



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 2, 2019 – 5:30 PM - City Hall – 2nd Floor, Room 222

AGENDA

1. Call to Order
2. Oath of Office – Thomas Wright, Caitlein Jammo, Lina Teixeira
3. Election of Officers
 - a. Chairman
 - b. Vice-Chairman
 - c. Treasurer
4. Citizen Comments – Items Not on the Agenda
5. Approve the Minutes from the December 5, 2018 Downtown Development Board (DDB) Meeting
6. Adopt November 2018 Financial Statement for Filing
7. Approval to Re-gift Jazz Holiday Posters – Anne Fogarty France, CRA Business Assistance Manager/DDB Administrator
8. Approval to Make Repairs & Repaint DDB Dolphins – Anne Fogarty France, CRA Business Assistance Manager/DDB Administrator
9. CRA Updates – Amanda Thompson, CRA Director
10. Chairman's Comments
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

December 5, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Caitlein Jammo	Treasurer
	Thomas Wright	Member
	Lina Teixeira	Member
	Ray Cassano	Member
Also Present:	David Allbritton	Ex-officio Member/Councilmember
	Hoyt Hamilton	Ex-officio Member/Councilmember
	Anne Fogarty France	Board Administrator
Absent:	Venkat "Vincent" Devineni	Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. He welcomed the Ex-officio councilmembers and asked the board and ex-officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda

Bill Jonson, 2694 Redford Court, Clearwater 33761, stated that Cleveland Street is changing for the good. There are windows in the 1100 building and the completed mural on the flag building are evidence. Mr. Jonson also encouraged everyone to attend a Building Plan Review Committee meeting. It is held every Wednesday at 9:30 a.m., at which individual requests by potential businesses are reviewed. He noted that the input from the City is more positive lately than in recent years.

3. Approve the Minutes from the November 7, 2018, Meeting

Member Wright moved to approve the minutes from the November 7, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

4. Adopt October 2018 Financial Statement for Filing

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

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

Nays: None.

Motion carried.

5. Valet Parking Recommendation - Daniels Ikajevs, One Clearwater Tower presented a plan to offer valet parking, that would be funded by local merchants, in downtown Clearwater in exchange for the City swapping parcels of land with property that Mr. Ikajevs owns.

The DCMA has provided a letter of support, and he is requesting the same from the DDB.

CRA Director Thompson commented that the valet parking solution is an option that was being considered as part of the current downtown parking study. She stated that the land that Mr. Ikajevs wanted to swap was subject to grant restrictions with The Ring co-working project. She stated that the City, nor the CRA, had a desire to redevelop two new parcels as surface parking lots which was part of Mr. Ikajevs proposal. Ms. Thompson stated that the CRA was in support of facilitating a valet parking solution and would be open to options that were in alignment with adopted plans for downtown.

Discussion centered around the various issues and options, but also support for valet parking.

A motion was proposed by Member Sjouwerman for which Member Jammo offered a clarification; after discussion, wording for a motion was agreed upon:

The DDB supports the CRA, working in partnership with private property owners, to discuss and develop at least one proposal for providing valet parking for the downtown core to be presented at the January meeting.

Member Sjouwerman moved to accept the valet parking motion as worded. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, and Member Cassano.

Nays: None.

Motion carried.

Chairman Morfopoulos asked for approval to take Item 7 ahead of Item 6; approval was unanimous.

7. 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. Jay Polglaze, Clearwater Downtown Partnership advised that he was assisting the DuPont Registry with this event. He stated that the City Council approved \$5,000 funding for the event and is working with Parks & Recreation Special Events division.

Member Wright moved to approve \$9,000 in funding for the DuPont Registry Cars & Coffee event. The motion was duly seconded. Upon roll call, the vote was:

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

Nays: None.

Motion carried.

8. Sign Code Update - Gina Clayton, Assistant Director, Clearwater Planning Department presented an overview of the new sign code, noting that it works with new building standards and the previous comprehensive sign code is still available.
9. Work Plan Update - Anne Fogarty France, Community Redevelopment Agency (CRA) Business Assistance Manager advised that she and the Chairman would be working with the Board Attorney on the update to the Bylaws. She introduced Member Teixeira who had an update on her work plan item.

