



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

March 2, 2016 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

## **AGENDA**

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the February 3, 2016 DDB Meeting
4. Adopt January 2016 Financial Statement for Filing
5. Review 2016 Sponsorship Form
6. ULI Update – FY 15-16, Quarter 1
7. Review of Goals/Purposes
8. Chairman's Report
9. Final Comments
10. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
February 3, 2016 – 5:30 PM – City Hall – Council Chambers

|                  |                   |   |
|------------------|-------------------|---|
| Members Present: | Dennis Bosi       | Vice-Chairman   |
|                  | Chelsea Allison   | Treasurer   |
|                  | Stu Sjouwerman    | Member  |
|                  | Tony Starova      | Member  |
|                  | Zachary Thorn     | Member  |
|                  | Thomas Wright     | Member (arrived 5:35 p.m.)                                    |
| Also Present:    | Bill Jonson       | Ex-Officio/Councilmember                                      |
|                  | Jay Polglaze      | Ex-Officio/Councilmember                                      |
|                  | Denise Sanderson  | Assistant Director, Economic Development & Housing Department |
|                  | Geri Campos Lopez | Director, Economic Development & Housing Department           |
| Absent:          | Paris Morfopoulos | Chairman  |

1. Vice Chairman Bosi called the meeting to order at 5:30 p.m. asking the board and Ex Officio members to introduce themselves.
2. Citizen Comments – Items Not on the Agenda – No comments
3. Approval of Minutes from the January 6, 2016 DDB Meeting – Ex-Officio Councilmember Jonson asked that a correction be made to the minutes page 6, item 11, last sentence to read “Given the need for a monthly meeting, Ms. Lopez said the meeting would be held as scheduled.”

**Member Allison moved to approve the minutes as amended from the January 6, 2016 meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”            Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn**

**“Nays”:           None**

**Motion carried.**

4. Adopt December 2015 Financial Statement for Filing

**Member Allison moved to approve the December 2015 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”            Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn, Member Wright**

**“Nays”:           None**

**Motion carried.**

**5. Adopt 2015 Annual Financial Report and Audit Results –Andrew Laflin, CliftonLarsonAllen LLP**

Andrew Laflin gave a presentation to the board regarding the annual financial report and audit results. A copy of the presentation was distributed to the board.

Vice Chairman Bosi asked about the property on Washington Street. Director Lopez advised that it was the former Clearwater Auto site across from the Nolen. Remediation is complete and the property would have to go through the RFP process.

Member Wright asked about a piano and electronic message boards owned by the DDB that do not appear on our balance sheet. Director Lopez advised that the DDB contributed money toward the message boards, but the City paid for the rest and they are probably on the City inventory. Member Starova advised that the DDB purchased the piano and Jazz Holiday bought it from the DDB. It was decided to check with Anne Fogarty France when she returned.

Member Wright asked what the issue was with Star Spectacular that ended up not taking place. Vice Chairman Bosi thought that DDB was reimbursed for Star Spectacular but thought a Saturday farmer's market that didn't take place would be paying back some money. It was decided to ask Anne Fogarty France when she returns from medical leave.

Member Starova wanted to know what the average percentage of the entire budget most companies allocate for advertising. Mr. Laflin responded that it depended on the type of company.

**Member Wright moved to approve the 2015 Annual Financial Report and Audit Results. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”            Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn, Member Wright**

**“Nays”:           None**

**Motion carried.**

**6. Sunshine Law Presentation – Elise Winters, Board Attorney**

Attorney Winters included an overview of the Sunshine Law in the DDB packets for tonight's meeting.

Vice Chairman Bosi asked if a board member speaking to an ex-officio member would be governed by the Sunshine Law. The answer is yes, the discussion must be open to the public with reasonable notice and minutes taken.

Member Sjouwerman stated that he is a member of the Clearwater Downtown Partnership and many of the issues discussed are about downtown. Ms. Winters advised that if it is a subject that could come up in front of the DDB, no, he cannot discuss it.

Member Starova asked if two or more people on the DDB could serve on another board together. Attorney Winters said no, not if it has anything to do with downtown. Member Starova advised that he was talking about the Downtown Merchants Association and the meetings are noticed, open to the public and notes are taken. Attorney Winters advised that if

the meeting is not noticed, as a DDB meeting and minutes are not taken by the DDB, two or more DDB members could not be on the board of the Downtown Merchants Association.

