

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
January 6, 2016 – 5:30 PM – City Hall – Council Chambers

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

Absent:

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. and board members introduced themselves.
2. Oath of Office – Will Zachary Thorn and Thomas Wright stand and Anne Fogarty France administered the oath of office.
3. Election of Officers - Each January the DDB votes on board officers to fill the position of Chairman, Vice-Chairman and Treasurer. If motions for more than one nomination are heard for an office, a secret ballot between the nominated members will take place.

a. Chairman

Chairman Morfopoulos called for nominations for the office of Chairman. Member Wright moved to appoint Member Morfopoulos as Chairman. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

b. Vice Chairman

Chairman Morfopoulos called for nominations for the office of Vice Chairman. Member Starova nominated Member Bosi as Vice-Chairman for 2016. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

c. Treasurer

Chairman Morfopoulos called for nominations for the office of Treasurer. Member Bosi nominated member Allison as Treasurer for 2016. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

4. Citizens Comments: Items not on the agenda. There were no citizen comments to items not on the agenda.

Member Allison arrived, 5:37 p.m.

5. Approve the Minutes from the December 2, 2015 Meeting

Questions were asked regarding city cost of services, advertising and the event budget. Anne Fogarty France, DDB Administrator, suggested this would be better discussed during a future budget work session. There will be \$50,000 more as this will be the last boat slips payment.

Member Wright moved to approve the minutes from the December 2, 2015 meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

6. Adopt November 2015 Financial Statement for Filing

Member Wright moved to adopt the November 2015 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

7. Clearwater Super Boat National Championships Post Event Report – Brian Aungst & Frank Chivas

Mr. Aungst and Mr. Chivas distributed a copy of the economic impact report to the board members.

Chairman Morfopoulos asked what a survey report costs. Brian Aungst advised that they are not at liberty to give out that information. Mr. Chivas stated that it was right around \$15K.

Mr. Chivas asked Member Starova how he liked having the boats on Cleveland Street. Member Starova advised that it was good that people could see the boats for 4 or 5 hours as well as the parade.

Mr. Chivas and Mr. Aungst asked for help from the Merchant's Association to help plan the Friday night events.

The 2016 Super Boat National Championships will begin Friday, September 30 through Sunday, October 2nd.

8. Sunshine Law Presentation – Elise Winters, Board Attorney – Ms. Winters was unable to attend due to illness. This item will be rescheduled in the future.

9. Charter Amendment Presentation – Brian Aungst Jr.

Brian Aungst, Jr., Chairman of the 2015 Charter Review Committee, asked Anne Fogarty France to distribute a copy of his presentation.

Vice Chairman Bosi asked about allowing ticket booths at the Marina.

Member Wright asked if the addition of more flexibility regarding the tennis courts would mean that they could be eliminated. Mr. Aungst stated that that wasn't the intent.

Member Wright asked what "maker space" was. Mr. Aungst described it as a space for hands on education and likened it to the incubator recently started in Clearwater.

Mr. Aungst advised that the election is March 15, 2016 and to please vote yes.

Member Wright asked about the amount of opposition expected to which Mr. Aungst replied none at this time.

Vice Chairman Bosi made a motion to support the charter amendments that pertain to the downtown initiative. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn and Member Wright.

"Nays": None.

Motion carried.

10. Sponsorship Request from Clearwater Arts Alliance / Clearwater Corner Art: "Thinking Outside the Box" – Roberta Klar & Beth Daniels

Their newest project is wrapping utility boxes with designs by local artists. They would like financial support from the Downtown Development Board (DDB) to wrap the box across the street from the Capitol Theatre and others in downtown.

Vice Chairman Bosi asked Ms. Lopez if this art falls within the City of Clearwater's design guidelines. Ms. Lopez responded that public art is not bound by those guidelines.

At the suggestion of having a cultural map, Ex-Officio Councilmember Jonson suggested they run that idea by the City Attorney.

Chairman Morfopoulos asked the size of Clearwater Arts Alliance in terms of what the annual budget is and where the funds come from. Ms. Daniels responded approximately \$20,000 is raised by volunteers. Where did the money come from to wrap the boxes already done? The funds came from donations to their organization.

Member Thomas asked if they are going to do a QR code, could it be the DDB QR code. The answer was yes. He then asked if the DDB would have any input on the design. Of the nine options already selected by the Arts Alliance, the DDB could have input choosing one.

Member Starova asked if the image on the box could be 3D. If this is successful, could there be mural art as well? They would like to do a project like that.

Member Thorn asked if there would be any boxes that will depict Clearwater history. Not with the selections they have at this time.

Chairman Morfopoulos noted that they are asking for a bit more than it will cost to complete the project. The response was that they have already put in approximately \$1,000 into the project.

Chairman Morfopoulos advised the DDB that this project would take one-third of their unallocated funds for the remaining of the budget year.

Member Starova moved to approve funding of \$6,950 to support the Clearwater Corner Art: "Thinking Outside the Box" for the seven utility boxes in the Cleveland Street District with funds from the unallocated funds line item. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn and Member Wright.

"Nays": None.

Motion carried.

Member Wright requested they return next month with a mock-up and the DDB will let them know the verbiage they would like on the boxes.

11. Sponsorship Request from Pierce Street Market / Natalie Nagengast

Ms. Nagengast gave her presentation, handing out updated figures regarding the market.

Ex-Officio Councilmember Polglaze asked if the City of Clearwater asked the market to expand. They did. Does the city offer any “in kind” help? Not currently but applying for city sponsorship.