Member Teixeira presented her findings in assessing permitting and zoning and different processes by the city and is not a non-scientific method. The Goal (to assess the environment being faced by the business community); the Methods (anecdotal – group and individual discussions with current and existing merchants, stakeholders and the business community, an online survey and personal experience); the Findings (a general perception of a “not business friendly” downtown area, that we are ‘the city of NO’, the planning and permitting process perceived as laborious and confusing; Permitting, Zoning and Planning lacks flexibility and innovation and City staff was found to be professional but not customer focused and the overall outlook for the future of downtown Clearwater by merchants was described as discouraging) and the Recommendations.

Member Teixeira recommends the City adopt a customer-centric culture in downtown; implement user friend, simple standard lists; utilized current methods to educate applicants; assign a service specialist to navigate all permitting so that there’s only one point of contact; create flexible regulations and processes specific to different “communities”; adopt an interdisciplinary approach among all departments; streamline and simplify all permitting needs; improve online utilization and follow up to permitting; continue economic development programs to offset the challenges; set and adhere to deadlines; decrease processing time; allow greater flexibility with all aspects of signage; have inspectors and enforcement communicate directly and when possible in person with merchants; have community involvement to determine signage sizes, take proactive measures to cease the present, complex, time-consuming and outdated implementation process.

She also commented with some frustration that these highlighted points were the same conclusions reached by the task force seven years ago, making these chronic issues to our downtown and offered to email additional information required to anyone interested.

In conclusion, today’s assessment and recommendations mirror those of a task forced former ins April of 2011, the business community and citizens perceptions have not changes, it will take a commitment from the city to prioritize and address these chronic issues and these issues must be addressed promptly.

Chairman Morfopoulos reminded members that this will be the regular opportunity to bring Work Plan updates to the board.

8. Post Event Report - Downtown Clearwater Merchants Association (DCMA) Art Walks & Drink or Treat on Cleveland Street Events - Carolyn Bradham, DCMA Vice-President stated that the art walks draw approximately 125 people per month, including visitors from other communities (i.e. Tampa and Bradenton) who came in just for the event. She noted return visitors from previous art walks.

The Halloween event was a change that we never experienced, the core group was out of town, there were many parties going on which had a huge impact on our event and the Capitol Theatre wasn’t involved as they were booked. It made for a disappointing event and resulted in a meeting about the event

Merchant review suggested they were so involved with their businesses and a solution of an event planner was brought up. There are currently four candidates in consideration. Wendy Barmore from the Jolley Trolley has been instrumental in helping with ideas and this process.

Ms. Bradham noted that the downtown merchants are excited about the Dali exhibit and are reviewing ways to promote and support the incoming exhibit to present a good face for downtown and the community to all the visitors – new and returning.

10. CRA Updates – Amanda Thompson, CRA Director stated that an update on the Harborview is that the City Council will consider the demolition bids this week.

Ex-officio Councilmember Allbritton noted that the demolition is tentatively targeted for March due to asbestos removal and some interior work would take place that you won't be able to see.

Ms. Thompson mentioned that she was working with the Public Communications Department to develop a budget for the communications and celebrations that will take place.

Ex-officio Councilmember Hamilton also noted the concern for Osceola Avenue in the demolition plan, highlighting the complex nature of the job.

Ms. Thompson stated that she recently provided an 18-month strategy update to the CRA Trustees and noted there had been over 1,100 media mentions in November of downtown Clearwater mostly neutral or positive. When Rosemary D'Amour, our PR and Programs Manager, starts in December she'll be working the board on their PR work plan items as well as how to broadcast those mentions.

For our RFPs, we still have the warehouse and adjacent greenspace at 115 South MLK that is available and due on December 20 for a restaurant or brewery, distillery/winery as well as two greenfield sites that we'll take six months and talk to the people who didn't bid and

There are now nine pre-qualified Food & Drink sites, with five in the downtown core and four around the Nolen and we have three months to help them find tenants. It was noted that many are spending more than the required amount to qualify.

Murals are appearing around downtown, including on the Garden Avenue garage.

