



DDB

A meeting of the Downtown Development Board was held on Thursday, November 28, 2018, at 734 Short Ave, Orlando, Florida, 32805. Chair, Wendy Connor called the meeting to order at 3:01 p.m., noting a quorum was present.

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

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:

Terry Delahunty

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
Tiffany Stephens, Fiscal Manager
Mercedes Blanca, Project Manager
Kelly Allen, Marketing Coordinator
Dominique Greco, DDB/CRA Project Manager
Mary-Stewart Droege, Project Manager
Kimberley Allonce, Economic Development Coordinator III
Analys Sanchez, Interactive Media Coordinator
Stacey Adams, Assistant City Attorney II
Shaniqua Rose, Administrative Specialist

Approval of Minutes - A motion was made by Monica McCown and seconded by Jamie Barati to approve the minutes for the October 31, 2018 Downtown Development Board meeting. The motion carried unanimously.

Orlando Police Department – Sgt. Andrew Gillespie gave an update on recent happenings in downtown Orlando, the Board thanked Sgt. Gillespie for his update.

Executive Director's Report -

Thomas Chatmon Jr., Executive Director updated the Board on recent events in downtown including the tree lighting ceremony, scheduled to take place on Friday, November 30, 2018 . The Board thanked Mr. Chatmon for his update.

New Business:

- a. **WOFL Fox 35 Sponsorship and Marketing Services Agreement**– Thomas C. Chatmon, Jr., Executive Director explained that 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 requested 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.

A motion was made by Jamie Barati and seconded by Monica McCown 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. The motion carried unanimously.

- b. **MOU with Heart of Florida United Way** – Thomas C. Chatmon Jr., Executive Director stated that 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.

Staff requested 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.

A motion was made by Bill Lambert and seconded by Eugene Jones to approve the MOU with the HFUW and authorize for the Executive Director to execute the MOU, subject to review and approval of 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, January 23, 2019 at 3:00 p.m. at City Hall, Sustainability Conference Room, Second Floor.

Adjournment

There being no further business to come before the Downtown Development Board, Chair, Wendy Connor adjourned the meeting at approximately 3:46 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Ashley Edwards
Board Secretary