

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
- 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
- Approve CRA Request to use \$25,000 Budget Line Item / Art-Tech Exhibitions, for Downtown Clearwater Augmented Reality Experience – Amanda Thompson, CRA Director
- DDB Work Plan Updates Anne Fogarty France, CRA Business Assistance Manager/Board Administrator
 - a. Harborview Demolition Party Amanda Thompson, CRA Director
- 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.

Valorem (Property) Taxes - 0.9700 mills Valorem Taxes Prior Year rest Income A Interlocal Agreement Revenue ic Revenue Total Income senditures Marketing served being a served being	Statement of	Down Developmen of Revenues & Ex October 1 thru Dec Budget Transfer	penditures	Amended Budget 342,497 100 500 274,651 500 618,248 1,500 10,000 2,500 2,500 2,500	December 107,304	Year to Date 228,805 - 1,121 - 118 230,044	M 1/24/2019 Difference (113,692) (100) 621 (274,651) (388,204) 1,500 10,000 2,500
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wntown Clearwater Merchants Association Yearly Events ste of Downtown, Downtown Funk renamed Drink or at, Miracle on Cleveland Supplement, Art Crawls) tival Series including Blast Fridays, Miracle on Cleveland & Cruisin at the Capitol (Ruth Eckerd Hall)				5,000		-	5,000
ste of Downtown, Downtown Funk renamed Drink or at, Miracle on Cleveland Supplement, Art Crawls) tival Series including Blast Fridays, Miracle on Cleveland & Cruisin at the Capitol (Ruth Eckerd Hall)	10,000			3,000			
& Cruisin at the Capitol (Ruth Eckerd Hall)				10,000	2	5,000	5,000
& Cruisin at the Capitol (Ruth Eckerd Hall)							
	40,000			40,000			40,000
	10,000			10,000	-	-	10,000
oters Clearwater Super Boat National Championship					1,500	1,500	10,000
ata & Suds 5K Fun Run	1,500			1,500	1,500	1,500	3,000
phic Design and Printing	3,000			3,000		-	
vertising	10,000			10,000			10,000
molition/Fundraising Imagine Clearwater Party (WP)	10,000			10,000	-	-	10,000
olic Relations Firm (WP) and Website Content to include							
Serve and Video Production	24,400			24,400	-	- 2	24,400
ubator Incentives Collateral (WP)	5,000			5,000		-	5,000
/Tech Exhibitions (WP)	25,000			25,000		-	25,000
Pont Registry Cars & Coffee Event		9,000		9,000			
Total Registry Cars & Conce Event		2,000		- Injust			
Total Marketina	160 400	9.000		169 400	1 500	9,000	151,400
Total Marketing	160,400	9,000	-	103,400	1,500	3,000	131,400
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	70.000			15.000	0.226	10.120	4.073
	200000000000000000000000000000000000000					10,128	4,872
wntown Streetscape Maintenance	3,200			3,200		-	3,200
ley Trolley Downtown Loop	15,951			15,951	-		15,951
Total Business Assistance	34,151	-	-	34,151	9,326	10,128	24,023
Policy and Project Work							
	5,000			5,000	-	-	5,000
	5,000			5,000	-	-	5,000
				10,000	9 1	-	10,000
in Department of the Control of the							
Total Boliss and Broject Work	20,000			20.000		-	20,000
Total Policy and Project Work	20,000			20,000			20,000
2 70.0	20.152	(0.000)		20.152			29,153
ture Downtown Initiatives	29,153	(9,000)		20,153		7	25,153
Staff & Office Administration							112/11
erating Expenditures					-	- Control	963
The state of the s							1,940
gal Fees					1,900		1,600
					-		59,188
B Minutes Preparation	1,452			1,452	242	363	1,089
Total Staff & Office Admin	78,978	8.		78,978	2,172	14,197	64,781
Eived Dayments							
	750			750			750
							1,500
					2.000		
nual Audit	200000000000000000000000000000000000000					7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	5,500
A Increment Payment	274,651			20000	274,822		(171
ite Special District Fee	175			175		175	
x Collector Commissions	7,350			7,350	2,146	5,721	1,629
	2,640			2,640	589	589	2,051
	295,566	-	2	295,566	280,557	284,307	11,259
, and a second				Carrie and Carried			
Total Evnenditures	618 248			618.248	293,555	317,632	300,616
rotal expenditures	010,240			020,610	222,000	,	
and the Francis of Francis of Francis of							
venues in Excess of Expenditures	*			*		-	
the same of the sa					(185.012)	(97 599)	
penditures in Excess of Revenues	-			-	(185,012)	(07,588)	
ginning Fund Balance 10/1/2018	201,748						
nimum Reserves Approved by Board 7/11/2018	75,000						
ch in Bank as of 12/31/2018	118 615						
III VIE	Business Assistance iday Lighting wntown Streetscape Maintenance ey Trolley Downtown Loop Total Business Assistance Policy and Project Work ate High Tech CEO Council (WP) e Stop Shop Education Campaign (WP) tition Square Park Events Total Policy and Project Work ure Downtown Initiatives Staff & Office Administration erating Expenditures oblic Meeting Notices al Fees A Mgt & Admin Fee - 3.5% Increase B Minutes Preparation Total Staff & Office Admin Fixed Payments iccers & Directors Insurance billity Insurance (Dolphins) nual Audit A Increment Payment te Special District Fee c Collector Commissions sperty Appraiser Fee Total Fixed Payments Total Expenditures venues in Excess of Expenditures penditures in Excess of Revenues ginning Fund Balance 10/1/2018	Total Marketing Business Assistance Iday Lighting Iday Lighting	Total Marketing 160,400 9,000	Total Marketing	Total Marketing 160,400 9,000 169,400	Total Marketing 160,400 9,000 169,400 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,500 1,501	Total Marketing 160,400 9,000 169,400 1,500 9,000 1,500 9,000 1,500 9,000 1,500 9,000 1,500 9,326 10,128 1,500 3,200

