



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

December 5, 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 November 7, 2018 Meeting**
4. **Adopt October 2018 Financial Statement for Filing**
5. **Valet Parking Recommendation – Daniels Ikajevs, One Clearwater Tower**
6. **Sign Code Update – Gina Clayton, Assistant Director, Clearwater Planning Department**
7. **Second Reading – Approve \$9,000 in funding for the duPont Registry Cars & Coffee event from Future Initiatives line item and pending the approval from the City's Parks & Recreation Department and a refined concept – Inglis Leslie, duPont Registry/Jay Polglaze, Clearwater Downtown Partnership**
8. **Post Event Report – Downtown Clearwater Merchants Association (DCMA) Art Walks & Drink or Treat on Cleveland Street Events – Carolyn Bradham, DCMA Vice-President**
9. **Work Plan Update – Anne Fogarty France, Community Redevelopment Agency (CRA) Business Assistance Manager**
10. **CRA Updates – Amanda Thompson, CRA Director**
11. **Chairman's Report – Chairman Paris Morfopoulos**
12. **Final Comments**
13. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
November 7, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Caitlein Jammo	Treasurer
	Thomas Wright	Member
	Lina Teixeira	Member
	Ray Cassano	Member
	Venkat "Vincent" Devineni	Member
Also Present:	David Allbritton	Ex-Officio Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator
Absent:	Hoyt Hamilton	Ex-Officio Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizens Comments--Items not on the agenda.

Bill Jonson, 2694 Redford Court West, Clearwater, addressed the board on the failure of a change in the form of local government to pass in the recent elections. He noted that while 60% of those voting were against it, 40% was a strong showing in favor of the modification. Mr. Jonson also voiced his hope that the DDB – whose charter, he noted, states its purpose as “to aid the CRA” – would partner with the CRA in support of the signage updates for downtown. Mr. Jonson asked that the DDB assist the CRA in implementing its goals, and that everyone keep in mind Imagine Clearwater with its original plans and strategies.

Karena Morrison, 409 Highland Avenue, Clearwater, greeted the board noting she is a second-generation resident and 17-year homeowner in Clearwater. Ms. Morrison announced that her business, Shop Local for Good, is moving to downtown. She described her business as a non-profit entrepreneur incubator with a mission to build a stronger community and connect small businesses with non-profits. She will also be managing a Saturday community market at Station Square Creative Spaces.

Beth Daniels, 911 Chestnut Street, Clearwater, presented an update on the Cultural Maps, whose printing was funded by the DDB. An update has been printed detailing the galleries and public art displays and distributed by hand to downtown small businesses while broader deliveries will be made by a delivery service. Members asked if the maps showed the signal box wraps and were advised that the signal boxes and the dolphin displays are too numerous to add individually however there is a reference on the map for these displays.

Chairman Morfopoulos requested that Items 3-5 on the agenda be delayed and Items 6 and 7 be addressed to accommodate a speaker's schedule. The vote was unanimous, and the board proceeded with Item 6.

6. Downtown Parking Study Update – David Taxman, Kimley-Horn Engineering provided a presentation of occupancy counts, parking management strategies and considerations for determining future parking demand in the downtown plan area. He responded to questions from board members about the Atrium

parking garage, the accessibility of parking from Cleveland Street in the downtown core and the ability to provide parking during special events in publicly owned parking garages and surface lots.

Mr. Taxman noted parking technology that might be applied to the current assets: signage; space availability; apps to show availability; placement of base stations; license plate recognition for payment and ticketing. The next phase of the parking survey is site analysis and the report should be complete by end of December.

Councilmember Albritton stated that he is now a member of the PSTA board and is looking forward to helping move some of these items forward, including relocation of the bus station; the target site is Court Street and Myrtle Avenue with approval and funding in place for building in 2020.

Mr. Taxman noted that a new transit facility is an option a new parking garage can incorporate.

