



DDB

A meeting of the Downtown Development Board was held on Wednesday, September 28, 2016 at City Hall, 400 South Orange Avenue, Sustainability Conference Room, Second Floor, Orlando, Florida. Chair Doug Taylor called the meeting to order at 3:02 p.m., noting a quorum was present.

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

MEMBERS ABSENT: Jessica Burns

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVES
PRESENT:

Terry Delahunty
Commissioner Ted Edwards

STAFF PRESENT: Thomas C. Chatmon, Jr., Executive Director
Christel Brooks, Administrative Specialist
Christopher DeLoatche, Interim Board Secretary
Analys Sanchez, Interactive Media Coordinator
Kelly Moody, Project Manager
Mercedes Blanca, Division Fiscal Manager
Marya Collier, Economic Development Coordinator III
Rose Garlick, Downtown Information Center Manager
Bob Fish, Downtown Facilities Supervisor
Stacey Adams, Assistant City Attorney
Kim King, Business Development Assistant Manager
Victoria Walker, City Attorney

Approval of Minutes

A motion was made by Roger Chapin and seconded by Bill Lambert to approve the minutes for the August 24, 2016 Downtown Development Board meeting. The motion carried unanimously.

Orlando Police Department

Sergeant David Baker gave an update on recent activities Downtown. The Board thanked Sergeant Baker for his updates.

Executive Director Report

Thomas C. Chatmon Jr., Executive Director, introduced Craig Ustler and Thad Seymour Jr. to give a Power Point Presentation on Creative Village and the UCF downtown campus. The Board thanked the both of them for their presentation.

New Business

- a. **Florida Citrus Sports Funding Agreement** – Thomas C. Chatmon Jr., Executive Director, explained that Tangerine Sports Association, Inc. and Florida Citrus Sports Events, Inc. (collectively FCS) are non-profit organizations dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its signature events. Those signature events include Buffalo Wild Wings Citrus Bowl, Russell Athletic Bowl, Florida Blue Florida Classic and the Florida Citrus Parade. The City of Orlando has traditionally entered into a funding agreement with FCS to help them achieve their goals, and as part of that agreement, the City received a float to be used in the Florida Citrus Parade. The parade, a nationally televised event, brings 40-60,000 people to our downtown core.

The proposed funding agreement between the City, DDB and FCS enumerates the services FCS will provide to the City and DDB, including the Florida Citrus Parade with a float for the DDB and numerous promotional mentions and television exposure during the Parade and Bowl games. In order to work directly with FCS regarding the parade and the float, staff requests approval of the agreement with the City and FCS, providing funding in the amount of \$10,000 for such project from DDB, and authorization of the execution of the Agreement by the Chair and Executive Director, 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 agreement with Tangerine Sports Association, Inc. and Florida Citrus Sports Events, Inc., subject to review and approval of the City Attorney's Office, and authorize the Chair and Executive Director to execute the agreement. The motion carried unanimously.

- b. **SunRail on Saturdays** – Mercedes Blanca, Division Fiscal Manager, explained that fall and winter are the peak events seasons in Downtown Orlando, with many large events planned for the end of 2016 and beginning of 2017. SunRail On Saturdays is a community effort to provide Saturday service on SunRail during these peak times for events occurring in Downtown Orlando. This Saturday service will assist in moving large numbers of people to and from these Downtown events, and lessen the traffic and parking issues within and around Downtown. Through a unique partnership, the Downtown Orlando Partnership, the Downtown Orlando Foundation, the Downtown Development Board, the Winter Park CRA, the City of Winter Park, the Park Avenue Merchant's Association, and some of the area's major businesses and key community stakeholders such as Florida Hospital, Orlando Health, the Orlando Magic and the Dr Phillips Center for the Performing Arts are working together to lead this exciting pilot project that will deliver Saturday service on SunRail to our residents and visitors. By offering leisure service, we create opportunities for residents to "try out" SunRail. This will, in turn, lead to more people adopting the train as their commuting method of choice and building long-term ridership on the system. This community-driven project also allows us to showcase the demand for expanded service and, thus, helps permanent weekend

service become a reality more rapidly. This project also represents an important shared commitment by our businesses and civic community to the success of mass transit options throughout our region.

As part of this pilot project, regular fare SunRail service will be offered on the majority of Saturdays from October 8 through the beginning of February 2017, with a general schedule of 2:00 pm until 11:00 pm. However, operating hours will be timed to best serve large-scale events at or near station stops and so will be adjusted accordingly on certain weekends.

Staff requests that the Downtown Development Board approve \$50,000 in funding be provided to Downtown Orlando Foundation, Inc., as the non-profit administrator for this project, to be used for provision of SunRail service to and from the Downtown Orlando SunRail stops from October 8, 2016 through early February, 2017.

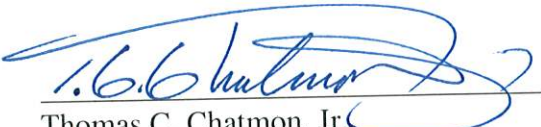
A motion was made by Roger Chapin and seconded by Wendy Connor to approve funding to the Downtown Orlando Foundation, Inc., as the non-profit administrator for this project, to be used for provision of SunRail service to and from the Downtown Orlando SunRail stops from October 8, 2016 through early February, 2017. The motion carried unanimously.

Date of Next Meeting

The next scheduled regular meeting of the Downtown Development Board is Wednesday, October 26, 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 4:07 p.m.


Thomas C. Chatmon, Jr.
Executive Director


Christel Brooks
Administrative Specialist