will be managed when it starts on Monday?. Doug – as we worked through solutions, Orange County Government has the expertise through their emergency operations and will have six points of distribution for the PPE. The Business Readiness Working Group will talk about the broad dissemination of information to small businesses.

Business Compliance and Consumer Confidence Update: Evelyn Cardenas and Pastor Roderick Zak, Co-Chairs providing the Working Group update. We had our third meeting yesterday, and we had one of our members conduct an informal survey (60 people) residents of the county aged 25-54 years old. He

asked several questions to include – likelihood to dine out 1-3 weeks - 40% with restrictions, 50% are planning to sit it out. What is the likelihood of dining out within 3-5 weeks after opening – with 47% responding yes, and 40% answering no. The numbers started increasing after the first weeks of opening. Retail – 59% ready to go shopping, mostly women. Consumers require similar measures like the Guidelines to Reopening. 25-35 years old more likely to shop and eat out, and Hispanics are more optimistic, but 90% of respondents have a fear that we are going back too soon. The group voted to recommend that we conduct a larger electronic survey to gauge what they feel after we have opened. This could help all the Working Groups as we market our materials. The survey information will be helpful as we work on those initiatives.

Recommendation: Motion by Doug Taylor and seconded by Pastor Zak. Discussion on the recommendation. Mayor Demings – I want to reiterate we will work with the task force members to create a survey instrument through various social medial platforms as well as a place on the website and distribute to our community partners as well. Design survey to get responses in a relatively short period that will assist with recommendations on the task force. Tim Giuliani, Co-Chair, called for a voice vote of the members. All members supported the recommendation. None opposed. The recommendation is approved.

Pastor Roderick Zak, Co-Chair: I want to thank Mayor Demings and the Task Force for your due diligence. I represent the Houses of Worship, and in Washington, a church decided to hold a choir rehearsal of 60 people. At the time, there were no reported cases. They took the necessary precautions, avoided social contact, no one shared sheet music, and no one had any visible signs of coughing or sneezing. Out of 60 choir members, 45 contracted the virus. In Albany, Georgia, two funerals held by one church became super spreading events. On March 7, there were zero cases, and by the first funeral, by April 7, there were 967 cases. This is an outlier.

The Task Force needs to wrap your head around. Houses of Worship do not come under the county jurisdiction; they have some autonomy. Large churches are doing their due diligence to come up with a plan, but mid-size and small churches may not have the guidelines. The major problem is that the churches are not regulated, and there's not a database to communicate to the majority of the churches the safety measures and guidelines. Is there any corporate entity that can help us build the database to fast track this project so we can communicate the health-related information. I don't think churches are trying to adjust how they are conducting their services. A small church may not have the PPE to accommodate everyone with masks. Mayor Demings is helping to convene a town hall meeting so we can talk about these concerns. One outbreak in a church or several churches can break up the plan, and we would be back at square one. I need assistance in being able to communicate with churches. The churches can be super spreaders, and we have a cross-pollination of different workforces coming together that creates the perfect storm.

Tim Giuliani, Co-Chair, requested that if anyone on the call could assist with communication lists and databases to get this information out to houses of worship and regular communication. We are pulling suggested guidelines for large houses of worship and medium and small houses of worship that were approved by the Task Force. The problem with sun biz is only good for the churches that are incorporated. Not a strict requirement to be incorporated. There are over 1500 churches in Central Florida.

Mayor Demings – a virtual faith-based town hall meeting to further share information and clarify information related to the pandemic and holding services. We have tentatively planned the town hall meetings next Thursday from 2 pm – 3 pm.

