



DDB

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

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

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVES
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
 Analys Sanchez, Interactive Media Coordinator
 Mercedes Blanca, Division Fiscal Manager
 Marya Collier, Economic Development Coordinator
 Rose Garlick, Downtown Information Center Manager
 Bob Fish, Clean Team Supervisor
 Robert Taylor, Intern
 Stacey Adams, Assistant City Attorney
 Jason Wojkiewicz, Budget Analyst II

Approval of Minutes

a. A motion was made by Wendy Connor and seconded by Jessica Burns to approve the minutes of the July 20, 2016 Downtown Development Board meeting. The motion carried unanimously.

b. A motion was made by Wendy Connor and seconded by Bill Lambert to approve the minutes of the August 17, 2016 DDB and CRA Advisory Board Budget Workshop meeting. The motion carried unanimously.

Orlando Police Department – Sergeant Andrew Gillespie gave an update on the expectation of night life after the tragedy of Pulse and recent activities Downtown. The Board thanked Sergeant Gillespie for his updates.

Downtown Orlando Farmer's Market - Dana Brown, Farmer's Market Manager, gave an update which identified a decrease in patrons and vendors since the Pulse tragedy. The decrease is also

reflective of the usual summer downtown in the market. With the upcoming fall season approaching, Ms. Brown is expecting a higher an increases in participation. Ms. Brown introduced Bobbi Jean Buck, who gave a statistical update on the growth of Farmer's Market through social media and comparing Downtown Orlando Farmer's Market with other Farmer's Markets in Florida. The Board thanked Ms. Brown for her update.

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

Public Comment: None.

New Business:

- a. **AARP Foundation 2016** – Walter Hawkins, Director of Urban Development, explained that for several years, the City has entered into agreements to allow for seniors to be placed in service at the Beardall Center and the Downtown Information Center as part of the Senior Community Service Employment Program. The Program, run by the AARP Foundation, provides opportunities for low income senior citizens aged 55 and older to gain work experience to prepare them for the workforce, by using federal funding received through the Older Americans Act as well as state funding. As the City is no longer using seniors through this Program to staff the Beardall Center, the Agreement is being made directly between the DDB and AARP Foundation this year. The Agreement provides the terms under which the seniors will be placed at the Downtown Information Center.

A motion was made by Roger Chapin and seconded by Bill Lambert to approve the Agreement with AARP Foundation, subject to review and approval of the City Attorney's Office, authorizing the Chair to execute the Agreement, and authorizing the Executive Director to execute future renewals of the Agreement and non-substantive modifications thereto. The vote carried unanimously.

- b. **Camping World Kickoff Concert with Brad Paisley** – Thomas C. Chatmon Jr, Executive Director, explained that the Camping World Kickoff Concert with Brad Paisley, scheduled to take place on September 4th on Orange Avenue and the Seneff Arts Plaza, will serve as the official kickoff event for the Ole Miss versus FSU college football game taking place the next day. The country music concert, which is free to the public, will be promoted both locally and regionally. According to the event organizers, Florida Citrus Sports and Cox Events Group, this concert will draw up to 20,000 fans to Downtown Orlando given the superstar status of the act.

Community Concert funding has been requested in the amount of \$25,000 to help cover costs associated with the execution of this event whose current costs are in excess of \$425,000. Based upon the programming and anticipated attendance referenced above, staff requested funding in the amount of \$25,000 from the Community Concert Project, contingent upon the Downtown logo appearing on all media and the DDB banner being displayed during the events.

Doug Taylor declared a conflict.

A motion was made by Jessica Burns and seconded by Roger Chapin to approve funding in the amount of \$25,000 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 4-0 with Doug Taylor abstaining.

- c. **Festival de las Americas** – Thomas C. Chatmon Jr, Executive Director, explained that Festival de las Americas, is a celebration of Hispanic culture in Central Florida and will help kick off National Hispanic Heritage Month. Headlining performances will include Johnny Sky (Bachata), Tito Rojas (Salsa), and Grupomania (Merengue). The festival will also feature a kid's area, food vendors, artisans, cultural souvenirs and sponsor displays.

According to the event organizer, iHeartMedia + Entertainment, Festival de las Americas will bring 15,000 attendees to Downtown Orlando. This free event is scheduled to take place September 17th from noon until 9 p.m.

Community Concert funding has been requested in the amount of \$20,000. Based upon the programming and anticipated attendance referenced above, staff requested 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.

