



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

May 3, 2017 – 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 April 5, 2017 Regular Monthly Meeting
4. Adopt March 2017 Financial Statement for Filing
5. Funding Request Station Square Park – Bazaar Art, Jennie Pearl, Artist/Organizer
6. Downtown Clearwater Merchants Association (DCMA) Update – Lina Teixeira, DCMA President
7. Review of DDB Mission and Goals – Chairman Morfopoulos
8. Presentation of New Downtown Clearwater Logo – Seth Taylor, Community Redevelopment Agency Director
9. Chairman's Report
10. Final Comments
11. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
April 5, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Dennis Bosi Thomas Wright Tony Starova Stu Sjouwerman Chelsea Allison Zachary Thorn	Vice-Chairman Member Member Member Treasurer Member
Also Present:	Bill Jonson Doreen Caudell Anne Fogarty France Seth Taylor	Ex-officio/Councilmember (Arrived at 6:24 p.m.) Ex-officio/Councilmember Board Administrator CRA Director
Absent:	Paris Morfopoulos	Chairman

1. Vice-Chairman Bosi called the meeting to order at 5:08 p.m. for the walk down Cleveland Street.

CRA Director Seth Taylor led the group from City Hall and commented on the short term lease that the CRA was going to be entering into with Water's Edge for the corner space. The proposal calls for this space to be used by the Professional Association of Visual Artists (PAVA) for art exhibits and half will be a Second Century Storefront. Images of the Imagine Clearwater projects and the Streetscape Phase III will be displayed and the storefront will be open to the public.

Other items discussed were the status of ClearSky on Cleveland, the dedicated parking space for the bicycle rack on the 400 block, the expansion of InFi Systems on 500 block and pop-up activities in storefronts.

Member Sjouwerman was asked to discuss the Tech District and he gave an update of the district. When asked where he saw this corridor in the next five years he responded by stating that tech creates tech and they get support from other tech firms.

Member Wright advised the group that Merrill Lynch was spending 1M to refurbish space and they were here to stay.

Ms. Fogarty France was asked to review plant material choice with the Parks & Beautification department, cones vs. barricades at Station Square Condo paver repair, .

Member Starova noted the architecture of the Post Office would be a good future location for a Columbia Restaurant.

Ex-officio Councilmember Caudell was asked to discuss transportation initiatives when the group arrived at the Pinellas Trail. She noted that Clearwater was the county seat with the rail and trail right here. She was interested in the Complete Streets approach and that the City would be looking at Florida Department of Transportation for changes to this corridor. Another important item to note was that this East Avenue has rail/trail/bike/car and this was extremely unique.

Member Allison was asked to discuss the circuit training in Station Square Park. The workouts take place every Wednesday at 11:30 a.m.

Mr. Taylor added that Station Square Park also has music almost every Friday and an art event twice a month on Saturdays. There is a proposal that will come before the DDB to assist the CRA in programming activities in the park.

He discussed the Station Square condominium parking availability, the referendum in November, City Hall location for future highest and best use, Clearwater Marine Aquarium lot and vote for City to purchase on April 20.

The group reconvened at City Hall.

2. Vice-Chairman Bosi called the meeting to order at 5:59 p.m. asking the board and Ex-officio members to introduce themselves.
3. Citizens Comments--Items not on the agenda—No comments.
4. Approve the Minutes from the March 1, 2017, Meeting

Member Allison moved to approve the minutes from the March 1, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Adopt February 2017 Financial Statement for Filing

Member Wright moved to adopt the February 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

6. Second Reading—Approve Funding for the Latino Anniversary Party in the amount of \$3,500 — Vice-Chairman Bosi asked Leo Caicedo, owner of La Fondita de Leo, to address the board. Mr. Caicedo explained that the funds would be used to draw the Latin population to downtown Clearwater.

Member Wright moved to approve funding for the Latino Anniversary Party in the amount of \$3,500 on second reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

7. Update of Funding Request for Pierce Street Market Incubator—Natalie Nagengast, Pierce Street Market, advised the board that the estimate for the build out of the storefront on Cleveland Street would be about \$100,000. Ms. Nagengast advised the Board that she was not proceeding with this project.

