

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
February 1, 2017 – 5:30 PM – City Hall – Council Chambers

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| Members Present: | Paris Morfopoulos | Chairman |
| | Dennis Bosi | Vice-Chairman |
| | Zachary Thorn | Member |
| | Thomas Wright | Member |
| | Tony Starova | Member |
| | Stu Sjouwerman | Member |
| Also Present: | Bill Jonson | Ex-officio/Councilmember |
| | Doreen Caudell | Ex-officio/Councilmember (Arrived 5:45 p.m.) |
| | Anne Fogarty France | Board Administrator |
| | Seth Taylor | CRA Director |
| Absent: | Chelsea Allison | Treasurer |

1. Chairman Morfopoulos called the meeting to order at 5:34 p.m. asking the board and Ex-officio members to introduce themselves.

2. Oath of Office—Stu Sjouwerman

The oath of office was given to Mr. Sjouwerman.

3. Citizens Comments--Items not on the agenda—No comments.

4. Approve the Minutes from the January 4, 2017, Meeting

Chairman Morfopoulos asked that the following be added to the minutes on page 4, under item 7: "Chairman Morfopoulos advised that the Board would like to hear more detail as the Development Plan is developed and be given a chance to provide detailed input and vote to endorse the changes."

Member Wright moved to approve the minutes from the January 4, 2017, meeting as amended. The motion was duly seconded and upon roll call, the vote was:

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

"Nays": None.

Motion carried.

5. Adopt December 2016 Financial Statement for Filing

Member Bosi moved to adopt the December 2016 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

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

"Nays": None.

Motion carried.

6. Adopt 2016 Annual Financial Report and Audit Results—Andrew Laflin of CliftonLarsonAllen LLP reviewed the financial report and audit results. He stated the purpose of the audit is to evaluate internal controls, review state compliance, and review the CRA compliance. They reviewed new expenditures to make sure the results were in line with the event funding that was approved and verified this by reading the DDB meeting minutes.

One recommendation was to separate the Tax Collector Commissions from the Ad Valorem Taxes. He suggested that separate line item be added in the budget.

Member Wright moved to adopt the 2016 Annual Financial Report and Audit Results. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

Chairman Morfopoulos thanked the Finance Department and Anne Fogarty France for their work.

7. Approve a budget amendment and create a line item for Tax Collector Commissions in the amount of \$6,000—Monica Mitchell, Assistant Director Finance Department stated that this amendment would achieve what Mr. Laflin, CliftonLarsonAllen LLP recommended. The Board needs to establish a separate line item in the budget for Tax Collector Commissions in the amount of \$6,000.

Member Wright moved to approve a budget amendment and create a line item for Tax Collector Commissions in the amount of \$6,000. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

8. Second Reading—Approve additional funding in the amount of \$10,000 to the Pierce Street Market using funds from Future Initiatives line item.

Natalie Nagengast from the Pierce Street Market addressed the Board concerning the funding request. She advised the Board that the market is looking at opening a storefront at 525-527 Cleveland Street to be used by 30 to 40 of the market vendors. The store would be open Saturdays and Sundays year-round except for the week between Christmas and New Years Day. She provided a slide show of pictures showing what the store could look like. At the last meeting, the Board voiced concern with the fact the Pierce Street Market does not provide a large presence on Cleveland Street itself. Dues to these concerns Ms. Nagengast noted that one of her objectives was to create a co-work space for market vendors to grow into. She felt this would help bring

people to Cleveland Street. She said that since the market now would have a presence on Cleveland Street, she is asking for the full \$20,000, which was her original request. The Board discussed limiting the use of this money for the build out of the storefront. If the Board wants to make that recommendation Ms. Nagengast agreed that these funds would be used for the build out of the store rather than marketing. Several of the Board members felt that approving the \$20,000 for such a project is the correct way to use the DDB's funds.

Seth Taylor, CRA Director, stated that it is a great project from the CRA's viewpoint and he will be meeting with Ms. Nagengast to discuss the CRA's assistance with other funding.

Member Thorn stated he would amend his original motion to approve funding in the amount of \$20,000 for the use limited to the Cleveland Street store build out.

Member Thorn moved to approve the funding for the Pierce Street Market in the amount of \$20,000 from the Future Initiatives line item on second reading as amended. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: Member Starova.

Motion carried.

9. Post Event Report—Santa & Suds, Rosa Rodriguez and Nanette Friend, Santa & Suds event organizers reported that 250 people participated in the December 11, 2016 event. This included 160 runners and 100 others who attended the after party. Although there were fewer participants than last year these numbers do not include children. The event raised \$4,000 for the Deaf Literacy Center as compared to \$5,000 in 2015. The DDB donated \$4,000 to this event.

10. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events. These events are listed at clevelandstreetdistrict.com

He stated that the Blast Friday event took up three blocks last month.

11. Final Comments

Member Wright complimented everyone who assisted with bringing the Pierce Street Market's initiative to Cleveland Street. He feels this will help bring other businesses to downtown.

Member Bosi seconded his remarks. He added that Blast Friday was very big. He said the DDB may need to focus more on projects like the Pierce Street Market build out in the future.

Member Starova stated he was glad that the Blast Friday event was back and noted that people attended in spite of the cold weather. He stated that everyone that opens a business on Cleveland Street does not come to the DDB for funding and applauded everyone who opens a business downtown.

Member Sjouwerman referred to Member Bosi's letter that pointed out that the Board could support events which bring people to the downtown but should consider allocating funds to invest in the future. He stated that our main street needs to be energized to have a bigger impact.

Ex-officio Councilmember Jonson advised the Board that he recently visited downtowns between Panama City and Pensacola. He noted the increased activity and upscale investments in Seaside. He provided members with pictures from Miramar Beach which depicted a traditional downtown with two story buildings and name brand restaurants. There were shaded overhangs with projected signs underneath with restrictions such as no neon or LED. He added that some DDB members spoke of accountability and return on investment. Making an investment on a Cleveland Street store build out is a way to do this. He noted that the board may want to look at what the definition of success is and how to measure it.

Ex-officio Councilmember Caudell suggested that one way to help develop businesses downtown is to invite your friends and family to visit downtown through sharing events on social media and attending the various events that go on there.

Member Starova clarified that although he had a voted no for the Pierce Street Market funds, the investment in this project is a strategic investment.

Seth Taylor agreed with the board's comments and felt it was a smart and strategic investment. He added that the CRA is excited about the momentum and will do everything we can to facilitate their opening.

12. The meeting was adjourned at 6:57 p.m.