

May 2, 2018 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

- 1. Call to Order
- 2. Citizen Comments Items Not on the Agenda
- 3. Approve the Minutes from the April 4, 2018 Regular Monthly Meeting
- 4. Adopt March 2018 Financial Statement for Filing
- 5. Post Event Report Clearwater Super Boat National Championships Frank Chivas/Brian Aungst Sr.
- 6. Downtown Zoning District Update Lauren Matzke, Planning Manager, Long Range Planning Division
- 7. Future Events Discussion Anne Fogarty France, Downtown Manager and Kris Koch, Parks Planning & Projects Manager
- 8. CRA Update Anne Fogarty France, Downtown Manager
- 9. Chairman's Report
- 10. Final Comments
- 11. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING April 4, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present: Paris Morfopoulos Chairman

Stu Sjouwerman Member
Caitlein Jammo Member
Lina Teixeira Member
Ray Cassano Member
Venkat "Vincent" Devineni Member

Also Present: Amanda Thompson CRA Director

Anne Fogarty France Board Administrator

Absent: Thomas Wright Member

David Allbritton Ex-officio Councilmember Hoyt Hamilton Ex-officio Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board members to introduce themselves.

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

3. Approve the Minutes from the March 7, 2018, Meeting

Member Cassano moved to approve the minutes from the March 7, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Jammo, Member

Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

4. Adopt February 2018 Financial Statement for Filing

Ms. Fogarty France advised that corrected financials were at placed member's seats. After sending the agenda packed she noticed that an item was incorrectly coded. Blast Friday invoices in December and February for \$7,500 each were added to Downtown Clearwater Merchants Association (Line 40) vs. Festival Series (Line 35) where they belong. This did not change the bottom line amount for the financials. She advised that they will be coded correctly in the future.

Member Cassano moved to adopt the February 2018 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Jammo, Member

Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

5. Downtown Clearwater Merchants Association (DCMA) Request to Amend FY 2017-18 DDB Funding Request Application – Lina Teixeira, DCMA President advised that sidewalk sales were very challenging due to weather last year and they did not want to conflict with the Saturday market. Merchants would like to do an Art Crawl. The artists would be curated and utilize the art as a marketing tool for the business. Reallocating some of the funding for social media would help with target marketing for the event.

Member Jammo moved to amend the FY 2017-18 DDB Funding Request Application for Art Crawls instead of Sidewalk Sales. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Jammo, Member

Cassano, and Member Devineni.

Nays: None.

Abstention: Member Teixeira,

Motion carried.

6. Community Redevelopment Agency (CRA) Updates—Amanda Thompson, CRA Director, gave the following updates:

Ms. Thompson updated the board on the two ex-officio members for the DDB. Councilmembers David Allbritton and Hoyt Hamilton, not in attendance due to scheduling conflict with the City Council Meeting will be attending future meetings.

The CRA will be voting on amending the current Façade Grant Program on April 16. The program will provide \$4,000 of design assistance. All façades on Cleveland and Gulf to Bay Boulevard are eligible to apply. The program is a dollar for dollar match of 10% up to 50% match per storefront. A letter of support from the board would be appreciated. Ms. Thompson and Ms. Fogarty France will draft the letter/application to the CRA.

A Downtown Parking Study is going to start in June. A parking needs assessment and inventory will need to be done as well.

A question was raised about the status of current incentives and any existing applications from when previous director left. Ms. Thompson advised that the Anchor Tenant Grant is still available and that a session regarding new incentives is planned for Collaborative Labs this summer. She added that no properties had been identified by those submitting applications.

7. Approve Funding for DDB Planning Session—Amanda Thompson, CRA Director stated that the board received information about Collaborative Labs. She will work with them on a proposal for the work session. The plan is to determine goals that the DDB would want to work on in the next five years.

Members felt four hours would be more than enough time to have a clear and useful understanding. The DDB ordinance advises what the board can and cannot do. Staff will be advertising this meeting and she agreed that the CRA would split the cost with the DDB for the planning session.