7. Valet Parking Discussion – Daniels Ikajevs, One Clearwater Tower, had to leave to attend another board meeting. The item will be presented at the December meeting
8. Approve the Minutes from the October 3, 2018, Meeting

Member Wright moved to approve the minutes from the October 3, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

9. Approve the Minutes from the October 12, 2018, Meeting

Member Wright moved to approve the minutes from the October 12 meeting. The motion was duly seconded. Upon roll call, the vote was:

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

Nays: None.

Motion carried.

10. Adopt September 2018 Financial Statement for Filing

Member Jammo moved to adopt the September 2018 Financial Statement for filing. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Cassano, Member Teixeira, Member Wright, and Member Devineni.

Nays: None.

Motion carried.

8. Adopt Resolution – 04-18 Grant Funding for Ruth Eckerd Hall’s Festival Series Events, Anne Fogarty France, Community Redevelopment Agency (CRA) Business Assistance Manager

Chairman Morfopoulos read the resolution aloud. DDB Administrator Fogarty France noted that the Ruth Eckerd Hall motorcycle event had a competing event so the decision was made to replace it with a children and family art event. There being no further discussion, Chairman Morfopoulos called for a vote.

Member Teixeira moved to Adopt Resolution – 04-18 Grant Funding for Ruth Eckerd Hall’s Festival Series Events. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Sjouwerman, Member Cassano, Member Wright, Member Jammo, and Member Devineni.

Nays: None.

Motion carried.

9. DDB FY 18-19 Work Plan Item Updates – Anne Fogarty France, DDB Administrator. It was noted that October 12 was a special meeting associated with work plan items.

At that meeting Member Teixeira noted that there was no need for her to be named as a liaison to the CDP as Member Sjouwerman was on the board.

Regarding an update of the bylaw and the code of ordinance addressing the DDB, the DDB attorney has suggested the bylaws change be addressed first. The board will receive a copy when it is ready for approval. Ordinance changes would next go to the council for approval.

Chairman Morfopoulos noted that this will be a regular agenda item, so please plan accordingly for individual updates and for other work plan matters, please contact the DDB Administrator.

Member Wright asked about RFP for the marketing firm; CRA Director Thompson stated that an offer is out for a Public Relations and Communications Manager and she hoped to hear back within a couple of days and have someone in place by end of month. Chairman Morfopoulos noted that the final two candidates were “exceptional” and thanked CRA Director Thompson for all her work on that process.

10. Community Redevelopment Agency (CRA) Updates – Amanda Thompson, CRA Director. The Harborview Center demolition will be a multi-stage operation, with asbestos abatement scheduled to begin late January-early February. Most of this work will take place inside, but activity will become visible externally within 60 days, so it is time to make plans for the demo party. Member Wright stated that he feels the need to make it dramatic, with “visions of a wrecking ball”. CRA Director Thompson suggested brainstorming further at the December meeting.

Work plan strategies continue with projects in each of the four areas.

The Downtown Clearwater website now includes a Clearwater Extravaganza button. Holiday events will be promoted here, via social media and through regular emails.

A Request for Proposals is out for the site at 115 S. Martin Luther King Jr. Avenue to develop the space for a restaurant, brewpub or attraction. The CRA will match up to \$250,000 in funding for renovation or build-out.

DDB Administrator Fogarty France gave an update on the Food & Drink Grant program for incentives to property owners: Property owners must prequalify November 1 – 30, 2018; grant funding is available for 50% up to \$250,000 per space; once pre-approved, the owner may submit the full grant documentation and has 90 days to find a tenant. Requirements for approval include: must sell food and drink from Wednesday - Saturday, 5:00 – 10:00 pm, the tenant must be identified with the full application. The CRA has provided a link and documents on their website for eligible property owners.

