

# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 7, 2015 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

## **AGENDA**

1. Call to Order
2. Oath of Office – Chelsea Allison, Dennis Bosi
3. Election of Officers
  - a. Treasurer
  - b. Vice-Chairman
  - c. Chairman
4. Citizen Comments – Items Not on the Agenda
5. Approve the Minutes from the November 5, 2014 DDB Meeting
6. Approve the Minutes from the December 3, 2014 DDB Meeting
7. Adopt October 2014 Financial Statement for Filing
8. Adopt November 2014 Financial Statement for Filing
9. Discussion Regarding Purchase of District Piano from Pianos in Pinellas
10. Budget Discussion Regarding Appropriation of Additional 20K from Cancelled Star Spectacular Events (i.e. advertising, marketing, more events with Ruth Eckerd Hall or other replacement events for Star Spectacular events) (Continued from December 3, 2014 meeting)
11. Holiday (Palm Tree) Lighting – Member Starova (Continued from December 3, 2014 meeting)
12. Brainstorm session – General (Continued from December 3, 2014 meeting)
13. Topics for Future Meetings
14. Final Comments
15. Adjournment

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING**  
 November 5, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright Dennis Bosi John Doran Stu Sjouwerman Tony Starova	Chairman Vice-Chairman Treasurer Member Member Member Member
Also Present:	Bill Jonson Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Jay Polglaze	Ex-Officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.

2. Citizen Comments – Items Not on the Agenda

Howard Warshauer, 808 Allen Drive, advised the board that he was on the Clearwater Community Garden Steering Committee for the East Gateway area and provided a fact sheet and map to each Downtown Development Board (DDB) member. He pointed out that the garden is contiguous on two sides of the northern boundary of DDB property. The Steering Committee and the Clearwater Garden Club are requesting that the CRA approve an agreement with them at the December 1, 2014 CRA meeting.

3. Achieva Box Car Rally Post Event Report – Chelsey Wilson announced that the 5<sup>th</sup> annual event was a success despite the rain in the morning. There were 58 cars and they entered 143 races, 286 heats and had 223 participants. The event provided \$25,000 worth of classroom grants. She thanked Tony's for use of the ice machine, bathrooms and air conditioning for the volunteers. She also advised that Team Bosi was the media spotlight family this year. The event received great media coverage. The Tampa Bay Business Magazine voted the Box Car Rally as one of the top five fund raising events.

4. Clearwater Downtown Partnership (CDP)/Clearwater Downtown Events Update – Bill Sturtevant, CDP Chairman, advised the board that the CDP was in the process of restructuring. He stated that he worked with Dave Allbritton on the Star Spectacular event under Clearwater Downtown Events. Due to the rain that started shortly after the Power Boat parade began, the concert was rained out. Mr. Sturtevant further stated that due to a situation beyond their control, the remaining Star Spectacular events will not take place this year. He stated they hoped to come back next year with centennial events.

Discussion ensued and Dave Allbritton added that there are many components involved in organizing events and they were moving forward to plan for next year.

Mr. Sturtevant stated that the CRA has approved Blast Friday and they are moving forward

Chairman Morfopoulos expressed the Board's disappointment but understand their position.

**5. Approve the Minutes from the October 1, 2014 Meeting.**

**Member Doran moved to approve the minutes from the October 1, 2014 meeting.**

**The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.**

**"Nays": None.**

**6. Adopt September 2014 Financial Statement for Filing**

**Vice Chairman Wright moved to adopt the September 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Starova and Member Sjouwerman.**

**"Nays": None.**

**7. Blast Friday Discussion – 2<sup>nd</sup> Reading**

**Member Doran made a motion on second reading to grant Ruth Eckerd Hall \$17,500 for Blast Friday events. The motion was duly seconded and upon roll call the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.**

**"Nays": None.**

**8. Chairman's Report – Chairman Paris Morfopoulos advised that:**

- a) The DDB annual planning session will take place at the next meeting, Wednesday, December 3, 2014 and reviewed the agenda from the previous year and solicited new agenda items, topics or initiatives to add to the meeting agenda. He further advised that the new board member will be invited to attend this meeting.
- b) The DDB Meeting in June, 2015 will have to be moved from Wednesday, June 3, 2015 because it will be in conflict with the City Council Meeting. The Board of Directors chose to reschedule their regular meeting to Tuesday, June 2, 2015.