Member Cassano moved to approve funding the DDB Planning Session with matching funds from the CRA at an amount not to exceed \$2,400.00 with funds from the Future Downtown Initiatives line item. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Jammo, Member

Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

8. Revisions to DDB Goals, Purposes, Policies – Paris Morfopoulos, DDB Chairman stated that the original idea was to have a workshop to define functions and goals. He stated that after he had recently reviewed the code section that defines the DDB he found portions to be obsolete and out of date. Being that the code needs to be revised to better define board functions, he wants to work with Ms. Fogarty France and bring a revised draft to the board.

Member Jammo moved to appoint Chairman Morfopoulos and Anne Fogarty France as a subcommittee to work on revisions to DDB Ordinance, Goals, Purposes and Policies. The motion was duly seconded and upon roll call the vote was:

"Ayes": Member Morfopoulos, Member Sjouwerman, Member Teixeira,

Member Jammo, Member Cassano, and Member Devineni.

"Nays": None.

Motion carried.

9. Review of DDB Funding Request Application – Anne Fogarty France, Downtown Manager discussed proposed revisions she received from members. She noted that she will send form out on April 13 with completed forms due back by May 15. Members questioned if the form should be sent out or if the board should wait for the event organizers to contact them to ask for the application. Discussion continued about changing the process and the form. Members suggested making the form more accessible by placing the form on the website allowing flexibility in line with events the board wants to continue as well as more accountability.

The new paragraph 16 was suggested about issues with Station Square Park events and to make sure events are located where stated on the submitted form. Another item to note was that the components on the event application differed from what is being done at events.

Members discussed the need for the applicant to know there is some accountability and the possibility of having to submit receipts was an item noted that should be on the form.

Ms. Fogarty France reminded members they could ask questions during the Post Event Report about accountability. She added that the new forms were being sent out in April and were due back in May. Members would receive binders containing all funding requests received in June and event organizers will do presentations at the July meeting.

Member Jammo moved to approve revisions to the DDB Funding Request Application as amended. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Sjouwerman, Member Teixeira, Member Jammo, Member Cassano, and Member Devineni.

"Nays": None.

Motion carried.

10. Chairman's Comments – Chairman Morfopoulos mentioned that the new DDB ex-officio councilmembers were David Allbritton and Hoyt Hamilton and that he looks forward to working with them. He read a list of the upcoming downtown events that can be found on the DowntownClearwater.com website.

Member Morfopoulos stated that he recently visited the Riverwalk area on the Hillsborough River, near Curtis Hixon Park in downtown Tampa. He toured Armatureworks and suggested that others visit this area. Members agreed it would be a good place for a field trip before the Imagine Clearwater initiative starts. Member Morfopoulos reminded members that this project took 24 years to complete.

11. Final Comments

Member Cassano stated that he recently visited downtown Dunedin and commented on the heavy presence of people visiting that small area and stated we could do this in Clearwater too.

Member Teixeira stated she likes the way the board is heading. She added that it is a great place and it's good to be part of a growing downtown that she looked forward to residing here.

Member Sjouwerman stated Public Relations (PR) was sparking the flames for a greater downtown and PR is fanning that fire. People living downtown are bringing more people to the downtown area for retail and arts. He feels that word of mouth and social media is helping.

Member Devineni stated he was recently in Atlanta and visited a market attracting millennials. There were many old buildings being renovated into breweries and doing this here could possibly bring new concepts into downtown Clearwater. He also liked the idea of a field trip.

Member Jammo said she liked the idea of the field trip as well.

Chairman Morfopoulos stated that he was considering taking his building and turning it into something like the Oxford Exchange that is in Tampa.

