



CLEARWATER DOWNTOWN  
DEVELOPMENT BOARD

November 1, 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 October 4, 2017 Meeting**
4. **Adopt September 2017 Financial Statement for Filing**
5. **Adopt Resolution – 05-17 Grant Funding for Blast Friday Events, Anne Fogarty France, Downtown Manager**
6. **DDB Election Results – Chairman Morfopoulos**
7. **Appoint a Canvassing Committee for the November 21, 2017 Election**
8. **Chairman's Report – Chairman Paris Morfopoulos**
9. **Final Comments**
10. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
October 4, 2017 – 5:30 PM – City Hall – Council Chambers

|                  |   |  |
|------------------|---|--|
| Members Present: | Paris Morfopoulos<br>Thomas Wright<br>Tony Starova<br>Stu Sjouwerman<br>Caitlein Jammo<br>Lina Teixeira | Chairman<br>Member<br>Member<br>Member<br>Member<br>Member   |
| Also Present:    | Bill Jonson<br>Doreen Caudell<br>Anne Fogarty France<br>Seth Taylor                                     | Ex-Officio/Councilmember<br>Ex-Officio/Councilmember<br>Board Administrator<br>Community Redevelopment Agency Director |
| Absent:          | Dennis Bosi   | Vice-Chairman  |

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex-officio members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Oaths of Office—Caitlein Jammo and Lina Teixeira were sworn in as the newest Board members.
4. Adopt Resolution 04-17 Recognizing the Efforts of the Church of Scientology Volunteer Ministers Before, During, and After Hurricane Irma

**Member Starova moved to adopt Resolution 04-17. The motion was duly seconded.**

Member Teixiera read the resolution. Member Wright thanked the volunteers for their efforts. Chairman Morfopoulos introduced the members from the Church. Member Starova stated he would like to strike the last sentence ("Something Can Be Done About it!") from the resolution. Discussion ensued.

**Member Starova moved to amend his motion by removing the last sentence. The motion was duly seconded and upon roll call the vote was:**

**"Ayes": Member Starova, Member Sjouwerman and Member Teixeira.**

**"Nays": Member Morfopoulos, Member Wright and Member Jammo.**

**Motion as amended failed by a vote of 3 to 3.**

The members voted on the original motion to adopt the resolution.

**Upon roll call, the vote was:**

**"Ayes": Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman, Member Jammo and Member Teixeira.**

**"Nays": None.**

**Motion carried.**

5. Approve the Minutes from the September 6, 2017, Meeting

**Member Wright moved to approve the minutes from the September 6, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman, Member Jammo and Member Teixeira.

**“Nays”:** None.

**Motion carried.**

6. Approve the Minutes from the September 18, 2017, Meeting

Ex-Officio Member Jonson had one correction on the minutes. He asked that under Final Comments for him it be changed from “they” to “he.”

**Member Sjouwerman moved to approve the minutes from the September 18, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman, Member Jammo and Member Teixeira.

**“Nays”:** None.

**Motion carried.**

7. Adopt August 2017 Financial Statement for Filing

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

**“Ayes”:** Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman, Member Jammo, and Member Teixeira.

**“Nays”:** None.

**Motion carried.**

8. Appoint DDB Election Canvassing Committee Members. The Board needs to appoint two members who are not up for reelection to assist the Supervisor of Elections with the Board election on October 10, 2017, at 3:00 p.m. Member Starova volunteered. Members Wright and Sjouwerman will be out of town. Chairman Morfopoulos will try to attend. The other members are running for election. Anne Fogarty-France will also be present and will try to find another staff member to assist if needed.

**Member Wright moved to appoint Members Starova and Morfopoulos to the DDB Election Canvassing Committee. The motion was duly seconded and upon roll call, the vote was:**



**“Ayes”:** Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman, Member Jammo and Member Teixeira.

**“Nays”:** None.

**Motion carried.**

9. Discussion Regarding November 7, 2017, Referendum—Seth Taylor, Community Redevelopment Agency (CRA) Director, addressed the Board on the upcoming referendum. He read the question as it will appear on the ballot and what a “yes” and “no” vote means. More information on the plan can be found at.

Upon questioning, Mr. Taylor advised the Board that there will be three referendum questions in order to implement Imagine Clearwater. This is the first one. The second one will deal with the redevelopment of the Harborview site and will go to the voters in 2018. The third one will deal with the City Hall site, the timeframe for which has yet to be determined.