Ex-Officio Councilmember Jonson asked if he decides to attend a meeting of the Downtown Merchants Association and listens to the meeting, but does not participate in it, is he violating the Sunshine Law. Attorney Winters advised that this is not a violation as long as he does not participate.

Member Starova asked what the consequences of violating the Sunshine Law were. Attorney Winters responded that it is a criminal offense. It could negate actions taken by a board or carry a fine.

Attorney Winters advised that if a board member has a question pertaining to the Sunshine Law, they should contact Anne Fogarty France directly by e-mail.

**7. Second Reading - Sponsorship Request from Clearwater Arts Alliance/Clearwater Corner Art - "Thinking Outside the Box" – Roberta Klar & Beth Daniels**

Roberta Klar advised that she and Ms. Daniels were here to add a revision to their sponsorship request. They are no longer considering a cultural map on the boxes. This will reduce the amount they are requesting by \$1,500. The amount they are now asking for is \$5,450.

The DDB is welcome to participate in the box cover selection and Treasurer Allison offered to be involved in that selection.

**Member Wright moved to approve funding for Clearwater Corner Art – "Thinking Outside the Box" using logo #2. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes" Member Bosi, Member Allison, Member Sjouwerman, Member Thorn, Member Wright**

**"Nays": Member Starova**

**Motion carried.**

**8. Second Reading – Sponsorship Request from Pierce Street Market – Natalie Nagengast**

Ms. Nagengast had a recap report distributed to the board. She also shared a video of the market.

**Member Sjouwerman moved to approve the funding request for the Pierce Street Market. The motion was duly seconded**

Ex-Officio Jonson commented that he attended the January market and was very impressed.

Ex-Officio Polglaze commented he had the opportunity to meet the drone operator who filmed the market video. He was very impressed. It highlighted not only the market but the bridge, the shoreline and the beach.

Vice Chairman Bosi shared the history of DDB funding over the years. Priorities were 1- events on Cleveland Street; 2- Signature Events; 3-Coachman Park. He visited the market

and it was very nice, but it doesn't bring people to Cleveland Street. The Pierce Street Market is asking for more money than many events they sponsor that take place on Cleveland Street.

Member Sjouwerman felt Vice Chairman Bosi was comparing apples to oranges, the market is multiple events, the others are one time only events.

Member Thorn commented that Coachman Park and Cleveland Street will be helped by the market bringing people to downtown Clearwater that are not usually there.

Member Allison advised that she is not opposed to funding the market, but asked where the money was coming from. Director Lopez advised that it should all be coming out of DDB unallocated funds.

Member Starova complimented Ms. Nagengast on the success of her market. The priority of the DDB is success on Cleveland Street. The market is the only for profit that has asked us for assistance. He believes the DDB and CRA should help. His personal opinion is to partially fund the market.

Vice Chairman Bosi stated that all other projects funded by the DDB have a component on Cleveland Street.

Ex-Officio Polglaze feels that this is a unique situation. He agrees with Member Sjouwerman that this is really about marketing, creating a destination and foot traffic. There are potential downtown investors who are watching progress in downtown.

Director Lopez feels that the DDB should look at this as an opportunity to reach a much younger demographic. From the CRA perspective, they would see this (advertising) the role of the DDB. Potential investors are taking note.

Member Sjouwerman suggested businesses on Cleveland Street would be smart to set up a table at the market.

Ex-Officio Jonson mentioned Fred Kemp, who has a project for public spaces. A variety of activities is what Mr. Kemp attributes to success. The market would add to this, engaging a younger demographic.

**and upon roll call, the vote was:**

**"Ayes"            Member Allison, Member Sjouwerman, Member Thorn, Member Wright**

**"Nays":           Member Bosi, Member Starova**

**Motion carried.**

## **9.        Chairman's Report**

Vice Chairman Bosi gave the Chairman's Report in the absence of Chairman Morfopoulos.

**10. Final Comments**

Member Thorn distributed a proposal to the DDB. He has discussed this with the City Council and the City Manager and it will be going to the Council Meeting for a vote on February 4, 2016. It can be implemented by March 1, 2016 if all works out.