12. The meeting was adjourned at 6:50 p.m.

A	В	С	D	E	F G	н П	J K	L	N 4/19/2018
1				velopment Boar				İ	
3			Statement of Reve the Period Octob						
4		For	the Period Octob	er i thru March	31, 2018				
6		Adopted Budget	Budget Transfer 9/6/2017	Amendment 2/7/2018	Amendment 3/7/2018	Amended Budget	March	Year to Date	Difference
8	Income								
9	2.0502 111	281,758				281,758	6,756	270,886	(10,872
10	Ad Valorem (Property) Taxes - 0.9700 mills Ad Valorem Taxes Prior Year	100				100	383	519	419
12	Interest Income	500				500	545	872	372
13	CRA Interlocal Agreement Revenue	210,441				210,441	210,139	210,139	(302
14 15	Misc Revenue Total Income	499 493,298	-			499 493,298	217,824	482,417	(10,881
10	Expenditures								
17									
19	Downtown Arts & Beautification	1,000				1,000	-		1,000
20 21	Banner Installation & Maintenance Downtown Streetscape Maintenance	3,200				3,200		-	3,200
22	Mural Projects	1,500				1,500			1,500
23	Holiday Lighting	15,000				15,000	-	10,950	4,050 9,750
24 25	Total Downtown Arts & Beautification	20,700	-			20,700	-	10,950	9,730
26	Downtown Marketing	79 7000				3,000	-	403	2,597
27	Graphic Design and Printing	3,000 10,000				10,000	-	1,063	8,938
28 29	Advertising Website Content (Includes List Serve & Video Production)	4,400				4,400			4,40
30	Jolley Trolley Downtown Loop	14,466				14,466		3,617	10,85
31	Total Downtown Marketing	31,866				31,866		5,082	26,784
32									
33	Downtown Events	9-200				1,500		1,500	
34	Achieva Box Car Rally - 9th Annual	1,500				1,500	-	1,500	
35	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	30,000				30,000	2	15,000	15,00
36	City/Sea Blues Festival	10,000				10,000		-	10,00
	City/Bay 2 Beach Music and Art Festival (formerly known	F 000				5,000		-	5,00
37	as Fun-n-Sun)	5,000 2,500				2,500	-		2,50
38	City/Clw Celebrates America Clearwater Jazz Festival Downtown Party	5,000				5,000	-	5,000	
38	Downtown Clearwater Merchants Association Yearly	JANA J							
	Events (Blast Friday Supplements, BBQ Block Party, Downtown Funk, Miracle on Cleveland Supplement,	12.00				15,000	2	10,000	5,00
40	Sidewalk Sales)	15,000 5,000				5,000	-	5,000	3,00
41	Jeeps Downtown Santa & Suds 5K Fun Run	5,000	5,000			5,000	-	5,000	
43	Spectrum Clearwater Super Boat National Championship	10,000				10,000	-	-	10,00
44	Station Square Park Events	10,000				10,000	-		10,00
45	CDP - Downtown Clearwater Beer Fest	7,500				7,500	-	6,000	7,50
46	Open Air Paint Party & Art Bazaar	9,000		(3,000)	1,500	6,000 1,500	1,500	49,000	(47,50
47	Dali Tours Downtown/Clearwater Galleriez Tour Total Downtown Events	110,500	5,000	(3,000)	1,500	114,000	1,500	96,500	17,50
48	Total Downtown Events	110,500	3,000	(0,000)	1,000	1.545.5			
50	Future Downtown Initiatives	24,383	(5,000)	3,000	(1,500)	20,883	-	-	20,88
51									
52						1,000	100	398	60
53	Operating Expenditures	1,000				2,000	36	210	1,79
54 55	Public Meeting Notices Legal Fees	3,500				3,500	50	2,725	77
56		68,624				68,624	5,719	34,312	34,31
57	DDB Minutes Preparation	1,452				1,452	121	726	72
58	Total Staff & Office Admin	76,576	-			76,576	6,026	38,371	38,20
59									
60	Fixed Payments	-				700			70
61		700				1,422		1,245	
62		1,422 8,000				8,000		8,000	-
64		210,441	170			210,441	-	210,139	
65	State Special District Fee	175				175	143	175 5,913	
66	Tax Collector Commissions	6,000				6,000 2,535	634	1,879	_
67		2,535	-			229,273	777	227,352	
68	Total Fixed Payments	227,213	-						
69 70	Total Expenditures	493,298				493,298	8,303	378,254	115,04
71 72	Revenues in Excess of Expenditures					-	209,521	104,163	
73 74	Expenditures in Excess of Revenues	-					-		
77 78	Beginning Fund Balance 10/1/2017	152,292	2						
79		4794							
80	Minimum Reserves Approved by Board 7/12/2017	74,500	1						

