

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
February 3, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Dennis Bosi	Vice-Chairman
	Chelsea Allison	Treasurer
	Stu Sjouwerman	Member
	Tony Starova	Member
	Zachary Thorn	Member
	Thomas Wright	Member (arrived 5:35 p.m.)
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Denise Sanderson	Assistant Director, Economic Development & Housing Department
	Geri Campos Lopez	Director, Economic Development & Housing Department
Absent:	Paris Morfopoulos	Chairman

1. Vice Chairman Bosi called the meeting to order at 5:30 p.m. asking the board and Ex Officio members to introduce themselves.
2. Citizen Comments – Items Not on the Agenda – No comments
3. Approval of Minutes from the January 6, 2016 DDB Meeting – Ex-Officio Councilmember Jonson asked that a correction be made to the minutes page 6, item 11, last sentence to read “Given the need for a monthly meeting, Ms. Lopez said the meeting would be held as scheduled.”

Member Allison moved to approve the minutes as amended from the January 6, 2016 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes” Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn

“Nays”: None

Motion carried.

4. Adopt December 2015 Financial Statement for Filing

Member Allison moved to approve the December 2015 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes” Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn, Member Wright

“Nays”: None

Motion carried.

5. Adopt 2015 Annual Financial Report and Audit Results –Andrew Laflin, CliftonLarsonAllen LLP

Andrew Laflin gave a presentation to the board regarding the annual financial report and audit results. A copy of the presentation was distributed to the board.

Vice Chairman Bosi asked about the property on Washington Street. Director Lopez advised that it was the former Clearwater Auto site across from the Nolen. Remediation is complete and the property would have to go through the RFP process.

Member Wright asked about a piano and electronic message boards owned by the DDB that do not appear on our balance sheet. Director Lopez advised that the DDB contributed money toward the message boards, but the City paid for the rest and they are probably on the City inventory. Member Starova advised that the DDB purchased the piano and Jazz Holiday bought it from the DDB. It was decided to check with Anne Fogarty France when she returned.

Member Wright asked what the issue was with Star Spectacular that ended up not taking place. Vice Chairman Bosi thought that DDB was reimbursed for Star Spectacular but thought a Saturday farmer's market that didn't take place would be paying back some money. It was decided to ask Anne Fogarty France when she returns from medical leave.

Member Starova wanted to know what the average percentage of the entire budget most companies allocate for advertising. Mr. Laflin responded that it depended on the type of company.

Member Wright moved to approve the 2015 Annual Financial Report and Audit Results. The motion was duly seconded and upon roll call, the vote was:

“Ayes” Member Bosi, Member Allison, Member Sjouwerman, Member Starova, Member Thorn, Member Wright

“Nays”: None

Motion carried.

6. Sunshine Law Presentation – Elise Winters, Board Attorney

Attorney Winters included an overview of the Sunshine Law in the DDB packets for tonight's meeting.

Vice Chairman Bosi asked if a board member speaking to an ex-officio member would be governed by the Sunshine Law. The answer is yes, the discussion must be open to the public with reasonable notice and minutes taken.

Member Sjouwerman stated that he is a member of the Clearwater Downtown Partnership and many of the issues discussed are about downtown. Ms. Winters advised that if it is a subject that could come up in front of the DDB, no, he cannot discuss it.

Member Starova asked if two or more people on the DDB could serve on another board together. Attorney Winters said no, not if it has anything to do with downtown. Member Starova advised that he was talking about the Downtown Merchants Association and the meetings are noticed, open to the public and notes are taken. Attorney Winters advised that if

the meeting is not noticed, as a DDB meeting and minutes are not taken by the DDB, two or more DDB members could not be on the board of the Downtown Merchants Association.

Ex-Officio Councilmember Jonson asked if he decides to attend a meeting of the Downtown Merchants Association and listens to the meeting, but does not participate in it, is he violating the Sunshine Law. Attorney Winters advised that this is not a violation as long as he does not participate.

Member Starova asked what the consequences of violating the Sunshine Law were. Attorney Winters responded that it is a criminal offense. It could negate actions taken by a board or carry a fine.

Attorney Winters advised that if a board member has a question pertaining to the Sunshine Law, they should contact Anne Fogarty France directly by e-mail.

7. Second Reading - Sponsorship Request from Clearwater Arts Alliance/Clearwater Corner Art - "Thinking Outside the Box" – Roberta Klar & Beth Daniels

Roberta Klar advised that she and Ms. Daniels were here to add a revision to their sponsorship request. They are no longer considering a cultural map on the boxes. This will reduce the amount they are requesting by \$1,500. The amount they are now asking for is \$5,450.

The DDB is welcome to participate in the box cover selection and Treasurer Allison offered to be involved in that selection.

