



DDB

A meeting of the Downtown Development Board was held on Wednesday, July 27, 2022 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Vice Chair Monica McCown called the meeting to order at 3:01 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Vice Chair
 Eugene Jones
 Kimberly Stewart

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:

Doug Taylor

MEMBER ABSENT: Jamie Barati, Chair

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director
 David Barilla, Assistant Director
 Walter Hawkins, Director of Urban Development
 Christel Brooks, Fiscal Coordinator
 Felix Roman, Board Secretary
 Liz Nigro, Senior Administrative Assistant
 Kelly Allen, Marketing and Communications Manager
 Chelsey Parrish, Event Coordinator
 Tiffany Stephens, Division Fiscal Manager
 Michael Whiteman, Economic Development Coordinator III
 Mercedes Blanca, Project Manager
 Mary-Stewart Droege, Project Manager
 Justin Eason, Nighttime Economy Manager
 Gerhard van der Snel, Downtown Facilities Supervisor

Election of Officers

A motion was made by Eugene Jones and seconded by Kimberly Stewart to elect Jamie Barati as Chair, Monica McCown as Vice Chair, and Felix Roman as Board Secretary. The motion carried unanimously.

Approval of Minutes

A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the June 22, 2022 Downtown Development Board meeting minutes. The motion carried unanimously.

Executive Director’s Report:

Thomas C. Chatmon Jr., Executive Director, presented a PowerPoint to the Board informing them of various updates regarding downtown businesses, nighttime economy, and recent and future events such as:

- The grand unveiling of downtown’s newest art installation entitled, “Solidarity”
- Record breaking attendance at Camping World Stadium during Florida Cup 2022: Arsenal vs. Chelsea
- The upcoming Ukraine Ballet Benefit featuring the internationally-renowned National Ballet of Ukraine making a special appearance at Steinmetz Hall

Public Comment: None

New Business:

a. Marketing Task Order, Kelly Allen, Marketing and Communications Manager

Last year, the Downtown Development Board (DDB) issued a Request for Proposals (RFP) to obtain proposals for marketing and creative services from proposers interested in performing the services. The RFP allowed the DDB to select one or more firms to provide the services as necessary to meet DDB’s anticipated marketing needs. At its January 19th meeting, the DDB approved the Selection Committee’s rankings and authorized the City’s Chief Procurement Officer to negotiate and execute contracts with Chatter Buzz Media, LCC (Chatter Buzz) and Foresight Design Group, Inc., d/b/a PRISMATIC. Contracts were executed with both agencies and the contracts provide for issuance of Task Orders to set forth a particular scope of work for particular services.

The DDB staff is now ready to enter into the first Task Order with Chatter Buzz to perform the following services for not to exceed costs of \$119,120:

- Situational Analysis & Planning**
- Campaign Implementation Services**
- Developing a summer/fall campaign along with implementation**

Staff requested that the DDB approve the attached Task Order One with Chatter Buzz and authorize the Chief Procurement officer to negotiate and execute Task Order One and future Task Orders under the Chatter Buzz and Prismatic contracts, subject to review and approval of the City Attorney’s Office, in amounts which are collectively within DDB’s budgeted amount for marketing.

A motion was made by Kimberly Stewart and seconded by Eugene Jones to approve the attached Task Order One with Chatter Buzz and authorize the Chief Procurement officer to negotiate and execute Task Order One and future Task Orders under the Chatter Buzz and Prismatic contracts, subject to review and approval of the City Attorney’s Office, in amounts which are collectively within DDB’s budgeted amount for marketing. The motion carried unanimously.

Next Meeting

- a. The annual Downtown Development Board and Community Redevelopment Agency Advisory Board Budget Workshop will be held on Wednesday, August 17, 2022 at 12:00 p.m. in the Veterans Conference Room.
- b. The next regularly scheduled Downtown Development Board meeting will be held Wednesday, August 24, 2022 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Vice Chair Monica McCown adjourned the meeting at 3:24 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Felix Roman
Board Secretary