

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
August

August 3, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Chelsea Allison	Member
	Zachary Thorn	Member (arrived 5:33 p.m.)
	Thomas Wright	Member (arrived 5:32 p.m.)
	Tony Starova	Member

Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director

Absent:	Stu Sjouwerman	Member
	Doreen Caudell	Ex-Officio/Councilmember

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. Approve the Minutes from the July 13, 2016, Regular Monthly Meeting

**Member Bosi moved to approve the minutes from the July 13, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

4. Adopt June 2016 Financial Statement for Filing

**Member Allison moved to adopt the June 2016 financial statement for filing. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

5. Adopt Resolution 02-16 and the City of Clearwater, FL Investment Policy Per Florida Statute Requirement—Monica Mitchell, City of Clearwater Finance Department Assistant Director

Monica Mitchell, Assistant Finance Director, addressed the Board concerning the Florida Statutes requirement concerning the adoption of an investment policy by the Board. The Board must adopt

an investment policy once a year during the budget process. In the past the Board has adopted the City's investment policy to satisfy this requirement. Member Thorn read Resolution 02-16 into the record.

**Member Wright moved to adopt Resolution 02-16 and the City of Clearwater Florida Investment Policy. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

6. Approve CRA/DDB FY 2016-2017 Interlocal Agreement—Seth Taylor, Community Redevelopment Agency (CRA) Director

Seth Taylor, CRA Director, asked the Board to adopt the interlocal agreement between the CRA and DDB.

**Member Wright moved to approve the CRA/DDB FY 2016-2017 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

7. Adopt Aggregate Millage Rate of 0.9551 mil for FY 2016-2017 and set public hearing dates on the budget for September 7, 2016, and September 19, 2016—Anne Fogarty-France, Downtown Manager

**Member Wright moved to adopt an aggregate millage rate of 0.9651 mil for FY 2016-2017 and set public hearing dates on the budget for September 7, 2016 and September 19, 2016. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

8. Finalize and Adopt FY 2016-2017 DDB Budget—Chairman Paris Morfopoulos

The Board reviewed the budget line item by line item.

When the advertising line item was discussed Member Starova wanted to go on record that the DDB not consider advertising on another radio show.

**Member Starova moved to increase the advertising budget from \$5,000 to \$10,000. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

The Board discussed the Achieva Box Car Rally budget item.

**Member Thorn moved to increase the Achieva Box Car Rally budget from \$1,000 to \$2,000. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** Member Morfopoulos, Member Bosi, and Member Starova.

**Motion failed. Further discussion ensued.**

**Chairman Morfopoulos moved to increase the Achieva Box Car Rally budget from \$1,000 to \$1,500. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

The Board discussed the Bright House Superboat Festival line item. It was suggested that the Board approve \$10,000 and if the sponsors come back with a strong Cleveland Street entertainment component they can request the additional funds from the Board.

**Member Starova moved to decrease the Bright House Clearwater Superboat National Festival budget from \$15,000 to \$10,000. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

**Member Bosi moved to approve the Clearwater Celebrates America budget of \$2,500. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

**Member Wright moved to approve the Fun ‘n Sun Festival budget of \$5,000. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

Members decided that if a line item amount did not change, a motion would not be required.

The Board discussed the Pierce Street Market. The sponsor is requesting \$15,000. Discussion ensued regarding reducing the amount funded by the Board. Although the market does bring a different demographic to downtown Clearwater, it does not have a direct impact on Cleveland Street. Further discussion ensued.

**Member Bosi moved to reduce the Pierce Street Market budget from \$15,000 to \$5,000. The motion was duly seconded and discussion ensued.**

Chairman Morfopoulos suggested \$7,500 would be a good compromise. Member Bosi does not feel that the market impacts Cleveland Street. Ex-Officio Councilmember Jonson stated the goal of the Board is to increase the vitality of the downtown area not just help business owners.

**Member Bosi amended his motion to reduce the budget for this event from \$15,000 to \$7,500. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** Member Thorn and Member Wright.

**Motion passes.**

Member Wright stated this was sending a bad message that the Board is not in support of the market. Chairman Morfopoulos said the Board would entertain a higher number if the sponsor can show the Board ways to handle its concerns regarding Cleveland Street.

Staff is recommending that “Unallocated Funds” be changed to “Future Endeavors.”

**Member Wright moved to adopt the FY 2016-2017 DDB budget as amended. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

## **9. Chairman's Report**

Chairman Morfopoulos advised the Board of upcoming events.

## **10. Final Comments**

Member Bosi complimented everyone stating he appreciates everything that is done for the Board and felt that the events have grown over the years.

Member Starova stated that not every event that happens on Cleveland Street has succeeded. Those in Coachman Park succeed but we have underutilized sites. Station Square Park is a downtown site that is underutilized. He stated if residents don't use the downtown neither will visitors. He read a statistic that "Overnight visitors spend the night where there are things to do after 6:00 p.m. 70% of all consumer retail spending, including that of visitors, now takes place during the evening hours."

Member Allison stated that the board just approved a lot of events and suggested that Cleveland Street businesses need to stay open when there are things going on downtown.

Ex-Officio Councilmember Jonson read the goal of the DDB and said that Imagine Clearwater has had some tremendous ideas and the DDB should be the cheerleader.

Chairman Morfopoulos agreed with Ex-Officio Councilmember Jonson's comments. He said he attended the Imagine Clearwater event at the Countryside library and it was heartwarming to see the interest and hear the comments. Chairman Morfopoulos stated there is a fine group of partners that present events downtown and congratulated them all on the funds the Board approved.

Anne-Fogarty-France, Downtown Manager, advised the Board that she has put together a card listing the different types of food available downtown. The cards will be distributed on the beach so people know what is available in the downtown.

## **11. The meeting was adjourned at 7:13 p.m.**