				_	Downtown Development Board	Developmen	it board								
				State For the P	ment of Re eriod Octob	Statement of Revenues & Expenditures For the Period October 1 thru December 31, 2018	cember 31,	2018							
	Amended Budget	October	November	December	January	February	March	April	May	June	Aint	August	September	Yearto	Difference
income	3														
Ad Valorem (Property) Taxes - 0.9700 mills Ad Valorem Taxes Prior Year	342,497		121,501.22	107,304.19										228,805.41	(113,691.59)
Interest Income	200			1,120.96										1,120.96	620.96
CRA Interlocal Agreement Revenue	274,651			1											(274,651.00)
Misc Revenue Total Income	500		121.501.22	118.05										118.05	(381.95)
Expenditures	10.													24.440,062	(960,503,36)
Marketing															
Ch	1,500													2	1,500.00
City / Sea Blues Festival	10,000														10,000.00
City / Clearwater Celebrates America	2,500	000000													2,500.00
Downtown Clearwater Craft Beer & Music Festival	5,000	7,500.00												2,500.00	5,000.00
Downtown Clearwater Merchants Association Yearly Events (Taste of Downtown, Downtown Funk renamed Drink or Treat, Mirate on Cleveland Suplement, Art Crawki	10.000		00 000 5											90 600	00000
Festival Series including Blast Fridays, Miracle on Cleveland St. & Cruisin at the Capital Buth Februarian	000 00							8						200000	2,000.00
Hooters Clearwater Super Boat National Championship	10,000														40,000.00
Santa & Suds 5K Fun Run	1,500			1,500.00										1.500.00	7,000,00
Graphic Design and Printing	3,000														3,000.00
Advertising	10,000													×	10,000.00
Public Relations Firm (WP) and Website Content to include	10,000													*	10,000.00
List Serve and Video Production	24,400														24,400.00
Incubator Incentives Collateral (WP) Art/Tech Exhibitions (WP)	5,000													K	5,000.00
DuPont Registry Cars & Coffee Event	000'6														9,000.00
Total Marketing	169,400	2,500.00	5,000.00	1,500.00		,					,	13		9,000.00	160,400.00
Business Assistance															
Holiday Lighting	15,000	411.00	390.88	9,326.00										10,127.88	4,872,12
Downtown Streetscape Maintenance	3,200														3,200.00
chief Honey Downtown Loop	156'51).	15,951.00
Total Business Assistance	34,151	411.00	390.88	9,326.00										10,127.88	24,023.12
Policy and Project Work	6														
Create right tech colocation (WP)	2,000													t	5,000.00
Station Square Park Events	10,000														10,000.00
Total Policy and Project Work	20,000	3				le.				6.					20,000.00
Future Downtown Initiatives	20,153													,	20,153.00
Staff & Office Administration															
Operating Expenditures	1,000	30.25	6.49											36.74	963.26
Public Meeting Notices	2,000		30.00	30.00										00.09	1,940.00
Legarrees CRA Mgt & Admin Fee - 3.5% Increase	71,026	5,918.83	5,918.83	1,900.00										1,900.00	1,600.00
DDB Minutes Preparation	1,452	121.00		242.00										363.00	1.089.00
Total Staff & Office Admin	78,978	6,070.08	5,955.32	2,172.00		·				X	·			14,197.40	64,780.60
Fixed Payments															
Officers & Directors Insurance	750														750.00
Liability Insurance (Dolphins) Annual Audit	1,500			3.000.00										3 000 00	1,500.00
CRA Increment Payment	274,651			274,822.30										274,822.30	(171.30)
State Special District Fee	175	175.00												175.00	
	2350	00000													

