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A meeting of the Downtown Development Board was held on Wednesday, May 31, 2017 at City Hall, 400 South Orange Avenue, North and South Collaborations Conference Room, First Floor, Orlando, Florida. Chair Doug Taylor called the meeting to order at 3:06 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 REPRESENTATIVE PRESENT:

Terry Delahunty

MEMBER ABSENT: Commissioner Victoria Siplin

STAFF PRESENT: Thomas C. Chatmon, Jr., Executive Director
Walter Hawkins, Director of Urban Development
David Barilla, Assistant Director
Christel Brooks, Administrative Specialist
Ashley Edwards, Board Secretary
Kelly Allen, Marketing Coordinator
Analys Sanchez, Interactive Media Coordinator III
Mercedes Blanca, Division Fiscal Manager
Marya Collier, Economic Development Coordinator
Jason Wojkiewicz, Budget Analyst III

Approval of Minutes - A motion was made by Wendy Connor and seconded by Roger Chapin to approve the minutes for the April 26, 2017 Downtown Development Board meeting. The motion carried unanimously.

Orlando Police Department – Sergeant Andrew Gillespie gave an update on recent activities Downtown. The Board thanked Sergeant Gillespie for his updates.

Downtown Orlando Farmers Market – Dana Brown gave an update on the success and market growth of the Sunday Downtown Orlando Farmers Market. The Board thanked Ms. Brown for her presentation.

Executive Director Report –

Thomas C. Chatmon Jr., Executive Director, briefly spoke on the resignation of Jessica Burns from the Board; he also gave a PowerPoint presentation highlighting past and future events around downtown. The Board thanked Mr. Chatmon for his presentation.

New Business:

- a. **Sponsorship and Marketing Services Agreement with Worth Group, LLC – Thomas C. Chatmon Jr., Executive Director** - The Worth Group is an integrated media company that produces content of the highest quality for sophisticated consumers, high net worth individuals, wealth advisors, prominent organizations and world-class brands. Focused on entrepreneurship, wealth management, philanthropy, travel and life's pleasures and passions, content published under the Worth brand is distributed via print, digital, broadcast and radio channels. Beginning with the Q3 2017 issue, *Worth* will be delivered to a highly curated proprietary database of key influencers at public and private companies, important foundations, endowments and law firms, as well as prominent sports executives and athletes. Additionally, they are expanding market distribution to include five Worth destination hotspots: Atlanta, San Diego, Nashville, Orlando and Las Vegas. Circulation includes high net worth individuals as well as important executives and influencers.

Worth is launching a three year campaign exploring the business of sports. The initiative will highlight how sports can provide for economic growth and unify communities while providing a positive social impact. Worth has recognized Orlando is attracting the world's largest sporting events. Through a strategic partnership, Worth will utilize sports as a vehicle to tell the story of modern Orlando on a national level. The City of Orlando will serve as an illustration of the impact of Sports: It's More Than a Game. In October 2017, The Dr. Phillips Center for the Performing Arts will serve as the host location for the 2017 Worth Sports Summit. Orlando's sports industry - including homegrown technology and innovation, health & wellness, academics, architectural infrastructure and big events - serves as a case study for how a city can be shaped by its sports scene. Anticipated attendance is 100 targeted individuals. This is a unique opportunity to bring awareness to Downtown Orlando's dynamic economy to an audience we might not otherwise be able to engage.

Staff is requesting the approval of the Worth Sponsorship and Marketing Services Agreement.

A motion was made by Roger Chapin and seconded by Wendy Connor to approve the Worth Sponsorship and Marketing Services Agreement. The motion carried unanimously.

Date of Next Meeting

The next scheduled regular meeting of the Downtown Development Board is Wednesday, June 28, 2017 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 3:55 p.m.

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

Thomas C. Chatmon, Jr.
Executive Director

A handwritten signature in blue ink, appearing to read "A. Edwards", written over a horizontal line.

Ashley Edwards
Recording Secretary