

November 1, 2017 - 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 October 4, 2017 Meeting
- 4. Adopt September 2017 Financial Statement for Filing
- 5. Adopt Resolution 05-17 Grant Funding for Blast Friday Events, Anne Fogarty France, Downtown Manager
- 6. DDB Election Results Chairman Morfopoulos
- 7. Appoint a Canvassing Committee for the November 21, 2017 Election
- 8. Chairman's Report Chairman Paris Morfopoulos
- 9. Final Comments
- 10. Adjournment

ITEM 3

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING October 4, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present: Paris Morfopoulos Chairman

Thomas Wright
Tony Starova
Stu Sjouwerman
Caitlein Jammo
Lina Teixeira

Member
Member
Member
Member

Also Present: Bill Jonson Ex-Officio/Councilmember

Doreen Caudell Ex-Officio/Councilmember

Anne Fogarty France Board Administrator

Seth Taylor Community Redevelopment Agency Director

Absent: Dennis Bosi Vice-Chairman

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

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

3. Oaths of Office—Caitlein Jammo and Lina Teixeira were sworn in as the newest Board members.

4. Adopt Resolution 04-17 Recognizing the Efforts of the Church of Scientology Volunteer Ministers Before, During, and After Hurricane Irma

Member Starova moved to adopt Resolution 04-17. The motion was duly seconded.

Member Teixiera read the resolution. Member Wright thanked the volunteers for their efforts. Chairman Morfopoulos introduced the members from the Church. Member Starova stated he would like to strike the last sentence ("Something Can Be Done About it!") from the resolution. Discussion ensued.

Member Starova moved to amend his motion by removing the last sentence. The motion was duly seconded and upon roll call the vote was:

"Ayes": Member Starova, Member Sjouwerman and Member Teixeira.

"Nays": Member Morfopoulos, Member Wright and Member Jammo.

Motion as amended failed by a vote of 3 to 3.

The members voted on the original motion to adopt the resolution.

Upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman,

Member Jammo and Member Teixeira.

"Nays": None.

Motion carried.

5. Approve the Minutes from the September 6, 2017, Meeting

Member Wright moved to approve the minutes from the September 6, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman,

Member Jammo and Member Teixeira.

"Nays": None.

Motion carried.

6. Approve the Minutes from the September 18, 2017, Meeting

Ex-Officio Member Jonson had one correction on the minutes. He asked that under Final Comments for him it be changed from "they" to "he."

Member Sjouwerman moved to approve the minutes from the September 18, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman,

Member Jammo and Member Teixeira.

"Nays": None.

Motion carried.

7. Adopt August 2017 Financial Statement for Filing

Member Wright moved to adopt the August 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman,

Member Jammo, and Member Teixeira.

"Nays": None.

Motion carried.

8. Appoint DDB Election Canvassing Committee Members. The Board needs to appoint two members who are not up for reelection to assist the Supervisor of Elections with the Board election on October 10, 2017, at 3:00 p.m. Member Starova volunteered. Members Wright and Sjouwerman will be out of town. Chairman Morfopoulos will try to attend. The other members are running for election. Anne Fogarty-France will also be present and will try to find another staff member to assist if needed.

Member Wright moved to appoint Members Starova and Morfopoulos to the DDB Election Canvassing Committee. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Wright, Member Starova, Member Sjouwerman,

Member Jammo and Member Teixeira.

"Nays": None.

Motion carried.

9. Discussion Regarding November 7, 2017, Referendum—Seth Taylor, Community Redevelopment Agency (CRA) Director, addressed the Board on the upcoming referendum. He read the question as it will appear on the ballot and what a "yes" and "no" vote means. More information on the plan can be found at.

Upon questioning, Mr. Taylor advised the Board that there will be three referendum questions in order to implement Imagine Clearwater. This is the first one. The second one will deal with the redevelopment of the Harborview site and will go to the voters in 2018. The third one will deal with the City Hall site, the timeframe for which has yet to be determined.

Mr. Wright asked why the Harborview is a separate question. Mr. Taylor advised him that the City Charter contains a reference to a 28-foot bluff line. This current referendum deals with everything below that line. The next one deals with everything above that line. The Harborview Center will be demolished and the citizens will have an opportunity to weigh in on what will replace it.

