



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

February 6, 2019 – 5:30 PM – New City Council Chambers
Clearwater Main Library, 100 N. Osceola Avenue

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the January 2, 2019 DDB Meeting
4. Adopt December 2018 Financial Statement for Filing
5. Adopt 2018 Annual Financial Report and Audit Results – Andrew Laflin, CliftonLarsonAllen LLP
6. Post Event Report – Frank Chivas – Clearwater Super Boat Championship
7. Post Event Report – Achieva Box Car Rally – Chelsey Wilson
8. Update on Auction for Jazz Holiday Posters – Member Teixeira
9. Approve CRA Request to use \$25,000 Budget Line Item / Art-Tech Exhibitions, for Downtown Clearwater Augmented Reality Experience – Amanda Thompson, CRA Director
10. DDB Work Plan Updates – Anne Fogarty France, CRA Business Assistance Manager/Board Administrator
 - a. Harborview Demolition Party – Amanda Thompson, CRA Director
11. Special Event Strategy 2019 – Anne Fogarty France, CRA Business Assistance Manager/Board Administrator
12. CRA Update – Amanda Thompson
13. Chairman's Comments
14. Final Comments
15. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

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

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Caitlein Jammo	Treasurer
	Thomas Wright	Member
	Lina Teixeira	Member
	Ray Cassano	Member
Also Present:	David Allbritton	Ex-officio Member/Councilmember
	Hoyt Hamilton	Ex-officio Member/Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator
	Rosemary D'Amour	CRA Public Relations & Programs Manager
Members Absent:	Venkat "Vincent" Devineni	Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. He welcomed the Ex-officio councilmembers and asked the board and ex-officio members to introduce themselves.
2. Board Administrator Anne Fogarty France administered the Oath of Office to Members Wright, Jammo and Teixeira.

3. Election of Officers.

- a. **Chairman - Member Wright moved to appoint Paris Morfopoulos as Chairman. No additional nominations were made. The motion was duly seconded and upon roll call, the vote was:**

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

Nays: None.

Motion carried.

- b. **Vice-Chairman - Member Sjouwerman moved to appoint Member Devineni as Vice-Chairman. The motion was duly seconded and upon roll call, the vote was:**

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

Nays: None.

Motion carried.

- c. **Treasurer - Member Cassano moved to appoint Member Jammo as Treasurer. The motion was duly seconded and upon roll call, the vote was:**

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

Nays: None.

Motion carried.

4. Citizens Comments--Items not on the agenda. None.
5. Approve the Minutes from the December 5, 2018, Meeting. No discussion.

Member Sjouwerman moved to approve the minutes from the December 5, 2018, meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

6. Adopt November 2018 Financial Statement for Filing. No discussion.

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

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

Nays: None.

Motion carried.

7. Approval to Re-gift Jazz Holiday Posters – Anne Fogarty France, CRA Business Assistance Manager/DDB Administrator provided a memo for the board to consider re-gifting the posters to the Jazz Holiday Foundation.

Discussion followed regarding the value of the posters, storage options with the upcoming move from City Hall and the possibility of a fundraiser. Member Teixeira offered to host a fundraising event and Ex-officio Member Hamilton suggested the caveat that some percentage of the income go to the Jazz Holiday Foundation. Member Teixeira will speak with Gary Hallas with the Jazz Holiday Foundation.

Chairman Morfopoulos suggested the item be continued until the February meeting. Administrator Fogarty France highlighted the importance of a decision by that time.

The board unanimously agreed to revisit this item at the February 6, 2019, meeting.

8. Approval to Make Repairs & Repaint DDB Dolphins – Anne Fogarty France, CRA Business Assistance Manager/DDB Administrator detailed damage and paint needed to two dolphins that the Board funded with an estimate of \$1,500 to correct and the suggestion was made for a board member to participate in choosing a new theme for faded "Little Hands for Winter". Chairman Morfopoulos suggested contacting artist Carol Zurich Wus, who is well-known and painted a couple of dolphins in the downtown area.

Administrator Fogarty France stated the funds would come from line item 'Future Downtown Initiatives'. Member Jammo offered to assist with finding a theme for the dolphin that needed to be repainted.