	2														4/19/2018
				State For the	owntown I ment of Rev Period Octo	Downtown Development Board Statement of Revenues & Expenditures For the Period October 1 thru March 31, 2018	t Board penditures Aarch 31, 20	81							
	Amended Budget	October	November	December	January	February	March	April	May	June	luly	August	September	Year to Date	Difference
10 Ad Valoren (Property) Taxes - 0.9700 mills	281,758		43,201.86	166,146.33	49,279.08	5,502.93	6,756.23							270,886.43	(10,871.57)
	100			1000	67.43	68.07	383.31	Ì						518.81	372.23
12 Interest Income 13 CRA Interlocal Agreement Revenue	210,441			(the oral)			210,139.17							210,119.17	(301.83)
14 Misc Revenue	499 443.298		43,201,86	166,039.89	19,779.97	5,571.00	217,823.92						,	482,416.64	(10,881.36)
Expenditures															
19 Downtown Arts & Beautification															000000
Banner In	1,000														3,200.00
21 Downtown Streetscape Maintenance 22 Mural Projects	1,500														1,500.00
Holida	15,000	369.00	481.82		10,099.00									10,949.62	9,750.18
24 Total Downtown Arts & Beautification 25	20,700	369.00	481 82	55	10,099.00										
	3,000		85 500											402.58	2,597.42
Geophic Lesign and Printing Advertising	10,000		200		1,062.30									1,062.50	8,937.50
	4,400				16.16.50									3,616.50	10,849.50
Jolley Trolley Downtown Loop Total Downtown Marketing	31,866		402.58		4,679.00		,	30	2	TOX	2		9	5,081.58	26,784.42
														1	
34 Achieva Box Car Rally - 9th Annual	1,500	1,500.00												1,500.00	
	30.000			7.500.00		7.50000								15,000,00	15,000.00
36 City/Sea Blues Festival	10,000			array of										,	10,000,00
City/Bay 2 Beach Music and Art Festival (formerly known as 37 Fun-n-Sun)														7.0	5,000.00
City/Clw Celebrates America	2,500	5,000,000												5,000.00	2,500,000
Cicalwater Jazz restrui Downtown Fatty	OWN/C	W. W. W.													
Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BRQ Block Party, Downtown (Blast Arized) on Clearland Standioners Gidentill Sales)	15,000	2,000,00		3,000,00										10,000.00	5,000.00
41 Jeeps Downtown	5,000		5,000.00											5,000.00	
	10,000		and another												10,000.00
Station Square Park Events CDP - Downtown Clearwater Beer Fest	7,500	V												AND LOCAL OF	7,500,00
	000'9	3,000.00		3,000.00			1,500.00							1,500.00	
	114,000	16,500	10,000	13,500	×	7,300	1,500	4		,	٠	6		19,000.00	65,000,00
49 50 Future Downtown Initiatives	20,883													,	20,883.00
Staff & Office Administration															
Operating E	1,000	26.28			0.75	49.20	\$6.66							39810	1 790 00
	3,500		36.00				36.00							2,725.00	775.00
	68,624		11,43734	5,718.67	10	5,71867	5,718.67							34,312.02	34,311.98
57 DDB Minutes Preparation For John Stoff & Office Admin	76.576	121.00					6,025.62						-	38,371.12	38,204.88
Officers & Paracture Internance	200														200.002
	1,422			-		1,245.44								1,245.44	
63 Annual Audit	8,000			5,500.00	2,500.00									210,139.17	301.83
State Special District Fee	175	175.00												175.00	
	000'9		1,296.05		986.94	111.41	142.80							1,878.84	656.16
Property Appraiser Fee Total Fixed Payments	229,273	175.00		17	3,486.94	1,356.85	776.977							227,351.56	1,921.44
Total Expenditures	493,298	17,191.28	24,908.96	240,703.17	24,866.36	14,781.72	8,302.59		٠					330,754.08	162,543.92
72 Revenues in Excess of Expenditures			18,293	٠	24,914		309,521				81		,	151,663	
		(101-101)		(72 667)		(117.0)				14	104		23	X	
Expenditures in Excess of Revenues	•	(17,191)		(/4,563)	8	(117%)									
Beginning Fund Balance 10/1/2017	152,292														
80 Minimum Reserves Approved by Board 7/12/2017	74,500														