The Holiday Extravaganza is going very well, with the Ferris Wheel being a big hit at the carnival taking place Friday, Saturday and Sunday night. The boat parade is scheduled for Saturday. Many events are taking place and you can see them on DowntownClearwater.com.

11. Chairman's Report - Chairman Paris Morfopoulos commented that events are extensive and urged everyone to visit downtownclearwater.com for a complete list.

12. Final Comments

Member Cassano enjoyed the sign presentation and believes that the situation is getting better and feels the DuPont event is first class.

Member Teixeira agreed.

Member Wright feels things are moving forward and wished everyone a Merry Christmas.

Member Jammo agreed with all comments.

Ex-officio Councilmember Hamilton noted that there were a lot of balls in the air right now and stated that there was still time to be considered for a position on the council.

Ex-officio Councilmember Allbritton is happy with the sign code, stating "it's a long time coming", feels it will attract some businesses and be good for all.

Chairman Morfopoulos agreed with everyone, there is a lot going on, downtown is gathering momentum with different initiatives. The CRA has a lot of activity and the DDB's Planning Session has resulted in work actions taking place and progress is being made. The DuPont event is exciting and noted that his comments and questions had been as a 'devil's advocate'.

13. The meeting was adjourned at 7:17 p.m.

	A	B	C	D	E	F	G	H	I	J	K	M
1		Downtown Development Board										12/19/2018
2		Statement of Revenues & Expenditures										
3		For the Period October 1 thru November 30, 2018										
4												
5												
6			Adopted	Budget			Amended			Year to		
7			Budget	Transfer			Budget	November		Date	Difference	
8		Income										
9												
10		Ad Valorem (Property) Taxes - 0.9700 mills	342,497				342,497	121,501		121,501	(220,996)	
11		Ad Valorem Taxes Prior Year	100				100	-		-	(100)	
12		Interest Income	500				500	-		-	(500)	
13		CRA Interlocal Agreement Revenue	274,651				274,651	-		-	(274,651)	
14		Misc Revenue	500				500	-		-	(500)	
15		Total Income	618,248	-	-		618,248	121,501		121,501	(496,747)	
16												
17		Expenditures										
18												
19		Marketing										
20		Achieva Box Car Rally - 9th Annual	1,500				1,500	-		-	1,500	
21		City / Sea Blues Festival	10,000				10,000	-		-	10,000	
22		City / Clearwater Celebrates America	2,500				2,500	-		-	2,500	
23		Clearwater Jazz Festival Downtown Party	2,500				2,500	-		2,500	-	
24		Downtown Clearwater Craft Beer & Music Festival	5,000				5,000	-		-	5,000	
25		Downtown Clearwater Merchants Association Yearly Events (Taste of Downtown, Downtown Funk renamed Drink or Treat, Miracle on Cleveland Supplement, Art Crawls)	10,000				10,000	5,000		5,000	5,000	
26		Festival Series including Blast Fridays, Miracle on Cleveland St & Cruisin at the Capitol (Ruth Eckerd Hall)	40,000				40,000	-		-	40,000	
27		Hooters Clearwater Super Boat National Championship	10,000				10,000	-		-	10,000	
28		Santa & Suds 5K Fun Run	1,500				1,500	-		-	1,500	
29		Graphic Design and Printing	3,000				3,000	-		-	3,000	
30		Advertising	10,000				10,000	-		-	10,000	
31		Demolition/Fundraising Imagine Clearwater Party (WP)	10,000				10,000	-		-	10,000	
32		Public Relations Firm (WP) and Website Content to include List Serve and Video Production	24,400				24,400	-		-	24,400	
33		Incubator Incentives Collateral (WP)	5,000				5,000	-		-	5,000	
34		Art/Tech Exhibitions (WP)	25,000				25,000	-		-	25,000	
35		DuPont Registry Cars & Coffee Event	-				-	-		-	-	
36												
37		Total Marketing	160,400	-	-		160,400	5,000		7,500	152,900	
38												
39		Business Assistance										
40		Holiday Lighting	15,000				15,000	391		802	14,198	
41		Downtown Streetscape Maintenance	3,200				3,200	-		-	3,200	
42		Jolley Trolley Downtown Loop	15,951				15,951	-		-	15,951	
43												
44		Total Business Assistance	34,151	-	-		34,151	391		802	33,349	
45												
46		Policy and Project Work										
47		Create High Tech CEO Council (WP)	5,000				5,000	-		-	5,000	
48		One Stop Shop Education Campaign (WP)	5,000				5,000	-		-	5,000	
49		Station Square Park Events	10,000				10,000	-		-	10,000	
50												
51		Total Policy and Project Work	20,000	-	-		20,000	-		-	20,000	
52												
53		Future Downtown Initiatives	29,153				29,153	-		-	29,153	
54												
55		Staff & Office Administration										
56		Operating Expenditures	1,000				1,000	6		37	963	
57		Public Meeting Notices	2,000				2,000	30		30	1,970	
58		Legal Fees	3,500				3,500	-		-	3,500	
59		CRA Mgt & Admin Fee - 3.5% Increase	71,026				71,026	5,919		11,838	59,188	
60		DDB Minutes Preparation	1,452				1,452	-		121	1,331	
61		Total Staff & Office Admin	78,978	-	-		78,978	5,955		12,025	66,953	
62												
63		Fixed Payments										
64		Officers & Directors Insurance	750				750	-		-	750	
65		Liability Insurance (Dolphins)	1,500				1,500	-		-	1,500	
66		Annual Audit	8,500				8,500	-		-	8,500	
67		CRA Increment Payment	274,651				274,651	-		-	274,651	
68		State Special District Fee	175				175	-		-	175	
69		Tax Collector Commissions	7,350				7,350	-		175	7,175	
70		Property Appraiser Fee	2,640				2,640	2,915		3,575	(935)	
71		Total Fixed Payments	295,566	-	-		295,566	2,915		3,750	291,816	
72												
73		Total Expenditures	618,248	-	-		618,248	14,261		24,077	594,171	
74												
75		Revenues in Excess of Expenditures	-				-	107,240		97,424		
76												
77		Expenditures in Excess of Revenues	-				-	-		-		
78												
79												
80												
81		Beginning Fund Balance 10/1/2018	201,748									
82												
83		Minimum Reserves Approved by Board 7/11/2018	75,000									
84												
85		Cash in Bank as of 11/30/2018	297,123									