## 9. DDB Election Results

Chairman Morfopoulos advised there was an election and the top two candidates receiving the most votes for a three year term beginning January 2015 were Chelsea Allison and Dennis Bosi.

## 10. Approve Letter to City Manager Regarding Variable Message Boards

Vice Chairman Wright read the draft letter into the record. Chairman Morfopoulos suggested in the last paragraph a period be added at the end of "by the City" and begin the next sentence with a capital letter.

**Vice Chairman Wright made a motion to accept the draft letter as amended. The motion was duly seconded and upon roll call the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.**

**"Nays": None.**

## 11. Upcoming Topics for Next Meeting

Members brought up suggested items for the December planning session.

## 12. Final Comments

Treasurer Rubright stated he was disappointed at the loss of the Star Spectacular events and noted that if there were some worthwhile projects to use the money on he would be in favor of it.

Vice Chairman Wright stated that he feels Bill Sturtevant and David Allbritton are two of the biggest supporters of the Cleveland Street District and he is ready to support them when they come back with other events. He noted there was a Veteran's Day dedication at the Main Library for an exhibit created from bricks uncovered during the Capitol Theatre renovation.

Member Bosi stated that the DDB worked hard to balance the budget for this year and suggested that they not be in a hurry to spend the money that will no longer be used by Star Spectacular events. He thought they could keep these funds in reserve for something that might come up during the year. He would like to see if the DDB could put together a package so it would be easier for smaller events to take place. Member Bosi felt that the Jazz Walk was a great event but was not well attended and thought it should have been promoted more. He stated that the Box Car Rally was also a great event and wished there were ten more like it.

Member Starova liked the idea of using funds from Star Spectacular events for additional advertising. He noted that he agreed with Member Doran's suggestion for closing Cleveland Street for at least one block from Osceola Avenue to Fort Harrison and stated that Ruth Eckerd Hall was in agreement of this idea. He noted that he would like the message board to be used to note downtown events when they are happening and felt it stated that people should avoid downtown. He announced the Color Run taking place in Coachman Park on December 6, 2014.

Member Sjouwerman commented that if extra money was spent on marketing, the board might consider building a database of e-mail addresses of people we know are interested in downtown. If this list was included with the District's newsletter database, the DDB would have a powerful tool to promote an event.

Member Doran added that some members of the board were at the ribbon cutting for the MJ Gift Basket Shop and stated it was a nice place with nice people. He hoped everyone will stop in to see what they have to offer.

Ex-Officio/Councilmember Jonson advised that he and Councilmember Polglaze met as a subcommittee to review the Streetsense report and came up with questions or amendment suggestions for the planning department. They will be asking the city council for an additional meeting at the next council meeting.

Geri Campos Lopez stated that she and Anne Fogarty France attended the Florida Redevelopment Association Conference last month. Clearwater received an award for Outstanding Rehabilitation Project for the Capitol Theatre. She also announced that the Prospect Lake project had its closings for the property and the financing. A groundbreaking celebration was being planned for early next year.

Chairman Morfopoulos stated that the DDB Planning Session will be held during the December 3, 2014 meeting. He welcomed Members Bosi and Allison to their new three year term. He asked members to give thought to the agenda items for next month's agenda.

**13.** The meeting was adjourned at 6:34 p.m.

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING**  
 December 3, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright Dennis Bosi John Doran Stu Sjouwerman Tony Starova	Chairman Vice-Chairman Treasurer Member Member Member Member
Also Present:	Bill Jonson Jay Polglaze Rod Irwin  Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Ex-Officio/Councilmember Executive Director, Community Redevelopment Agency Board Administrator Director, Economic Development & Housing Department

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments – Items Not on the Agenda – No citizen comments
3. CRA Redevelopment Update – Rod Irwin, CRA Executive Director

Mr. Rod Irwin thanked the board for inviting him and discussed the memo and two spreadsheets sent to board members in their agenda packets. One of the main points he highlighted was that the taxable value of the downtown property is rising again.

