

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
July 13, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Dennis Bosi Chelsea Allison Zachary Thorn Tony Starova Stu Sjouwerman	Chairman Vice-Chairman (Arrived at 5:33) Member (Arrived at 5:38) Member Member Member
Also Present:	Bill Jonson Doreen Caudell Anne Fogarty France Denise Sanderson	Ex-Officio/Councilmember Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Thomas Wright	Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board and Ex Officio members to introduce themselves.
2. Introduction of Seth Taylor, new Community Redevelopment Agency (CRA) Executive Director  
  
Chairman Morfopoulos introduced Seth Taylor as the new CRA Executive Director and welcomed him.

3. Adopt Resolution 01-16 and present to Clearwater Police Chief Daniel Slaughter.  
  
Chairman Morfopoulos read Resolution 01-16 thanking the Clearwater Police Department for all it does for the citizens.

**Member Sjouwerman moved to adopt Resolution 01-16. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

Chairman Morfopoulos presented a plaque to Police Chief Daniel Slaughter.

4. Citizens Comments--Items not on the agenda—No comments.
5. Approve the Minutes from the June 8, 2016, Meeting

**Member Bosi moved to approve the minutes from the June 8, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

**6. Adopt May 2016 Financial Statement for Filing**

**Member Sjouwerman moved to adopt the May 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 Starova, and Member Sjouwerman.

**“Nays”:** None.

**Motion carried.**

**7. Budget Discussion**

- a. Certification Taxable Value from Property Appraiser—Denise Sanderson, Director of Economic Development and Housing Department presented the Board with the certified property taxable value from the Pinellas County Property Appraiser. The preliminary amount was a 4.77% increase and this increased to 5.5%. City-wide, the percentage decreased from 7.64% to 7.61%.
- b. Funding Requests/Programs & Events—
  - 1) Bright House Clearwater Super Boat National Championship Festival—Brian Aungst Sr. and Frank Chivas addressed the Board on the request for funding for the Super Boat National Championship Festival. They presented members with Dr. Klages’ economic impact statement and discussed components of the event. They advised the Board that they are open to any suggestions.
  - 2) Pierce Street Market Post Event Report and Request for Funding—Natalie Nagengast presented information to the Board regarding the first season and discussed funding for the Pierce Street Market’s next season. She said the market has been positively received and the City has been very cooperative. This year they are looking at adding car trunk sales and food trucks. They do plan to advertise more and increase the market’s media presence. Members asked how the market could connect to Cleveland Street and Ms. Nagengast replied that the market was growing and would be working its way up Cleveland Street.
  - 3) Jolley Trolley North Coastal Loop—Debbie Leous of PSTA advised the Board that PSTA is requesting \$13,520 next fiscal year, an increase over this year’s funding. The Jolley Trolley will run from Tarpon Springs to the Beach with an increase to seven-day service. The increase in the contribution from \$9,220 is the funds that were contributed by the City. The City is now requesting that the DDB absorb these costs. Rosemary Windsor of the Jolley Trolley also addressed the board. Members asked how the trolley/ferry partnership worked during the recent trial and were advised him that trolley ridership was not strong and they need to look at ways to promote it better to make it work.

- 4) 8<sup>th</sup> Annual Achieva Credit Union Box Car Rally—Chelsey Wilson addressed the Board concerning her request for funding for the Achieva Credit Union Box Car Rally. This year's focus will include the Cleveland Street District. They have a very strong social media presence and are starting to receive greater recognition. The Hard Rock Café has gotten involved this year as a sponsor. The rally benefits Pinellas County Schools in the form of classroom grants. Members commented that this was a great event for downtown.
- 5) City of Clearwater—Post Event Report/Clearwater Celebrates America and Funding Request for the 2017 Clearwater Sea Blues Festival, Clearwater Fun 'n Sun Festival & Clearwater Celebrates America—Kris Koch gave the post event report for Clearwater Celebrates America. He provided the Board members with data outlined their response to DDB requests for an event banner and placing of event parking signs throughout the district.

