



DDB

A meeting of the Downtown Development Board was held on Tuesday, October 31, 2018 at City Hall, 400 South Orange Avenue, Manatee A & B Conference Room, Sixth Floor, Orlando, Florida. Chair Wendy Connor called the meeting to order at 3:02 p.m., noting a quorum was present.

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

MEMBER ABSENT: Eugene Jones

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVES PRESENT:

Terry Delahunty
Commissioner Victoria Siplin (arrived at 3:37 p.m.)

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director
Walter Hawkins, Director of Urban Development
Christel Brooks, Administrative Specialist
Ashley Edwards, Board Secretary
Tiffany Stephens, Fiscal Manager
Mercedes Blanca, Project Manager
Dominique Greco, DDB/CRA Project Manager
Kimberley Allonce, Economic Development Coordinator III
Analys Sanchez, Interactive Media Coordinator
Rose Vignetti-Garlick, Downtown Information Center Manager
Stacey Adams, Assistant City Attorney II
Christopher McCullion, Chief Financial Officer

Approval of Minutes

- a. A motion was made by Bill Lambert and seconded by Monica McCown to rescind the approval of the amended minutes of the August 22, 2018 Downtown Development Board meeting. The motion carried unanimously.
- b. A motion was made by Bill Lambert and seconded by Monica McCown to approve the August 22, 2018 meeting minutes of the Downtown Development Board meeting. The motion carried unanimously.

- c. A motion was made by Monica McCown and seconded by Bill Lambert to approve the September 26, 2018 Downtown Development Board meeting minutes. The motion carried unanimously

Executive Director Report:

Thomas Chatmon Jr., Executive Director presented a PowerPoint updating the Board on upcoming events sponsored by the Downtown Development Board. Mr. Chatmon also introduced Chief Financial Officer, Christopher McCullion to review and update the Board on the refinancing of CRA 2009A and 2009C Bonds. The Board thanked Mr. Chatmon for his presentation, and Mr. McCullion for his update.

New Business:

- a. **Florida Citrus Sports Funding Agreement** - Tiffany Stephens, Fiscal manager explained that Tangerine Sports Association, Inc. and Florida Citrus Sports Events, Inc. (collectively FCS) are non-profit organizations dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its signature events. Those signature events include Camping World Kickoff, Citrus Bowl, Camping World Bowl and Florida Citrus Parade. The City of Orlando has traditionally entered into a funding agreement with FCS to help them achieve their goals, and as part of that agreement, the City received a float to be used in the Florida Citrus Parade. The parade, a televised event, brings 40-60,000 people to our downtown core. The proposed funding agreement between the City, DDB and FCS enumerates the services FCS will provide to the City and DDB, including FCS's Florida Citrus Parade with a float for the DDB and numerous promotional mentions and television exposure during the Parade and Bowl games. The requested amount of funding from DDB is \$10,000.

Staff requested approval of the funding agreement between the City, DDB and FCS, subject to review and approval by the City Attorney's Office, and authorization for the DDB Chair and Executive Director to execute the agreement.

A motion was made by Jamie Barati and seconded by Monica McCown to approve the funding agreement between the City, DDB and FCS, subject to review and approval by the City Attorney's Office, and authorization for the DDB Chair and Executive Director to execute the agreement. The motion carried unanimously.

- b. **Community Concert Funding Request** - Thomas C. Chatmon Jr., Executive Director explained to the Board as the WMMO Concert Series winds down after many successful years in downtown Orlando, the Downtown Development Board is seeking to fill the void with diverse concerts and musical activities. With available funds that are no longer committed to sponsor the 3 or 4 annual Cox concerts, we are now able to look at other free musical events and concerts that not only provide diverse genres of music but also an assortment of musical formats for our downtown corridor. Three opportunities that we would like to invest in are:

Fusion Fest – This new 2 day musical event on Seneff Arts Plaza is being led by Terry Olson, the Director of Orange County Arts & Cultural Affairs in conjunction with the Fusion Fest Steering Committee. Fusion Fest will focus on the music of various countries around the world, offering music and dance stages, including performances by the Diversitastic! Choir and a musical parade. The event will also

offer an international food and drink court; marketplace; and fashion show. This is a free event with food & beverages for purchase. The overall budget presented by the organizer is an estimated \$469,245. The original funding request was for \$75,000; it is staff's recommendation to sponsor this event at \$25,000 from the Community Concert fund.

Staff requested that the DDB approve fiscal year 2018-2019 Community Concert funding for the Fusion Fest in the amount of \$25,000.

Citrus Parade entertainment – This year for the first time, Tangerine Sports Association (Florida Citrus Sports) has hired JM Best Entertainment to reorganize and revitalize the Orlando Citrus Parade; with a focus on bringing more musical acts and appearances to the parade. While we partner with the City of Orlando to help sponsor the Camping World Bowl, Citrus Bowl, and the Florida Citrus Parade through the Tangerine Sports Association, we received a separate request from JM Best to assist with the entertainment for the parade. Celebrity acts confirmed thus far include Jo Dee Messina (Grammy Award winning Country artist); Linda Eder (Broadway actress/vocalist); Ty Herndon (Country music artist); Sisaundra Lewis (The Voice); Alyssa Raghu (American Idol); Evin (Orlando vocalist); Cece Teneal & Soul Kamotion (Blues artist); and Davonda Simmons (local vocalist). This is a free event. The overall budget presented by JM Best not including Tangerine Sports parade budget (\$360,000) is estimated at \$338,500. The original funding request was \$25,000; it is staff's recommendation to sponsor this event at \$15,000 from the Community Concert fund.

Staff requested that the DDB approve fiscal year 2018-2019 Community Concert funding for the Citrus Parade entertainment in the amount of \$15,000.

Orlando Christmas Parade – The Rotary Club of Orlando is putting on their first annual Orlando Christmas Parade downtown. The parade will focus on and highlight local high school and middle school marching bands; local school choral performances; as well as the UCF marching band. The parade coincides with a planned Christmas concert in Lake Eola Park. Both events are free to the public. The estimated budget for this event is \$26,000. Staff is recommending a sponsorship of \$10,000, the full amount requested, from the Community Concert fund.

Staff requested that the DDB approve fiscal year 2018-2019 Community Concert funding for the Christmas Parade in the amount of \$10,000.

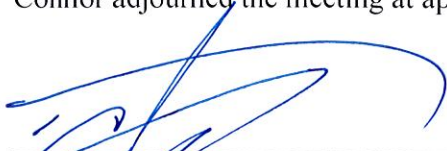
A motion was made by Monica McCown and seconded by Bill Lambert to approve the 2018-2019 Community Concert Funding requests for the Fusion Fest in the amount of \$25,000, the Citrus Parade entertainment in the amount of \$15,000, and the Christmas Parade in the amount of \$10,000. The motion carried unanimously.

Date of Next Meeting

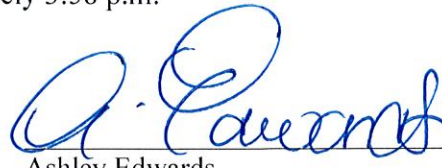
The next scheduled regular meeting of the Downtown Development Board is Wednesday, November 28, 2018 at 3:00p.m. at City Hall, Manatee A & B Conference Room, Sixth Floor.

Adjournment

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



Thomas C. Chatmon, Jr.
Executive Director



Ashley Edwards
Board Secretary