A meeting of the Downtown Development Board was held on Wednesday, June 24, 2020 via Zoom Virtual Webinar. Chair Bill Lambert called the meeting to order at 3:02 p.m., noting a quorum was present.

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

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT: Commissioner Victoria Siplin  

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  
Kelly Allen, Marketing and Communications Manager  
Nicole Sisson, Interactive Media Coordinator  
Mercedes Blanca, Project Manager  
Stacey Adams, Assistant City Attorney  
Tiffany Stephens, Fiscal Manager  
Kimberley Allonce, Economic Development Coordinator III  
Dominique Greco, Project Manager  
Mary-Stewart Droegge, Project Manager  
Mark Rendini, Downtown Ambassador Program Operations Manager  
Candace Cardillo, Board Coordinator  
Kyle Reynolds, Economic Development  

Approval of Minutes - A motion was made by Wendy Connor and seconded by Monica McCown to approve the minutes for the May 27, 2020 Downtown Development Board meeting. The motion carried unanimously.

Public Comment: None.

New Business:

a. **DDB Millage Rate** – Tiffany Stephens, Fiscal Manager explained the DDB Millage Rate for 2020-2021. Staff requested that the DDB recommend to City Council that it adopt a millage rate of 1.000 for Fiscal Year 2020-2021. A motion was made by Monica McCown and seconded by Jamie Barati to adopt a millage rate of 1.000 for Fiscal Year 2020-2021. The motion carried unanimously.
b. **Travelhost Agreement** – Kelly Allen, Marketing & Communications manager explained that since 1967, TRAVELHOST has served over 1 billion travelers nationally in over 400 cities across America and remains one of the most respected names in the tourism media industry. TRAVELHOST is available to visitors in both print and digital versions that help visitors decide on where to go and what to do while in Orlando.

TRAVELHOST is Orlando's most widely read visitor publication touching over 4.8 million visitors annually through digital magazines and with print distribution to premier hotels and to leading concierge desks. The standard rate of advertising per issue in TRAVELHOST is about $2,200 per full page. By entering into an annual agreement, there is a cost savings of $200 per full page ad, and DDB will also receive a 2-page spread at no additional cost which will allow the DDB to promote upcoming downtown happenings. This is an added value of $4,400.

Staff requested approval of the attached agreement, subject to review and approval of the City Attorney’s Office and authorize and ratify the Chief Procurement Officer’s execution of the Agreement.

A Board discussion ensued regarding communication efforts to make downtown business owners aware of the opportunity.

A conflict was declared by Wendy Connor and Monica McCown.

A motion was made by Eugene Jones and seconded by Jamie Barati to approve the attached agreement subject to review and approval of the City Attorney’s Office and authorize and ratify the Chief Procurement Officer’s execution of the Agreement. The motion carried 3-0. With Wendy Connor and Monica McCown abstaining.

**Date of Next Meeting**
The next scheduled regular meeting of the Downtown Development Board is Wednesday, July 22, 2020, at 3:00p.m. via Zoom Virtual Webinar.

**Adjournment**
There being no further business to come before the Downtown Development Board, Chair Bill Lambert adjourned the meeting at approximately 3:17 p.m.

Thomas C. Chatmon, Jr.
Executive Director

Ashley Edwards
Board Secretary