Mr. Wright asked why the Harborview is a separate question. Mr. Taylor advised him that the City Charter contains a reference to a 28-foot bluff line. This current referendum deals with everything below that line. The next one deals with everything above that line. The Harborview Center will be demolished and the citizens will have an opportunity to weigh in on what will replace it.

The City must get approval from the State to move the band shell which is going before the legislature in 2018. If the referendum passes, the City will hire an engineering firm to construct the park. This contract is going before the City Council at the next meeting. It will take about six months for the design work and then construction will take about a year.

10. Discussion Regarding Second Century Studios— Mr. Taylor advised the Board that Second Century Studios has opened at 331 Cleveland Street on the corner of Osceola Avenue. The CRA has leased this space for one year. One half of the space is being used to house information on the planning initiatives and the other half is being used to display art. Jennie Pearl of Bazaar Art LLC is coordinating with the art community to provide artwork. The studio is open Monday through Friday from 11 a.m. to 4 p.m. and during special events.

Chairman Morfopoulos said he attended the grand opening and was very impressed. He said there was an event at the Capitol Theatre and afterwards the studio was open and people visited it after leaving the theater.

Member Starova suggested that the Jazz Holiday use this facility during the week of the festival rather than its location on the second floor of the Bank of America building. He suggested others should do the same during their events. He was advised that there has already been discussion along those lines and everyone agreed this was an excellent idea.

## **11. Chairman’s Report**

Chairman Morfopoulos advised the Board of upcoming events. Events are listed on [www.clevelandstreetdistrict.com](http://www.clevelandstreetdistrict.com).

## **12. Final Comments**

Member Teixeira stated she is excited by the City’s momentum and being on the Board.

Member Wright welcomed the new members. He thanked the volunteers from the Church of Scientology. He stated that Second Century Studios is a great opportunity for other landlords to see what happens when they open their spaces.

Member Starova echoed Mr. Wright's comments. He thanked Seth Taylor for his efforts in moving the City forward. He said he is voting yes on the referendum and hopes everyone supports it.

Member Sjouwerman also welcomed the new members. He is excited about the referendums. He thinks Coachman Park will be a fabulous place and stated he was on a committee that studied how a park can become an economic engine.

Member Jammo thanked everyone for the warm welcome. She also thanked the volunteers. She is looking forward to working with the Board.

Ex-officio Member Jonson welcomed the new members and expressed his appreciation to the volunteers. He thanked City staff for all the hard work in getting to the finish line on some of these initiatives.

EX-officio Member Caudell welcomed the "ladies" to the Board. She thanked Mr. Taylor for all the things happening downtown.

Mr. Taylor thanked his staff—Anne Fogarty-France and Laura Canary—for all their help behind the scenes. He said Ms. Canary did a terrific job on getting Second Century up and running. He also welcomed the new members.

Chairman Morfopoulos echoed the comments of Mr. Taylor on his staff. He also welcomed the "ladies" to the Board. He wished them good luck on the election.