Member Sjouwerman moved to approve the \$1,500 expenditure for repairs to and repainting of DDB Dolphins. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

9. DDB Work Plan (WP) Updates – DDB Administrator Anne Fogarty France.

Board Administrator Fogarty France stated that there were no WP Updates. She reported that the bylaws are due for update and Chairman Morfopoulos stated there were advertising requirements that had to be met.

10. CRA Update – CRA Director Amanda Thompson introduced Rosemary D'Amour, newly hired CRA Public Relations and Programs Manager.

She stated that the Harborview demolition has been approved and will begin mid-January. There is ongoing discussion about how and what to post on the outside to let the public know that work is being done inside. She advised that there would be an update for the February meeting. Members Wright and Jammo were looking forward to working on the demolition party event.

Ms. Thompson stated that the final draft of the parking study will be available at the board meeting on February 6. Downtown valet solutions will also be revisited at that time.

She alerted viewers that City Hall offices are moving to the sixth floor of 600 Cleveland Street for five years.

She added that the Winter Extravaganza events were well-attended:

- There were 4,785 people at the carnival and it was the most diverse crowd she'd seen yet in downtown Clearwater.
- 40 people attended "Christmas Vacation" movie and 70 were at "Polar Express" movie, both hosted in Station Square Park. Ms. Thompson noted the location was well-suited to the events, the merchants were particularly engaged, and the guests were well-behaved, including the homeless in attendance.

The Garden Street parking garage mural is finished. There was some discussion and many compliments about its theme of unity, diversity, and connection. Three other murals are in progress.

The Dreams of Dali virtual reality experience is opening January 10 at Second Century Studios and will be free to the public.

The February 6 meeting will be Director Thompson's last before maternity leave.

11. Chairman's Report—Chairman Morfopoulos advised viewers of upcoming events and noted that more information was available at DowntownClearwater.com

12. Final Comments

Member Cassano likes that activity is picking up and stated that people all over the world are showing interest.

Member Teixeira stated that she was looking forward to 2019.

Member Wright believes this is the year of big moves.

Member Sjouwerman is looking forward to seeing the Harborview Center come down.

Member Jammo is looking forward to planning the party for the Harborview Center demolition.

Ex-officio Member Hamilton wished everyone a happy new year.

Ex-officio Member Allbritton wished everyone a successful 2019.

