



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

November 7, 2018 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. **Call to Order**
2. **Citizen Comments – Items Not on the Agenda**
3. **Approve the Minutes from the October 3, 2018 Meeting**
4. **Approve the Minutes from the October 12, 2018 Meeting**
5. **Adopt September 2018 Financial Statement for Filing**
6. **Downtown Parking Study Update – Kimley-Horn Engineering**
7. **Valet Parking Discussion – Daniels Ikajevs, One Clearwater Tower**
8. **Adopt Resolution – 04-18 Grant Funding for Ruth Eckerd Hall's Festival Series Events, Anne Fogarty France, Community Redevelopment Agency (CRA) Business Assistance Manager**
9. **DDB FY18-19 Work Plan Updates – Anne Fogarty France, CRA Business Assistance Manager**
10. **CRA Updates – Amanda Thompson, CRA Director**
11. **DDB Election Results – Chairman Morfopoulos**
12. **Chairman's Report – Chairman Paris Morfopoulos**
13. **Final Comments**
14. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
October 3, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Stu Sjouwerman Thomas Wright Lina Teixeira Ray Cassano	Chairman Vice-Chairman Member Member Member
Also Present:	Hoyt Hamilton Dave Albritton Amanda Thompson Anne Fogarty France	Ex-officio Member/Councilmember Ex-officio Member/Councilmember CRA Director Board Administrator
Absent:	Venkat "Vincent" Devineni	Member

1. Call to Order. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments - Items Not on the Agenda.

Bill Jonson, 2694 Redford Court, Clearwater 33761, was present to discuss Clearwater sign code. He had recently visited Venice, FL, and Newport, RI, and shared photos of the variety of 'projecting signs' in their business districts.

3. Approve the Minutes from the September 5, 2018, Meeting

Member Wright moved to approve Minutes from the September 5, 2018, meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: Chairman Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, and Member Jammo.

Nays: None.

Motion carried.

4. Approve the Minutes from the September 10, 2018, Meeting

Member Wright moved to approve Minutes from the September 10, 2018, meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: Chairman Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, and Member Jammo.

Nays: None.

Motion carried.

5. Adopt August 2018 Financial Statement for Filing

Member Jammo moved to adopt the August 2018 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

Ayes: Chairman Morfopoulos, Member Sjouwerman, Member Wright, Member Cassano, and Member Teixeira.

Nays: None.

Motion carried.

6. Second Reading – Approve \$9,000 in funding for the duPont Registry Cars & Coffee event from Future Initiatives line item and pending the approval from the City's Parks & Recreation Department and a refined concept – This item was continued to the November meeting at the request of duPont Registry.
7. Appoint DDB Election Canvassing Committee Members – Chairman Paris Morfopoulos advised that two members were needed from the board. Board Administrator Fogarty France provided clarification of the responsibilities upon request by Member Cassano, who then volunteered. Upon discussion, Member Devineni was volunteered in his absence. Ex-officio Member Hamilton also volunteered in the event Member Devineni is not available.
8. Holiday Movies in Station Square Park – Anne Fogarty France DDB Administrator stated that as part of the holiday events in downtown, two movies will be shown in Station Square Park: National Lampoon's Christmas Vacation on December 16, and Polar Express on December 23. Of the approximate \$10,000 Station Square Park events line item approved in the current fiscal year budget, it is expected that these two events will require at least \$2,500 to cover fees for the screen and the movies. The balance of the budgeted amount will be reserved for summer events.

The movies will be part of downtown's Holiday Extravaganza. All downtown merchants are being asked to participate in some way. A schedule for events was distributed to members and will be available online via a 'Holiday Events' link added to the Downtown Clearwater website.

9. DDB Work Plan Item Updates – Anne Fogarty France, DDB Administrator noted that the Work Plan has been approved and several of the items include two Members working together. This is complicated by the Sunshine laws not allowing direct communication between the Members; therefore, a meeting has been called to facilitate the sharing of information. It is set for Friday, October 12, 2018, at 1:00 pm. in Room 222 of City Hall.

Chairman Morfopoulos asked for individuals from each work plan item to commit to attending the meeting. Members committing to attendance are: Member Sjouwerman and Member Teixeira. Member Devineni is to be notified of the meeting and other members were invited to attend.

DDB Administrator Fogarty France said she will provide to Member Teixeira the task force recommendations for Policy & Project 1.1 so Member Teixeira may plan for step 1.2.

Shel also noted that and CRA Director Thompson had met with members of the Permitting Department regarding the "One Stop Shop" (Policy & Project Item 1.4).

10. Community Redevelopment Agency (CRA) Updates – Amanda Thompson, CRA Director, asked Ms. Fogarty France to update the board on the sign ordinance presentation. The board was advised that the Planning Department would provide a sign ordinance presentation at the December meeting.