**13.** The meeting was adjourned at 6:16 p.m.



ITEM 4

|    | A  | B               | L              | M                | N | O              | Q                 | S                 |
|----|--|-----------------|----------------|------------------|---|----------------|-------------------|-------------------|
| 1  | <b>Downtown Development Board</b><br><b>Statement of Revenues &amp; Expenditures</b>         |                 |                |                  |   |                |                   | 10/24/17 10:47 AM |
| 2  |  |                 |                |                  |   |                |                   |                   |
| 3  |  |                 |                |                  |   |                |                   |                   |
| 4  |  |                 |                |                  |   |                |                   |                   |
| 5  |  |                 |                |                  |   |                |                   |                   |
| 6  |  | <b>Approved</b> | <b>Amended</b> |                  |   | <b>Year to</b> |                   |                   |
| 7  |  | <b>Budget</b>   | <b>Budget</b>  | <b>September</b> |   | <b>Date</b>    | <b>Difference</b> |                   |
| 8  | <b>Income:</b>   |                 |                |                  |   |                |                   |                   |
| 9  | Ad Valorem (Property) Taxes  | 262,815         | 268,815        | -                |   | 266,914        | 4,099             |                   |
| 10 | Ad Valorem Taxes Prior Yr  | 100             | 100            | -                |   | 63             | (37)              |                   |
| 11 | Interest Income  | 500             | 500            | (371)            |   | 818            | 318               |                   |
| 12 | CRA Interlocal Agreement Rev   | 188,500         | 188,500        | -                |   | 188,289        | (211)             |                   |
| 13 | Misc Revenue   | 500             | 500            | -                |   | 1,831          | 1,331             |                   |
| 14 | <b>Total Income</b>  | <b>452,415</b>  | <b>458,415</b> | <b>(371)</b>     |   | <b>457,914</b> | <b>5,499</b>      |                   |
| 15 |  |                 |                |                  |   |                |                   |                   |
| 16 | <b>Expenditures:</b>   |                 |                |                  |   |                |                   |                   |
| 17 |  |                 |                |                  |   |                |                   |                   |
| 18 | <b>Promoting District</b>  |                 |                |                  |   |                |                   |                   |
| 19 | Banner Installation & Maintenance  | 1,500           | 1,500          | -                |   | 52             | 1,448             |                   |
| 20 | Downtown Streetscape Maintenance   | 3,200           | 3,200          | 3,186            |   | 3,186          | 14                |                   |
| 21 | Holiday Lighting   | 14,000          | 14,000         | -                |   | 13,255         | 745               |                   |
| 22 | <b>Total Promoting District</b>  | <b>18,700</b>   | <b>18,700</b>  | <b>3,186</b>     |   | <b>16,493</b>  | <b>2,207</b>      |                   |
| 23 |  |                 |                |                  |   |                |                   |                   |
| 24 | <b>Promoting Merchants</b>   |                 |                |                  |   |                |                   |                   |
| 25 | Graphic Design and Printing  | 3,000           | 3,000          | -                |   | 331            | 2,669             |                   |
| 26 | Advertising  | 10,000          | 10,000         | -                |   | 2,666          | 7,334             |                   |
| 27 | List Serve   | 2,400           | 2,400          | -                |   | -              | 2,400             |                   |
| 28 | Video Production   | 2,000           | 2,000          | -                |   | -              | 2,000             |                   |
| 29 | Jolley Trolley Downtown Loop   | 13,520          | 16,797         | 6,760            |   | 13,520         | -                 |                   |
| 30 | <b>Total Promoting Merchants</b>   | <b>30,920</b>   | <b>34,197</b>  | <b>6,760</b>     |   | <b>16,517</b>  | <b>14,403</b>     |                   |
| 31 |  |                 |                |                  |   |                |                   |                   |
| 32 | <b>Promoting Events</b>  |                 |                |                  |   |                |                   |                   |