Member Sjouwerman noted that he was at a briefing last night that showed a 3D rendering of existing shops with a new look. He asked what the City was going to do in regard to the vacant lot that the Clearwater Marine Aquarium (CMA) was selling since the CMA turned down a \$15 million offer from the Church of Scientology. He was advised that this item was not on the agenda nor was this meeting the right forum for such a discussion. He advised that he wanted this on the record.

Ms. Nagengast was asked to provide the Board with something in writing stating that the Pierce Street Market is not accepting the \$20,000 awarded by the board. Upon receipt of this letter the funds will be refunded to the Future Initiatives line item.

A suggestion was made that Ms. Nagengast look at other events taking place and piggyback on these events so both events will be more successful.

8. Review of Revised DDB Funding Request Application—Anne Fogarty-France, Downtown Manager noted that board members provided suggested revisions to her and asked that the board reviewed the suggested changes one by one.

Member Wright moved to approve the DDB Funding Request Application with approved changes. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

9. Chairman’s Comments

Vice-Chairman Bosi advised the Board of upcoming events. These events are listed on the web site at www.clevelandstreetdistrict.com

10. Final Comments

Member Wright stated that the Blast Friday events get better and better. He encouraged everyone to come and see the Fabulous Thunderbirds on April 28.

Member Allison stated that the Cruisin’ at the Capitol and the Art in the Park were great events also. She said that Cleveland Street businesses need to be encouraged to stay open when such events take place.

Ex-officio Member Jonson showed the Board photos from the April 1 Art Bazaar event. The event took place in Station Square Park where for \$35 participants were given the tools to learn to paint a picture. CRA staff member Laura Canary coordinated the event with artist Jennie Pearl. The

next Art Bazaar event will be held on April 15th and then it will be held twice a month in April and June and once in May. There were several sponsors who contributed to the success of this event.

Ex-officio Member Caudell asked if the downtown businesses were notified of events. Ms. Fogarty-France advised the Board that downtown businesses are notified in advance of all events. Ms. Caudell stated that everyone working together is making headway.

CRA Director Seth Taylor encouraged everyone to stay positive. He noted that many things are happening in the downtown area including ClearSky on Cleveland, which will be opening soon, an office project that is coming here, a public space that is being used and a new website that will be launched this summer.

Member Wright asked for more copies of the CRA Annual Report.

Vice-Chairman Bosi stated he really enjoys the family events and felt that we have come a long way in the past two years and two years from now we will be even further ahead.

- 11.** The meeting was adjourned at 7:02 p.m.

