



DDB

A meeting of the Downtown Development Board was held on Wednesday, February 24, 2016 at City Hall, 400 South Orange Avenue, Agenda Conference Room, Second Floor, Orlando, Florida. Chair Doug Taylor called the meeting to order at 3:00 p.m., noting a quorum was present.

MEMBERS PRESENT: Doug Taylor, Chair
 Wendy Connor, Vice Chair
 Roger Chapin
 Jessica Burns

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD MEMBERS PRESENT:

Terry Delahunty
Commissioner Ted Edwards

MEMBER ABSENT: Bill Dymond

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
 Mercedes Blanca, Division Fiscal Manager
 Kelly Allen, Marketing and Communications Coordinator
 Rose Garlick, Downtown Information Center Manager
 Stacey Adams, Assistant City Attorney

Approval of Minutes - A motion was made by Wendy Connor and seconded by Roger Chapin to approve the minutes for the January 20, 2016 Downtown Development Board meeting. The motion carried unanimously.

Orlando Police Department – Sergeant Andrew Gillespie gave an update on recent activities Downtown and highlighted the Housing First Initiative for getting the homeless people the help and housing that they need. The Board thanked Sergeant Gillespie for his updates.

Downtown Arts District – Barbara Hartley, Downtown Arts District Executive Director, gave a PowerPoint presentation on recent and upcoming events taking place at the Downtown Arts District. The Board thanked Ms. Hartley for her updates.

Orange County Regional History Center: Michael Perkins, Executive Director of the Orange County Regional History Center, gave the Board an update on upcoming events and proposed exhibits coming to the History Center. The Board thanked Mr. Perkins for his update.

Executive Director Report –

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

New Business:

a. Florida Music Festival - Thomas C. Chatmon Jr., Executive Director - The 16th Annual Florida Music Festival & Conference is scheduled for April 21-23, 2016 in Downtown Orlando. This three-day event will incorporate 150 bands on multiple stages including The Plaza Theater, Wall Street Plaza, Cheyenne Saloon, The Dr. Phillips Center's Pugh Theater, The Beacham, The Social and various other Downtown venues. Performance times begin at 6:00 p.m. and end at 2:00 a.m., giving attendees an opportunity to view multiple acts per night, all free of charge. Guests will be able to travel from venue to venue, enjoying different genres of music during each night. While FMF is not new to downtown, the promoters have chosen to expand, giving more Downtown venues an opportunity to participate. It is anticipated that there will be over 22,000 spectators for this event. FMF's 2016 budget is approximately \$85,000, with revenue generated by sponsorships and registration income.

Community Concert funding has been requested in the amount of \$20,000 to help cover costs associated with this three day event. Based upon anticipated attendance to the event, staff requested approval of funding in the amount of \$12,500 from the Community Concert Project, contingent upon the Downtown logo appearing on all media and the DDB banner being displayed during the events.

Rick Wheeler, the applicant, gave a brief overview of the changes for the Florida Music Festival this year. The Board thanked Mr. Wheeler.

A motion was made by Jessica Burns and seconded by Roger Chapin to approve Community Concert funding in the amount of \$12,500 from the Community Concert Project, contingent upon the Downtown logo appearing on all media and the DDB banner being displayed during the events. The motion carried unanimously.

b. Dr. Phillips Center Unwrapped Live - Thomas C. Chatmon Jr., Executive Director - Unwrapped™ Live! is a two day event scheduled for March 11th and 12th, 2016 at the Dr. Phillips Center for Performing Arts. The event will engage up to 200-250 Orange County Public High School students.

On Friday, March 11, 2016, Hidden Beach music artists will work in three Orange County High Schools to create a relevant, experiential learning experience for youth through workshops and master classes. On Saturday, March 12, 2016, participating students will be invited to experience the artist's performance day schedule. They will attend a professional sound check, have a Q & A session with the artists, meet Hidden Beach founder and CEO Steve McKeever, for a preview lecture and have dinner together as a group before attending a free public concert at the Dr Phillips Center for Performing Arts. UNWRAPPED™ LIVE! Concerts fuse R&B, Latin, soul, hip-hop and jazz and have an all-star band of players and vocalists. Currently, one showing of UNWRAPPED™ LIVE! is scheduled for March 12th, however due to demand the Dr. Phillips Center is attempting to add a second show.

Community Concert funding has been requested in the amount of \$20,000 to help cover costs associated adding the second concert showing. Based upon the programming and anticipated attendance to the event, staff requested approval of funding in the amount of \$10,000 from the

Community Concert Project, contingent upon the Downtown logo appearing on all media and the DDB banner being displayed during the events.

Kathy Ramsberger, Executive Director of the Dr. Phillips Center, let the Board know the background of the event, the amount the entire event would cost and the reason why the Center needs the funding. The Board thanked Ms. Ramsberger for her update.

After Ms. Ramsberger's comments, Wendy Connor stated that she felt \$12,500 for the event would be appropriate.

A motion was made by Wendy Connor and seconded by Roger Chapin to approve Community Concert funding in the amount of \$12,500 from the Community Concert Project, contingent upon the Downtown logo appearing on all media and the DDB banner being displayed during the events. The motion carried unanimously.

Florida Music Festival Item A Recommendation:

There was a motion made by Wendy Connor and seconded by Roger Chapin to reconsider the \$12,500 in Community Concert funding for the Florida Music Festival. The motion carried unanimously. There was a motion made by Wendy Connor and seconded by Roger Chapin to approve Community Concert Funding for the Florida Music Festival in the amount of \$15,000 from the Community Concert Project, contingent upon the Downtown logo appearing on all media and the DDB banner being displayed during the events. The motion carried unanimously.

Date of Next Meeting

The next scheduled regular meeting of the Downtown Development Board is Wednesday, March 23, 2016 3:00 p.m. at City Hall, Sustainability Conference Room, Second Floor.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Doug Taylor adjourned the meeting at approximately 3:56 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Shaniqua Rose
Board Secretary