Chairman Morfopoulos asked if they gave her the funds, what the funds would be used for. Ms. Nagengast listed police presence for security, additional insurance for alcohol distribution, and advertising on Facebook.

Vice Chairman Bosi asked what the market hours are. Currently from 10am – 4pm, in the summer probably 9am – 2pm.

Ex-Officio Councilmember Polglaze asked for information about a food inspection fee. There is a \$212 fee for fire department inspection for vendors that cook on site.

Member Thorn asked Ms. Nagengast to explain her relationship with local shops.

Member Wright asked who the other principals are in her organization. Her parents, brother and Esther would be principals. He also asked what it means to activate the waterfront. Ms. Nagengast’s response was having many different types of vendors along the waterfront.

Member Wright asked if the funding would be for social media marketing. Yes.

Vice Chairman Bosi asked if she was asking for \$15,000 for social media marketing for the Cleveland Street District. No.

Member Starova asked if the CRA would support this event. Ms. Lopez explained that the CRA does not support events individually.

Ex-Officio Councilmember Jonson asked if this money would be used for nine events through May and would she be coming back to ask for more money for additional events. Ms. Nagengast responded that she would be doing her best to fund the event herself scaling the assistance down as time goes on. She agreed to include a full seminar for downtown business owners on social media marketing and will post at least one item a day on the Cleveland Street district which will go out to 10,000 plus readers.

Vice Chairman Bosi asked if the market was not located on the bluff, but on Cleveland Street, would it be as successful. Ms. Nagengast did not think it would.

Member Starova asked how many markets there have been so far. The response was four. Member Starova suggests they fund three of the remaining nine markets instead of the entire season.

Member Sjouwerman asked what the attendance was for the first, second, third and fourth market. Ms. Nagengast responded the first close to 2,000; second close to 3,000, the third and fourth market, both in December, had 3,000.

Member Sjouwerman moved to approve funding of \$15,000 to support the Pierce Street Market, \$14,800 from unallocated funds and \$200 from the advertising line item to be used for social media marketing for nine events. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: **Member Morfopoulos, Member Allison, Member Sjouwerman, Member Thorn and Member Wright.**

“Nays”: **Member Bosi, Member Starova**

Motion carried.

Following an announcement from Ms. Lopez that due to the absence of the board administrator and board reporter, the February meeting would have to be cancelled, Ex-Officio Councilmember Jonson expressed his concern over the cancellation. Given the need for a monthly meeting, Ms. Lopez said the meeting would be held as scheduled.

12. Cleveland Street Business Alliance (CSBA) Request to Reimburse the CSBA for the Artwork for District Map – Tony Starova, CSBA President

Member Starova gave his presentation to the DDB asking for reimbursement of \$1,500.

Chairman Morfopoulos asked how many maps were produced with the merchant's money. Member Starova responded 6,000. The chairman asked Anne Fogarty France how many the DDB produced and the response was 7,500. The chairman feels the merchants have already gotten their money's worth. The DDB will be reproducing the map every year at no extra expense to the merchants.

Member Wright suggested the CSBA come before the DDB with a request for money for something other than reimbursement for the artwork for the district map.

Chairman Morfopoulos requested a legal opinion on how the DDB can vote on something for the CSBA when four members of the DDB are also members of the CSBA.

13. Chairman's Report

The chairman asked members to read the Goals and Objectives in their packet for a future meeting when it can be reviewed.

14. Final Comments

Member Thorn expressed his excitement becoming part of the DDB and looks forward to the challenges of 2016.

Member Wright welcomed Member Thorn to the DDB and is happy for the addition of young people.

Vice Chairman Bosi congratulated the new Treasurer.

Member Starova congratulated the Chairman, Vice Chairman and Treasurer.

Member Sjouwerman is glad to be here and welcomes Member Thorn.

Member Allison thanked everyone who came out tonight.

Ex-Officio Councilmember Jonson remarked Miracle on Cleveland Street was a terrific event and has photos. It was a great street festival and there are some policy lessons that can be carried forward on that. He had a conversation with Greg Brady at a Leadership Pinellas event. He was the founding president of the Dunedin Merchant's Association and is willing to share ideas for north county events. He had lunch at Basil Fusion Bistro on Monday and there were 25 people in the restaurant, and on line getting to-go orders. It's working!

Ex-Officio Councilmember Polglaze feels the DDB witnessed an important page turning. Chelsea Allison and Zach Thorn being elected to this board and Natalie Nagengast coming forward is a trend. Youth with the savvy to reach people through social media is what we need. We are looking for a new CRA Director. The dominos will start falling.

Chairman Morfopoulos echoes Councilmember Polglaze's sentiment that youth mingling with the pulp fiction generation is a good thing. I think we did a good thing supporting the market even if it's not on Cleveland Street. It will help make downtown a destination. Also, we get a return on investment just learning the social media expertise that we will gain from this support.

Ex-Officio Councilmember Polglaze advised that the resolution for the City to try to talk to the postal service about purchasing the Cleveland Street post office building has passed. There is also a letter of support from the Downtown Partnership and the Clearwater Regional Chamber of Commerce.

Ex-Officio Councilmember Jonson stated for the record that he was one of two council members that did not vote for the resolution because it did not state that the post office would remain in downtown.

Vice Chairman Bosi motioned to support Resolution 15-04 for the city to try and talk to the postal service about purchasing the Cleveland Street Post Office building. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn and Member Wright.

"Nays": None.

Motion carried.

The meeting was adjourned at 8:31 p.m.