

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
August 2, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member (departed 7:00 p.m.)
	Tony Starova	Member
	Chelsea Allison	Treasurer
Also Present:	Bill Jonson	Ex-officio/Councilmember
	Doreen Caudell	Ex-officio/Councilmember
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director
Absent:	Stu Sjouwerman	Member
	Zachary Thorn	Member

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. Approve the Minutes from the July 12, 2017, Meeting

Member Wright moved to approve the minutes from the July 12, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Adopt June 2017 Financial Statement for Filing

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

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

“Nays”: None.

Motion carried.

5. Adopt Resolution 2-17 Adopting City of Clearwater Investment Policy Per Florida Statute Requirement—Monica Mitchell, City of Clearwater Finance Department Assistant Director, addressed the Board regarding the Investment Policy. Historically, the DDB has adopted the City's Investment Policy since the DDB's funds are included in the regular City funds. Member Allison read the resolution into the record.

Member Starova moved to adopt Resolution 2-17 and the City of Clearwater Investment Policy. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

6. Adopt Updated City Travel Policy—Anne Fogarty-France, Downtown Manager advised that at the suggestion of the auditors, it was recommended that the DDB adopt a travel policy to be used in the event members ever travel in their role as DDB members. Rather than start from scratch, it was suggested that the DDB adopt the City’s Travel Policy. Members asked for clarification of the need for such a policy and Ms. Mitchell advised that this was a formality so something is in place for the future.

Member Wright moved to adopt the City Travel Policy. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

7. Discussion Regarding Legal Opinion for Clearwater Downtown Partnership (CDP) Membership—Chairman Paris Morfopoulos discussed the DDB attorney’s opinion recommending that it not become a member of the Clearwater Downtown Partnership.
8. Funding Request—CDP Membership—Jay Polglaze, CDP Executive Director (continued from 7/12/17)

This request is moot in light of the attorney’s opinion.

9. Approve CRA/DDB FY 2017-2018 Interlocal Agreement—Seth Taylor, Community Redevelopment Agency (CRA) Director

Seth Taylor, CRA Director, asked the Board to adopt the Interlocal Agreement between the CRA and DDB. There has been one addition made to the agreement—3f. has been added to read “Assist in the programming for Station Square Park.” Mr. Bosi asked why this was being added requiring the DDB to focus on Station Square Park. Mr. Taylor advised him that the goal is to have Station Square Park as the town square of Clearwater and staff felt this was important to include in the agreement. Discussion ensued. At the conclusion.

Member Wright moved to approve the CRA/DDB FY 2017-2018 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Starova, Member Allison, and Member Wright.

“Nays”: Member Bosi.

The motion passed by a vote of 4 to 1.

- 10. Adopt Aggregate Millage Rate of 0.9700 mil for FY 2017-2018 and set public hearing dates on the budget for September 6, 2017, and September 11, 2017—Anne Fogarty-France, Downtown Manager**

Anne Fogarty-France addressed the Board concerning the need for the DDB to adopt its millage rate and schedule public hearings for September 6th and September 11th. The millage rate must be adopted by August 4, 2017. The rate is being changed from .961 to .97. This increases the budget by \$1,300. The DDB can set the millage rate no higher than 1.0.

Member Wright moved to adopt an aggregate millage rate of 0.9700 mil for FY 2017-2018 and set public hearing dates on the budget for September 6, 2017, and September 11, 2017. The motion was duly seconded.

Discussion ensued as to what the difference would be if it was increased from .97 to 1.0. Ms. Fogarty France left to run the calculation. Once the rate is set, the Board can lower it but cannot raise it.

The Board moved on to the budget discussion while the calculation was prepared.

- 11. Finalize and Adopt FY 2017-2018 DDB Budget—Chairman Paris Morfopoulos**

The Board reviewed the budget line item by line item. Cuts needed to be made since the total of the requests was more than the funds available. The requested amount needed to be reduced by \$28,000.

Mr. Morfopoulos recommended the funding for the City Sea Blues Festival be reduced from \$10,000 to \$4,000 and the Bay 2 Beach Music and Arts Festival be reduced from \$10,000 to \$3,500. They agreed to discuss this further after reviewing the rest of the requests.

The Board discussed the request for the Station Square Events for \$10,000. Member Starova agreed there should be money for these events. Member Wright agreed and stated that the Board members can make recommendations if they don't like the programs proposed.

Ms. Fogarty France returned with the figures. Raising the millage rate from .97 to 1.0 would be an increase in taxable revenue of \$8,715. It was suggested that raising the rate to 1.0 may provide funding for additional events. The members agreed to consider the rate change after reviewing the budget.

The Board was okay with the budgeted amounts for banner installation and maintenance and downtown streetscape maintenance. Discussion ensued concerning the \$15,000 for holiday lighting. Mr. Taylor stated he would like holiday lighting for the whole DDB area, not just Cleveland Street. It was suggested that the CRA also budget money for this.

The budgeted amounts for graphic design, website content, and the Jolley Trolley were fine. Funds that are left over at the end of the year are rolled over into the general fund. Mr. Starova suggested leaving the advertising budget at \$10,000. Members agreed.