ITEM 4

A	B	C	J	K	L	M	O	Q
1								4/27/17 5:05 PM
Downtown Development Board Statement of Revenues & Expenditures For the Period October 1, 2016 thru March 31, 2017								
6		Approved Budget	Amended Budget		Year to Date			
7				March				
8	Income							
9								
10	Ad Valorem (Property) Taxes	262,815	268,815	10,210	251,866	(10,949)		
11	Ad Valorem Taxes Prior Yr	100	100	-	-	(100)		
12	Interest Income	500	500	-	195	(305)		
13	CRA Interlocal Agreement Rev	188,500	188,500	-	-	(188,500)		
14	Misc Revenue	500	500	-	1,831	1,331		
15	Total Income	452,415	458,415	10,210	253,892	(198,523)		
16								
17	Expenditures							
18								
19	Promoting District							
20	Banner Installation & Maintenance	1,500	1,500	-	-	1,500		
21	Downtown Streetscape Maintenance	3,200	3,200	-	-	3,200		
22	Holiday Lighting	14,000	14,000	358	12,886	1,114		
23	Total Promoting District	18,700	18,700	358	12,886	5,814		
24								
25	Promoting Merchants							
26	Graphic Design and Printing	3,000	3,000	-	237	2,763		
27	Advertising	10,000	10,000	-	791	9,210		
28	List Serve	2,400	2,400	-	-	2,400		
29	Video Production	2,000	2,000	-	-	2,000		
30	Jolley Trolley Downtown Loop	13,520	16,797	-	3,380	10,140		
31	Total Promoting Merchants	30,920	34,197	-	4,408	26,513		
32								
33	Promoting Events							
34	8th Annual Achieva Box Car Rally	1,500	1,500	-	1,000	500		
35	Bright House Clw Superboat National Championship	10,000	10,000	-	-	10,000		
36	City/Clw Celebrates America	2,500	2,500	-	-	2,500		
37	City/Fun n' Sun Festival	5,000	5,000	-	-	5,000		
38	City/Sea Blues Festival	10,000	10,000	-	-	10,000		
39	Clearwater Jazz Festival Jazz Walk	5,000	5,000	-	5,000	-		
40	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	25,000	25,000	-	12,500	12,500		
41	Cleveland Street Business Alliance: Taste of Downtown							
42	Downtown Funk, Little Miss Miracle Pageant	10,000	10,000	-	10,000	-		
43	Pierce Street Market	7,500	7,500	-	7,500	-		
44	Pierce Street Market Vendor Incubator Space	-	20,000	-	-	-		
45	Santa & Suds Race/Walk for ASL & Deaf	4,000	4,000	-	4,000	-		
46	Cleveland Street Project/Photography Exhibit	-	3,000	-	3,000	(3,000)		
47	Garden Avenue Garage Mural	-	5,000	-	5,000	(5,000)		
48	Total Promoting Events	80,500	108,500	-	48,000	32,500		
49	Future Initiatives	46,353	15,077	-	-	46,353		
50								
51	Staff & Office Administration							
52	Downtown Meeting & Event Support	200	200	33	167	33		
53	Office Expenditures	750	750	-	35	715		
54	Dolphin Sign Replacement Cost	100	100	-	-	100		
55	Palm Tree Lighting Replacement (as needed)	300	300	-	-	300		
56	Public Meeting Notices	2,000	2,000	36	144	1,856		
57	Legal Fees	3,500	3,500	-	825	2,675		
58	CRA Mgt & Admin Fee - 2.5% Increase	66,950	66,950	5,579	33,475	33,475		
59	DDB Minutes Preparation	1,430	1,430	110	660	770		
60	Tax Collector Commissions	-	6,000	204	5,520	(5,520)		
61	Total Staff & Office Admin	75,230	81,230	5,962	40,825	34,405		
62								
63								
64	Fixed Payments							
65	Officers & Directors Insurance	700	700	-	-	700		
66	Liability Insurance (Dolphins)	1,422	1,422	-	1,246	176		
67	Annual Audit	7,500	7,500	500	7,500	-		
68	CRA Increment Payment	188,500	188,500	-	188,293	207		

A	B	C	J	K	L	M	O	Q
1								4/27/17 5:05 PM
2	Downtown Development Board Statement of Revenues & Expenditures For the Period October 1, 2016 thru March 31, 2017							
3								
4								
5								
6		Approved Budget	Amended Budget		March	Year to Date		
7							Difference	
69	State Special District Fee	175	175	-		175	-	
70	Property Appraiser Fee	2,415	2,415	603	1,764	651		
71	<i>Total Fixed Payments</i>	200,712	200,712	1,103	198,978	1,734		
72								
73	Total Expenditures	452,415	458,415	7,424	305,097	147,318		
74								
75	Revenues in Excess of Expenditures	-	-	2,786	-	-		
76								
77	Expenditures in Excess of Revenues	-	-	-	(51,205)			
78								
79	Beginning Fund Balance 10-1-16		103,835			103,835		
80								
81	Ending Fund Balance		103,835			52,630		
82								
83	Minimum Reserves Approved by Board 7-13-16		70,000					
84								
85	Cash in Bank as of 3/31/2017		50,580					



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

FUNDING REQUEST FORM

The Clearwater Downtown Development Board (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, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year.)