Ms. Thompson stated that the hiring process is progressing in the search for the CRA Public Relations and Program Manager. Applicants have been given 'homework' in the form of creating social media posts, copy, promos, partnering reviews, etc. based on the Dali exhibit scheduled for early next year. She said they have some great options among the applicants and she hoped to see an offer made by the end of October.

The parking study is scheduled for presentation to the CRA on October 29, 2018 and will be presented to the DDB at the November meeting. It will include current counts and use, projected usage and development in 5-10 years, and will take into consideration demand, placement, compensating entities, management and more.

The proposed 18-month strategy is based on a four-prong design:

1. Create and share positive stories about Downtown Clearwater.
2. Advocate for Imagine Clearwater. A bid should be in place soon for asbestos removal in the Harborview Center, which could set a date for demolition in March or April.
3. Permit 600 housing units.
4. Attract \$100 Million private investment in downtown.

Members asked if the full-time PR person would be working on this strategy and where the housing units would be located. CRA Director Thompson confirmed that that PR person would be working on these items and that it was part of the DDB Work Plan budget as approved. As for housing, she noted there were several possibilities for redevelopment in the CRA and the Imagine Clearwater project currently includes some housing as well.

Discussion followed regarding specific available lots and possible housing placement, and possibility of putting certain items to public referendum.

Ms. Thompson thanked everyone for their participation in and support of the food and drink focus groups saying the meetings were very helpful. A discussion on the incentive grant program ensued and it was noted that there was \$1 Million in this fund.

When asked how many potential applicants there could be Ms. Thompson clarified there were four presently. She stated that the previous Anchor Tenant program had generated interest and pre-applications but was limited and confusing and the hope is this new plan will provide a clarifying path.

Ex-officio Member/Councilmember Albritton stated that this is an important part of "turning it all around" where the Anchor Tenant program had "missed the mark", and thanked CRA Director Thompson for doing a great job explaining it all.

Some discussion followed regarding tenant incentives, property owner willingness and ability to offer incentives and what those might be, and other clarifications. CRA Director Thompson observed the current issue is really to make this program work, to generate positive stories in the business community and positive interest in the downtown area.

11. Chairman's Report - Chairman Paris Morfopoulos advised viewers about upcoming events and noted that additional information could be found at downtownclearwater.com.

12. Final Comments

Member Cassano feels things are looking good and that we should see real change in about 12 months with traffic picking up downtown; he is very happy and will be much happier when the Harborview Center comes down and more construction begins.

Member Teixeira said September was extremely disappointing for merchants, both downtown and on the beach. The boat parade and block party events were great and noted that it was not a solution but an important part of success. Friday night's event alone offset September losses. She said when you see no one on the streets and then one event changes it all, that's not only an important event but an important model to look at for success in the area.

Member Wright said he will be looking for the email with the Harborview Center destruction date. He also asked everyone to mark their calendars for November 1, 2018, to visit the Merrill Lynch open house at 5:30 p.m. in Suite 500, 601 Cleveland Street, at which time they will showcase their new space design.

Member Sjouwerman is very interested in data from the parking study.

Member Jammo said she is optimistic, very interested in parking study results and excited to plan a demo party.

Ex-officio Councilmember Hamilton is looking forward to the holiday season with the calendar full of great events.

Ex-officio Councilmember Albritton feels we are on cusp of great things. There is a lot in progress, he is interested in parking study, Imagine Clearwater is moving forward, the Super Boat event was fantastic with thanks to Frank – it had a great economic impact in downtown, on the beaches, and for Clearwater altogether. Many thanks to the Parks Department for their effective and continued cleanup on Red Tide. They have received emails and letters from as far away as England stating, essentially, 'we know you have it, but we couldn't see it' the city was doing such a nice job. Parks and all city departments worked very well together.

Chairman Morfopoulos noted the several comments on the parking study and requested the parking update be placed on the November agenda before the valet parking item.

