



**DDB**

## **MEETING NOTICE**

**WELCOME! We are very glad you have joined us for today's meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance form and hand it to the Board Secretary. When you are recognized, state your full name and address to the Board. The Board is pleased to hear relevant comments; however a 5-minute limit is set by City Code. Large groups are asked to name a spokesperson. Robert's Rules of Order governs the conduct of the meeting.**

A meeting of the Downtown Development Board will be held Wednesday, November 28, 2018 at 3:00 p.m., at 734 Short Avenue, Orlando, Florida, 32805.

## **AGENDA**

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes – October 31, 2018
4. Chairman's Report:
  - a. Orlando Police Department – Sgt. Andrew Gillespie
5. Executive Director's Report – Thomas C. Chatmon Jr., Executive Director
6. Public Comment
7. New Business
  - a. WOFL Fox 35 Sponsorship and Marketing Services Agreement– Thomas C. Chatmon, Jr., Executive Director
  - b. MOU with Heart of Florida United Way – Thomas C. Chatmon Jr., Executive Director
8. Date of Next Meeting – January 23, 2019, 3:00 PM, in Sustainability Conference Room, Second Floor.
9. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.



## **MEMORANDUM**

**TO:** Wendy Connor, Chair  
Bill Lambert, Vice Chair  
Monica McCown  
Jamie Barati  
Eugene Jones

**FROM:** Thomas Chatmon, Executive Director of the Downtown Development Board/Community Redevelopment Agency

**DATE:** November 28, 2018

**SUBJECT:** Agenda items to be considered at the Downtown Development Board Meeting for November 28, 2018.

### **Approval of Minutes:**

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the October 31, 2018 Downtown Development Board Meeting.

### **Chairman's Report:**

- a. Orlando Police Department – Sgt. Andrew Gillespie

**Executive Director's Report:** Thomas C. Chatmon Jr., Executive Director

### **Public Comment:**

### **New Business:**

- a. **WOFL Fox 35 Sponsorship and Marketing Services Agreement– Thomas C. Chatmon, Jr., Executive Director** - The DDB would like to partner with Fox 35 for 2019 for advertising and promotion opportunities in commercials, promotional spots, and the opportunity to direct content for the Orlando Matters show. Orlando Matters airs 2 times each week, Saturdays at 10:00 am on WOFL Fox 35, and a second broadcast at 7:00 am on WRBW My 65. Suggested topics for the show will be provided by DDB. During each broadcast, DDB will be recognized as the sponsor of the show and will receive three: 30 commercials to air within Orlando Matters. Fox 35 will produce the spots for DDB after receiving creative direction from DDB. DDB will also be included in a minimum of eight: 15 promotional spots each week. Fox 35 will create and maintain a dedicated landing page for Orlando Matters, to include content supplied by DDB. Additionally, Fox 35 will create a post for Orlando Matters and post it to the Fox 35 Facebook and other social media pages.

Staff is requesting authorization for the Chief Procurement Officer to negotiate and enter into an agreement with Fox 35 on DDB's behalf under the general terms in the quote dated November 20, 2018 subject to review and approval of the City Attorney's Office.

- b. **MOU with Heart of Florida United Way – Thomas C. Chatmon Jr., Executive Director** - Downtown Orlando is faced with the challenges of safeguarding its resident, visitor, and business populations against unwelcome experiences with aggressive panhandlers, protecting its reputation and public perception as a live/work/play/stay destination, supporting its local businesses and their patrons who are directly and continually impacted by aggressive panhandlers, and honoring its position as a Compassionate City.

The purpose of this campaign is to:

- Position real-time cashless giving as the smart, compassionate, and community-oriented way to give support
- Help “Givers” move past the “quick fix” model of giving spare change donations to individuals and adopting a cashless solution to maximize and leverage their donations with those of the greater Orlando community
- Support awareness of services/support solutions that are available to neighbors in need
- Help define what aggressive panhandling is
- Support Orlando's position as a compassionate city
- Promote our desire to ensure that everyone in Orlando can thrive, not scrape by to survive

Based upon Prismatic's research, a necessary campaign element includes a cashless, technology based solution to empower natural givers to give through a safe channel. Under the proposed agreement, Heart of Florida United Way (HFUW) will provide text services, donation allocation services, and reporting in relation to the Give Smart Campaign to alleviate aggressive panhandling. The initial term of the agreement is for six months commencing with the public launch of the project on December 3, 2018. The DDB will conduct the text to give marketing campaign within the downtown Orlando area and include representation of HFUW's contribution to the campaign by acknowledging “Powered by Heart of Florida United Way” on all print and digital materials. HFUW will retain a fifteen percent (15%) processing fee (inclusive of all credit.)

Staff is requesting approval of the MOU with the HFUW and authorization for the Executive Director to execute the MOU, subject to review and approval of the City Attorney's Office.

**Date of Next Meeting:** – January 23, 2019 at 3:00 pm in Sustainability Conference Room, Second Floor.

**Adjournment:**