Tim Giuliani, Co-Chair – are you asking for a recommendation from the Task Force? Pastor Zak asked for the task Force to get behind this movement and made a motion to recommend the Town Hall meeting with faith leaders to review the guidelines. Second from Dr. Ralls. Can you have a website where churches can add their information? We are asking for voluntary assistance, but we also need to do some data mining to come up with this information as well. Lucas asked the Task Force members to send information they have on faith-based organizations for the distribution list. Dr. Barbara Jenkins said we have a robust faith-based counsel, and we can send our list serve from our Partners in Education that comes from all different faiths. Pastor Zak – Dr. Jenkins, if you can send your database to Lucas as well. Dr. Brady – make sure that Pastor Zak has all the clinical support he needs. We want to make sure the clinical team can support as much as needed. Tim Giuliani, Co-Chair - called for a voice vote. All members voting in the affirmative. None opposed. The recommendation was approved.

Bringing Back Tourism Working Group Update: Jesse Martinez, Co-Chair, thanked Co-Chair Dr. Wang and the committee members. We've had insightful and strong leaders in the industry that have participated, and we would like to thank George Aguel, Co-Chair for his leadership and experience he provides from Visit Orlando. The recommendations are a tiered approach because the current situation is fluid and changes all the time with the right message at the right time to the right group.

Tier 1: Ensure Orlando is Top of Mind

- Connect with consumers through virtual experiences and activities
- We want to stay highly visible with publicity efforts. We remain strong with a local advertisements with Visit Orlando and keep people engaged in social media.
- Foster engagement in social medial channels

Tier 2: Build Trust and Ease Concerns

- Supply detailed information on Business Readiness - an abundance of information must be provided to the travelers outlining how we are keeping them safe.
- Define new destination safety measures and validation from credible health and safety-related organizations. We are working closely with the Business Compliance Working Group on the seal of approval.
- Provide effective planning information in a creative format. It allows the traveler to choose the best experience for them.
- Communicate affordability opportunities throughout the destination. We need to create value ads that help the overall tourist economy.

Tier 3: Drive Demand to Gain Strong Share of Travel

- Focus on marketing campaigns to gain our fair share of travelers
- Launch new creative campaigns with national publicity with social media
 - In-State: Summer
 - Regional Drive Market: Late Summer
 - All of US: Fall
- Need to target adults & couples aged 25-54

Dr. Wang – when we think about tourism, it's a multiple stakeholder approach to bring back tourism. We need to make sure the consumers feel confident. We need to make sure the provider side and supplier side that we are ready and following all the guidelines by the working groups. We need to communicate the information, and consumers will be able to make their informed decision. Need to make the intermediaries including tour operators, social media, and search engines. Thanked the Mayor for setting up the Task Force.

George: thanked the co-chairs for their work. This is essentially a roadmap that we are using at Visit Orlando Drive market -70% of visitors drive. Scale-up in our own back yard and then go north.

Q: Chuck – What percentage of people coming to Central Florida are coming for the theme parks? Are they going to come without the parks being opened? Smaller theme parks shouldn't be lumped into the larger theme parks. We need to have a discussion to differentiate the smaller businesses from large businesses. Until the attractions open, it's going to be hard to push this information through. I think the work is great, but we need to hold hands with those venues.

George: This is not specific to the timing when these tiers move forward. A significant trigger for our destination is the timing of the opening of the theme parks. Over the years, many more of our visitors once here have expanded their stay in multiple other areas. As far as secondary attractions, I wouldn't want to comment. I have seen an example from Gatorland, and they identified various safety protocols. We are highly driven by research, monitoring nationally and internationally, and we also do our research. It's fair to say the entire globe is waiting to see what our theme parks are doing-especially with the recent announcement of Shanghai Disneyland.

Chuck: the smaller attractions, Fun Spot, The Wheel, Star Flyer, we have hundreds, and hundreds of millions of dollars invested in them, and certainly, the timing would be different and smaller venues like on the Wheel we can load fewer people in the pod. I don't know if this is decided on a county-level or the state level. How can we make sure we have a voice with the state.

Mayor Demings – first, our theme parks have representation on this task force and the Governor's task force. The Governor is sensitive to the theme parks and what they mean to the entire economy. I don't believe one size will fit all as the reopening occurs. I believe the theme parks will be reopening in phases. The voices of this collective group are significant to me and the governor. We do contemplate that the theme parks would scale up in the coming months and year.

