



AB

The regular meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, April 22, 2015 at City Hall, 400 South Orange Avenue, City Hall, Second Floor, Sustainability Conference Room. Noting a quorum was present; Chair Roger Chapin called the meeting to order at 2:24 p.m.

MEMBERS PRESENT: Roger Chapin, Chair
Doug Taylor, Vice Chair
Bill Dymond
Wendy Connor
Jessica Burns
Terry Delahunty, arrived at 3:00 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
Patricia Dellacona, Division Fiscal Manager
Sydney Gray, Social Media Coordinator
Rose Garlick, Downtown Information Center Manager
Bob Fish, Downtown Clean Team Supervisor
Christopher DeLoatche, Clean Team Assistant
Stacey Adams, Assistant City Attorney

Approval of Minutes - A motion was made by Bill Dymond and seconded by Doug Taylor to approve the minutes of the March 25, 2015 CRA Advisory Board meeting. The motion carried unanimously.

New Business:

- a. **High Wage/High Value Job Creation Program: AVID Technology, Inc.** - David Barilla, Assistant Director, explained 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.

Avid Technology, Inc. is a publically traded Company with approximately 1,850 full-time-equivalents. Avid provides software and hardware solutions for the creative and media communities designed to production, post-production, management and distribution of rich media content. Their products include some recognized brands in the industry including ProTools and Media Composer. Their customers span from the creative professional to multi-national media enterprises such as Disney, NBC, Fox, Viacom, BBC, etc. The company is currently operating in Massachusetts and is considering locating their North American headquarters to Downtown Orlando.

Avid Technology, Inc. is considering leasing approximately 20,000 sq ft of office space in Downtown Orlando. Avid Technology, Inc. will add 100 new jobs to Downtown over a period consisting of three (3) years with an average annual wage of \$81,628 which is at least 200% above the state of Florida annual wage. The company's total capital investment is estimated to be \$2,600,000 in build out and equipment. The CRA would provide \$4,000 for each of the 100 high value/high wage jobs that will be located in Downtown Orlando over a three-year period.

Staff requested the CRA Advisory Board recommend approval of the High Wage/High Value Program Funding Agreement between the CRA and Avid Technology, Inc. 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 \$400,000 in High Wage/High Value Job Creation Program funding for Avid Technology, Inc.

A motion was made by Bill Dymond and seconded by Wendy Connor to recommend the CRA approve the High Wage/High Value Program Funding Agreement between the CRA and Avid Technology, Inc. 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 \$400,000 in High Wage/High Value Job Creation Program funding for Avid Technology, Inc. The motion carried unanimously.

- b. **Project DTO – CRA Plan Amendment** – Thomas C. Chatmon Jr., Executive Director, explained that Project DTO-Advancing Downtown Orlando was initiated in April 2014 as a comprehensive visioning process to formulate the next chapter of Downtown Orlando’s evolution. The process emphasized significant public and stakeholder outreach, including unique tactics to gain insight into the community’s needs and interests. The process engaged two volunteer stakeholder groups, the 71- member fact-finding Task Force and the 26-member Executive Advisory Committee who guided development of the Project DTO work products, including the attached DTO Outlook, the 2015 Update to the Downtown Orlando Community Redevelopment Area Plan. DTO Outlook is a comprehensive, strategic roadmap for the CRA’s implementation of various projects, programs, investments, and strategies for the redevelopment of Downtown Orlando. The Downtown Orlando Community Redevelopment Area Plan was first adopted in 1982 and has undergone five previous amendments. The proposed DTO Outlook will be the sixth amendment to the Plan.

Mr. Chatmon deferred to Stephanie Darden, President and Creative Director of Prismatic, and Whit Blanton, Managing Partner of Renaissance Planning, who gave a PowerPoint Presentation explaining the components of the CRA Vision Plan. Mr. Blanton also guided the Board through the CRA Redevelopment Plan Amendment. The Board thanked them for their presentation.

Staff requested the CRA Advisory Board recommend to the CRA approval of the DTO Outlook and forward it to the CRA and City Council for approval.

Board Member Wendy Connor wanted to ensure that when it comes to the branding aspect of the new plan, the EDC and DDB work together. Mr. Chatmon explained that the consultant team also provided staff a third deliverable that came out of the planning, which was a Marketing Strategy-that may be used as a guide in future marketing efforts.

Ms. Connor also noted the importance of the Main Street Districts and discussed the implementation plans for projects and initiatives contemplated by the new plan.

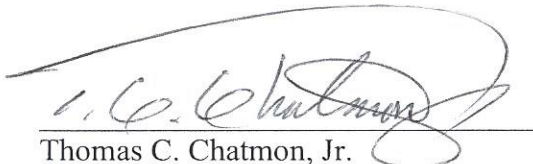
A motion was made by Terry Delahunty and seconded by Doug Taylor to recommend the CRA approve the DTO Outlook and forward it to the City Council for approval. The motion carried unanimously.

Date of Next Meeting

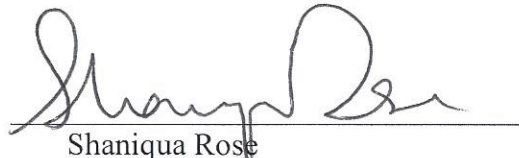
The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, May 27, 2015, 3:00 p.m., at City Hall, Sustainability Conference Room, on the Second Floor.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chairman Roger Chapin adjourned the meeting at 3:53 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Shaniqua Rose
Board Secretary