Discussion ensued regarding Greenlight Pinellas, extending the CRA past 2019, the Clearwater Marine Aquarium (CMA), the Urban Land Institute recommendations and the ensuing City Council work session last month. Staff identified 48 different action items from these recommendations and council will be setting priorities on these items in future worksessions.

He noted that another ULI worksession was scheduled for January 21, 2015 at 6:00 p.m.

4. Fiscal Year 2013-2014 DDB Accomplishments & Retail/Restaurant Update

Anne Fogarty France addressed the board and reviewed the accomplishments and the businesses that had opened and closed.

5. DDB Mission Summary

Chairman Morfopoulos reviewed the primary purposes, the ideal scene and it was noted that the goals read by the Chairman were not included in the agenda packet. Ms. Fogarty France was asked to forward the list of goals to all DDB members.

6. Burlington and Boulder Presentation

Member Doran commended the board for the work that they did during this year and the Chairman for the items that he brought to the board. He distributed a handout of the Church Street Marketplace in Burlington, Vermont and Pearl Street Mall in Boulder, Colorado. He

noted that he had recently visited both locations and feels that closing a portion of Cleveland Street to traffic would be a viable option for Clearwater. He stated that if there were enough people who want to work on this in the next few months he would be willing to organize the effort. He added that the idea will not go anywhere unless the business community and property owners want this to happen. Member Doran's suggestion would be to close Cleveland Street from Garden Ave. to Osceola Ave. and install bollards. The point is to make those two blocks a destination. The downtown has over 1,500 public parking spaces from Garden to Osceola. The map provided by Member Doran showed a total of 2,356 public and private parking spaces. He displayed photos that he had as well as some from Ex-officio Councilmember Jonson's pictures of the Pearl Street Mall in Boulder.

- a. Closing Cleveland Street – Geri Campos Lopez provided an initial staff reaction and posed the question regarding waiting until you have enough people and then creating the mall or vice versa. The initial research is that if you don't have the critical mass it looks empty.
7. Update on Variable Message Boards (VMBs) – During Mr. Irwin's presentation he briefly addressed this subject stating that City Manager Bill Horne had received the board's letter. He noted that the VMBs could not be placed on state roads and that they had to communicate a traffic impact message. He added that the city had four VMBs that could be made available but more information was needed on where the DDB would like the signs and what message would be requested.

Chairman Morfopoulos asked the board if they wanted to make a motion regarding the information from Mr. Irwin.

**Vice Chairman Wright moved to have staff contact the Traffic Division regarding the use of the Variable Message Boards to advise motorists of Miracle on Cleveland Street, Blast Fridays and other signature events. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Dennis Bosi, Member John Doran, Member John Doran, Member Tony Starova and Member Stu Sjouwerman**

**"Nays": None**

8. Chairman Morfopoulos advised the board that he and two members had to leave the meeting. He noted that there would not be a quorum and asked if the remaining items should be continued until next month.

**Vice Chairman Wright moved to continue items 8 through 10 from the December 3, 2014 meeting to the next meeting. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Dennis Bosi, Member John Doran, Member John Doran, Member Tony Starova and Member Stu Sjouwerman**