The City must get approval from the State to move the band shell which is going before the legislature in 2018. If the referendum passes, the City will hire an engineering firm to construct the park. This contract is going before the City Council at the next meeting. It will take about six months for the design work and then construction will take about a year.

10. Discussion Regarding Second Century Studios— Mr. Taylor advised the Board that Second Century Studios has opened at 331 Cleveland Street on the corner of Osceola Avenue. The CRA has leased this space for one year. One half of the space is being used to house information on the planning initiatives and the other half is being used to display art. Jennie Pearl of Bazaar Art LLC is coordinating with the art community to provide artwork. The studio is open Monday through Friday from 11 a.m. to 4 p.m. and during special events.

Chairman Morfopoulos said he attended the grand opening and was very impressed. He said there was an event at the Capitol Theatre and afterwards the studio was open and people visited it after leaving the theater.

Member Starova suggested that the Jazz Holiday use this facility during the week of the festival rather than its location on the second floor of the Bank of America building. He suggested others should do the same during their events. He was advised that there has already been discussion along those lines and everyone agreed this was an excellent idea.

11. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events. Events are listed on www.clevelandstreetdistrict.com.

12. Final Comments

Member Teixeira stated she is excited by the City's momentum and being on the Board.

Member Wright welcomed the new members. He thanked the volunteers from the Church of Scientology. He stated that Second Century Studios is a great opportunity for other landlords to see what happens when they open their spaces.

Member Starova echoed Mr. Wright's comments. He thanked Seth Taylor for his efforts in moving the City forward. He said he is voting yes on the referendum and hopes everyone supports it.

Member Sjouwerman also welcomed the new members. He is excited about the referendums. He thinks Coachman Park will be a fabulous place and stated he was on a committee that studied how a park can become an economic engine.

Member Jammo thanked everyone for the warm welcome. She also thanked the volunteers. She is looking forward to working with the Board.

Ex-officio Member Jonson welcomed the new members and expressed his appreciation to the volunteers. He thanked City staff for all the hard work in getting to the finish line on some of these initiatives.

EX-officio Member Caudell welcomed the "ladies" to the Board. She thanked Mr. Taylor for all the things happening downtown.

Mr. Taylor thanked his staff—Anne Fogarty-France and Laura Canary—for all their help behind the scenes. He said Ms. Canary did a terrific job on getting Second Century up and running. He also welcomed the new members.

Chairman Morfopoulos echoed the comments of Mr. Taylor on his staff. He also welcomed the "ladies" to the Board. He wished them good luck on the election.