11. DDB Election Results – Chairman Morfopoulos stated that the two candidates who received the greatest number of votes, who will serve three-year terms were: Thomas Wright (131 votes), Caitlein Jammo (119 votes). The candidate who received the third greatest number of votes, who will serve a one-year term was Lina Teixeira (100 votes). He noted that 10 envelopes were ineligible due to invalid or no signature.
12. Chairman's Report – Chairman Morfopoulos advised viewers of the upcoming events and stated that they could visit DowntownClearwater.com for more information.

13. Final Comments

Member Cassano is pleased with progress.

Member Teixeira had no further comment.

Member Wright complimented CRA Director Thompson for forward movement of various items.

Member Sjouwerman had no further comment.

Member Devineni thanked CRA Director Thompson for her dedication and effort.

Member Jammo reiterated all comments.

Ex-officio Councilmember Allbritton felt it had been a great discussion with the perfect group to be involved and thanked everyone for their participation. Also, the Achieva Box Car Rally was a great day for downtown Clearwater and it is an event to look forward to every year.

Chairman Morfopoulos stated that the Achieva Box Car Rally is his favorite event, it is professionally run, and a great event for downtown. He thanked everyone for an animated discussion on the ongoing parking matters.

11. The meeting was adjourned at 7:07 p.m.

[illegible]

Item 7



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2018 FUNDING REQUEST FORM

The Clearwater Downtown Development Board (DDB)'s primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year. Requests submitted after the due date will not receive the same consideration as those that are submitted on time.)

Check one: ☐ Budgeted Request (submitted by May 15) ☐ Non-budgeted Request

Date submitted: 8-29-2018

Name: duPont REGISTRY

Title of event: duPont REGISTRY Cars & Coffee

Event contact: Inglis Leslie

Organization: duPont REGISTRY

Address: 3051 Tech Drive

City: St. Petersburg State: Florida Zip: 33716

Cell phone: (610) 235-9687

E-mail address: ileslie@dupontregistry.com

Website address: www.dupontregistry.com

501(c)(3) not for profit organization? ☐ Yes (if yes, provide proof of your not for profit status) ☒ No

1. Date and time of event/program: November 17, 2018 (AM Event)

2. Location and address of event/program: Coachman Park Parking Lot

3. Projected attendance: + 3,000 people and +400 Cars

4. Briefly describe the event/program and its purpose:

A gathering of car enthusiasts and a unique luxury lifestyle event

5. How many times has the DDB funded this event?

2018 would be the first time

6. Is this event/program a fund-raiser? ☐ Yes ☒ No If yes, for whom?

7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo? ☒ Yes ☐ No

If yes, what size? **It is important that we have Clearwater DDB input on signage** _____

8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event?

☒ Yes ☐ No

9. Please list other participating media sponsors and corporate sponsors:

None yet but we would like to partner with Ferrari of Tampa Bay and other high end local dealers.

Also want to look into the possibility of having a boat display!

10. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

11. What is the number of attendees expected at your event? **+3,000 people** _____

12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event? **Yes. We would love to set up some vendor in Coachman Park and have some local coffee vendors support the event!**

13. Does this event generate revenue for your business? ☒ Yes ☐ No

14. If this is a recurring event, what was the number of attendees at your event last year? _____

15. Specifically, what are you asking the DDB to provide as a sponsor?

We are asking for a \$12,000 sponsorship from the DDB. This will be used to promote "Downtown Clearwater" in the media. This sponsorship will also be used to offset some of the event expenses related to staffing, signage, permits, safety and police requirements.

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date or as determined by Downtown Manager.

16. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL: If DDB funds are granted, I understand that when promoting my event I must:**

- a. Use the description "Downtown Clearwater" AND the url www.DowntownClearwater.com in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Special Events Division, 706 N Missouri Avenue, Clearwater, FL 33755 after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of these signs contact Madai Gutierrez via email at madai.gutierrez@MyClearwater.com within 10 business days of your event. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

SJC Please initial that you agree to comply with these requirements.

Applicant Signature: _____

(Applicant must be 18 years of age or older)

Date: _____

8-29-2018

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2nd Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.