**"Nays": None**

9. The meeting was adjourned at 6:51 p.m.

	A	B	C	D	E	F	G	H	I
1		<b>Downtown Development Board</b> <b>Statement of Revenues &amp; Expenditures</b> <b>For the Period October 1 thru October 31, 2014</b>							12/30/14 11:07 AM
2									
3									
4									
5									
6							<b>Year to</b>		
7			<b>Budget</b>		<b>October</b>		<b>Date</b>		<b>Difference</b>
8		<b>Income</b>							
9									
10		Ad Valorem (Property) Taxes	241,551						(241,551)
11		Ad Valorem Taxes Prior Yr	100						(100)
12		Interest Income	1,000						(1,000)
13		CRA Interlocal Agreement Rev	160,178						(160,178)
14		Misc Revenue	500						(500)
15		<b>Total Income</b>	<b>403,329</b>		<b>-</b>		<b>-</b>		<b>(403,329)</b>
16									
17		<b>Expenditures</b>							
18									
19		<b>Promoting District</b>							
20		Banner Installation & Maintenance	600						600
21		Downtown Streetscape Maintenance	3,200						3,200
22		Boatslip Construction & Maint	50,000						50,000
23		Holiday Lighting	12,000		359		359		11,641
24		<b>Total Promoting District</b>	<b>65,800</b>		<b>359</b>		<b>359</b>		<b>65,441</b>
25									
26		<b>Promoting Merchants</b>							
27		Graphic Design and Printing	3,000		413		413		2,587
28		Advertising	3,000		500		500		2,500
29		Jolley Trolley Downtown Loop	9,220						9,220
30		<b>Total Promoting Merchants</b>	<b>15,220</b>		<b>913</b>		<b>913</b>		<b>14,307</b>
31									
32		<b>Promoting Events</b>							
33		6th Annual Achieva Box Car Rally	1,000						1,000
34		Clw Superboat National Championship	10,000						10,000
35		City/Clw Celebrates America	1,250						1,250
36		City/Fun n' Sun Festival	5,000						5,000
37		City/Sea Blues Festival	5,000						5,000
38		Blast Friday	17,979						17,979
39		Clearwater Jazz Festival	5,000						5,000
40		Farmer's Market Support	6,500						6,500
41		Pianos on Main Street/Pop-Up Gallery	1,800						1,800
42		Santa & Suds Race/Walk for ASL & Deaf	3,500						3,500
43		Star Spectacular - 8 Events	20,000						20,000
44		<b>Total Promoting Events</b>	<b>77,029</b>		<b>-</b>		<b>-</b>		<b>77,029</b>
45									
46		<b>Staff &amp; Office Administration</b>							
47		Downtown Meeting & Event Support	200						200
48		Office Expenditures	750		12		12		738
49		Public Meeting Notices	2,000		1,080		1,080		921
50		Legal Fees	3,500		750		750		2,750
51		CRA Mgt & Admin Fee	63,724		5,310		5,310		58,414
52		DDB Minutes Preparation	1,300						1,300
53		<b>Total Staff &amp; Office Admin</b>	<b>71,474</b>		<b>7,151</b>		<b>7,151</b>		<b>64,323</b>



	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues &amp; Expenditures For the Period October 1 thru October 31, 2014</p>							12/30/14 11:07 AM
2									
3									
4									
5									
6							Year to		
7			Budget		October		Date		Difference
54									
55		Fixed Payments							
56		Officers & Directors Insurance	700						700
57		Liability Insurance (Dolphins)	1,422						1,422
58		Annual Audit	9,100		500		500		8,600
59		CRA Increment Payment	160,178						160,178
60		State Special District Fee	175						175
61		Property Appraiser Fee	2,231		558		558		1,673
62		<b>Total Fixed Payments</b>	173,806		1,058		1,058		172,748
63									
64		<b>Total Expenditures</b>	403,329		9,481		9,481		393,848
65									
66		Revenues in Excess of Expenditures	-		-		-		
67									
68		Expenditures in Excess of Revenues	\$ -		-		-		