13. The meeting was adjourned at 6:16 p.m.

ITEM 4

	A	B L	M M	0	Q	S
1						10/24/17 10:47 AM
2	Downto	wn Developn	nent Board			
3	Statement of	of Revenues 8	Expenditur	es		
4						
5						
6		Approved	Amended		Year to	
7		Budget	Budget	September	Date	Difference
8	Income:				255.044	4.000
_	Ad Valorem (Property) Taxes	262,815	268,815	-	266,914	4,099
_	Ad Valorem Taxes Prior Yr	100	100	(274)	63 818	(37)
11	Interest Income	500	500 188,500	(371)	188,289	(211)
	CRA Interlocal Agreement Rev	188,500 500	500	-	1,831	1,331
-	S. CONTROL DE CONTROL	452,415	458,415	(371)	457,914	5,499
14	Total Income	432,413	430,413	(3,1)	457,524	5,155
	Expenditures:					
17	Experialtures.					
18	Promoting District					
	Banner Installation & Maintenance	1,500	1,500	-	52	1,448
20	Downtown Streetscape Maintenance	3,200	3,200	3,186	3,186	14
21	Holiday Lighting	14,000	14,000	-	13,255	745
22	Total Promoting District	18,700	18,700	3,186	16,493	2,207
23						
24	Promoting Merchants					
25	Graphic Design and Printing	3,000	3,000	-	331	2,669
	Advertising	10,000	10,000	•	2,666	7,334
27	List Serve	2,400	2,400	-	-	2,400
28	Video Production	2,000	2,000	-	-	2,000
29	Jolley Trolley Downtown Loop	13,520	16,797	6,760	13,520	-
30	Total Promoting Merchants	30,920	34,197	6,760	16,517	14,403
31						
32	Promoting Events					500
	8th Annual Achieva Box Car Rally	1,500	1,500	-	1,000	500
	Bright House Clw Superboat National Championship	10,000	10,000	10,000	10,000	Fi .
	City/Clw Celebrates America	2,500	2,500	-	2,500	-
	City/Fun n' Sun Festival	5,000	5,000	-	5,000	•
	City/Sea Blues Festival	10,000	10,000	-	10,000	-
38	Clearwater Jazz Festival Jazz Walk	5,000	5,000		5,000	-
	Festival Series including Blast Friday, Miracle on	35 000	25 000		25,000	_
39	Cleveland Street & Cruisin at the Capitol Cleveland Street Business Alliance: Taste of Downtown	25,000	25,000	•	25,000	5
40	The control of the co	10,000	10,000	_	10,000	-
_	Downtown Funk, Little Miss Miracle Pageant Pierce Street Market	7,500	7,500		7,500	_
41	Pierce Street Market Vendor Incubator Space	7,500	7,500		-,500	
	Santa & Suds Race/Walk for ASL & Deaf	4,000	4,000	-	4,000	-
	Cleveland Street Project/Photography Exhibit	-	3,000	-	3,000	(3,000
	Garden Avenue Garage Mural		5,000	-	5,000	(5,000
_	Latino Anniversary Party	-	3,500	-	3,500	(3,500
	Station Square Park Art Bazaar		3,000		3,000	(3,000
_	Sidewalk Sales/DCMA	-	3,000	199	3,000	(3,000
49	Total Promoting Events	80,500	98,000	10,000	97,500	(17,000
50						
51	Future Initiatives	46,353	25,577		-	46,353
52						
53			1			
	Downtown Meeting & Event Support	200	200	16	350	(150
	Office Expenditures	750	750	856	891	(141
	Dolphin Sign Replacement Cost	100	100	-		300
	Palm Tree Lighting Replacement (as needed)	300	300	050	***********	723
_	Public Meeting Notices	2,000	2,000	959	1,277	1,750
	Legal Fees	3,500	3,500	925	1,750	
	CRA Mgt & Admin Fee - 2.5% Increase	66,950	66,950	5,579	66,950	110
61	DDB Minutes Preparation Tax Collector Commissions	1,430	1,430	110	1,320 5,822	(5,822
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62		75,230	81,230	8,445	78,359	(3,129

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1	town Developn	aont Board			.0/24/17 10:47 AN
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	t of Revenues 8	& Expenditur	es		
4					
5	Approved	Amended		Year to	
7	Budget	Budget	September	Date	Difference
65 Fixed Payments					
66 Officers & Directors Insurance	700	700	-	640	60
67 Liability Insurance (Dolphins)	1,422	1,422	-	1,246	176
68 Annual Audit	7,500	7,500		7,500	-
69 CRA Increment Payment	188,500	188,500	-	188,289	211
70 State Special District Fee	175	175		175	
71 Property Appraiser Fee	2,415	2,415	-	2,367	48
72 Total Fixed Payments	200,712	200,712	-	200,217	495
73					
74 Total Expenditures 75	452,415	458,415	28,391	409,086	43,329
75					
76 Revenues in Excess of Expenditures		-	-	48,828	
77					
78 Expenditures in Excess of Revenues	-	150	(28,762)		
79					
80 Beginning Fund Balance 10-1-16		103,835		103,835	
81					
82 Ending Fund Balance		103,835		152,663	
83					
84 Minimum Reserves Approved by Board 7/12/2017		74,500			
85					
86 Cash in Bank as of 9/30/2017				158,963	

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Ordinal agrinoparement (as needed) 300 36.00 36.00 36.00 36.00 36.00 36.00 36.00 36.00 36.00 36.00 36.00 36.00 10.	_	100		0.33		60.07									1
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Legal Fees 3,500 300.00 5,55.00 5,55.00 5,500 5,	_	2,000		36.00			36.00	36.00	36.00	30.00	36.00	36.00	36.00		1,750.00
75/5/2 /15/5/2	_	3,500	300.00	5 5 70 17	525.00	5 570 17	5 579 17	5 579 17	5 579 17	5 579.17	5.579.17	5.579.17	5,579.17	5	66,950.04