13. The meeting was adjourned at 5:57 p.m.

Downtown Development Board Statement of Revenues & Expenditures For the Period October 1 thru December 31, 2018																			1/24/2019											
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	T												
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19												
		Amended Budget	October	November	December	January	February	March	April	May	June	July	August	September	Year to Date	Difference														
Income																														
10	Ad Valorem (Property) Taxes - 0.9700 mills	342,497		121,501.22	107,304.19										228,805.41	(113,691.59)														
11	Ad Valorem Taxes Prior Year	100													-	(100.00)														
12	Interest Income	500			1,120.96										1,120.96	620.96														
13	CRA Interlocal Agreement Revenue	274,651													-	(274,651.00)														
14	Misc Revenue	500			118.05										118.05	(381.95)														
15	Total Income	618,248	-	121,501.22	108,543.20	-	-	-	-	-	-	-	-	-	230,044.42	(388,203.58)														
Expenditures																														
19	Marketing																													
20	Achieva Box Car Rally - 9th Annual	1,500													-	1,500.00														
21	City / Sea Blues Festival	10,000													-	10,000.00														
22	City / Clearwater Celebrates America	2,500													-	2,500.00														
23	Clearwater Jazz Festival Downtown Party	2,500	2,500.00													-														
24	Downtown Clearwater Craft Beer & Music Festival	5,000														5,000.00														
	Downtown Clearwater Merchants Association Yearly Events (Taste of Downtown, Downtown Funk renamed Drink or Treat, Miracle on Cleveland Supplement, Art Crawls)	10,000		5,000.00												5,000.00														
25	Festival Series including Blast Fridays, Miracle on Cleveland																													
26	St & Cruisin at the Capitol (Ruth Eckerd Hall)	40,000														40,000.00														
27	Hooters Clearwater Super Boat National Championship	10,000														10,000.00														
28	Santa & Suds SK Fun Run	1,500			1,500.00											-														
29	Graphic Design and Printing	3,000														3,000.00														
30	Advertising	10,000														10,000.00														
31	Demolition/Fundraising Imagine Clearwater Party (WP)	10,000														10,000.00														
32	Public Relations Firm (WP) and Website Content to include List Serve and Video Production	24,400														24,400.00														
33	Incubator Incentives Collateral (WP)	5,000														5,000.00														
34	Art/Tech Exhibitions (WP)	25,000														25,000.00														
35	DuPont Registry Cars & Coffee Event	9,000														9,000.00														
36	Total Marketing	169,400	2,500.00	5,000.00	1,500.00	-	-	-	-	-	-	-	-	-	9,000.00	160,400.00														
Business Assistance																														
39	Holiday Lighting	15,000	411.00	390.88	9,326.00											10,127.88	4,872.12													
40	Downtown Streetscape Maintenance	3,200														3,200.00														
41	Jolley Trolley Downtown Loop	15,951														15,951.00														
42	Total Business Assistance	34,151	411.00	390.88	9,326.00	-	-	-	-	-	-	-	-	-	10,127.88	24,023.12														
Policy and Project Work																														
46	Create High Tech CEO Council (WP)	5,000														5,000.00														
47	One Stop Shop Education Campaign (WP)	5,000														5,000.00														
48	Station Square Park Events	10,000														10,000.00														
50	Total Policy and Project Work	20,000	-	-	-	-	-	-	-	-	-	-	-	-	-	20,000.00														
52	Future Downtown Initiatives	20,153														20,153.00														
54	Staff & Office Administration																													
55	Operating Expenditures	1,000	30.25	6.49											36.74	963.26														
56	Public Meeting Notices	2,000		30.00	30.00										60.00	1,940.00														
57	Legal Fees	3,500			1,900.00										1,900.00	1,600.00														
58	CRA Mgt & Admin Fee - 3.5% Increase	71,026	5,918.83	5,918.83											11,837.66	59,188.34														
59	DOB Minutes Preparation	121.00	121.00	1,452	242.00										363.00	1,089.00														
60	Total Staff & Office Admin	78,978	6,070.08	5,955.32	2,172.00	-	-	-	-	-	-	-	-	-	14,197.40	64,780.60														
62	Fixed Payments	-																												
63	Officers & Directors Insurance	750													-	750.00														
64	Liability Insurance (Dolphins)	1,500													-	1,500.00														
65	Annual Audit	8,500			3,000.00										3,000.00	5,500.00														
66	CRA Increment Payment	274,651			274,822.30										274,822.30	(171.30)														
67	State Special District Fee	175	175.00												175.00	-														
68	Tax Collector Commissions	7,350	659.90	2,915.02	2,146.08										5,721.00	1,629.00														
69	Property Appraiser Fee	2,640			588.87										588.87	2,051.13														

[illegible]

ITEM 10

Clearwater DDB
1-Year Tactical Plan
Approved July 11, 2018

Marketing 1-Year Tactical Plan					
MARKETING GOAL: IMAGINE CLEARWATER SPURS COMMERCIAL AND RESIDENTIAL INVESTMENT IN DOWNTOWN					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Celebrate Demolition of the Harborview Center					
1.1. Plan a demolition/launch Imagine party concert	Caitlein/ Thomas	\$10,000 funds, Work with City Special Events	Number of Party Attendees; New enewsletter sign ups; Media mentions	Aug-18	Aug-19
2. Strategy 2 Hire PR firm to promote downtown					
2.1. Develop scope of services for Public Relations RFP	Thomas/Stu/ CRA Staff	N/A	Scope approved by DDB	Sep-18	Oct-18
2.2. Issue RFP for Public Relations consultants	Thomas/Stu/ CRA Staff	N/A	Attract 3+ responses, including some from Clearwater	Oct-18	Nov-18
2.3. DDB hires and funds firm	Thomas/Stu/ CRA Staff	\$20,000 DDB; \$15,000 CRA	Firm hired	Nov-18	Dec-18
3. Strategy 3 Review the ULI study high priority items and make recommendations.					
3.1. Review status of ULI action items	Venkat/Ray	N/A	Presentation of findings	Oct-18	Nov-18
3.2. Determine if any incomplete items should be addressed by DDB - compare with Imagine Clearwater	Venkat/Ray	N/A	DDB discussion item on this topic	Oct-18	Nov-18
3.3. Review and provide recommendations for Imagine Clearwater implementation	Venkat/Ray	N/A	9-5-18 - DDB voted to recommend to the City that a 5 story observatoin deck be included in the Civic Gateway-letter sent.	Sep-18	Completed Sep-18