Member Wright appreciates the in-depth discussion when spending the taxpayer's money. We are talking about the future with respect for the history.

Member Starova thought it was a good meeting. Blast Friday was very successful. Three to four thousand people attended and businesses were packed. The new stage configuration on Ft. Harrison was better. Good luck to the market on Pierce Street. The Blues Walk will take place on Friday, February 19<sup>th</sup> and Coachman Park will host the Sea Blues Festival over the weekend.

Member Sjouwerman commented it was a good meeting. He is glad the Pierce Street Market was funded and it will be good for everyone.

Treasurer Allison commented it was a good meeting. It's important for the merchants to remember the weekend will be packed and please stay open nights and weekends.

Ex-Officio Councilmember Jonson is concerned about maintenance issues on street lights and distributed photos. He took the ferry to the beach and enjoyed the ride. He talked to one of the food vendors at Blast Friday and the vendor felt the music was better at Blast Friday than the Third Friday event in Safety Harbor. The Courtney Campbell Causeway is a scenic highway and he was wondering about the possibility of bringing that designation all the way to the beach. He would like to see the progress on the gateway signs.

Ex-Officio Councilmember Polglaze reminded the DDB that the funding for the East Gateway street renovations and infrastructure repair begins next year. This will be from Missouri to "five points". A couple of points from Ms. Nagengast's presentation are especially important. One, the market will be reaching another demographic. She is also willing to share her expertise in social media marketing. David Cook will be at the next Blast Friday and is hugely popular. He would like to see Ruth Eckerd Hall bring in more acts appealing to a younger crowd.

Member Wright would like to congratulate Member Sjouwerman for "KnowBe4". He has raised funding, putting Clearwater on the map as a technology center.

Vice Chairman Bosi enjoyed attending the Pierce Street Market, but is concerned what will happen next year with other events that have helped downtown businesses stay open for years. He encourages everyone to attend these events as part of our obligation as board members to see how the money is spent.

**11. The meeting was adjourned at 7:52 p.m.**

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|---|
| <p style="text-align: center;">Downtown Development Board<br/>Statement of Revenues &amp; Expenditures<br/>For the Period January 1 thru January 31, 2016</p> |
|---|

2/26/16 1:02 PM

|                              | Budget         | January       | Year to Date   | Difference       |
|------------------------------|----------------|---------------|----------------|------------------|
| <b>Income</b>                |                |               |                |                  |
| Ad Valorem (Property) Taxes  | 251,056        | 52,184        | 208,268        | (42,788)         |
| Ad Valorem Taxes Prior Yr    | 100            |               | 46             | (54)             |
| Interest Income              | 500            |               | 147            | (353)            |
| CRA Interlocal Agreement Rev | 173,273        |               |                | (173,273)        |
| Misc Revenue                 | 500            |               | 2,877          | 2,377            |
| <b>Total Income</b>          | <b>425,429</b> | <b>52,184</b> | <b>211,338</b> | <b>(214,091)</b> |

**Expenditures**

**Promoting District**

|                                   |               |               |               |              |
|-----------------------------------|---------------|---------------|---------------|--------------|
| Banner Installation & Maintenance | 600           |               |               | 600          |
| Downtown Streetscape Maintenance  | 3,200         |               |               | 3,200        |
| Boatslip Construction & Maint     | 50,000        | 50,000        | 50,000        | 0            |
| Holiday Lighting                  | 14,500        | 3,478         | 13,941        | 559          |
| <b>Total Promoting District</b>   | <b>68,300</b> | <b>53,478</b> | <b>63,941</b> | <b>4,359</b> |

**Promoting Merchants**

|                                  |               |          |              |               |
|----------------------------------|---------------|----------|--------------|---------------|
| Graphic Design and Printing      | 3,000         |          | 442          | 2,558         |
| Advertising                      | 3,000         |          |              | 3,000         |
| Jolley Trolley Downtown Loop     | 9,220         |          | 2,305        | 6,915         |
| <b>Total Promoting Merchants</b> | <b>15,220</b> | <b>0</b> | <b>2,747</b> | <b>12,473</b> |