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				State For the P	Downtown ement of Re eriod Octob	Downtown Development Board Statement of Revenues & Expenditures For the Period October 1 thru December 31, 2018	ont Board Expenditure Ecember 31,	2018							1/24/2019
	Amended													Year to	
	Budget	October	November	December	January	February	March	April	May	June	July	August	September	Date	Difference
Total Fixed Payments	295,566	834.90	2,915.02	280,557.25						è	F		4	284,307.17	11,258.83
Total Expenditures	618,248	9,815.98	14,261.22	293,555.25	8.0						,		×	317,632.45	300,615.55
75 Revenues in Excess of Expenditures		4	107,240		39	18		(0)	300		i				
77 Expenditures in Excess of Revenues		(9,816)	8.	(185,012)		9	(8)	a i	,		Si	89		(87,588)	
79 Beginning Fund Balance 10/1/2018	201.748														



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

MARKETING GOAL:	IMAGINE CLE	ARWATER SPUR	S COMMERCIAL AN	ID RESIDE	NTIAL
Strategies & Tactics	Champions		Success Metrics	Start Date	Completion
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Celebrate	Demolition of t	he Harborview Cen	ter	A	
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 fi	irm to promote o	lowntown		<u> </u>	
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 th 3.1. Review status of ULI action items	Venkat/Ray	n priority items and	Presentation of findings	Oct-18	Nov-18
3.2. Determine if any ncomplete items should be addressed by DDB - compare with magine Clearwater	Venkat/Ray	N/A	DDB discussion item on this topic	Oct-18	Nov-18
8.3. Review and provide ecommendations for magine Clearwater mplementation	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 ASSISTA	NCE GOAL: A	TTRACT NEW H	IIGH TECH EMPLO	YERS AND	HIGH TECH
WORKERS		_			
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those	People/Materials	How to quantify	Start of	Completion of
	responsible for Strategy	/Time/\$/etc.	success	Strategy	Strategy
1. Strategy 1 Renovati Works)	ing old building	s into modern, tre	endy places to supp	ort residents	(e.g., Armature
1.1. Coordinate with PR	Ray/CRA staff	Work with CDP	Number of tenants	Nov-18	Mar-19
campaign to attract		& DCMA on	attracted		
tenants (Trader Joe's,		campaign			
Top Golf)		development.			
1.2. Court potential	Ray/CRA staff	N/A	Number of tenants	Nov-18	Mar-19
tenants for vacant			attracted	1100 10	IVIAI-13
storefronts			dill dollad		
2.1. Establish contact with SPC	Carol Hague/CRCC/	initial contact	develop plan for proceeding	Jan-19	Jun-19
	Caitlein				
2.2. Establish contact with USF	Stu	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.3. Coordinate with	CRA & DDB	CRA & DDB	How many	Jan-19	Jun-19
the PR campaign to		funds	universities are		
attract an educational			interested		
institution					
2a. Strategy 2a. Fund a			r.,		
2a.1. Fund art + tech exhibitions/installatio	Lina & CRA	\$25,000	Number of exhibitions; media	Jan-19	Jun-19
ns/festivals to attract			mentions;		
tech workers			sponsors;		
3. Strategy 3. Develop	high-technical jo	b incentive prog	rams		
3.1. Identify regulations	Stu	N/A	Presentation of	Feb-19	Mar-19
for eligibility for			findnigs		
incentive program for					
incentive program for tech incubators					
tech incubators 3.2. Coordinate PR	Stu	N/A	Campaign includes	Nov-18	Feb-19
tech incubators 3.2. Coordinate PR campaign with The Ring	- 200 E-000	N/A	Campaign includes The Ring	Nov-18	Feb-19
tech incubators 3.2. Coordinate PR			The Ring		
3.2. Coordinate PR campaign with The Ring activities 3.3. Make collateral	- 200 E-000	N/A \$5,000	The Ring number of incubator	Nov-18 Feb-19	Feb-19 Mar-19
tech incubators 3.2. Coordinate PR campaign with The Ring activities		\$5,000	The Ring		



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

Clearwater DDB 1-Year Tactical Plan July 11, 2018

POLICY & PROJECT	GOAL: DDB F	PROMOTES FAS	T TRACK PERM	MIT APPRO	VAL
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.		Start of Strategy	Completion of Strategy
1. Strategy 1 Recommo	end changes to	improve the pern	nitting 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		\$5,000	Increase in customer satisfaction	Apr-19	Jul-19
2. Strategy 2 Update th	e Downtown D	evelopment Board	lordinances		
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