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

Date submitted: 4-27-17

Name: Jennifer Pearl

Title of event: Open Air Art Bazaar "Painting in the Park"

Event contact: Jennifer Pearl

Organization: Bazaar Art LLC

Address: Po 3151e

City: Holiday State: FL Zip: 34652

Daytime phone: () _____ Cell phone: () 727 944 2974

Fax number: () _____ E-mail address: BazaarArtLLC@gmail.com

Website address: www.facebook.com/Bazaar Art Zone

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

1. Date and time of event/program: 1st Saturdays 5-9pm ~~June, July, Aug, Sept.~~

2. Location and address of event/program: Station Square Park

3. Projected attendance: 50 - 200

4. Briefly describe the event/program and its purpose:

To bring a unique Open Air Art Bazaar with live music, fine artists, creators, local businesses, healthy foods, kids activities, an open air print party and more to downtown Clearwater.

5. How does this request help achieve the goals of the DDB?

These events promote local artist + businesses, brings people to the downtown area, creates an entertaining, fun and artistic environment while promoting the City and local parks.

6. What kind of activities will take place during your event and what activities will take place on Cleveland Street?

There will be live music, art and craft vendors, wine AND beer sales, food vendors, face painting, live art demonstrations, open air paint party, wood sculpting + more.

7. How long has this event/program been in existence?

Since April 1st 2017

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

9. 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? What size would you like? STANDARD

10. Will you include the DDB and CSD logos and web url on all marketing materials for your event?

Yes No

11. Please list other participating media sponsors and corporate sponsors:

The City of Clearwater Community Redevelopment Agency
The City of Clearwater Parks & Rec., Bellaine Tropical Realty

12. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

13. What is the number of attendees expected at your event? 50 - 200

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

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

Funds towards entertainment and promotion including marketing, wine AND beer, Musicians, Live entertainment Total \$4500.00
Requesting \$1500.00 per event

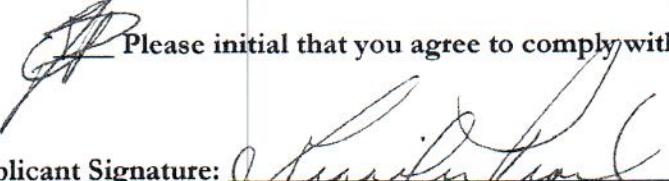
All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date.

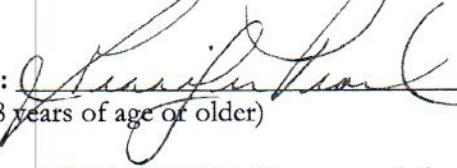
15. APPLICANT CERTIFICATION:

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 in all collateral material and social media. 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.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at Robert.Skinner@myclearwater.com within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- 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. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- 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: 
(Applicant must be 18 years of age or older)

Date: 4-27-17

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/6/16)

Open Air Art Bazaar Budget

Startup	PO Box	\$78
	Corporate Filings	\$267
	Insurance	\$386
	Marketing	\$360 Banners \$110 Business Cards
	Wine and Beer	\$299 Wine \$130 Beer \$69 Cups/napkins/tickets
	Office Supplies	\$225 Cash Box, Ink, paper, etc.
	Equipment	\$600 Trailer \$500 Tables/chairs \$90 Easels \$160 Paint Party Supplies
	Total Start-up	\$3274.00
Recurring	Marketing	\$50 per event/Social media \$75 Fliers
	Wine and Beer	\$200 per event
	Paint Party	\$225 per event
	Musician	\$250 individual artist \$600 band
	Server	\$50
	Live Entertainment	\$200 Balloon Shaper \$150 Face Painter \$150 Fire Artist \$200 Feature Live Artist/supplies
	Total Recurring	\$2350.00

Submitted by Jennie Pearl

4-28-2017

ITEM 7

DDB Administrative Scale

March 2, 2016

ITEM #7

Administrative Scale

- Goals**
- Purposes**
- Policy**
- Programs**
- Projects**
- Orders**
- Ideal scene**
- Statistics**
- Valuable Final Product**

Goal of the DDB

A flourishing and prospering downtown, with rising property values, a successful, attractive and interesting mix of cultural, restaurant, retail, residential and office tenants that attracts and serves visitors from the local and surrounding area as well as travelers from around the world.