Clearwater DDB
1-Year Tactical Plan
July 11, 2018

Business Assistance 1-Year Tactical Plan					
BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials /Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Renovating old buildings into modern, trendy places to support residents (e.g., Armature Works)					
1.1. Coordinate with PR campaign to attract tenants (Trader Joe's, Top Golf)	Ray/CRA staff	Work with CDP & DCMA on campaign development.	Number of tenants attracted	Nov-18	Mar-19
1.2. Court potential tenants for vacant storefronts	Ray/CRA staff	N/A	Number of tenants attracted	Nov-18	Mar-19
2. Strategy 2 Partner with an educational institution to train high tech and design workers					
2.1. Establish contact with SPC	Carol Hague/CRCC/ Caitlein	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.2. Establish contact with USF	Stu	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.3. Coordinate with the PR campaign to attract an educational institution	CRA & DDB	CRA & DDB funds	How many universities are interested	Jan-19	Jun-19
2a. Strategy 2a. Fund art/tech exhibitions					
2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers	Lina & CRA	\$25,000	Number of exhibitions; media mentions; sponsors; attendees	Jan-19	Jun-19
3. Strategy 3. Develop high-technical job incentive programs					
3.1. Identify regulations for eligibility for incentive program for tech incubators	Stu	N/A	Presentation of findings	Feb-19	Mar-19
3.2. Coordinate PR campaign with The Ring activities	Stu	N/A	Campaign includes The Ring	Nov-18	Feb-19
3.3. Make collateral available to market the incubator incentives	Stu/Venkat	\$5,000	number of incubator applicants and number of incubators created	Feb-19	Mar-19

Clearwater DDB
1-Year Tactical Plan
July 11, 2018

Business Assistance 1-Year Tactical Plan					
BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
3.4. Promote downtown tech corridor via social media	Stu/Caitlein	access to social media or ability to provide same	number of people who access promotions	Feb-19	Jun-19
3.5 Create a High-Tech CEO Council	Stu/Lina	\$5,000	Number of CEO's willing to participate; Number of new tech firms that locate to Clearwater	Feb-19	Mar-19
3.6 Create a Liaison to CDP	Stu/Lina	NA	Number of collaborative projects	Ongoing	Ongoing

Clearwater DDB
1-Year Tactical Plan
July 11, 2018

Policy & Project 1-Year Tactical Plan					
POLICY & PROJECT GOAL: DDB PROMOTES FAST TRACK PERMIT APPROVAL					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Recommend changes to improve the permitting process					
1.1. Identify key complaints and make recommendations on how to correct and increase customer satisfaction. Review the 2011 Business Task Force recommendations.	Lina	set up time to meet with city employees	city employee buy in to a new process	Jan-19	Mar-19
1.2. Create budget for implementation	Lina/Caitlein	N/A	City approves budget changes	Mar-19	Apr-19
1.3 Review the updated downtown zoning ordinance	Venkat	N/A	Present findings	Jul-19	Aug-19
1.4. Create campaign to educate the public about the one stop shop	Lina	\$5,000	Increase in customer satisfaction	Apr-19	Jul-19
2. Strategy 2 Update the Downtown Development Board ordinances					
2.1. Review current DDB ordinances	Paris	time of DDB meeting agenda	decision made by DDB after discussion	Sep-18	Nov-18
2.2. First draft	Paris	city attorney cooperation	draft to DDB	Nov-18	Dec-18
2.3. Second/final draft	Paris	city attorney cooperation	draft to DDB	Jan-19	Feb-19
2.4. Present to Council	Paris	on city agenda	implementing changes	Mar-19	Apr-19

4