



Orange County Economic Recovery Task Force
Friday, May 1, 2020
Final Minutes

Welcome: George Augel began the meeting with a welcome and introduced co-chair Tim Giuliani.

Roll Call: George Auguel 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
- Highwoods Properties, Steve Garrity, Vice President
- J Henry's Barber Shop, John Henry, Owner
- John Michael Exquisite Weddings & Catering, Michael Thomas, Owner
- Johnny Rivers Grille, 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 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 City Soccer Club, Alex Leitao, CEO
- 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 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
- VMD Ventures, LLC, Harold Mills, CEO
- 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
- YMCA of Central Florida, Dan Wilcox, President & CEO

Additional Attendees:

- Brian Comes, Hyatt Regency
- Frank Goeckel, Wyndham Destinations
- Chris Earl, Safety Council
- Keri Burns, Florida Restaurant & Lodging Association

Approval of Minutes: Tim Giuliani, Co-Chair, asked the members for any changes to the minutes. A motion to approve the minutes by Doug Taylor and a second to the motion was made by Conrad Santiago. The minutes were unanimously approved by the task force members.

Public Comment: George Aguel asked for Orange County staff to read the public comments received online. We have 23 public comments that were read into the record by Lucas Boyce.

Health Update: Tim Giuliani, Co-Chair introduced the Health Department with Dr. Raul Pino, Florida Department of Health in Orange County. Our COVID-19 health-related data

continues to trend in the right direction. Dr. Pino reviewed the hospitalizations in ICU for COVID-19 cases. Today we have 21 cases, which is a significant decrease. When we look at hospitalizations, the highest number of cases reported were 116 people hospitalized, and today we have 43 hospitalized. We are going to be able to look at data bi-weekly to see how the pandemic is affecting our community. Dr. Pino talked about the heat map by zip code and hospitalizations per day (new cases). As you can see, April 1st was the highest number of new cases, and April 26th indicates zero new cases hospitalized. Dr. Pino reviewed how Orange County compares to the state percentage by hospitalization, healthcare workers, and fatalities. Our fatality rate is 2.5% compared to the state at 3.8%, and the median age in Orange County is 45, and the state's median age is 51. We have seen a deceleration in the pandemic. Dr. Pino talked using the EPI curve to track patients, which is based on the time the person has had their first symptoms.

Q: Dr. Jenkins – can you speak to the second wave historically in a pandemic and what we should expect. Dr. Pino – pandemics will more likely have a second wave. We look at how big the second wave is going to be and how we will be able to respond. Our positivity rate is very low (less than 5%); but how do we respond in a concentrated effort.

Q: Harold Mills – any updates on serology testing? Most COVID testing requires symptoms or contact with positive patients. How can we have a comprehensive view of testing? Dr. Pino talked about the rapid testing going on in the community and the fidelity of testing, which is not the same in all platforms. We do not have confidence in serology testing. There's a lot of false positives coming through, and that's a concern. We are waiting on the FDA to approve the tests for the needs of our communities.

Q: Mike – have we been able to extrapolate on areas that have opened up and have faced a second wave. There has been a second wave in China and Italy of some sort and Spain in some regions but not in the US. Our pandemic is different than what is happening in the South Florida counties.

Q: Johnny Rivers – if we can start with some process of opening up facilities, we are going to have a bigger problem with paying employees. There's got to be something to protect our customers but create jobs and opportunities. Start a process with a checklist for restaurants that employees and customers would acquiesce to.

Q: Alex Leitao – very encouraging data. How long we would see the status before we can move into the next operational phase. What data do we need to see to go into the next phase. Orange County has met the prerequisites for reopening businesses set by the White House. The issue of reopening is an administrative decision. We have to open in a gradual manner that will allow us to pause if we need too. We do not want to overwhelm the healthcare system. We have to have steps in place to protect people and a robust testing

strategy. Our private sector is moving into testing thousands of people a day. We have to be able to respond to outbreaks and contain the outbreak. I think our county is in a very good position.