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																12/30/14 11:14 AM
2																
3																
4																
5																
6																
7																
8	Income		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
9	Ad Valorem (Property) Taxes		241,551													-
10	Ad Valorem Taxes Prior Yr		100													-
11	Interest Income		1,000													-
12	CRA Interlocal Agreement Rev		160,178													-
13	Misc Revenue		500													-
14	Total Income		403,329.00	-	-	-	-	-	-	-	-	-	-	-	-	-
15																
16	Expenditures															
17																
18	Promoting District															
19	Banner Installation & Maintenance		600													-
20	Downtown Streetscape Maintenance		3,200													-
21	Boatlift Construction & Maint		50,000													-
22	Holiday Lighting		12,000	358.94												358.94
23	Total Promoting District		65,800.00	358.94	-	-	-	-	-	-	-	-	-	-	-	358.94
24																
25	Promoting Merchants															
26	Graphic Design and Printing		3,000	413.10												413.10
27	Advertising		3,000	500.00												500.00
28	Jolley Trolley Downtown Loop		9,220													-
29	Total Promoting Merchants		15,220.00	913.10	-	-	-	-	-	-	-	-	-	-	-	913.10
30																
31	Promoting Events															
32	6th Annual Achieva Box Car Rally		1,000													-
33	Ciw Superboat National Championships		10,000													-
34	City/Ciw Celebrates America		1,250													-
35	City/Fun n' Sun Festival		5,000													-
36	City/Sea Blues Festival		5,000													-
37	Blast Friday		17,979													-
38	Clearwater Jazz Festival		5,000													-
39	Farmer's Market Support		6,500													-
40	Pianos on Main Street/Pop-Up Gallery		1,800													-
41	Santa & Suds Race/Walk For ASL & Deaf		3,500													-
42	Star Spectacular - 8 Events		20,000													-
43	Total Promotions		77,029.00	-	-	-	-	-	-	-	-	-	-	-	-	-
44																
45	Staff & Office Administration															
46	Downtown Meeting & Event Support		200													-
47	Office Expenditures		750	11.63												11.63
48	Public Meeting Notices		2,000	1,079.50												1,079.50
49	Legal Fees		3,500	750.00												750.00
50	CRA Mgt & Admin Fee		63,724	5,310.00												5,310.00
51	DDB Minutes Preparation		1,300													-
52	Total Staff & Office Admin		71,474.00	7,151.13	-	-	-	-	-	-	-	-	-	-	-	7,151.13
53																
54	Fixed Payments															
55	Officers & Directors Insurance		700													-
56	Liability Insurance (Dolphins)		1,422													-
57	Annual Audit		9,100	500.00												500.00

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2014 thru September 30, 2015

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																12/30/14 11:14 AM
2																
3																
4																
5																
6																
7																
58	CRA Increment Payment		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
59	State Special District Fee		160,178													-
60	Property Appraiser Fee		175													-
61	Total Fixed Payments		2,231	557.52												557.52
62			173,806.00	1,057.52	-	-	-	-	-	-	-	-	-	-	-	1,057.52
63	Total Expenditures		403,329.00	9,480.69	-	-	-	-	-	-	-	-	-	-	-	9,480.69

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2014 thru September 30, 2015

A	B	C	D	E	F	G	H	I
1	<p style="text-align: center;">Downtown Development Board Statement of Revenues &amp; Expenditures For the Period November 1 thru November 30, 2014</p>							12/30/14 11:17 AM
2								
3								
4								
5								
6						Year to		
7		Budget	November			Date		Difference
8	Income							
9								
10	Ad Valorem (Property) Taxes	241,551	18,944		18,944			(222,607)
11	Ad Valorem Taxes Prior Yr	100						(100)
12	Interest Income	1,000						(1,000)
13	CRA Interlocal Agreement Rev	160,178						(160,178)
14	Misc Revenue	500	1,613		1,613			1,113
15	<b>Total Income</b>	<b>403,329</b>	<b>20,557</b>		<b>20,557</b>			<b>(382,772)</b>
16								
17	Expenditures							
18								
19	Promoting District							
20	Banner Installation & Maintenance	600	160		160			440
21	Downtown Streetscape Maintenance	3,200						3,200
22	Boatslip Construction & Maint	50,000						50,000
23	Holiday Lighting	12,000	5,598		5,957			6,043
24	<b>Total Promoting District</b>	<b>65,800</b>	<b>5,758</b>		<b>6,117</b>			<b>59,683</b>
25								
26	Promoting Merchants							
27	Graphic Design and Printing	3,000			413			2,587
28	Advertising	3,000			500			2,500
29	Jolley Trolley Downtown Loop	9,220	2,305		2,305			6,915
30	<b>Total Promoting Merchants</b>	<b>15,220</b>	<b>2,305</b>		<b>3,218</b>			<b>12,002</b>
31								
32	Promoting Events							
33	6th Annual Achieva Box Car Rally	1,000						1,000
34	Clw Superboat National Championship	10,000						10,000
35	City/Clw Celebrates America	1,250						1,250
36	City/Fun n' Sun Festival	5,000						5,000
37	City/Sea Blues Festival	5,000						5,000
38	Blast Friday	17,979	17,500		17,500			479
39	Clearwater Jazz Festival	5,000						5,000
40	Farmer's Market Support	6,500	6,500		6,500			0
41	Pianos on Main Street/Pop-Up Gallery	1,800	1,800		1,800			0
42	Santa & Suds Race/Walk for ASL & Deaf	3,500						3,500
43	Star Spectacular - 8 Events	20,000						20,000
44	<b>Total Promoting Events</b>	<b>77,029</b>	<b>25,800</b>		<b>25,800</b>			<b>51,229</b>
45								
46								