Tim: Jesse provided a motion to the Brining Back Tourism recommendations and a second by Chuck Whittall. Discussion: what kinds of vacations are people interested in booking or are they booking? George – we see the demand for the getaway. Vacation timing will be shorter, and we will see people driving. They will also be looking for affordability and the family staying together. We are anticipating the younger traveling market. The convention market has been impacted, and it will not be the first to come back. It will eventually get stronger; the convention center still has 44 conventions for this year.

Q: Allen - How will the sports travel market fit into the proposal? George – larger venues are going to respond by creating the comfort level, and they have a built-in the fan base. One of our largest gatherings, the AAU World Junior Volleyball Championship scheduled to come to the convention center this summer with over 80,000 individuals. All the safety measures are in place. As far as the

professional side, I know that will be different. Hard Rock Live in Miami had a large announcement about a new accreditation - a gold level of certification. It may be something we want to consider.

Tim: called for a voice vote on the motion. All members voted in support of the motion. None opposed. The recommendation was approved. Tim thanked everyone for their work and engagement during the Working Groups. He stated a lot of work had been done in a very short amount of time.

Open Discussion: George talked about bringing more confidence in traveling the public and the businesses. Spoke about Business Promise/Seal of Approval. Major hotel companies have issued their safety protocols as well as the theme parks. Smaller businesses may not have corporate brands to develop those types of reassurances.

Keri Burns – Maria and I have put a list together of the restaurants that are open for the Task Force members and the website. Thank you, Keri; I know through the 407 initiative, we have 500 restaurants on the website.

Chuck – it seems to make sense that the messaging would be the same for the major theme parks. Maybe there's some collaborative consistent messaging about coming to Florida that gets out with the seal of approval. This will carry more weight when it's from Disney World, Universal, and SeaWorld. What are your thoughts?

George – the majority of hotels are under one of the company brands. Our role is to aggregate the examples throughout the destination. The partnership may be different, but they will be trusted and credible. This is an opportunity to reflect safety across all of our businesses. Smaller businesses that don't have access to certifications might look into collaboration with our healthcare partners.

Q: Dan – when the theme parks open, our region will be deemed as safe. From the convention perspective, I'm not going to feel too confident until the theme parks open. That will be the key moment for us and instill tremendous confidence.

Q: Chuck – spoke to the theme parks at our last meetings. Does it make sense for the theme parks to collaborate on the opening timeframe?

George- Shanghai Disneyland has shared a lot of information with the opening of their theme park. Our world-class theme parks are significant, and the expectation will be high.

Q: John – Large and small theme parks in particular water parks. They have added protection with chlorine. Groovy goat (public comment) and how it's impacting their business. We briefly discussed outdoor dining. Vacation rentals – there hasn't been a large discussion from Osceola's standpoint. It's half of our tourist collection, and a lot of our smaller businesses support that industry. I'm not sure we have a clear direction as to why it was excluded from the Governor's reopening.

Q: Mike: Create a social media hashtag that allows clients to use, share, and highlight best practices, on social media to build the confidence level. We could even have a contest. We can spread the positive news that businesses are doing the right thing.

George: spoke about additional validations that we've seen airlines and others. How can we extend that to the smaller businesses? It sounds like an opportunity for the task force to consider.

Next Steps: Tim Giuliani, Co-Chair, provided a comment from Harold Mills, who has offered to assist in the collection of information you spoke about earlier. The next task force meeting has been scheduled for May 13th at 2 pm. All Task Force meetings are streamed live on Orange TV, and public comment can be submitted by 5 pm the day before the Task Force meeting. You can also provide any comments or questions at economicrecovery@ocfl.net

Closing: Mayor Demings spoke about the upcoming press conference and the great work of the task force as we endeavor to open Orange County. The Mayor said, "Hopefully, we will stay focused on the goal to safely reopen Orange County."

Tim Giuliani, Co-Chair, adjourned the meeting.