| 33 | 8th Annual Achieva Box Car Rally   | 1,500           | 1,500          | -                |   | 1,000          | 500               |                   |
| 34 | Bright House Clw Superboat National Championship   | 10,000          | 10,000         | 10,000           |   | 10,000         | -                 |                   |
| 35 | City/Clw Celebrates America  | 2,500           | 2,500          | -                |   | 2,500          | -                 |                   |
| 36 | City/Fun n' Sun Festival   | 5,000           | 5,000          | -                |   | 5,000          | -                 |                   |
| 37 | City/Sea Blues Festival  | 10,000          | 10,000         | -                |   | 10,000         | -                 |                   |
| 38 | Clearwater Jazz Festival Jazz Walk   | 5,000           | 5,000          | -                |   | 5,000          | -                 |                   |
| 39 | Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol | 25,000          | 25,000         | -                |   | 25,000         | -                 |                   |
| 40 | Cleveland Street Business Alliance: Taste of Downtown  | 10,000          | 10,000         | -                |   | 10,000         | -                 |                   |
| 41 | Downtown Funk, Little Miss Miracle Pageant   | 7,500           | 7,500          | -                |   | 7,500          | -                 |                   |
| 42 | Pierce Street Market   | -               | -              | -                |   | -              | -                 |                   |
| 43 | Pierce Street Market Vendor Incubator Space  | -               | -              | -                |   | -              | -                 |                   |
| 44 | Santa & Suds Race/Walk for ASL & Deaf  | 4,000           | 4,000          | -                |   | 4,000          | -                 |                   |
| 45 | Cleveland Street Project/Photography Exhibit   | -               | 3,000          | -                |   | 3,000          | (3,000)           |                   |
| 46 | Garden Avenue Garage Mural   | -               | 5,000          | -                |   | 5,000          | (5,000)           |                   |
| 47 | Latino Anniversary Party   | -               | 3,500          | -                |   | 3,500          | (3,500)           |                   |
| 48 | Station Square Park Art Bazaar   | -               | 3,000          | -                |   | 3,000          | (3,000)           |                   |
| 49 | Sidewalk Sales/DCMA  | -               | 3,000          | -                |   | 3,000          | (3,000)           |                   |
| 50 | <b>Total Promoting Events</b>  | <b>80,500</b>   | <b>98,000</b>  | <b>10,000</b>    |   | <b>97,500</b>  | <b>(17,000)</b>   |                   |
| 51 | Future Initiatives   | 46,353          | 25,577         | -                |   | -              | 46,353            |                   |
| 52 |  |                 |                |                  |   |                |                   |                   |
| 53 | <b>Staff &amp; Office Administration</b>   |                 |                |                  |   |                |                   |                   |
| 54 | Downtown Meeting & Event Support   | 200             | 200            | 16               |   | 350            | (150)             |                   |
| 55 | Office Expenditures  | 750             | 750            | 856              |   | 891            | (141)             |                   |
| 56 | Dolphin Sign Replacement Cost  | 100             | 100            | -                |   | -              | 100               |                   |
| 57 | Palm Tree Lighting Replacement (as needed)   | 300             | 300            | -                |   | -              | 300               |                   |
| 58 | Public Meeting Notices   | 2,000           | 2,000          | 959              |   | 1,277          | 723               |                   |
| 59 | Legal Fees   | 3,500           | 3,500          | 925              |   | 1,750          | 1,750             |                   |
| 60 | CRA Mgt & Admin Fee - 2.5% Increase  | 66,950          | 66,950         | 5,579            |   | 66,950         | (0)               |                   |
| 61 | DDB Minutes Preparation  | 1,430           | 1,430          | 110              |   | 1,320          | 110               |                   |
| 62 | Tax Collector Commissions  | -               | 6,000          | -                |   | 5,822          | (5,822)           |                   |
| 63 | <b>Total Staff &amp; Office Admin</b>  | <b>75,230</b>   | <b>81,230</b>  | <b>8,445</b>     |   | <b>78,359</b>  | <b>(3,129)</b>    |                   |
| 64 |  |                 |                |                  |   |                |                   |                   |