The Board discussed the CDP Downtown Clearwater Beer Fest's request for \$10,000. It was suggested that this be reduced to \$7,500 since this is a first DDB request. Although the first event was very efficiently run and brought a lot of people to downtown Clearwater, it was felt that the \$10,000 request was too high. Members agreed to reduce the amount to \$7,500.

The Board discussed the request of \$5,000 for the Santa & Suds 5K Fun Run. Mr. Starova addressed the Board concerning this request. He was instrumental in starting this several years ago and had about 800 runners. Last year the participation dropped to about 200. They have hired a professional organization to run this year's event. This whole event stays in downtown Clearwater. Since Mr. Starova is directly involved, he must recuse himself from voting on this request. Mr. Wright suggested leaving the amount at \$5,000.

The Board discussed the \$7,500 budgeted for the mural project. This is funding for 5 murals at \$1,500 per mural. This request does not include the \$5,000 that has already been approved for the Garden Avenue Garage. That project is now moving forward. After further discussion, it was decided that the DDB would approve \$1,500 for one mural and see how that goes. The event planner can come back to the DDB later for additional funding for other murals.

The Board agreed to the request for \$15,000 from the Downtown Clearwater Merchants Association.

Discussion ensued regarding the request for \$10,000 for the Downtown Clearwater Monthly Art Event. Mr. Wright stated that he thinks anything that brings people to downtown is a good thing. Mr. Bosi has a problem with approving funds for an event that takes place in someone's business even though it may bring people out to the street later. Mr. Starova agreed and said there needs to be programs made available to assist merchants. It was suggested that her event be funded through the monies approved for the merchants association. Member Allison said if this request was incorporated into the merchants association funding, this money would be available to other merchants. The Board agreed to reduce this funding to zero.

The Board was fine with the \$5,000 request for Jeeps Downtown. The members felt this event will be very successful and will take place on the entire length of Cleveland Street. This will be a niche event.

The Board discussed the \$18,000 request for the Open Air Paint Party & Art Bazaar. Mr. Wright stated he feels Station Square Park is underutilized. He noted that he had to leave the meeting and advised the Board that this event has his support for the \$18,000 or whatever amount the Board decides. Discussion ensued regarding this request. At the conclusion of the discussion, it was decided that the Board would fund this for \$9,000 for six events to see how successful it is. Ms. Pearl can then come back and request the additional funding from unallocated funds

Discussion ensued concerning the request for \$39,000 for the Blast Friday events. Mr. Bosi stated that this request has increased each year, and he expects that at some point the event organizers should stand on their own without funding from the DDB. He doesn't want them to request more money each year because this request alone is 20% of the budget. Mr. Starova stated that Blast Friday should be held every month. Ms. Allison said it doesn't sound like the planners want to do it every month. One reason may be the weather issues during the summer months. At the conclusion of the discussion, the Board decided to fund this item at \$30,000.

The Sea Blues Festival is requesting \$10,000. This funding is for a three-day food and concert festival. The Board agreed to fund this at \$10,000. The Board reduced the funding for the Bay 2 Beach Music and Art Festival from \$10,000 to \$5,000. Clearwater Celebrates America was approved for the requested \$2,500.

Mr. Bosi suggested that the funding for the Super Boat National Championship be reduced from \$15,000 to \$10,000. This increase in funding would be used for an additional event during that weekend. However, the event organizers have not yet determined what that will be. If the

organizers come up with an additional event, they can come before the Board at a later date to request the additional funding.

Before adopting the budget, the Board needed to vote on the motion on the floor made by Member Wright regarding adoption of the millage rate of .9700 and the scheduling of the public hearings. Since the Board reached its goal in reducing the budget requests, members were okay with setting the rate at .97 rather than 1.0. Upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Starova, and Member Allison.

Motion carried.

Discussion ensued. Since Mr. Wright exited the meeting and Mr. Starova recused himself from voting on the Santa & Suds 5K Fun Run, this item was removed from the budget approval process because a quorum would not be present to vote if this were included.

Member Bosi moved to adopt the FY 2017-2018 DDB budget as amended minus the funding for the Santa & Suds 5K Fun Run which will be voted on at a later date. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Starova, and Member Allison.

“Nays”: None.

Motion carried.

12. Chairman’s Reports

Chairman Morfopoulos advised the Board of upcoming events. These events are listed on the web site at www.clevelandstreetdistrict.com.

13. Final Comments

Mr. Bosi congratulated everyone on the great job with the budget and was glad we were able to bring some new events to Clearwater.

Ms. Allison attended the meeting at the library regarding the wayfinding signs and was very impressed.

Ex-officio Councilmember Jonson said it was great to see the passion members have for supporting the downtown. He said he reviewed the ULI report and we are making progress; however, there is still work to be done,

Mr. Morfopoulos was also impressed with the wayfinding sign meeting. He agreed that the ULI report is relevant.

14. The meeting was adjourned at 7:55 p.m.