

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
August 1, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Caitlein Jammo	Treasurer
	Thomas Wright	Member (5:39)
	Lina Teixeira	Member
	Ray Cassano	Member

Also Present:	David Allbritton	Ex-officio Member/Councilmember
	Hoyt Hamilton	Ex-officio Member/Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator

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. None.
3. Approve the Minutes from the June 25, 2018, Special Meeting

Member Sjouwerman moved to approve the minutes from the June 25, 2018, special meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

4. Approve the Minutes from the July 11, 2018, Regular Monthly Meeting

Member Sjouwerman moved to approve the minutes from the June 25, 2018, special meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

5. Adopt June 2018 Financial Statement for Filing

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

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

Nays: None.

Motion carried.

6. Adopt Resolution 1-18 Adopting City of Clearwater Investment Policy Per Florida Statute Requirement – Monica Mitchell, City of Clearwater Finance Department Assistant Director advised the board that the DDB traditionally adopts the City's Investment Policy, taking advantage of the pooled investment rate. Member Sjouwerman read the resolution into the record.

Member Sjouwerman moved to adopt Resolution 1-18 Adopting the City of Clearwater Investment Policy. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

7. Approve CRA/DDB FY 2018-2019 Interlocal Agreement – Amanda Thompson, Community Redevelopment Agency (CRA) Director stated that updates to the agreement include dates, increment and administration payments and correcting the wording in the responsibilities of the DDB and CRA. Chairman Morfopoulos asked for citizen comments; there were none.

Member Teixeira moved to approve the CRA/DDB FY 2018-2019 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

8. Adopt Aggregate Millage Rate of 0.9700 mil for FY 218-219 and set public hearing dates on the budget for September 5, 2018, and September 10, 2018 – Anne Fogarty France, Downtown Manager stated that the taxable value had increased by 21.5% and the ad valorem property tax value was now \$342,947. In order to meet the requirements of the 2018 Tax Roll Budget/Millage Calendar, the previously mentioned public hearing dates need to be set so that advertising deadlines can be met.

Member Jammo moved to adopt the Aggregate Millage Rate of 0.9700 mil for FY 2018-2019. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

9. Finalize and Adopt FY 2018-2019 DDB Budget – Chairman Paris Morfopoulos suggested reviewing budget line items line by line, discussing the amount requested and voting on changes as needed.

Member Sjouwerman stated that he would be voting for zero for all event items to support his opinion that the DDB needs to move in a new direction.

Member Teixeira stated that she would not vote on items involved the DCMA as she is the current president of that group.

Marketing:

Achieva Box Car Rally – 9th Annual. All members voting agreed to fund full amount requested of \$1,500.

City / Sea Blues Festival. All members voting agreed to fund full amount requested of \$10,000.

City / Clearwater Celebrates America. All members voting agreed to fund full amount requested of \$2,500.

Clearwater Jazz Holiday Downtown Party. All other members voting agreed to fund \$2,500 of the \$5,000 request.

Downtown Clearwater Craft Beer & Music Festival. All members voting agreed to fund \$5,000 of the \$7,500 request.

Downtown Clearwater Merchants Association (DCMA) Yearly Events. Chairman Morfopoulos suggested the easiest way to decrease funding / increase saving would be not funding supplements to Blast Friday events. Member Wright stated for the record that Member Teixeira is president of the DCMA. Further discussion included concerns that activity is primarily in 400-500 blocks of Cleveland Street and acknowledged the difficulty engaging people in the 600 block. All members voting compromised to fund \$10,000 of the \$15,000 request.

Festival Series including Blast Fridays, Miracle on Cleveland Street, Cruising at the Cap. In support of this funding, CRA Director Thompson noted that part of the DDB's mission is building up the various groups associated with downtown to support one another and succeed together. All members voting compromised to fund the full \$40,000 request.

Hooters Clearwater Superboat National Championship. All members voting agreed to fund the full \$10,000 request.

Santa & Suds 5K Fun Run. All members voting agreed to match the Achieva funding of \$1,500.

Graphic Design and Printing. Downtown Manager Anne Fogarty France reminded members this amount would cover inserts in the printed maps within the downtown information kiosks. Member Sjouwerman shared his opinion that “print is dead” and everything is available online. All members voting agreed to fund the full \$3,000 request.

Advertising. Downtown Manager Anne Fogarty France noted that \$7,337 of previous funding remains to be distributed. Locations where ads appear include Countryside Mall and the Clearwater Beach visitor centers, the Chamber Relocation Guide and the Hoots beach publication. Member Sjouwerman restated his opinion proper advertising requires a \$50 to 100K budget, and CRA Director Thompson noted that this is a traditional request “reflecting the traditional practice of traditional media for traditional tourism.” All members voting compromised to fund the full \$10,000 request.