[illegible]



TO: Downtown Development Board (DDB) Members

FROM: Anne Fogarty France, Business Assistance Manager and DDB Administrator *AFF*

CC: Amanda Thompson, Community Redevelopment Agency Director

DATE: December 18, 2018

RE: Approval to Re-gift Clearwater Jazz Holiday Framed Posters

As a sponsor of the Clearwater Jazz Holiday Festival, the DDB has received framed posters as a sponsor gift. We currently have ten (10) beautifully framed posters housed in the Economic Development & Housing and CRA offices.

Next month, City Hall offices are slated to move to One Clearwater Tower, 600 Cleveland Street. There is no wall space available in our space to display these posters.

As a possibly solution, I have spoken to Gary Hallas of Clearwater Jazz Holiday. He advised me that they would accept them if the board would like to re-gift them.

I request approval to re-gift these posters to the Clearwater Jazz Foundation.



TO: Downtown Development Board (DDB) Members

FROM: Anne Fogarty France, Business Assistance Manager and DDB Administrator *AFF*

CC: Amanda Thompson, Community Redevelopment Agency Director

DATE: December 18, 2018

RE: Approval to Make Repairs and Repaint Downtown Dolphins

The Downtown Dolphins were sponsored by the Downtown Development Board and unveiled in February 2013.

We have a few dolphins that have seen better days and need attention:

1. Harrison, by Artist Dawn Klyczek, has some issues at the base where the mosaic substrate has failed.
2. Sundance, by artist Terri Gray, came off her base and her fin was damaged when tipped over.
3. Little Hands for Winter, by attendees of Winters Dolphin Tale Adventure, has faded to the point of needing repainting and maybe a new theme.

I estimate that these repairs could be done for a cost not to exceed \$1,500.00.

I recommend the board approve these repairs and repaint and appoint a member to come up with a new theme for the Little Hands for Winter dolphin.