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The regular meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, September 24, 2014 at City Hall, 400 South Orange Avenue, City Hall, Second Floor, Conference Room “R”, 400 South Orange Avenue, Orlando, Florida. Noting a quorum was present; Chair Roger Chapin called the meeting to order at 4:18 p.m.

**MEMBERS PRESENT:** Roger Chapin, Chair  
Doug Taylor, Vice Chair  
Bill Dymond  
Wendy Connor  
Terry Delahunty  
Commissioner Tiffany Moore-Russell

**MEMBER ABSENT:** Jessica Burns

**STAFF PRESENT:** Thomas C. Chatmon, Jr., Executive Director  
Walter Hawkins, Director of Urban Development  
David Barilla, Assistant Director  
Christel Brooks, Administrative Specialist  
Shaniqua Rose, Board Secretary  
Patricia Dellacona, Division Fiscal Manager  
Kelly Allen, Marketing and Communications Coordinator  
Mercedes Blanca, Economic Development Coordinator  
Sydney Gray, Social Media Coordinator  
Rose Garlick, Downtown Information Center Manager  
Bob Fish, Downtown Clean Team Manager  
Stacey Adams, Assistant City Attorney

**Approval of Minutes** - A motion was made by Terry Delahunty and seconded by Commissioner Moore-Russell to approve the minutes of the August 27, 2014 CRA Advisory Board meeting. The motion carried unanimously.

### **Project DTO Update:**

Mr. Chatmon included an update in his Executive Director’s Report during the DDB meeting immediately prior to this meeting.

### **Parramore Update:**

Walter Hawkins gave an update on a recent break-in at the New Image Center and noted that the Orlando Magic gave a donation of equipment to replace the items that were stolen. He also gave an update on upcoming events taking place in the Parramore area. The Board thanked Mr. Hawkins for his update.

**New Business:**

**a. High Wage/ High Value Job Creation Program: BookThatDoc.com**

David Barilla gave a PowerPoint presentation explaining that on April 17, 2006, the CRA approved the High Wage/High Value Job Creation Program for the purpose of locating targeted industries and targeted headquarters with high-value jobs to Downtown Orlando by leveraging available state and local economic development programs and providing location assistance for the purpose of accomplishing goals such as: diversifying the local economy, growing high-wage, high-value jobs; and growing targeted industries. In 2013 the program was amended to offer four incentives; Job Creation Incentive, Creative Village Pioneer Incentive, Downtown Living Incentive, and Public Transportation Incentive. Total incentives are payable up to \$5,000 per job.

BookThatDoc.com is an innovative online solution to find and book doctors. Their service helps patients find a medical provider that meets their needs on the web and mobile devices, book appointments 24/7 and engage with peers and medical professionals on their healthcare community. Current and projected growth of the company indicates that BookThatDoc.com needs a larger facility to accommodate its needs. The company is currently operating in Altamonte Springs, Florida and is considering locating their headquarters to Downtown Orlando.

BookThatDoc.com is considering leasing approximately 2,000 – 3,000 sq ft of office space in Downtown Orlando's Exchange Building (101 South Garland Avenue). BookThatDoc.com will add 50 new jobs to Downtown over a period consisting of three (3) years with an average annual wage of \$60,000 which is at least 115% above the state of Florida annual wage. BookThatDoc.com total capital investment is estimated to be \$75,000 in build out and equipment. BookThatDoc.com intends to lease approximately 8,000 – 12,000 sq ft in the first multi tenant office building at Creative Village and grow to 200 employees within the next five to seven years. The CRA would provide \$5,000 for each of the 50 high value/high wage jobs that will be located in Downtown Orlando over a three-year period.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the High Wage/High Value Program Funding Agreement between the CRA and BookThatDoc.com and authorization for the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office, and approval of expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$250,000 in High Wage/High Value Job Creation Program funding for BookThatDoc.com.

Commissioner Moore-Russell wanted to know if bringing this company Downtown is consistent with the EDC's goals and programs, and asked if there were any incentives given to the company from the EDC. Aaron Gray, Vice President of Jones Lang Lasalle, explained that there is an attraction to retain talent and labor Downtown Orlando, Downtown is a great startup place for a company and there is a proven competition on the supply side of labor and talent Downtown. Ben Smith, Chief Operating Officer of BookThatDoc.com explained that there is a desire to retain college graduates in Orlando and that by locating Downtown, he believes that is something their company can do.

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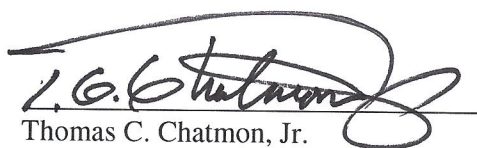
A motion was made by Terry Delahunty and seconded by Bill Dymond to recommend to the CRA approval of the High Wage/High Value Program Funding Agreement between the CRA and BookThatDoc.com and authorization for the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office, and approval of expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$250,000 in High Wage/High Value Job Creation Program funding for BookThatDoc.com. The motion carried unanimously.

**Date of Next Meeting**

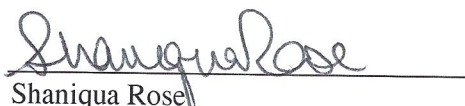
The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, October 22, 2014, 3:00 p.m., at City Hall, Sustainability Conference Room, on the Second Floor.

**Adjournment**

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chairman Roger Chapin adjourned the meeting at 4:50 p.m.



Thomas C. Chatmon, Jr.  
Executive Director



Shaniqua Rose  
Board Secretary