**Promoting Events**

|  |               |              |               |               |
|--|---------------|--------------|---------------|---------------|
| 6th Annual Achieva Box Car Rally           | 1,000         |              |               | 1,000         |
| Art in the Park                            | 4,800         |              | 4,800         | 0             |
| Clw Superboat National Championship        | 10,000        |              |               | 10,000        |
| City/Clw Celebrates America                | 2,500         |              |               | 2,500         |
| City/Fun n' Sun Festival                   | 2,500         |              |               | 2,500         |
| City/Sea Blues Festival                    | 7,500         |              |               | 7,500         |
| Miracle on Cleveland St @ Cap/Blast Friday | 25,000        |              | 25,000        | 0             |
| Clearwater Jazz Festival Jazz Walk         | 5,000         |              | 5,000         | 0             |
| Santa & Suds Race/Walk for ASL & Deaf      | 3,500         | 3,500        | 3,500         | 0             |
| <b>Total Promoting Events</b>              | <b>61,800</b> | <b>3,500</b> | <b>38,300</b> | <b>23,500</b> |

|                   |        |  |  |        |
|-------------------|--------|--|--|--------|
| Unallocated Funds | 21,828 |  |  | 21,828 |
|-------------------|--------|--|--|--------|

**Staff & Office Administration**

|                                       |               |              |               |               |
|---------------------------------------|---------------|--------------|---------------|---------------|
| Downtown Meeting & Event Support      | 200           | 15           | 21            | 179           |
| Office Expenditures                   | 750           | 26           | 84            | 666           |
| Dolphin Sign Replacement Cost         | 150           |              |               | 150           |
| Public Meeting Notices                | 2,000         | 80           | 240           | 1,760         |
| Legal Fees                            | 3,500         | 50           | 875           | 2,625         |
| CRA Mgt & Admin Fee - 2.5% Increase   | 65,317        | 5,443        | 21,772        | 43,545        |
| DDB Minutes Preparation               | 1,430         | 220          | 330           | 1,100         |
| <b>Total Staff &amp; Office Admin</b> | <b>73,347</b> | <b>5,834</b> | <b>23,323</b> | <b>50,024</b> |

**Fixed Payments**

|                                |                |              |                |              |
|--------------------------------|----------------|--------------|----------------|--------------|
| Officers & Directors Insurance | 700            |              |                | 700          |
| Liability Insurance (Dolphins) | 1,422          | 1,246        | 1,246          | 176          |
| Annual Audit                   | 7,000          | 1,500        | 7,000          | 0            |
| CRA Increment Payment          | 173,273        |              | 173,218        | 55           |
| State Special District Fee     | 175            |              | 175            | 0            |
| Property Appraiser Fee         | 2,364          |              | 1,158          | 1,206        |
| <b>Total Fixed Payments</b>    | <b>184,934</b> | <b>2,746</b> | <b>182,797</b> | <b>2,137</b> |

|                           |                |               |                |                |
|---------------------------|----------------|---------------|----------------|----------------|
| <b>Total Expenditures</b> | <b>425,429</b> | <b>65,558</b> | <b>311,108</b> | <b>114,321</b> |
|---------------------------|----------------|---------------|----------------|----------------|

|                                    |   |   |   |  |
|------------------------------------|---|---|---|--|
| Revenues in Excess of Expenditures | - | 0 | 0 |  |
|------------------------------------|---|---|---|--|

|                                    |      |   |   |  |
|------------------------------------|------|---|---|--|
| Expenditures in Excess of Revenues | \$ - | 0 | 0 |  |
|------------------------------------|------|---|---|--|

|                     |      |   |   |   |
|---------------------|------|---|---|---|
| Ending Fund Balance | \$ - | 0 | 0 | 0 |
|---------------------|------|---|---|---|

|                                |        |  |  |  |
|--------------------------------|--------|--|--|--|
| Beginning Fund Balance 10-1-14 | 86,998 |  |  |  |
|--------------------------------|--------|--|--|--|

|  |        |  |  |  |
|--|--------|--|--|--|
| Minimum Reserves Approved by Board 11-6-13 | 71,465 |  |  |  |
|--|--------|--|--|--|





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# CLEARWATER DOWNTOWN DEVELOPMENT BOARD



## SPONSORSHIP/FUNDING REQUEST FORM

**The DDB's primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.**

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: [anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com), (727) 562-4044 / Fax (727) 562-4075.  
(Completed forms are due to DDB Administrator by May 15 of each calendar year.)