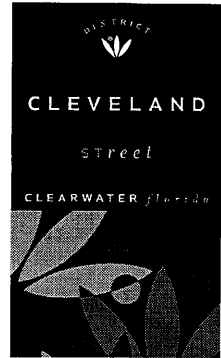
	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues &amp; Expenditures For the Period November 1 thru November 30, 2014</p>							12/30/14 11:17 AM
2									
3									
4									
5									
6							Year to		
7			Budget		November		Date		Difference
47		<b>Staff &amp; Office Administration</b>							
48		Downtown Meeting & Event Support	200						200
49		Office Expenditures	750		45		56		694
50		Public Meeting Notices	2,000				1,080		921
51		Legal Fees	3,500		125		875		2,625
52		CRA Mgt & Admin Fee	63,724		5,310		10,620		53,104
53		DDB Minutes Preparation	1,300		100		100		1,200
54		<b>Total Staff &amp; Office Admin</b>	<b>71,474</b>		<b>5,580</b>		<b>12,731</b>		<b>58,743</b>
55									
56		<b>Fixed Payments</b>							
57		Officers & Directors Insurance	700						700
58		Liability Insurance (Dolphins)	1,422						1,422
59		Annual Audit	9,100				500		8,600
60		CRA Increment Payment	160,178						160,178
61		State Special District Fee	175		175		175		0
62		Property Appraiser Fee	2,231				558		1,673
63		<b>Total Fixed Payments</b>	<b>173,806</b>		<b>175</b>		<b>1,233</b>		<b>172,573</b>
64									
65		<b>Total Expenditures</b>	<b>403,329</b>		<b>39,618</b>		<b>49,099</b>		<b>354,230</b>
66									
67		Revenues in Excess of Expenditures	-		-		-		
68									
69		Expenditures in Excess of Revenues	\$ -		-		-		

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																12/30/14 11:29 AM
2																
3																
4																
5																
6																
7																
8	Income		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
9	Ad Valorem (Property) Taxes		241,551		18,943.70											18,943.70
10	Ad Valorem Taxes Prior Yr		100													-
11	Interest Income		1,000													-
12	CRA Interlocal Agreement Rev		160,178													-
13	Misc Revenue		500		1,613.49											1,613.49
14	Total Income		403,329.00	-	20,557.19	-	-	-	-	-	-	-	-	-	-	20,557.19
15																
16	Expenditures															
17																
18	Promoting District															
19	Banner Installation & Maintenance		600		160.00											160.00
20	Downtown Streetscape Maintenance		3,200													-
21	Boat Slip Construction & Maint		50,000													-
22	Holiday Lighting		12,000	358.94	5,598.14											5,957.08
23	Total Promoting District		65,800.00	358.94	5,758.14	-	-	-	-	-	-	-	-	-	-	6,117.08
24																
25	Promoting Merchants															
26	Graphic Design and Printing		3,000	413.10												413.10
27	Advertising		3,000	500.00												500.00
28	Jolley Trolley Downtown Loop		9,220		2,305.02											2,305.02
29	Total Promoting Merchants		15,220.00	913.10	2,305.02	-	-	-	-	-	-	-	-	-	-	3,218.12
30																
31	Promoting Events															
32	6th Annual Achieva Box Car Rally		1,000													-
33	Clw Superboat National Championships		10,000													-
34	City/Clw Celebrates America		1,250													-
35	City/Fun n' Sun Festival		5,000													-
36	City/Sea Blues Festival		5,000													-
37	Blast Friday		17,979		17,500.00											17,500.00
38	Clearwater Jazz Festival		5,000													-
39	Farmer's Market Support		6,500		6,500.00											6,500.00
40	Pianos on Main Street/Pop-Up Gallery		1,800		1,800.00											1,800.00
41	Santa & Suda Race/Walk For ASL & Deaf		3,500													-
42	Star Spectacular - 8 Events		20,000													-
43	Total Promotions		77,029.00	-	25,800.00	-	-	-	-	-	-	-	-	-	-	25,800.00
44																
45	Staff & Office Administration															
46	Downtown Meeting & Event Support		200													-
47	Office Expenditures		750	11.63	44.67											56.30
48	Public Meeting Notices		2,000	1,079.50												1,079.50
49	Legal Fees		3,500	750.00	125.00											875.00
50	CRA Mgt & Admin Fee		63,724	5,310.00												10,620.00
51	DDB Minutes Preparation		1,300		100.00											100.00
52	Total Staff & Office Admin		71,474.00	7,151.13	5,579.67	-	-	-	-	-	-	-	-	-	-	12,730.80
53																