Demo/Launch Imagine Clearwater Party (Work Plan). After discussion, it was agreed to change ‘Launch’ to ‘Fundraising’, and that this funding would work to draw in other funding for marketing and supporting Imagine Clearwater as plans proceed. All members voting compromised to fund the full \$10,000.

Public Relations Firm (Work Plan) and Website Content to include List Serve and Video Production. Discussion included a review of list server operations from Member Sjouwerman, and the notation from CRA Director Thompson that funds from the CRA would be added. All members voting agreed to fund the full \$24,400.

Incubator Incentives Collateral (Work Plan). All members voting agreed to fund the full \$5,000.

Art/Tech Exhibitions (Work Plan). After discussion, all members voting agreed to fund the full \$25,000.

Business Assistance:

Holiday Lighting. All members voting agreed to fund the full \$15,000 request.

Downtown Streetscape Maintenance. All members voting agreed to fund the full \$3,200 request.

Jolley Trolley (JT) Downtown Loop. Discussion included Member Wright's notation that Clearwater is the smallest contributor to the JT, and Members Morfopoulos and Sjouwerman's concern that there are no ridership numbers available. Member Sjouwerman agreed to funding with a requirement to provide ridership numbers at the next request. All members voting agreed to fund the full \$15,951 request.

Create High Tech CEO Council (Work Plan). All members voting agreed to fund the full \$5,000.

One Stop Shop Education Campaign (Work Plan). All members voting agreed to fund the full \$5,000.

Station Square Park Events. Member Jammo stated her concern that all members had wanted funding requests the other items, but not for Station Square events. Member Cassano noted strengths of the park including no roads to block and fewer permitting issues for events. CRA Director Thompson noted that the Crest Lake neighborhood group is planning a flash mob at the park and police are addressing the homeless issues by increasing presence and installing security cameras. Member Sjouwerman suggested Friday night events to draw in the approximately 2,500 downtown employees after the work week, and even daily events to keep the focus on the location as a gathering place; his opinion was that to "do it right" would require \$100,000. Other ideas to enhance the use of the park included movie nights, salsa dancing and individual neighborhood activities. All members voting agreed to fund the full \$10,000 request.

The other fixed cost line items were not discussed.

Member Wright moved to adopt FY 2018-2019 DDB Budget minus the DCMA funding request. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Member Wright moved to adopt FY 2018-2019 DDB Budget including the DCMA funding request. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Recusal: Member Teixeira

10. Adopt FY 2018-2019 Work Plan – Amanda Thompson, CRA Director advised the board that the comments from the previous meeting were incorporated into the amended version provided to members.

Member Wright moved to adopt the FY 2018-2019 Work Plan. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

11. CRA Updates – Amanda Thompson, CRA Director announced that there will be public meetings on August 21-22 to present the 15% plan for Imagine Clearwater. The first meeting will be held at the Downtown Library and the second one will be at the Countryside Library.
12. Nominating Committee Report – Anne Fogarty France, Board Administrator noted that a copy of the FY 2018-2019 Election Nominating Committee Report was provided and stated that candidates are still being accepted. Chairman Morfopoulos suggested adding Louise Cournoyer.
13. Chairman's Report – Chairman Morfopoulos reminded members about the Art Walk scheduled for August 31. For additional information visit DowntownClearwater.com.

14. Final Comments

Member Teixeira was encouraged by the exchange of ideas and was happy with the budget process and like the direction.

Member Wright felt it was a productive meeting and said he respected Member Sjouwerman's point of supporting no funding to promote a new direction for the board and would like to be focused on a comprehensive marketing plan for downtown. He asked when the Harborview Center would be coming down to which CRA Director Thompson stated that the city is going out to bid for demolition in September and it would take 30 days to receive bids with two weeks to review. He noted that if members haven't had a chance to visit Daniels Ikajevs of the Ring, they should plan to go. It's a totally green workspace, it's taking amazing spaces. Within 75% of all rentable spaces there will be natural light. The research that have been done on collaborative workspaces is impressive and this one will be in Downtown Clearwater.

Member Sjouwerman said that after seven years on the board, he feels it's time to move from funding individual events toward more strategic approach of developing downtown with PR and marketing. And supporting the CRA. He felt his "zero budget' exercise was fun."

Member Jammo felt it was a productive meeting. I view the 29K of leftover funds to be restricted for marketing suggestions from the PR group.

Chairman Morfopoulos thanked everyone for their contributions of time and ideas. He realized that budget meetings can be contentious and personal, but he felt that this had been a productive meeting and had gone very well all around.

15. The meeting was adjourned at 7:47 p.m.