Purposes

Primary Goal:

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. (per the DDB/CRA Interlocal Agreement)

Secondary:

- a) To advise the city and the CRA on policies and procedures which will succeed in bringing more businesses and residents into the downtown district and thus improve its tax base and overall economic conditions. (per City Code Sec 2.149 point (4))
- b) To survey downtown freeholders and businesses to determine needs and attitudes, to monitor progress, to evaluate success or failure of initiatives (per City Code Sec 2.149 point (7))
- c) To sponsor community events and encourage public attendance at such events in support of downtown merchants (per City Code Sec 2.149 point (7))
- d) To prepare and distribute public relations pieces such as, but not limited to, brochures and videos, district maps, etc. (per City Code Sec 2.149 point (7))
- e) To cooperate with the Chambers of Commerce, the Convention and Visitors Bureau, and all others interested in promoting the district as a destination (per City Code Sec 2.149 point (7))

Policy:

To prioritize the revitalization of Cleveland Street, as its success will then spread to the rest of the district.

To fund other groups and events where there is a demonstrable expectation that it will primarily benefit the business climate in the Cleveland Street District.

To provide funds and support to events and functions that take place primarily on Cleveland Street.

To maintain a reserve fund to be used only in emergencies, which emergencies can't really be predicted in advance.

To discourage imprudent use of reserves, a policy requiring a second reading at a subsequent meeting before any funds can be allocated that have not been designated in the annual budget. Petty cash expenditures would not have to comply with our general spending rules. For example, a second reading would not be required for allocations of less than \$100. In order to respond in a timely fashion, the Board should be able to direct the purchase of flowers, recognitions and commendation type awards as the occasion arises as long as the expense is limited to the above maximum.

To set a maximum grant per budget line item for future requests or a sliding scale depending on how well the proposal furthers DDB goals and purposes. This could be a dollar figure or a percentage of our discretionary budget. Could be a firm rule or just a guideline. Suggest just a guideline until we see how workable it is in practice.

Plans:

- To provide an attractive downtown through banners, signage, public art, holiday lighting, free public entertainment events and performances, ease of parking and transportation, a marina, etc.
- To attract restaurant and retail shops with incentives and with programs that increase the numbers of potential patrons.
- To encourage the development of a café society with sidewalk furniture grants, etc.
- To market and promote the Cleveland Street District as an identifiable and desirable brand

Programs — consist of a list of specific steps that will result in the accomplishment of a plan.

examples:

Public Art

Holiday lighting

Clearwater Marina

Jolley Trolley

Promotions

Projects – the detailed actions that result in the completion of a Program step. Individual promotions, events, grants and incentives

Orders – can be one step of a project. An example would be: #23 Arrange for Traffic barricades to close off the street.

Ideal Scene:

Downtown streets bustling with foot traffic from locals and visitors patronizing shops, restaurants and cultural activities. Clean, attractive storefronts filled with customers. Desirable and accessible housing in the immediate downtown area resulting in a viable and reliable customer base for local businesses. Local workforce employed within the downtown area in high-tech enterprises resulting in upwardly-mobile, successful and affluent consumers of downtown products and services. Rising property values, resulting in increasing revenues to the DDB allowing for even more successful developmental actions. Safe, upscale district offering desirable services and amenities to locals and visitors. High employment and rental rates, low vacancy rates for real estate of all types and an attractive, desirable destination for those wishing to relocate.

STATISTICS GATHERED YEARLY:

Residential – Number of residential units in the District

Office - % occupancy rates, total square feet

Retail - % occupancy rate, total square feet, total shops in district new
shops/shops closed

Cultural and Entertainment, number of visitors to the Capitol Theatre, number
of visitors to Winter's Dolphin Tale Adventure, number of visitors to DDB

Annual sponsored events, number of DDB activities and events.

Change in property tax revenues over previous year

Change in assessed property values over previous year

Number of parking spaces, contracted parking and revenues received

Number of boat slips, contracted slips and revenues received

Number of Business Tax Receipts (formerly called Occupational Licenses)

Value of Construction Permits

Valuable Final Product:

A downtown that is being visibly transformed into an attractive and vibrant destination for residents, tourists, visitors, shop-keepers and office workers, in which to live, work and play, thus demonstrating a steady rise in property values and quality of life.

Approved 4/2/14