| A  | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P                 |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-------------------|
| 1  |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 10/24/17 10:47 AM |
| 2  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
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| 6  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 7  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 61 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 62 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 63 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 64 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 65 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 66 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 67 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 68 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 69 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 70 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 71 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 72 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 73 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 74 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 75 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |
| 76 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |                   |

**Downtown Development Board**  
**Statement of Revenues & Expenditures**  
**For the Period Oct. 1, 2016 thru September, 2017**

| Amended Budget                        | Oct.           | Nov.             | Dec.              | Jan.             | Feb.             | Mar.             | Apr.            | May              | June             | July            | August          | September        | Year to Date      |
|---------------------------------------|----------------|------------------|-------------------|------------------|------------------|------------------|-----------------|------------------|------------------|-----------------|-----------------|------------------|-------------------|
| DDB Minutes Preparation               | 1,430          | 110.00           | 110.00            | 110.00           | 110.00           | 110.00           | 110.00          | 110.00           | 110.00           | 110.00          | 110.00          | 110.00           | 1,320.00          |
| Tax Collector Commissions             | 6,000          | 2,020.78         | 2,446.18          | 738.44           | 110.27           | 204.20           | 142.60          | 54.95            | 103.40           | 1.01            | 0.25            |                  | 5,822.08          |
| <b>Total Staff &amp; Office Admin</b> | <b>81,230</b>  | <b>7,752.28</b>  | <b>8,799.36</b>   | <b>6,470.52</b>  | <b>5,851.90</b>  | <b>5,962.23</b>  | <b>5,887.94</b> | <b>5,789.10</b>  | <b>5,838.83</b>  | <b>5,747.74</b> | <b>5,825.42</b> | <b>8,444.98</b>  | <b>78,359.47</b>  |
| <b>Fixed Payments</b>                 |                |                  |                   |                  |                  |                  |                 |                  |                  |                 |                 |                  |                   |
| Officers & Directors Insurance        | 700            |                  |                   |                  |                  |                  |                 |                  | 640.00           |                 |                 |                  | 640.00            |
| Liability Insurance (Dolphins)        | 1,422          |                  |                   |                  | 1,246.03         |                  |                 |                  |                  |                 |                 |                  | 1,246.03          |
| Annual Audit                          | 7,500          |                  | 7,000.00          |                  |                  | 500.00           |                 |                  |                  |                 |                 |                  | 7,500.00          |
| CRA Increment Payment                 | 188,500        |                  | 188,293.43        |                  |                  |                  | (4.40)          |                  |                  |                 |                 |                  | 188,289.03        |
| State Special District Fee            | 175            | 175.00           |                   |                  |                  |                  |                 |                  |                  |                 |                 |                  | 175.00            |
| Property Appraiser Fee                | 2,415          | 603.48           |                   |                  | 556.65           | 603.48           |                 |                  | 603.48           |                 |                 |                  | 2,367.09          |
| <b>Total Fixed Payments</b>           | <b>200,712</b> | <b>778.48</b>    | <b>195,293.43</b> | <b>-</b>         | <b>1,802.68</b>  | <b>1,103.48</b>  | <b>(4.40)</b>   | <b>-</b>         | <b>1,243.48</b>  | <b>-</b>        | <b>-</b>        | <b>-</b>         | <b>200,217.15</b> |
| <b>Total Expenditures</b>             | <b>458,415</b> | <b>18,547.13</b> | <b>218,289.29</b> | <b>14,328.52</b> | <b>18,904.58</b> | <b>17,053.71</b> | <b>5,883.54</b> | <b>10,686.10</b> | <b>37,825.33</b> | <b>5,747.74</b> | <b>5,825.42</b> | <b>28,391.10</b> | <b>409,086.11</b> |
|                                       |                | 46,150.78        | 264,440.07        | 278,768.59       | 297,673.17       | 314,726.88       | 320,610.42      | 331,296.52       | 369,121.85       | 374,869.59      | 380,695.01      | 409,086.11       |                   |

ITEM 5

RESOLUTION NO. 05-17  
CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
Grant Funding for Blast Friday Events  
ADOPTED NOVEMBER 1, 2017

WHEREAS, the DDB is a Special Taxing District formed to revitalize and preserve downtown property values and prevent deterioration in the Special Taxing District ("Downtown Clearwater"); and

WHEREAS, the DDB supports the revitalization efforts of the City of Clearwater Community Redevelopment Agency ("CRA") and the Downtown Redevelopment Plan ("Plan") which, among other goals, encourages a variety of visual and performing arts activities and programs within Downtown Clearwater; and

WHEREAS, Ruth Eckerd Hall produces and manages a series of events known as Blast Friday in Downtown Clearwater; and

WHEREAS, The Blast Friday events: 1) support existing retail business viability by attracting larger crowds to create dining and retail demand for businesses in Downtown Clearwater; 2) provide DDB retail recruitment efforts with a better customer base to encourage new retailers/restaurateurs to locate in Downtown Clearwater; 3) expose additional potential restaurant/retail customers and investors to Downtown Clearwater through attendance at Blast Friday Events; and 4) support ULI Panel recommendation to create "a lively Downtown".

WHEREAS, the DDB has determined that continuation of the Blast Friday Events is in the best interest of Downtown Clearwater; it is

RESOLVED, the DDB will provide funding in the amount of a \$30,000 grant to partially underwrite the production and management of seven Blast Friday Events for the 2017-2018 season, in accordance with the terms of a contract to be prepared by an attorney retained by the DDB;

RESOLVED, the approved funding shall be disbursed in four equal installments of \$7,500 based upon supporting invoices to be provided by Ruth Eckerd Hall, Inc. in December, February, April, and June;

RESOLVED, the contract shall contain terms regarding reports of activities, financial accounting, records retention, non-discrimination, liability and indemnification, compliance with laws, notice, termination for cause, and such other reasonable provisions required by law or customarily required by the DDB; and

RESOLVED, Paris Morfopoulos, as Chairman of the DDB, is authorized and directed to execute the contract on behalf of the DDB.

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Paris Morfopoulos, Chairman

Witness:

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Dennis Bosi, Vice-Chairman