Check one: ☐ Budgeted Event (submitted by May 15) ☐ Non-budgeted Event ☐ Funding Request

Date submitted: \_\_\_\_\_

Name: \_\_\_\_\_

Title of event: \_\_\_\_\_

Event contact: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: ( ) \_\_\_\_\_ Cell phone: ( ) \_\_\_\_\_

Fax number: ( ) \_\_\_\_\_ E-mail address: \_\_\_\_\_

Website address: \_\_\_\_\_

501(c)(3) not for profit organization? ☐ Yes ☐ No

• Date and time of event/program: \_\_\_\_\_

• Location and address of event/program site: \_\_\_\_\_

• Projected attendance: \_\_\_\_\_

• Briefly describe the event/program, and if applicable, provide brief details about audience:

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• What kind of activities will take place during your event? What activities will take place on Cleveland Street?

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• Briefly list the purpose of the event/program and the ways in which it will benefit the community as well as promote the Cleveland Street District: \_\_\_\_\_

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• How long has this event/program been in existence?

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• Is there a charge for the event/program? ☐ Yes ☐ No

If yes, please include prices, distribution/outlets for purchase and on-sale date:

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• Is this event/program a fund-raiser? ☐ Yes ☐ No If yes, for whom?

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• Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? ☐ Yes ☐ No

If yes, what size? \_\_\_\_\_

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• Will you allow the DDB to display its banner(s)? ☐ Yes ☐ No

• Possible sponsorship benefits to the DDB. Please check all that apply:

Will the DDB/CSD be included in the official program? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be provided a program ad or insert? ☐ Yes ☐ No ☐ Not Applicable

If yes, what are the dimensions?

Color \_\_\_\_\_ Black & White \_\_\_\_\_ Deadline: \_\_\_\_\_

Will the DDB/CSD logo be on brochures? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on invitations? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on tickets? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be on posters? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be mentioned in radio spots? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD logo be included in television promotions? ☐ Yes ☐ No ☐ Not Applicable

Will the DDB/CSD be noted in press releases? ☐ Yes ☐ No ☐ Not Applicable

Will the CSDistrict website be included in all promotional material? ☐ Yes ☐ No ☐ Not Applicable

Is there an opportunity for a DDB booth on site? ☐ Yes ☐ No ☐ Not Applicable

Is there an opportunity for distribution of DDB/CSD printed materials? ☐Yes ☐No ☐Not Applicable

Will the DDB/CSD be recognized on stage? ☐Yes ☐No ☐Not Applicable

Is there an opportunity for an on-stage appearance by a DDB representative? ☐Yes ☐No ☐Not Applicable

Is there an opportunity for a sponsorship banner on your Web site? ☐Yes ☐No ☐Not Applicable

Will the DDB members receive tickets to the event? ☐Yes ☐No ☐Not Applicable

If yes, how many and what is their value? \_\_\_\_\_

Other sponsorship benefits:

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(Continue on additional pages if needed.)

Please list other participating media sponsors and corporate sponsors:

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Do you have an event budget? ☐Yes ☐No If yes, please describe. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

Do you have a media budget and timeline? ☐Yes ☐No If yes, please describe.

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What is the number of attendees expected at your event? \_\_\_\_\_

If this is a recurring event, what was the number of attendees at your event last year? \_\_\_\_\_

Specifically, what are you asking the DDB to provide as a sponsor?

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Please list or attach all available sponsorship levels for your event.

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APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description “Cleveland Street District” or “Cleveland Street District in downtown Clearwater” AND the url [www.ClevelandStreetDistrict.com](http://www.ClevelandStreetDistrict.com) in all collateral material. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.)
- c. Purchase two banners, minimum size 2’ x 6’, announcing event that is taking place to be installed on barricades on each end of the event.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

\_\_\_\_ Please initial that you agree to comply with these requirements.

**Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1<sup>st</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com).  
(4/1/15)