Guidelines for Reopening Business Working Group Update: George Aguel introduced the four Working Groups that have met frequently this week to discuss their priorities and recommendations. Each Working Group will present an update that includes Guidelines for Reopening Business, Business Readiness, Business Compliance & Consumer Confidence, and Bringing Back Tourism. Chuck Whittall, Co-Chair of the Guidelines for Reopening Business Working Group, presented their recommendations. Chuck thanked the Mayor and the Working Group members for their work on the committee. The Working Group unanimously approved the General Guidelines for All Industries:

Recommended seven general guidelines for all industries

1. Practice Social Distancing
2. Stay Home When Feeling Sick
3. Wear Protective Face Covering
4. Conduct Health Screenings
5. Sanitize and Wash Hands Frequently
6. High Risk Individuals Should Shelter and Work from Home whenever possible
7. Recommend Temperature Check for all staff All temperatures of 100 or above must go home

The second recommendation presented by the Working Group was voted on unanimously this morning regarding the opening of personal care facilities. The Mayor is doing everything within his power to have these business open. The physicians on the Working Group agreed that it is safe for these businesses to open.

Chuck talked about the Governor's reopening guidelines in reference to restaurants at 25% capacity on interior space and full capacity on the exterior. Secretary Beshears, Department of Business and Professional Regulation, spoke during the meeting about the state guidelines. The group explained how important it is to have restaurants up to 50% capacity. The group recommended that businesses do whatever it takes to make your customers and employees safe.

Mike: By not allowing hair salons to open up, it's creating negative consequences. Stylists are going to clients' homes, and they are not able to meet the sanitation requirements. We are creating a scenario that's not helping the pandemic. We should be able to open up at some level.

Chuck: The Mayor hears you, and he is working on this issue.

Florenico – We are opening at 25% capacity on Monday; are we able to have liquor to-go orders with food sales? Chuck suggested checking with the County Attorney's Office. From my understanding, the restaurant can open at 25%, with six separation between tables.

Recommendation for Approval: George Augel, Co-Chair, called for a vote on the *General Guidelines for All Industries* presented by the Guidelines for Reopening Business Working Group. A motion was made by Harold Mills and a second by Jerry Ross. Discussion by Dr. Brady – spoke about health screenings and what exactly that means for a business. The temperature check and questions by employer would cover the guidelines for a health screening. No additional discussion on the motion. A Roll Call vote was taken by each member on the motion to approve the general guidelines. All members present were in favor of the recommendation.

Recommendation for Approval: Tim Giuliana, Co-Chair, asked for a motion to approve that *Mayor Demings moves forward to seek whatever authority is necessary to open personal care facilities* presented by the Guidelines for Reopening Business Working Group. Harold Mills made a motion to approve the recommendation, and Phil Brown seconded the motion. No discussion. George Aguel called for a voice vote of the members. Inez Long voted in the dissent. Dr. Pino and Thomas Mazolum did not vote on the recommendation.

Business Readiness Working Group Update by Doug Taylor, Co-Chair: Working Group will provide recommendations to the Mayor on May 4th . The Working Group has been charged with building our frameworks to vet, disseminate and provide funding/ resources for the following:

- Employee safety protocol and operational templates
- PPE and other safety-related product supply chains
- Employee training materials and methods
- Industry-specific post-COVID19 operational tools and templates
- Low capacity customer interaction improvements, including relaxed enforcement and/or fee waivers

Doug indicated that the Business Readiness Working Group focused on small to mid-size businesses.

Q: Do we have the information and guidelines in Spanish? Yes, we are working with county staff to make certain to get this out to our Spanish speaking residents.

Recommendation for Approval: Motion to approve the recommendations of the Business Readiness Working Group. Motion by Conrad Santiago and a second by Pam Nabors. Discussion: Phil Brown asked for more description on fee waivers. Doug replied that we've haven't completely built that out, but we would like to work with local government officials regarding Business Tax Receipts to reduce the burden for the small businesses when they

reopen. George Aguel, Co-Chair called for a roll call vote of the members. The recommendations passed unanimously.

Business Compliance and Consumer Confidence Working Group Update: Dr. Evelyn Cardenas, President, Central Florida Auto Dealers Association & Pastor Roderick Zak, Rejoice in the Lord Ministries & President, African-American Council of Christian Clergy.

We've only had a couple of meetings so, we are not as far as long as the other Work Groups, but we do have recommendations to present for business buy-in and consumer confidence. We approached the process of compliance from a positive standpoint. Talked about compliance being more voluntary. We believe businesses will step up and want to do the right thing for the safety of their customers. The Three-Step Framework: The first step is providing education and marketing materials to understand the safety procedures and how businesses can meet them. To help businesses comply and promote consumer confidence, we are recommending a Wall of Fame. The business would be registered on a website, and the consumer can see the business and feel confident the business is following the guidelines.

