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The regular meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, February 24, 2016 at City Hall, 400 South Orange Avenue, City Hall, Second Floor, Agenda Conference Room, 400 South Orange Avenue, Orlando, Florida. Chair Doug Taylor called the meeting to order at 3:56 p.m., noting a quorum was present.

MEMBERS PRESENT: Doug Taylor, Chair
Wendy Connor, Vice Chair
Roger Chapin
Jessica Burns
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
Victoria Walker, Assistant City Attorney

Approval of Minutes - A motion was made by Terry Delahunty and seconded by Jessica Burns to approve the minutes of the January 20, 2016 CRA Advisory Board meeting. The motion carried unanimously.

Parramore Update:

Walter Hawkins gave an update on recent and upcoming events, as well as recent restaurant openings, in the Parramore area. The Board thanked Mr. Hawkins for his update.

Downtown Façade & Stabilization and MEBA Update: Mercedes Blanca, Division Fiscal Manager, gave a PowerPoint presentation explaining the Downtown Façade and Stabilization and MEBA program, recapping the applications received, the amount of money allocated to each recipient and the amount, if any, reimbursed to the various applicants. She also highlighted a few of the most recent projects that received funding from the programs. The Board thanked Ms. Blanca for her presentation.

Public Comment: Jonathan Blount recognized the Board and City for the positive changes in the Parramore community. The Board thanked Mr. Blount for his input.

New Business:

a. **FireSpring Funding Agreement** – Mercedes Blanca, Division Fiscal Manager, explained that an objective of the CRA is to pursue redevelopment and revitalization activities within the Downtown Orlando Community Redevelopment Area (Area), including business recruitment, development and retention, and economic development of the Area in general. One of the goals of the Redevelopment Plan for the Area, which was most recently amended on May 4, 2015, is to support and incentivize business incubators within the Area. More specifically, the Redevelopment Plan notes the growing technology sector within the Area and encourages the CRA's assistance and support of the growth of this emerging sector through various means including the providing of tools and resources to help the businesses flourish.

On November 3, 2014, the CRA agreed to commit one hundred thousand dollars (\$100,000.00) in local match funds toward the establishment of an evergreen seed fund and incubator/accelerator program focused on technology companies, provided funding was received from a U.S. Economic Development Administration (EDA) grant. The grant applicants included CanvsOrl, Inc. and the University of Central Florida Board of Trustees (UCF). The above named organizations have received notification of FireSpring Fund, Inc.'s selection as recipient of the U.S. EDA grant (award number AD15HDQ0200024). The proposed agreement between the CRA, UCF, and Firespring Fund, Inc. formalizes the CRA's prior funding commitment towards the launch of FireSpring Fund, Inc.

Staff requested the CRA Advisory Board recommend approval of the FireSpring Fund, Inc. Funding Agreement between the CRA, the University of Central Florida Board of Trustees, and FireSpring Fund, Inc., and authorization for the Chairman and Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office.

Donna Mackenzie, Executive Director of FireSpring Fund, gave a brief overview of what the fund would go to and some of the recent activities that have taken place with the initiative. The Board thanked Ms. Mackenzie for her update.

A motion was made by Terry Delahunty and seconded by Wendy Connor to recommend the CRA approve the FireSpring Fund, Inc. Funding Agreement between the CRA, the University of Central Florida Board of Trustees, and FireSpring Fund, Inc., and authorization for the Chairman and Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

b. **High Wage/High Value Job Creation Agreement: Topps** - 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.

Topps Digital APPS, a division of the Topps Company, Inc., is expanding the digital games division of the company and seeking to expand its Florida studio, established in July 2015, in the Orlando area for the digital production of sports mobile games. The employees will be focused on software development for the various games under the Topps Company, Inc. brand.

The Topps Company, Inc. is considering leasing approximately 3,500 sq ft of office space in Downtown Orlando. The Topps Company, Inc. will add 16 new jobs to Downtown over a period of three (3) years with an average annual wage of \$87,778 which is 200% above the Orange County annual wage. The Topps Company, Inc.'s total capital investment is estimated to be \$145,000 in equipment. The CRA would provide \$2,000 in program funding for each of the 16 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 The Topps Company, 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 \$32,000 in High Wage/High Value Job Creation Program funding for The Topps Company, Inc.

A motion was made by Roger Chapin and seconded by Jessica Burns to recommend the CRA approve the High Wage/High Value Program Funding Agreement between the CRA and The Topps Company, 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 \$32,000 in High Wage/High Value Job Creation Program funding for The Topps Company, Inc. The motion carried unanimously.

c. **Responsible Hospitality Institute (RHI) Hospitality Zone Assessment** – Thomas C. Chatmon Jr., Executive Director, explained that a recent moratorium had been placed on the opening of any other afterhours night clubs in the City of Orlando and a Task Force has been created to research the nighttime economy. David Barilla, Assistant Director, explained that Responsible Hospitality Institute (RHI) is a private, non-profit organization founded in 1983 and is a leading source for events, resources and consultation services on nightlife. RHI assists communities to plan and manage hospitality zones through six core elements that are critical to creating safe, vibrant and economically prosperous places to socialize. RHI utilizes an inclusive approach to unite diverse practitioners and city leaders through a common vision and collaborative partnerships.

In an effort to continually enhance our nighttime economy to a robust and diverse evening destination and in accordance with the CRA Redevelopment Plan goals of advocating for a diverse mix of entertainment options, the Community Redevelopment Agency would like to work with RHI on a Hospitality Zone Assessment.

- Establishing productive dialogue within and among key stakeholder groups invested in or impacted by the nighttime economy.
- Build alliances with leaders from key stakeholder groups including governmental agencies, hospitality businesses, neighborhood organizations, and academic institutions.
- Identify and document current trends, emerging issues, and gaps in research, policy, compliance, education and marketing in the nighttime economy.
- Evaluate current policies and regulations to determine relevance, updates required, or new policies necessary to assure a balance of business opportunity, public safety and quality of life.
- Identify proprieties and consensus among the diverse group of stakeholders to achieve optimal buy-in for recommended action steps
- Define process to improve public safety and quality of life through streamlined permitting and licensing, increased compliance with requirements, and regulatory/licensing reforms.
- Establish a working group representative of the stakeholders to oversee implementation of recommendations and provide on-going advisory support for compliance.

Staff requested the CRA Advisory Board recommend the CRA authorize the City’s Director of Purchasing to pursue a negotiated procurement and enter into a contract(s) with the Responsible Hospitality Institute, for an amount not to exceed \$80,000.00 for costs associated with the completion of a Hospitality Zone Assessment. The final negotiated contract is subject to review and approval by the City Attorney’s Office.

A motion was made by Terry Delahunty and seconded by Jessica Burns to recommend the CRA authorize the City’s Director of Purchasing to pursue a negotiated procurement and enter into a contract(s) with the Responsible Hospitality Institute, for an amount not to exceed \$80,000.00 for costs associated with completion of a Hospitality Zone Assessment. The final negotiated contract is subject to review and approval by the City Attorney’s Office. The motion carried unanimously.

Date of Next Meeting

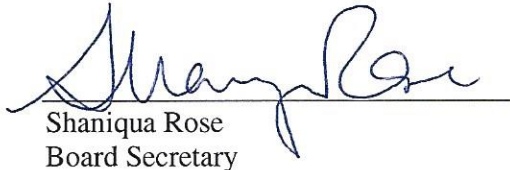
The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, March 23, 2016, 3:00 p.m., at City Hall, Sustainability Conference Room, on the Second Floor.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chairman Doug Taylor adjourned the meeting at 5:02 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Shaniqua Rose
Board Secretary