Member Wright moved to approve funding for Clearwater Corner Art – "Thinking Outside the Box" using logo #2. The motion was duly seconded and upon roll call, the vote was:

"Ayes" Member Bosi, Member Allison, Member Sjouwerman, Member Thorn, Member Wright

"Nays": Member Starova

Motion carried.

8. Second Reading – Sponsorship Request from Pierce Street Market – Natalie Nagengast

Ms. Nagengast had a recap report distributed to the board. She also shared a video of the market.

Member Sjouwerman moved to approve the funding request for the Pierce Street Market. The motion was duly seconded

Ex-Officio Jonson commented that he attended the January market and was very impressed.

Ex-Officio Polglaze commented he had the opportunity to meet the drone operator who filmed the market video. He was very impressed. It highlighted not only the market but the bridge, the shoreline and the beach.

Vice Chairman Bosi shared the history of DDB funding over the years. Priorities were 1- events on Cleveland Street; 2- Signature Events; 3-Coachman Park. He visited the market

and it was very nice, but it doesn't bring people to Cleveland Street. The Pierce Street Market is asking for more money than many events they sponsor that take place on Cleveland Street.

Member Sjouwerman felt Vice Chairman Bosi was comparing apples to oranges, the market is multiple events, the others are one time only events.

Member Thorn commented that Coachman Park and Cleveland Street will be helped by the market bringing people to downtown Clearwater that are not usually there.

Member Allison advised that she is not opposed to funding the market, but asked where the money was coming from. Director Lopez advised that it should all be coming out of DDB unallocated funds.

Member Starova complimented Ms. Nagengast on the success of her market. The priority of the DDB is success on Cleveland Street. The market is the only for profit that has asked us for assistance. He believes the DDB and CRA should help. His personal opinion is to partially fund the market.

Vice Chairman Bosi stated that all other projects funded by the DDB have a component on Cleveland Street.

Ex-Officio Polglaze feels that this is a unique situation. He agrees with Member Sjouwerman that this is really about marketing, creating a destination and foot traffic. There are potential downtown investors who are watching progress in downtown.

Director Lopez feels that the DDB should look at this as an opportunity to reach a much younger demographic. From the CRA perspective, they would see this (advertising) the role of the DDB. Potential investors are taking note.

Member Sjouwerman suggested businesses on Cleveland Street would be smart to set up a table at the market.

Ex-Officio Jonson mentioned Fred Kemp, who has a project for public spaces. A variety of activities is what Mr. Kemp attributes to success. The market would add to this, engaging a younger demographic.

and upon roll call, the vote was:

"Ayes" Member Allison, Member Sjouwerman, Member Thorn, Member Wright

"Nays": Member Bosi, Member Starova

Motion carried.

9. Chairman's Report

Vice Chairman Bosi gave the Chairman's Report in the absence of Chairman Morfopoulos.

10. Final Comments

Member Thorn distributed a proposal to the DDB. He has discussed this with the City Council and the City Manager and it will be going to the Council Meeting for a vote on February 4, 2016. It can be implemented by March 1, 2016 if all works out.

Member Wright appreciates the in-depth discussion when spending the taxpayer's money. We are talking about the future with respect for the history.

Member Starova thought it was a good meeting. Blast Friday was very successful. Three to four thousand people attended and businesses were packed. The new stage configuration on Ft. Harrison was better. Good luck to the market on Pierce Street. The Blues Walk will take place on Friday, February 19th and Coachman Park will host the Sea Blues Festival over the weekend.

Member Sjouwerman commented it was a good meeting. He is glad the Pierce Street Market was funded and it will be good for everyone.

Treasurer Allison commented it was a good meeting. It's important for the merchants to remember the weekend will be packed and please stay open nights and weekends.

Ex-Officio Councilmember Jonson is concerned about maintenance issues on street lights and distributed photos. He took the ferry to the beach and enjoyed the ride. He talked to one of the food vendors at Blast Friday and the vendor felt the music was better at Blast Friday than the Third Friday event in Safety Harbor. The Courtney Campbell Causeway is a scenic highway and he was wondering about the possibility of bringing that designation all the way to the beach. He would like to see the progress on the gateway signs.

Ex-Officio Councilmember Polglaze reminded the DDB that the funding for the East Gateway street renovations and infrastructure repair begins next year. This will be from Missouri to "five points". A couple of points from Ms. Nagengast's presentation are especially important. One, the market will be reaching another demographic. She is also willing to share her expertise in social media marketing. David Cook will be at the next Blast Friday and is hugely popular. He would like to see Ruth Eckerd Hall bring in more acts appealing to a younger crowd.

Member Wright would like to congratulate Member Sjouwerman for "KnowBe4". He has raised funding, putting Clearwater on the map as a technology center.

Vice Chairman Bosi enjoyed attending the Pierce Street Market, but is concerned what will happen next year with other events that have helped downtown businesses stay open for years. He encourages everyone to attend these events as part of our obligation as board members to see how the money is spent.

11. The meeting was adjourned at 7:52 p.m.