



**DDB**

A meeting of the Downtown Development Board was held on Wednesday, May 27, 2020 via Zoom Virtual Webinar. Chair Bill Lambert called the meeting to order at 3:01 p.m., noting a quorum was present.

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

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVES  
PRESENT:

Doug Taylor  
Commissioner Victoria Siplin

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director  
David Barilla, Assistant Director  
Walter Hawkins, Director of Urban Development  
Christel Brooks, Administrative Specialist  
Ashley Edwards, Board Secretary  
Kelly Allen, Marketing and Communications Manager  
Nicole Sisson, Interactive Media Coordinator  
Mercedes Blanca, Project Manager  
Stacey Adams, Assistant City Attorney  
Tiffany Stephens, Fiscal Manager  
Kimberley Allonce, Economic Development Coordinator III  
Dominique Greco, Project Manager  
Mary-Stewart Droege, Project Manager  
Mark Rendini, Downtown Ambassador Program Operations Manager  
Candace Cardillo, Board Coordinator  
Kyle Reynolds, Economic Development

**Approval of Minutes** - A motion was made by Eugene Jones and seconded by Wendy Connor to approve the minutes for the February 12, 2020 Downtown Development Board meeting. The motion carried unanimously.

**Executive Director Report** –

Thomas C. Chatmon Jr., Executive Director, gave a PowerPoint presentation on recent updates in Downtown, including phase two of the Go DTO pilot program, and preventive measures being taken to help reduce the spread of the COVID-19 virus. The Board thanked Mr. Chatmon for his presentation.

**Public Comment:** None.

**New Business:**

- a. **Prismatic Contract Extension** – Thomas C. Chatmon Jr., Executive Director explained that 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, and Foresight Design Group Inc, d/b/a Prismatic was selected as the marketing firm to assist DDB. The DDB's contract with Prismatic has no remaining extensions and will expire on November 7, 2020. The current contract will expire in the midst of the implementation of the marketing and media plans. A one year extension of the contract will allow the DDB to continue to work on the rebrand under the guidance of the agency that created the strategy. Additionally, it will allow the DDB to work with Prismatic for digital marketing, content marketing services, as well as other marketing services for the duration of the one-year media plan that the agency developed.

Staff requested that the DDB approve a one-year contract extension with Foresight Design Group, Inc., d/b/a Prismatic and authorize the Chief Procurement Officer to negotiate and execute a contract, subject to review and approval of the City Attorney's Office.

A motion was made by Monica McCown and seconded by Eugene Jones for DDB to approve a one-year contract extension with Foresight Design Group, Inc., d/b/a Prismatic and authorize the Chief Procurement Officer to negotiate and execute a contract, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

- b. **Amendment to the Downtown Development Board Special Event Funding Guidelines** – Thomas C. Chatmon Jr., Executive Director explained the attached amendment that allows businesses within the Downtown Development Board area to apply for up to \$3,000 of funding to assist with marketing expenses associated with post COVID-19 re-opening events and initiatives.

Staff requested that the Downtown Development Board approve the proposed amendment to the Special Events Funding Program and authorize the Executive Director of the Downtown Development Board to review and approve applications for funding up to \$3,000 per business.

A conflict was declared by Monica McCown and Wendy Connor.

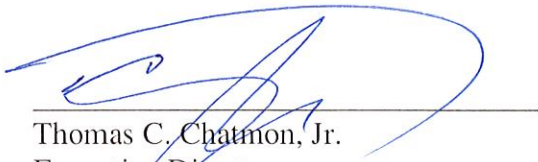
A motion was made by Jamie Barati and seconded by Eugene Jones for the Board to approve the proposed amendment to the Special Events Funding Program and authorize the Executive Director of the Downtown Development Board to review and approve applications for funding up to \$3,000 per business. The motion carried 3-0 with Monica McCown and Wendy Connor abstaining.

### **Date of Next Meeting**

The next scheduled regular meeting of the Downtown Development Board is Wednesday, June 24, 2020, at 3:00p.m. via Zoom Virtual Webinar

**Adjournment**

There being no further business to come before the Downtown Development Board, Chair Bill Lambert adjourned the meeting at approximately 3:36 p.m.



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Thomas C. Chatmon, Jr.  
Executive Director



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Ashley Edwards  
Board Secretary