



DDB

A meeting of the Downtown Development Board was held on Tuesday, November 7, 2017 at City Hall, 400 South Orange Avenue, Sustainability Conference Room, Second Floor, Orlando, Florida. Madam Chair Wendy Connor called the meeting to order at 3:01 p.m., noting a quorum was present.

MEMBERS PRESENT: Wendy Connor, Chair
Bill Lambert, Vice Chair
Jamie Barati
Eugene Jones

MEMBER ABSENT: Doug Taylor

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:

Terry Delahunty
Commissioner Victoria Siplin (arrived at 3:03 p.m.)

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
Kimberley Allonce, Economic Development Coordinator III
Dominique Greco-Ryan, Project Manager, Nighttime Economy
Kelly Allen, Marketing Coordinator
Analys Sanchez, Interactive Media Coordinator
Rose Garlick, Downtown Information Center Manager
Stacey Adams, Assistant City Attorney

Approval of Minutes - A motion was made by Bill Lambert and seconded by Jamie Barati to approve the minutes for the September 27, 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.

Church Street District - Church Street District Executive Director, Janie Pope gave a brief update on previous and upcoming events on Church Street. The Board thanked Ms. Pope for her update.

Orange County History Museum - Amanda Parish-Walters, Curator of Education, updated the Board on upcoming exhibits and renovations at the History Museum. The Board thanked Ms. Parish-Walters for her presentation.

Public Comment: Mr. Johnathan Blount expressed his concerns regarding the aesthetics of certain areas of Downtown and encouraged the Board to assess and implement a Public/Private partnership that addresses the needs of destitute constituents, similar to Orange County. Mr. Thomas Chatmon,

Executive Director; underscored Mr. Blount's concerns and reassured the Board and Mr. Blount that the City is diligently working with various resources to address such issues.

New Business:

a. Marketing Agency Ranking and Agreement – Kelly Allen, Marketing & Communications Coordinator - As part of the culmination of Project DTO, a marketing strategy was created. In an effort to find assistance in implementing the marketing strategy, the Downtown Development Board issued an RFP for Downtown Marketing Services in March of 2017. Services anticipated to be provided include: market investigations, brand development, website redesign, marketing plans and strategy, campaign tracking and benchmarking, public relations, and other marketing services. Nine proposals were received on April 6, 2017. Over the next several months, the Selection Committee, consisting of Thomas C. Chatmon, Jr., David Barilla, Trinity Tesler, Wendy Connor, and Kelly Allen, met several times to discuss the proposals, hold presentations from the top four agencies, and narrow the selection to the top ranked firm. At its final meeting on October 2, 2017, the Selection Committee ranked Foresight Design Group, Inc., d/b/a PRISMATIC, as the selected marketing agency. The Selection Committee ranked Wagner Marketing, LLC as second. Committee ranked as follows:

1. Foresight Design Group, Inc. d/b/a PRISMATIC
2. Wagner Marketing, LLC
3. Aqua Marketing & Communications, Inc.
4. Caldwell Marketing + Media, Inc. d/b/a Caldwell Group

Staff requests that the DDB approve the Selection Committee's ranking and authorize the Chief Procurement Officer to negotiate and execute a contract, in substantially the form attached, and subject to review and approval of the City Attorney's Office, with Foresight Design Group, Inc., d/b/a PRISMATIC. Should such negotiations be unsuccessful, authorize the negotiation and contracting with Wagner Marketing, LLC, as the second ranked firm.

A motion was made by Bill Lambert and seconded by Jamie Barati to approve the Selection Committee's ranking and authorize the Chief Procurement Officer to negotiate and execute a contract, subject to review and approval by the City Attorney's office with Foresight Design Group Inc. d/b/a Prismatic. The motion carried unanimously.

b. Farmers Market Manager Ranking and Agreement – Walter Hawkins, Director of Urban Development- The Downtown Farmers Market; established in 1987, is a weekly event that showcases fresh produce, ethnic and gourmet foods, arts and crafts. The DDB provides oversight of the market as one of its projects. The market opens Sundays (50 weeks per year, weather permitting – 10 a.m.-4 p.m.) is Central Florida's largest weekly market, and takes place in Downtown Orlando at Lake Eola Park within the Downtown Orlando Redevelopment Area. In its annual budget, the DDB has allocated \$100,000 for market costs. These funds pay for security, park maintenance, marketing and management costs including: Market Manager fee, 1 off duty Orlando Police Department (OPD) officer, Clean Team Services (dumpster fee, sidewalk cleaning, table and chair set up.)

The Orlando Farmers Market aligns with the Project DTO Vision Plan. One of the 10 vision themes is to create an awesome outdoor city, specifically through active public places and interconnected parks. As the Market marks its 30th year, the DDB seeks to continue to

strengthen the brand and identity of the market as non-traditional farmers with expanding programming, merchandise offerings and partnership opportunities.

An RFP was issued on May 16, 2017. Three proposals were submitted. A Selection Committee was established, consisting of Walter Hawkins, Michele Brennan, Reggie McGill, Chris Wallace and Kim King-Maysonet. The Committee met two times to discuss the proposals, hold presentations from all proposers and narrow the selection to the top ranked firm. At its final meeting on August 29, 2017, the Selection Committee ranked RTP Productions Corporation (RTP) as the top ranked firm.

Staff requests that the DDB approve the Selection Committee's ranking of RTP Productions Corporation as the top ranked firm and authorize the Chief Procurement Officer to negotiate and execute a contract with RTP, in substantially the contract attached, and subject to review and approval of the City Attorney's Office.

A motion was made by Jamie Barati and seconded by Bill Lambert to approve the Selection Committee's ranking of RTP Productions Corporation as the top ranked firm and authorize the Chief Procurement Officer to negotiate and execute a contract with RTP, in substantially the contract attached, and subject to review and approval of the City Attorney's Office. The motion carried unanimously.

c. **Farmers Market Vendor Agreement and Policy and Procedures Amendments** - Staff is requesting approval of the Farmers Market Vendor Agreement/Policies and revised Procedures. The revised agreement is executed by each vendor on an annual basis and policies and procedures establish general market parameters and rules, operational procedures and merchandise mix goals.

A motion was made by Eugene Jones and seconded by Jamie Barati to approve the Farmers Market Vendor Agreement and Policy and Procedures Amendments. The motion carried unanimously.

Date of Next Meeting

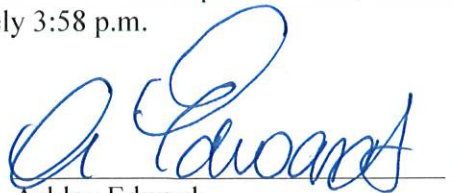
The next scheduled regular meeting of the Downtown Development Board is Wednesday, December 6, 2017 3:00p.m. at City Hall, Sustainability Conference Room, Second Floor.

Adjournment

There being no further business to come before the Downtown Development Board, Madam Chair Wendy Connor adjourned the meeting at approximately 3:58 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Ashley Edwards
Board Secretary