



DDB

A meeting of the Downtown Development Board was held on Wednesday, March 25, 2015 at City Hall, 400 South Orange Avenue, Sustainability Conference Room, Second Floor, Orlando, Florida. Noting a quorum was present; Chair Roger Chapin called the meeting to order at 3:00 p.m.

MEMBERS PRESENT: Roger Chapin, Chair
Doug Taylor, Vice Chair
Jessica Burns, arrived at 3:01 pm
Bill Dymond, arrived at 3:02 pm
Wendy Connor

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:

Terry Delahunty

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
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
Commissioner Regina Hill

Approval of Minutes - A motion was made by Wendy Connor and seconded by Doug Taylor to approve the minutes for the February 25, 2015 Downtown Development Board meeting. The motion carried unanimously.

Orlando Police Department – Sergeant Jeffrey Blye gave an update on recent activities Downtown and introduced Officer James West. The Board thanked Sergeant Blye for his updates.

Farmers Market - Dana Brown, Farmer's Market Manager, showed a video regarding the Farmer's Market that had pictures and comments of guests who attended the Farmer's Market and gave some updated statistics on the growth of the Farmer's Market. The Board thanked Ms. Brown for her update.

Executive Director Report –

Mr. Chatmon introduced Tawny O’Lore, SunRail Program Manager, who gave a PowerPoint presentation on background information on SunRail, recent activities, updates and upcoming initiatives with SunRail. The Board thanked Ms. O’Lore for her presentation.

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

Mr. Chatmon deferred to Patricia Dellacona, Division Fiscal Manager, to present budget information. Mrs. Dellacona gave an overview of the 2013-2014 Year End Budget Report. The Board had several questions about revenues and expenses. Mrs. Dellacona and Brian Battles, Budget Division Manager, gave an explanation regarding what the funds were used for and possible changes that may occur in the future. Mrs. Dellacona then presented the Board with the First Quarter Budget Report for 2014-2015. The Board thanked Mrs. Dellacona for her presentation.

Public Comments:

Jonathan Blount informed the Board of a presentation that he gave the Orlando Public Library regarding the appearance of the building and a commercial material that the Library may be able to use to preserve and overall improve the color and general appearance of the building. The Board thanked Mr. Blount for the update.

New Business:

a. Downtown Events and Meeting Program Funding Request – Patricia Dellacona, Division Fiscal Manager, explained that on May 30, 2012, the Downtown Development Board approved a new initiative called the Downtown Events and Meeting Program. The program guidelines allow staff to approve requests up to \$3,000, with applications exceeding that amount being presented to the DDB for approval. The Grand Bohemian Hotel submitted a request for funding in order to offer a room rate discount for a potential multi-day meeting scheduled for January 2016. The group, Major League Soccer Operations Seminar, is considering Orlando as the site of the 2016 Operations Seminar due to the new Orlando City Soccer Club MLS team. The Grand Bohemian is competing against a major Orlando hotel, as well as hotels across the country. This request would bring approximately 268 room nights to the Grand Bohemian Hotel over a 5 day period. They requested a total of \$16,080, or \$60 per night for 268 room nights. Staff requested approval of \$16,080 in Downtown Events and Meeting Program funding for the Grand Bohemian Hotel for the Major League Soccer Operations Seminar meeting.

Bill Dymond declared a conflict.

A motion was made by Doug Taylor and seconded by Jessica Burns to approve \$16,080 in Downtown Events and Meeting Program funding for the Grand Bohemian Hotel for the Major League Soccer Operations Seminar meeting. The motion carried unanimously with Bill Dymond abstaining from the vote.

b. Special Event Funding Request – Caribbean American Heritage Month (CAHM) Festival - Patricia Dellacona, Division Fiscal Manager, explained that Caribbean American

Heritage Month Festival is a cultural showcase with live music, dancing, Kiddie Carnival, Junk-A-Noo Parade and much more. The event is scheduled for June 20, 2015 at Lake Eola Park and is expected to draw thousands people to the event. Lake Eola Park staff estimated a crowd of between 10-12,000 people attended the event last year. Funding in the amount of \$10,000 was requested to help offset the cost of renting Lake Eola Park and marketing the event. Based upon the size of this event, staff requested approval of funding in the amount of \$5,000 from the Special Event project contingency, subject to the Downtown logo appearing on all media and the DDB's banner displayed at the event.

A motion was made by Doug Taylor and seconded by Bill Dymond to approve funding in the amount of \$5,000 from the Special Event project contingency, subject to the Downtown logo appearing on all media and the DDB's banner displayed at the event. The motion carried unanimously.

c. Trade Show Booth Agreement – David Barilla, Assistant Director, explained that the Downtown Development Board (DDB) continues to focus on retail revitalization for Downtown Orlando. One component of our strategy includes comprehensive and consistent participation within the International Council of Shopping Centers (ICSC), the preeminent global retail real estate trade organization. Its membership includes developers, retailers, researchers, municipalities, financial firms, and other commercial real estate service providers. The DDB plans to deploy its trade show booth at several events during FY 14/15 and FY 15/16, particularly the ICSC Florida and RECon shows. The booth is 20'x20' in size and can accommodate three (3) meetings simultaneously. Staff requested the Board authorize the City's Director of Purchasing to pursue a negotiated procurement and enter into a contract(s) with Techmark Concepts, Inc. for an amount not to exceed \$75,000.00 annually and for a term of up to twenty four months. The final negotiated contract is subject to review and approval by the City Attorney's Office.

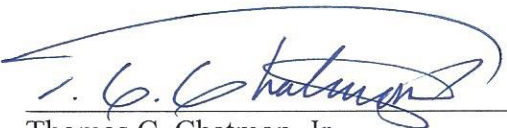
A motion was made by Wendy Connor and seconded by Bill Dymond to authorize the City's Director of Purchasing to pursue a negotiated procurement and enter into a contract(s) with Techmark Concepts, Inc. for an amount not to exceed \$75,000.00 annually and for a term of up to twenty four months, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

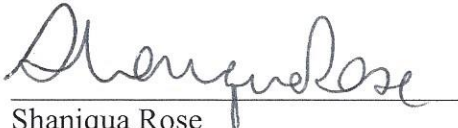
Date of Next Meeting

The next scheduled regular meeting of the Downtown Development Board is Wednesday, April 22, 2015, 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 4:22 p.m.


Thomas C. Chatmon, Jr.
Executive Director


Shaniqua Rose
Board Secretary