



DDB

A meeting of the Downtown Development Board was held on Wednesday, September 24, 2014 at City Hall, 400 South Orange Avenue, City Council Chambers, Second Floor, Orlando, Florida. Noting a quorum was present; Chair Roger Chapin called the meeting to order at 3:03 p.m.

MEMBERS PRESENT: Roger Chapin, Chair
Doug Taylor, Vice Chair
Bill Dymond, arrived at 3:08 pm
Wendy Connor

MEMBER ABSENT: Jessica Burns

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVES PRESENT:

Terry Delahunty
Commissioner Tiffany Moore-Russell, arrived at 3:11 pm

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
Kelly Allen, Marketing Coordinator
Sydney Gray, Social Media Specialist
Patricia Dellacona, Division Fiscal Manager
Mercedes Blanca, Economic Development Coordinator
Rose Garlick, Downtown Information Center Manager
Bob Fish, Clean Team Supervisor
Stacey Adams, Assistant City Attorney

Approval of Minutes - A motion was made by Doug Taylor and seconded by Wendy Connor to approve the minutes for the August 27, 2014 Downtown Development Board meeting. The motion carried unanimously.

Downtown Information Center – Rose Garlick gave a PowerPoint presentation on recent activities and statistics at the Downtown Information Center. The Board thanked Ms. Garlick for her presentation.

Orlando Police Department – Sergeant Jeffrey Blye gave an update on recent activities Downtown. He stated that crime rates have decreased since the reinstatement of bike patrol

officers and that the department continues to address the parking issues on Orange Avenue after 4pm on Saturday. The Board thanked Sergeant Blye for his update.

Farmers Market - Dana Brown, Farmer's Market Manager, presented a video regarding the Farmer's Market and showed interviews of guests who attended the Farmer's Market. Ms. Brown presented the Board with a brochure which highlights the demographics of visitors to the market and various sites associated with the Farmer's Market. The Board thanked Dana Brown for her update.

Executive Director Report –

Thomas C. Chatmon Jr., Executive Director, gave a PowerPoint presentation on recent activities, updates and upcoming events in Downtown Orlando and on Project DTO-Advancing Downtown Orlando. The Board thanked Mr. Chatmon for his presentation.

Public Comment-

Jonathan Blount talked about upcoming events, various articles in the Caribbean American Passport paper, and asked the Board to look into the Homeless Assistance program in North Carolina. The Board thanked Mr. Blount for the information he presented.

New Business:

- a. **2014-2015 What's Up Downtown Sponsorship Agreement** – Patricia Dellacona, Division Fiscal Manager, explained that What's Up Downtown is a monthly informational and networking event that takes place at the Downtown Orlando Information Center. Urbanista is a local network of Realtor Services that brings property management, sales and rental experience specific to Downtown Orlando homes and condos. In addition, they offer renters free locator services towards Downtown Orlando homes, condos, townhomes, apartments and lofts for rent. Urbanista has offered to sponsor What's Up Downtown, in an effort to help offset the costs associated with the production of the event. The \$200.00 sponsorship amount covers the costs of purchasing beverages and supplies for What's Up Downtown.

Staff requested the approval of the 2014-2015 Downtown Development Board Sponsorship Agreement with Urbanista and authorization for the Chair to sign the Agreement.

A motion was made by Wendy Connor and seconded by Doug Taylor to approve the 2014-2015 Downtown Development Board Sponsorship Agreement with Urbanista and authorization for the Chair to sign the Agreement. The motion carried unanimously.

- b. **Special Event Funding Request – Creative City Project** – Patricia Dellacona, Division Fiscal Manager, explained that the Downtown Arts District (DAD) has submitted a request for special event / community concert funding for Creative City Project, scheduled to take place on Saturday, November 1, 2014. Beginning at 7 pm, various locations Downtown will become alive with live performances including dance, music and arts. Ms. Dellacona deferred to Cole NeSmith, Curator, Writer, Speaker, Musician, who gave a PowerPoint presentation on what Creative City

Project was, the participants, the various locations the event would take place, the current budget and other sponsors. The Board thanked Mr. NeSmith for his presentation. Ms. Dellacona explained that DAD requested funding in the amount of \$40,000 to help cover costs associated with producing this event including promotional materials.

Based upon the scope of this event staff requested funding in the amount of \$30,000 (\$20,000 from the community concert project contingency and \$10,000 from special event funding contingency) subject to the Downtown logo appearing on all media.

The Board was concerned about the event being brought to them so late in the year and wanted to know how this would affect marketing. Cole explained that they plan to put ads in the papers, put up posters, pass out flyers and use social media to push the event. Mr. Chatmon said the DDB will work with several companies to try to get media coverage.

A motion was made by Bill Dymond and seconded by Doug Taylor to approve funding in the amount of \$30,000 for the Creative City Project (\$20,000 from the community concert project contingency and \$10,000 from special event funding contingency) subject to the Downtown logo appearing on all media. The motion carried unanimously.

Date of Next Meeting

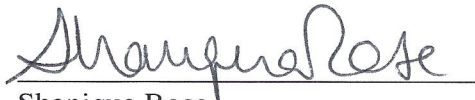
The next scheduled regular meeting of the Downtown Development Board is Wednesday, October 22, 2014, 3:00p.m. at City Hall, Sustainability Conference Room, Second Floor.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Roger Chapin adjourned the meeting at approximately 4:18 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Shaniqua Rose
Board Secretary