



DDB

A meeting of the Downtown Development Board was held on Wednesday February 24, 2021, City Hall, Second Floor, Council Chambers, 400 South Orange Avenue, Orlando, Florida. Chair Bill Lambert called the meeting to order at 3:02 p.m., noting a quorum was present.

MEMBERS PRESENT: Bill Lambert, Chair
Eugene Jones
Monica McCown
Marissa John (arrived at 3:03 p.m.)

MEMBER ABSENT: Jamie Barati, Vice Chair

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:

Doug Taylor

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director
David Barilla, Assistant Director
Walter Hawkins, Director of Urban Development
Christel Brooks, Fiscal Coordinator
Victoria Thuy Nguyen, Fiscal Manager
Ashley Edwards, Board Secretary
Stacey Adams, Assistant City Attorney
Kelly Allen, Marketing and Communications Manager
Nicole Sisson, Interactive Media Coordinator
Michael Whiteman, Economic Development Coordinator III
Mary-Stewart Droege, Project Manager
Kelly Roberts, Strategic Development Manager
Doug Metzger, Chief Planner
Charles Ramdatt, Public Works
Kyle Reynolds, Main Street Coordinator

Approval of Minutes:

- a. A motion was made by Monica McCown and seconded by Eugene Jones to approve the minutes of the December 10, 2020 Downtown Development Board meeting. The motion carried unanimously.

Executive Director Report:

Thomas C. Chatmon Jr., Executive Director, gave a PowerPoint presentation on recent and future events in Downtown Orlando including the installation of new 5G towers in downtown Orlando to improve connectivity. The Board thanked Mr. Chatmon for his presentation.

Public Comment:

There was no public comment.

New Business:

- a. **Contract with Echo Interaction Group Inc.** – David Barilla, Assistant Director, explained that the Downtown Development Board seeks to enter into a contract with Echo Interaction Group Inc. for custom branded augmented reality applications and experiences. The contract is for one year with four, one-year, optional extensions and includes a mobile application for IOS and Android to be able to support custom augmented reality (AR) experiences as well as an initial creation of six AR experiences. Applications will have an ongoing monthly cost of \$1,000/month which is included for the first twelve months within the initial year cost of \$25,719. Echo Interaction Group has worked with numerous notable businesses such as Ford, Orlando Health, Rollins College, Dr. Phillips Center for the Performing Arts, the Orlando Economic Partnership, and many more.

Orange County recently completed a competitive quote process for custom branded augmented reality applications and experiences. Their process yielded three competitive quotes that ranged from \$150,000 to \$25,719. Echo Interaction Group Inc. provided the lowest quote and Orange County issued a purchase order to them for the services. The Contract with DDB incorporates the same rates as this Orange County purchase.

Staff requested that the Board approve the Contract with Echo Interaction Group, Inc., and authorize the City's Chief Procurement Officer to execute the Contract, subject to review and approval by the City Attorney's Office.

A motion was made by Marissa John and seconded by Eugene Jones to approve the Contract with Echo Interaction Group, Inc., and authorize the City's Chief Procurement Officer to execute the Contract, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

Date of Next Meeting

The next scheduled regular meeting of the Downtown Development Board is Wednesday, March 24, 2021 at 3:00p.m. in City Council Chambers.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Bill Lambert adjourned the meeting at approximately 3:43 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Ashley Edwards
Board Secretary