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1															10/24/17 10:47 AM
Ш					Downto	Downtown Development Board	opment B	oard							
				St	Statement of Revenues & Expenditures	f Revenue	es & Expe	nditures							
2				For the	he Period Oct. 1, 2016 thru September, 2017	t. 1, 2016	thru Sep	tember, 2	017						Vester
_		Amended													Date of
		Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Date
00	61 DDB Minutes Preparation	1,430	110.00	110.00	110.00	110.00	110.00	110.00	110.00	110.00	110.00	110.00	110.00	110.00	1,320.00
Ta	62 Tax Collector Commissions	9'000'9		2,020.78	2,446.18	738.44	110.27	204.20	142.60	54.95	103.40	1.01	0.25		5,822.08
63	Total Staff & Office Admin	81,230	5,989.17	7,752.28	8,799.36	6,470.52	5,851.90	5,962.23	5,887.94	5,789.10	5,838.83	5,747.74	5,825.42	8,444.98	78,359.47
64															
65	Fixed Payments														
99 99	Officers & Directors Insurance	700									640.00				640.00
Lia	67 Liability Insurance (Dolphins)	1,422					1,246.03								1,246.03
68 An	Annual Audit	7,500			7,000.00			500.00							7,500.00
S	69 CRA Increment Payment	188,500			188,293.43				(4.40)						188,289.03
5	70 State Special District Fee	175	175.00												175.00
Pre	71 Property Appraiser Fee	2.415	603.48				556.65	603.48			603.48				2,367.09
22	Total Fixed Payments	200,712	778.48	,	195,293.43		1,802.68	1,103.48	(4.40)		1,243.48				200,217.15
74	Total Expenditures	458,415	27,603.65	18,547.13	218,289.29	14,328.52	18,904.58	17,053.71	5,883.54	10,686.10	37,825.33	5,747.74	5,825.42	28,391.10	409,086.11
75				46 150 78	264 440 07	778 768 59	297 673 17	778 768 59 297 673 17 314 726 88 320 610 42	320.610.42		331.296.52 369.121.85	374,869.59	380,695.01	409,086.11	



RESOLUTION NO. 05-17 CLEARWATER DOWNTOWN DEVELOPMENT BOARD Grant Funding for Blast Friday Events ADOPTED NOVEMBER 1, 2017

WHEREAS, the DDB is a Special Taxing District formed to revitalize and preserve downtown property values and prevent deterioration in the Special Taxing District ("Downtown Clearwater"); and

WHEREAS, the DDB supports the revitalization efforts of the City of Clearwater Community Redevelopment Agency ("CRA") and the Downtown Redevelopment Plan ("Plan") which, among other goals, encourages a variety of visual and performing arts activities and programs within Downtown Clearwater; and

WHEREAS, Ruth Eckerd Hall produces and manages a series of events known as Blast Friday in Downtown Clearwater; and

WHEREAS, The Blast Friday events: 1) support existing retail business viability by attracting larger crowds to create dining and retail demand for businesses in Downtown Clearwater; 2) provide DDB retail recruitment efforts with a better customer base to encourage new retailers/restaurateurs to locate in Downtown Clearwater; 3) expose additional potential restaurant/retail customers and investors to Downtown Clearwater through attendance at Blast Friday Events; and 4) support ULI Panel recommendation to create "a lively Downtown".

WHEREAS, the DDB has determined that continuation of the Blast Friday Events is in the best interest of Downtown Clearwater; it is

RESOLVED, the DDB will provide funding in the amount of a \$30,000 grant to partially underwrite the production and management of seven Blast Friday Events for the 2017-2018 season, in accordance with the terms of a contract to be prepared by an attorney retained by the DDB;

RESOLVED, the approved funding shall be disbursed in four equal installments of \$7,500 based upon supporting invoices to be provided by Ruth Eckerd Hall, Inc. in December, February, April, and June;

RESOLVED, the contract shall contain terms regarding reports of activities, financial accounting, records retention, non-discrimination, liability and indemnification, compliance with laws, notice, termination for cause, and such other reasonable provisions required by law or customarily required by the DDB; and

RESOLVED, Paris Morfopoulos, as Chairman of the DDB, is authorized and directed to execute the contract on behalf of the DDB.

	Paris Morfopoulos, Chairman
Witness:	
Dennis Bosi, Vice-Chairman	