Craig Campbell then addressed the Board concerning the request for funding for the 2017 Sea Blues Festival, the Fun 'n Sun Festival, and Clearwater Celebrates America. He noted that they have been handling these events for ten years and that Cleveland Street will be the focus for these events. There is a \$5,000 increase in the funding request because they are in the process of developing a fourth event that will take place during the Fun 'n Sun Festival. There are several ideas being considered that will drive people downtown, specifically to Station Square Park.

Members complimented Mr. Koch and Mr. Campbell's professionalism and noted their work with the merchants and added that they were a good example of how an event should be handled.

Member Starova asked if any of the event organizers can advertise with banners on the light poles and asked about the possibility of bringing the parade back. Ms. Sanderson stated that staff will look into these items and will bring back recommendations and costs.

- 6) Clearwater Jazz Walk—Gary Hallas addressed the Board regarding the Clearwater Jazz Walk on the night before the Jazz Holiday Festival begins. He stated that they were looking to extend the brand with the Jazz Walk on October 12. This will involve live music on the street and in downtown merchant locations from 6 to 9 p.m. He noted that the DDB branding will be on all the media material. Members requested that they include a bar crawl with the jazz walk.
- 7) Festival Series including Blast Fridays, Miracle on Cleveland Street & Cruisin' at the Capitol—  
Bobby Rossi addressed the Board regarding the Blast Fridays, Miracle on Cleveland Street and Cruisin' events. He said the events have been well-received. They did take some of the suggestions from the Board and implement them, including more food trucks and three stages of music from start to finish. They have had giveaways, bingo in the Capitol Theatre for the early birds and felt that attendance was on par with where they

needed to be. They are looking into the stage placement for next year and had additional sponsorships this year.

Zev Buffman stated there is an army of individuals working to make downtown something special and thanked everyone for their help.

Ex-Officio Councilmember Jonson commented that he liked the Festival Series theme and asked about the comment regarding three stages.

Mr. Rossi said he was referring to their being three bands; one at the beginning, an opening act and then the headliner with music taking place from 5:30 to 10 p.m. A dual stage was being investigated but this would result in additional costs such as police and road closures.

- 8) Cleveland Street Business Alliance (CSBA)—Three Events; Taste of Downtown, Downtown Funk & Little Miss Miracle Pageant—Steve Caspar, Cleveland Street Business Alliance addressed the Board regarding the CSBA events. On October 28 the Downtown Funk event will be held and included a costume contest, a pumpkin carving contest and possibly a movie at the Capitol Theatre. On November 26 they will hold the Taste of Downtown where individuals can purchase a wristband which will allow them entry into restaurants on Cleveland Street. The Little Miss Miracle Pageant on December 3 is held in conjunction with the Miracle on Cleveland Street and would be held at Station Square Park.

Ex-officio Councilmember Jonson stated that the request for the Little Miss Miracle Pageant was \$2,500. He suggested this money might be better spent if they planned this for another weekend rather than run it in conjunction with Miracle on Cleveland Street. Member Starova, as CSBA Chairman, advised that this will be held in the 600 block of Cleveland Street which is not included in the Miracle on Cleveland Street. Ex-officio Councilmember Jonson said we need to be sure that the 600 block gets included in these events. Anne Fogarty France stated that last year a portion of the 600 block was used for pictures with Santa.

Santa and Suds Run/Walk & Street Party—Nanette Friend and David Mbiad addressed the Board regarding the request for funding for the Santa and Suds Run/Walk. Last year was the first year the Deaf Literacy Center handled this event. They had a short amount of time to promote it but still had about 900 participants. They stated that this year should be more successful since they have more lead time. This event benefits the hearing impaired. They hope to double the participation this year.

Ms. Fogarty France advised the board that the application says Coachman Park but Ms. Rodriguez advised her that the event will stay on Cleveland Street. The organization requested \$4,000 on the application not \$5,000 as just stated.