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2014 thru September 30, 2015

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																12/30/14 11:29 AM
2																
3																
4																
5																
6																
7																
54																
55	Fixed Payments		Budget	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	August	September	Year to Date
56	Officers & Directors Insurance		700													-
57	Liability Insurance (Dolphins)		1,422													-
58	Annual Audit		9,100	500.00												500.00
59	CRA Increment Payment		160,178													-
60	State Special District Fee		175		175.00											175.00
61	Property Appraiser Fee		2,231	557.52												557.52
62	Total Fixed Payments		173,806.00	1,057.52	175.00	-	-	-	-	-	-	-	-	-	-	1,232.52
63	Total Expenditures		403,329.00	9,480.69	39,617.83	-	-	-	-	-	-	-	-	-	-	49,098.52
64																
65																

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2014 thru September 30, 2015



TO: Clearwater Downtown Development Board

FROM: Anne Fogarty France, Downtown Manager/DDB Administrator

CC: Geri Campos Lopez, Director Economic Development & Housing

DATE: December 30, 2014

RE: Purchase of District Piano from Pianos in Pinellas

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Colin Bissett, Coordinator of the Pianos in Pinellas Project for Clearwater Arts Alliance has advised that organizations sponsoring pianos would be given "first right of refusal" to purchase their piano for \$500.

Because of the Jazz theme for the Cleveland Street District Piano funded by the Downtown Development Board (DDB), Beth Daniels, Interim President of the Clearwater Arts Alliance and partner at Johnson Pope law firm, had a suggestion/idea that the Jazz Holiday organization may be interested in the piano.

Ms. Daniels spoke to Jazz Holiday Board members who advised that they were enthusiastic but had nowhere to keep the piano where it can be regularly seen or heard. She wondered if the DDB could work with the Jazz Holiday organization "own it jointly" so that it may continue to be enjoyed by the public on Cleveland Street.

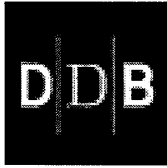
Staff spoke to Gary Hallas about this and we all agree that it would be beneficial to have the piano on the street. The board could agree to purchase the piano for \$500 and own it jointly with the Jazz Holiday organization or be reimbursed.

Some items that we feel would need further discussion would be where the piano would live during the year and if at merchant locations or in buildings, who would schedule it, who would pay for it to be moved, who would move it, who would pay to keep it tuned and who would carry insurance.

Due to the additional costs of these items and our current resources and work program, staff is not in support of this purchase.

The Pianos in Pinellas auction will be taking place on January 14, 2015 and the board must advise the Clearwater Arts Alliance of their interest in purchasing the piano.





## CLEARWATER DOWNTOWN DEVELOPMENT BOARD

### **GOAL**

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.

Approved 4/2/14.