A motion was made by Jessica Burns and seconded by Wendy Connor to approve 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. The motion carried unanimously.

Mr. Taylor deferred to Mercedes Blanca, Division Fiscal Manager, who informed the Board that the provided budget documents were unchanged except the 2016-2017 Budget and Resolution, and 2016-2017 Cost Share Agreement with CRA since the Budget Workshop Review on August 17, 2016. Ms. Blanca provided the updated changes to the board members.

- d. **2016-2017 Budget and Resolution** – Mercedes Blanca, Division Fiscal Manager presented, the attached Fiscal Year 2016-2017 Downtown Development Board Budget and adoption of the Resolution, directing staff to disburse funds in accordance with the proposed budget and authorization for the Chair and Executive Director to execute the Resolution. The revenue, tax increment contribution and contingency numbers will be revised upon receipt of the DR-422 Orange County Property Appraiser form outlining the district "Certification of Final Taxable Value".

A motion was made by Bill Lambert and seconded by Wendy Connor to approve the attached Fiscal Year 2016-2017 Downtown Development Board Budget and adoption of the Resolution, directing staff to disburse funds in accordance with the proposed budget and authorization for the Chair and Executive Director to execute the Resolution. The revenue, tax increment contribution and contingency numbers will be revised upon receipt of the DR-422 Orange County Property Appraiser form outlining the district "Certification of Final Taxable Value". The motion carried unanimously.

- e. **2016-2017 Cost Share Agreement with CRA** - Mercedes Blanca, Division Fiscal Manager, presented the Cost Share Agreement between the CRA and DDB which outlines the terms under which the DDB and CRA will share administrative costs for FY 2016-2017. Staff requested approval of the attached Cost Share Agreement for FY 2016-2017 between the Downtown Development Board and the Community Redevelopment Agency and authorization for the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office.

A motion was made by Wendy Connor and seconded by Bill Lambert to approve the attached Cost Share Agreement for FY 2016-2017 between the Downtown Development Board and the Community Redevelopment Agency and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

- f. **2016-2017 City Services Agreement** - Mercedes Blanca, Division Fiscal Manager, explained the City Services Agreement which outlines the terms under which the City will provide administrative and professional support to the DDB. Staff requested the Downtown Development Board approve the attached City Services Agreement for FY 2016-2017 between the City of Orlando and the Downtown Development Board and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office.

A motion was made by Jessica Burns and seconded by Roger Chapin to approve the attached City Services Agreement for FY 2016-2017 between the City of Orlando and the Downtown Development Board and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

- g. **2016-2017 Special Event Funding** - Mercedes Blanca, Division Fiscal Manager, presented the proposed 2016-2017 Special Events Funding Budget for approval. This year's recommended special event funding budget calls for funding a total of 61 events, with a total expenditure of \$131,500. Staff requested approval of the proposed 2016-2017 Special Event Funding budget.

Doug Taylor and Wendy Connor each declared a conflict.

A motion was made by Bill Lambert and seconded by Jessica Burns to approve the proposed 2016-2017 Special Event Funding budget. The motion carried 3-0 with Doug Taylor and Wendy Connor abstaining.

- h. **2016-2017 Downtown Community Concert Funding** - Mercedes Blanca, Division Fiscal Manager, explained that the Downtown Community Concert Funding budget calls for funding of 9 events for a total expenditure of \$132,250, with \$17,750 remaining in contingency. Staff requested approval of the proposed Downtown Community Concert Funding budget.

Doug Taylor and Wendy Connor each declared a conflict.

A motion was made by Roger Chapin and seconded by Jessica Burns to approve the proposed Downtown Community Concert Funding budget. The motion carried 3-0

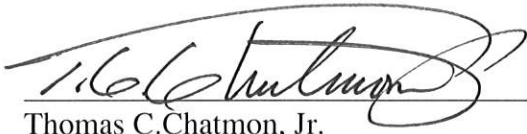
with Doug Taylor and Wendy Connor abstaining to vote regarding funding for the Downtown Community Concert Funding.

Date of Next Meeting

The next scheduled regular meeting of the Downtown Development Board is Wednesday, September 28, 2016, 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 Doug Taylor adjourned the meeting at approximately 4:05 p.m.

A handwritten signature in black ink, appearing to read "T. Chatmon", written over a horizontal line.

Thomas C. Chatmon, Jr.
Executive Director

A handwritten signature in black ink, appearing to read "Christel Brooks", written over a horizontal line.

Christel Brooks
Administrative Specialist