Second step in the process - If a business is failing to meet the compliance requirements, then the public can go to MyFloridaLicense.com to enter their concerns. These concerns filter down to the county level. Third step in the process is a business notice of noncompliance. The business is told about the concern and they can be offered further education, guidance, and directed to resources to take corrective action.

Pastor Zak – in line with marketing, communications, and public relations, we want to make sure the guidelines are right-sized for small, mid-size, and large businesses. A concept we haven't developed yet is the volunteer ambassadors of safety.

Q: Is there a hashtag a client can use to show the business is compliant. Evelyn: yes, that is something we can work on with the Wall of Fame.

George – the recommendations are a work in progress and the Working Group is not ready for a vote at this time.

Bringing Back Tourism Working Group Update: Jesse Martinez, Manager, The Alford Inn & Dr. Youcheng Wang, Dean, UCF Rosen College of Hospitality Management. Dr. Wang introduced the working group and spoke about the tourism industry as one of the most affected areas by the crisis. Dr. Wang shared some findings by Destinations Analysts. He reviewed the information in terms of movement in cancellations of trips and movement of trips. Last week showed a little bit of an increase in postponing trips. The Working Group is looking at preliminary inputs that we can share with the task force and the community at large. We need to create a stronger partnership between the community and the tourism organizations. Consistent communication is important, and Visit Orlando is very helpful in

that regard and played an important role in previous disasters. Visit Orlando will continue the message to consumers. We need to think about different marketing strategies and the type of travelers and consumers. The marketing strategy is important and we will need to rebrand the strategy and focus on who where we are. Focus on in-state markets first and then out-of-state markets. Building customers and travel confidence – we need to restore confidence in consumers and travelers. Community engagement and involvement will be very important. Local businesses will be on the front line to provide the best experience for the visitors and how the local residents can support the tourism campaign. Jesse Martinez– expressed the importance of the partnership with Visit Orlando. We need to be able to send the right branding to the world through Visit Orlando, and they are the main vehicle for accomplishing that.

Darden’s Reopening Plan – Tim Giuliani introduced Dave George, Executive Vice President and Chief Operating Officer, Darden Restaurants to discuss their reopening plan. The plan is in alignment with the seven guidelines of the working group. Darden operates 27 restaurants in Orange County, 213 in Florida, and over 1800 in the US. As of right now, Darden has 400 dining rooms open right now in 10 states at varying capacities. The health and safety of our team members and guests is our top priority. While our dining rooms are closed, we have taken care of guests with takeout offerings. We follow the local authority’s guidance, and we have simplified the direction to our team members. In addition to state and local guidance, we’ve established best practices that we are going to commit to in each of our restaurants. We have posted a branded sign at the entrance of our restaurants and our commitment. What we are telling guests that they can expect the following: 1) Expect healthy team members, screening all employees prior to coming back to work, and daily temperature checks of every team members, 2) clean restaurants and disinfecting every table, and deep cleaning daily, 3) social distancing and protective equipment with team members required to wear a mask, and 4) frequent hand washing (retrained employees in proper hand hygiene practices), and hand sanitizers stationed throughout the restaurant. We cannot do this alone, so we are asking our guests to plan ahead for reservations and use web-based seating. We are asking them to not congregate in lobby and bars, and give fellow guests six feet separation and wear a mask when they are not at their table. We are asking guests to use mobile pay where available. We believe this will be critical to help keep our employees and guests healthy. We started Monday with restaurants open in Georgia and Tennessee with 50% occupancy.

Q: Chuck- when do you expect to open in Orlando. Dave George – We will be opening on Monday.

Dr. Brady – incredible work and I’m impressed. These practices will help keep people safe.

Open Discussion: Tim Giuliani opened the floor for discussion.

Q. When will the Millennia Mall open? Steve Jamieson – we are going to start a merchandise pickup on Monday. We plan on reopening the mall at reduced hours on the 11th. We are reaching out to retailers to advise them and sending a survey to see who will be ready to open.

Next Steps: George Aguel let the members know that the next Task Force meeting is scheduled for Wednesday, May 6th, at 2pm. George reviewed the public comment requirements and stated that all meetings are streamed live and available at the County's Orange County Economic Recovery Task Force webpage at www.ocfl.net/economicrecovery. George thanked the Mayor, the Task Force members, and the Orange County team.

Adjourned.

-