13. Adjournment. The meeting was adjourned at 6:24 p.m.

ITEM 5

	B	C	D	E	F	G	H	I	J	K	L	M	N	P
1	Downtown Development Board													10/22/2018
2	Statement of Revenues & Expenditures													
3	For the Period October 1 thru September 30, 2018													
4														
6		Adopted	Budget Transfer	Amendment	Amendment	Amendment	Amendment	Amended		Year to				
7		Budget	9/6/2017	2/7/2018	3/7/2018	4/4/2018	7/11/2018	Budget	September	Date	Difference			
8	Income													
9														
10	Ad Valorem (Property) Taxes - 0.9700 mills	281,758						281,758	-	285,364	3,606			
11	Ad Valorem Taxes Prior Year	100						100	78	1,140	1,040			
12	Interest Income	500						500	-	2,174	1,674			
13	CRA Interlocal Agreement Revenue	210,441						210,441	-	210,139	(302)			
14	Misc Revenue	499						499	-	-	(499)			
15	Total Income	493,298	-	-	-	-	-	493,298	78	498,817	5,519			
16														
17	Expenditures													
18														
19	Downtown Arts & Beautification													
20	Banner Installation & Maintenance	1,000						1,000	-	30	970			
21	Downtown Streetscape Maintenance	3,200						3,200	-	-	3,200			
22	Mural Projects	1,500						1,500	750	1,500	-			
23	Holiday Lighting	15,000						15,000	-	11,772	3,228			
24	Total Downtown Arts & Beautification	20,700	-	-	-	-	-	20,700	750	13,302	7,398			
25														
26	Downtown Marketing													
27	Graphic Design and Printing	3,000						3,000	623	2,047	953			
28	Advertising	10,000						10,000	-	2,663	7,337			
29	Website Content (Includes List Serve & Video Production)	4,400						4,400	-	-	4,400			
30	Jolley Trolley Downtown Loop	14,466						14,466	-	7,233	7,233			
31	Clearwater Arts Alliance - Clearwater Cultural Map Printing/Update Support	-					5,400	5,400	5,400	5,400	-			
32	Total Downtown Marketing	31,866	-	-	-	-	5,400	37,266	6,023	17,343	19,923			
33														
34	Downtown Events													
35	Achieva Box Car Rally - 9th Annual	1,500						1,500	-	1,500	-			
36	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	30,000						30,000	-	30,000	-			
37	City/Sea Blues Festival	10,000						10,000	-	10,000	-			
38	City/Bay 2 Beach Music and Art Festival (formerly known as Fun-n-Sun)	5,000						5,000	-	5,000	-			
39	City/Chw Celebrates America	2,500						2,500	-	2,500	-			
40	Clearwater Jazz Festival Downtown Party	5,000						5,000	-	5,000	-			
41	Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BBQ Block Party, Downtown Funk, Miracle on Cleveland Supplement, Art Crawl)	15,000						15,000	-	15,000	-			
42	Jeeps Downtown	5,000						5,000	-	5,000	-			
43	Santa & Suds 5K Fun Run	-	5,000					5,000	-	5,000	-			
44	Spectrum Clearwater Super Boat National Championship	10,000						10,000	10,000	10,000	-			
45	Station Square Park Events	10,000						10,000	-	-	10,000			
46	CDP - Downtown Clearwater Beer Fest	7,500						7,500	-	7,500	-			
47	Open Air Paint Party & Art Bazaar	9,000		(3,000)				6,000	-	6,000	-			
48	Dali Tours Downtown/ Clearwater Galleries Tour	-			1,500			1,500	-	1,500	-			
49									-	-				
50									-	-				
51	Total Downtown Events	110,500	5,000	(3,000)	1,500	-	-	114,000	10,000	104,000	10,000			
52														
53	Future Downtown Initiatives	24,383	(5,000)	3,000	(1,500)	(2,400)	(5,400)	13,083	-	-	13,083			
54														
55	Staff & Office Administration													
56	Operating Expenditures	1,000						1,000	126	1,460	(460)			
57	Public Meeting Notices	2,000						2,000	923	1,356	644			
58	Legal Fees	3,500						3,500	625	3,725	(225)			
59	CRA Mgt & Admin Fee - 2.5% Increase	68,624						68,624	5,719	68,624	(0)			
60	DDB Minutes Preparation	1,452						1,452	121	1,452	-			
61	DDB Planning Session/ Collaborative Labs	-				2,400		2,400	-	1,950	450			
62	Total Staff & Office Admin	76,576	-	-	-	2,400	-	78,976	7,514	78,567	409			
63														
64	Fixed Payments													
65	Officers & Directors Insurance	700						700	-	576	124			
66	Liability Insurance (Dolphins)	1,422						1,422	-	1,245	177			
67	Annual Audit	8,000						8,000	-	8,000	-			
68	CRA Increment Payment	210,441						210,441	-	210,139	302			
69	State Special District Fee	175						175	-	175	-			
70	Tax Collector Commissions	6,000						6,000	2	6,215	(215)			
71	Property Appraiser Fee	2,535						2,535	-	2,513	22			
72	Total Fixed Payments	229,273	-	-	-	-	-	229,273	2	228,864	409			
73														
74	Total Expenditures	493,298	-		-			493,298	24,288	442,076	51,222			
75														
76	Revenues in Excess of Expenditures	-						-	-	56,741				
77														
78	Expenditures in Excess of Revenues	-						-	(24,210)	-				
79														
80	Beginning Fund Balance 10/1/2017	152,292												
81														
82	Minimum Reserves Approved by Board 7/11/2018	75,000												
83														
84	Cash in Bank as of 9/30/2018	226,439												

[illegible]

[illegible]

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD
WORK PLAN COMMITTEE MEETING
October 12, 2018 – 1:00 PM – City Hall – Room 222**