(4/4/18)

Clearwater DDB
1-Year Tactical Plan
Approved 8-1-18

ITEM 9

Marketing 1-Year Tactical Plan					
MARKETING GOAL: IMAGINE CLEARWATER SPURS COMMERCIAL AND RESIDENTIAL INVESTMENT IN DOWNTOWN					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/ Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Celebrate Demolition of the Harborview Center					
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 firm to promote downtown					
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 the ULI study high priority items and make recommendations.					
3.1. Review status of ULI action items	Venkat/Ray	N/A	Presentation of findings	Oct-18	Nov-18
3.2. Determine if any incomplete items should be addressed by DDB - compare with Imagine Clearwater	Venkat/Ray	N/A	DDB discussion item on this topic	Oct-18	Nov-18
3.3. Review and provide recommendations for Imagine Clearwater implementation	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
8-1-18

Business Assistance 1-Year Tactical Plan

BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS

Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials /Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy

1. Strategy 1 Renovating old buildings into modern, trendy places to support residents (e.g., Armature Works)

1.1. Coordinate with PR campaign to attract tenants (Trader Joe's, Top Golf)	Ray/CRA staff	Work with CDP & DCMA on campaign development.	Number of tenants attracted	Nov-18	Mar-19
1.2. Court potential tenants for vacant storefronts	Ray/CRA staff	N/A	Number of tenants attracted	Nov-18	Mar-19

2. Strategy 2 Partner with an educational institution to train high tech and design workers

2.1. Establish contact with SPC	Carol Hague/CRCC/ Caitlein	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.2. Establish contact with USF	Stu	initial contact	develop plan for proceeding	Jan-19	Jun-19
2.3. Coordinate with the PR campaign to attract an educational institution	CRA & DDB	CRA & DDB funds	How many universities are interested	Jan-19	Jun-19

2a. Strategy 2a. Fund art/tech exhibitions

2a.1. Fund art + tech exhibitions/installations/festivals to attract tech workers	Lina & CRA	\$25,000	Number of exhibitions; media mentions; sponsors; attendees	Jan-19	Jun-19
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3. Strategy 3. Develop high-technical job incentive programs

3.1. Identify regulations for eligibility for incentive program for tech incubators	Stu	N/A	Presentation of findings	Feb-19	Mar-19
3.2. Coordinate PR campaign with The Ring activities	Stu	N/A	Campaign includes The Ring	Nov-18	Feb-19
3.3. Make collateral available to market the incubator incentives	Stu/Venkat	\$5,000	number of incubator applicants and number of incubators created	Feb-19	Mar-19

**Clearwater DDB
1-Year Tactical Plan
8-1-18**

Business Assistance 1-Year Tactical Plan					
BUSINESS ASSISTANCE GOAL: ATTRACT NEW HIGH TECH EMPLOYERS AND HIGH TECH WORKERS					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
3.4. Promote downtown tech corridor via social media	Stu/Caitlein	access to social media or ability to provide same	number of people who access promotions	Feb-19	Jun-19
3.5 Create a High-Tech CEO Council	Stu/Lina	\$5,000	Number of CEO's willing to participate; Number of new tech firms that locate to Clearwater	Feb-19	Mar-19
3.6 Create a Liaison to CDP	Stu	NA	Number of collaborative projects	Ongoing	Ongoing

**Clearwater DDB
1-Year Tactical Plan
8-1-18**

Policy & Project 1-Year Tactical Plan					
POLICY & PROJECT GOAL: DDB PROMOTES FAST TRACK PERMIT APPROVAL					
Strategies & Tactics	Champions	Resources Needed	Success Metrics	Start Date	Completion Date
	Those responsible for Strategy	People/Materials/Time/\$/etc.	How to quantify success	Start of Strategy	Completion of Strategy
1. Strategy 1 Recommend changes to improve the permitting 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	Lina	\$5,000	Increase in customer satisfaction	Apr-19	Jul-19
2. Strategy 2 Update the Downtown Development Board ordinances					
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