There has been some discussion about changing the name because the “suds” is associated with beer and last year it limited the places they could advertise the event. Ex-Officio Councilmember Caudell suggested they should keep the name and make it

bubbles instead of beer. The banner should reference the hearing impaired. When asked if there were other sponsors. Mr. Mbiad said they have a couple but plan to hit all the businesses downtown. They do hire a race coordinator whose cost is included in the funding request.

Chairman Morfopoulos said the Board will review all the requests and make a decision on the funding at the next meeting.

Bob Clifford from the Jolley Trolley asked the Board if he could clarify an earlier statement. He stated that the Jolley Trolley route that was proposed is not an express route. It will continue to stop as it does now. The increase in the amount requested is the amount that the City used to pay that it is now asking the DDB to absorb.

8. Set Minimum Reserves for FY 2016-17—Chairman Morfopoulos stated that the Board discussed establishing a minimum reserve for FY 2016-17. At the April meeting, the Board adopted a policy to review this every year during the budget process. Staff's recommended formula is derived from 25% of the total of the fixed payments and staff and office administration fees with the added language of "but in no event less than \$70,000." Discussion ensued and the Chairman noted that using this formula for fixed payment and staff and administration items in the FY 2016-17 budget would amount to \$68,985. Staff is recommending setting the minimum reserves at \$70,000 for FY 2016-17.

Staff was asked to determine a way to report the actual amount of reserves each month and staff agreed to research.

**Member Thorn moved to accept staff's recommendation and set the minimum reserves at \$70,000 for FY 16-17. The motion was duly seconded and upon roll call, the vote was:**

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

**"Nays": None.**

**Motion carried.**

9. Appoint Nominating Committee for October 11, 2016 Election—Anne Fogarty France

Anne Fogarty France, Downtown Manager, advised the Board that a nominating committee needs to be appointed for the October 11, 2016, election. The terms of Members Morfopoulos, Sjouwerman and Starova are ending. The nomination committee usually consists of the members whose terms are not expiring which would be Members Allison, Bosi, Wright, and Thorn. Nominees must live, work, or own property in Downtown Clearwater. Staff will release the election timetable soon.

**Chairman Morfopoulos moved to appoint the nominating committee consisting of Members Allison, Bosi, Wright, and Thorn. The motion was duly seconded and upon roll call, the vote was:**

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

**“Nays”:** None.

**Motion carried.**

## **10. Chairman’s Report**

Chairman Morfopoulos advised the Board of upcoming events.

## **11. Final Comments**

Member Thorn welcomed Seth Taylor. He congratulated Tony Starova on his restaurant remodel.

Member Bosi stated he was encouraged by the involvement of the downtown merchants and feels that the work over the past years is paying off.

Member Starova stated that his illegal sign is featured in the Pokémon Go game. He also welcomed Seth Taylor.

Member Sjouwerman said the Board still needs a list serve for announcements and that there is a now a line item in next year’s budget for this. He also feels the branding for downtown should be Downtown Clearwater not Cleveland Street District. Member Sjouwerman welcomed Seth Taylor.

Member Allison stated she is happy to see the longevity of some of the events being held in downtown. She said it is nice to see the merchants getting involved.

Ex-Officio Councilmember Jonson agreed with Member Sjouwerman regarding the rebranding. He said he was impressed with the events presented tonight. He said we need to schedule a discussion about the gateway monuments and work on promoting the Pinellas Trail. He was happy to see the goals posted on the website but also would like to see the strategies posted there. He thanked Ms. Fogarty France for getting the downtown garage utility boxes painted. Ms. Fogarty France advised that Building and Maintenance department staff were responsible for this work.

Ex-Officio Councilmember Caudell welcomed Seth Taylor. She advised the Board that at the MPO/PCC meeting, staff presented planned zoning changes to the North Marina Area and these proposed changes were approved.

Chairman Morfopoulos thanked Anne Fogarty France for all the work she does behind the scenes.

## **12. The meeting was adjourned at 7:50 p.m.**