Members Present:	Stu Sjouwerman	Vice-Chairman
	Lina Teixeira	Member
	Ray Cassano	Member
	Venkat "Vincent" Devineni	Member

Also Present:	Anne Fogarty France	Board Administrator
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1. Call to Order. Vice-Chairman Sjouwerman called the meeting to order at 1:00 p.m.
2. Citizen Comments - Items Not on the Agenda. No Comments
3. DDB Work Plan Committee Items
 - a. Member Teixeira advised that she wanted a preliminary meeting so that members could be as efficient as possible in sharing thoughts and create an action plan for moving forward.
 - i. Under Business Assistance Goal, Strategy 3.6 – Create a Liaison to Clearwater Downtown Partnership (CDP): This item is complete as Member Sjouwerman is a CDP board member. Member Teixeira requested that her name be removed.
 - ii. Under Business Assistance Goal, Strategy 3.5 – Create a High-Tech CEO Council; Discussion ensued. There are 25 high-tech CEOs in Downtown Clearwater. Any meeting that takes place would have to have a someone assigned to it to coordinate agendas, topics and show the CEOs that there's a benefit to being involved. A suggestion was made to make it part of The Ring business incubator that will be opening in One Clearwater Tower. Member Teixeira stated that she will meet with Janelle, Branch, The Ring Project Manager.
 - iii. Member Sjouwerman stated that downtown will be strengthened by a CEO Council but there are more high-tech issues such as needing fully redundant power for buildings. He felt that this group could be the megaphone for our high-tech downtown and as a high-tech district we can influence the city. He felt that this group needs to have a part time staff person to be able to do the work needed on agenda coordination.
 - iv. Member Devineni stated that the Tampa Bay Technology Center could be a potential subgroup and he would talk to them about getting their buy-in.
 - v. Member Teixeira mentioned Strategy 2a – Fund art/tech exhibitions, and noted she will work with the CRA on this. Member Sjouwerman discussed his company's sponsorship of the VR ocular glasses for the Dali attraction.
4. Adjournment. The meeting was adjourned at 1:28 p.m.

RESOLUTION NO. 04-18

A RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA FOR GRANT FUNDING TO RUTH ECKERD HALL FOR FESTIVAL SERIES EVENTS FOR THE FISCAL YEAR 2018-2019 SEASON; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the DDB is a Special Taxing District formed to revitalize and preserve downtown property values and prevent deterioration in the Special Taxing District ("Downtown Clearwater"); and

WHEREAS, the DDB supports the revitalization efforts of the City of Clearwater Community Redevelopment Agency ("CRA") and the Downtown Redevelopment Plan ("Plan") which, among other goals, encourages a variety of visual and performing arts activities and programs within Downtown Clearwater; and

WHEREAS, Ruth Eckerd Hall produces and manages a series of events known as Blast Friday in Downtown Clearwater; and

WHEREAS, The Blast Friday events: 1) support existing retail business viability by attracting larger crowds to create dining and retail demand for businesses in Downtown Clearwater; 2) provide DDB retail recruitment efforts with a better customer base to encourage new retailers/restaurateurs to locate in Downtown Clearwater; 3) expose additional potential restaurant/retail customers and investors to Downtown Clearwater through attendance at Blast Friday Events; and 4) directly promotes goals and objectives of the 2018 Clearwater Downtown Redevelopment Plan, specifically: People Goal (Page 46) Downtown shall be a place that attracts residents, visitors, businesses and their employees and enable the development of community. The City shall encourage a vibrant and active public realm, recreation and entertainment opportunities and support the community and neighborhoods.,

WHEREAS, the DDB has determined that continuation of the Blast Friday Events is in the best interest of Downtown Clearwater; it is

RESOLVED, the DDB will provide funding in the amount of a \$40,000 grant to partially underwrite the production and management of eight events on Cleveland Street which shall include five Blast Friday concerts; Miracle on Cleveland Street, Cruisin' at the Capitol and a children's art event for the 2018-2019 season, in accordance with the terms of a contract to be prepared by an attorney retained by the DDB;

RESOLVED, the approved funding shall be disbursed in four equal installments of \$10,000 based upon supporting invoices to be provided by Ruth Eckerd Hall, Inc. in December, February, April, and June;

RESOLVED, the contract shall contain terms regarding reports of activities, financial accounting, records retention, non-discrimination, liability and indemnification, compliance with laws, notice, termination for cause, and such other reasonable provisions required by law or customarily required by the DDB; and

RESOLVED, Paris Morfopoulos, as Chairman of the DDB, is authorized and directed to execute the contract on behalf of the DDB.

PASSED AND ADOPTED this 7th day of November, 2018.

Witness:

Paris Morfopoulos, Chairman

Stu Sjouwerman, Vice-Chairman