



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

February 4, 2015 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Post Event Report – Bright House Clearwater Super Power Boat National Championship – Brian Aungst and Frank Chivas
4. Report on Current Electric Service on Cleveland Street – Earl Gloster/Director of General Services and Solid Waste
5. Approve the Minutes from the January 7, 2015 Regular Monthly Meeting
6. Adopt December 2014 Financial Statement for Filing
7. Cleveland Street Pedestrian Mall Discussion – Member Sjouwerman
8. New Banner Estimate – Anne Fogarty France
9. Topics for Future Meetings
10. Chairman's Report
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
 January 7, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright Dennis Bosi Stu Sjouwerman Tony Starova Chelsea Allison	Chairman Vice-Chairman Treasurer Member Member Member Member
Also Present:	Bill Jonson Jay Polglaze Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. The Chairman asked to take items 4 and 5 out of order until all board members arrived. Chairman Morfopoulos asked Downtown Development Board (DDB) members to introduce themselves and continue with item 2.
2. The Oath of Office was administered to newly elected members Chelsea Allison and Dennis Bosi by Anne Fogarty France.
3. Chairman Morfopoulos announced that each January the DDB votes on board officers to fill the position of Treasurer, Vice-Chairman and Chairman. If motions for more than one nomination are heard for an office, a secret ballot between the nominated members will take place.

Chairman Morfopoulos called for nominations for the office of Treasurer. Member Wright nominated Member Rubright. The motion was duly seconded and carried unanimously. Member Rubright was appointed Treasurer for 2015.

Chairman Morfopoulos called for nominations for the office of Vice-Chairman. Member Wright nominated Member Bosi. The motion was duly seconded and carried unanimously. Member Bosi was appointed Vice-Chairman for 2015.

Chairman Morfopoulos called for nominations for the office of Chairman. Member Wright nominated Member Morfopoulos. The motion was duly seconded and carried unanimously. Member Morfopoulos was appointed Chairman for 2015.

4. Citizen Comments – Items Not on the Agenda – There were no citizen comments
5. Post Event Report – Santa & Suds 5K Run/Walk. Sean Belanger, CEO of ZVRS addressed the board and stated the event had 1,017 participants and 200 hundred people signed up the day of the race. The winner was a student at Michigan University. The event couldn't have taken place without the help of the DDB. Their goal next year is to have 2,000 runners/walkers and they will request that half of the bridge be closed for the event. This year goals were met and approximately \$15,000 was raised for the Deaf Literacy Center. The event

broke even with the help of the DDB and a few independent sponsors. In the future, Mr. Belanger would like to see 10% of the profits coming back to the DDB.

Member Starova thanked Mr. Belanger and the DDB. He encouraged DDB members to attend next year. Rob Powers from the City of Clearwater was also thanked by Member Starova and Mr. Belanger for his assistance.

6. Approve the Minutes from the November 5, 2014 DDB Meeting

Member Wright moved to approve the minutes from the November 5, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

7. Approve the Minutes from the December 3, 2014 DDB

Member Wright moved to approve the minutes from the December 3, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

8. Adopt October 2014 Financial Statement for Filing

Member Bosi made a motion to adopt the October 2014 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

9. Adopt November 2014 Financial Statement for Filing

Member Wright made a motion to adopt the November 2014 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

10. Discussion Regarding Purchase of District Piano from Pianos in Pinellas

Ms. Fogarty France referred to the memo provided to the DDB in their agenda packet. Staff was not in support of this piano purchase for the DDB to own. She noted that Jazz Holiday Foundation was interested in the piano. They requested that the DDB purchase the piano for \$500 prior to the auction and the Jazz Holiday Foundation would reimburse the DDB. Member Starova advised that he was approached by Mr. Hallas regarding the storage of the piano in one of his establishments.

Member Rubright made a motion to purchase the piano that the DDB sponsored with the understanding that they will be reimbursed by the Jazz Holiday Foundation and that the board have first right of refusal if the Jazz Holiday Foundation decides to sell the piano in the future. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

11. Budget Discussion Regarding Appropriation of Additional 20K from Cancelled Star Spectacular Events (i.e. advertising, marketing, more events with Ruth Eckerd Hall or other replacement events for Star Spectacular events) (continued from December 3, 2014 meeting)

This item was discussed at length with some of the following suggestions:

- Place money in the reserve fund
- Hold money until a viable project is presented
- Build a data base of e-mail addresses to advertise upcoming events
- Hire an intern to put together an event
- Hire a recruiting firm to bring more businesses downtown

Chairman Morfopoulos stated that the DDB was not ready to appropriate any funds on this day. Member Rubright asked that this item be discussed under Item 14, “Topics for Future Meetings”.

Geri Campos Lopez suggested that the name on line item 43 be changed from Star Spectacular to “Unallocated”.

Member Bosi made a motion to change the name of the Star Spectacular line item to “Unallocated Funds”. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

12. Holiday (Palm Tree) Lighting – Member Starova (Continued from December 3, 2014 meeting)

Member Starova stated that the power at the foot of each palm tree no longer works. Ms. Fogarty France provided the history concerning the status of the outlets at the base of the palm trees and advised that she obtained an estimate to add lights to the trees upon the request by a former board member. The cost to add one light for each of the 48 palm trees was a total of \$12,720.

She added that there currently is no receptacle at the base of the trees although the electric service is still available in the conduit. When events take place there is a power box that is brought out before each event which is then removed afterwards.

Geri Campos Lopez stated that from the City's perspective, they did not want anyone to be able to plug into the outlets.

The DDB requested that staff responsible for the electric service address the board regarding what is currently available.

13. Brainstorm Session – General (Continued from December 3, 2014 meeting)

Member Morfopoulos stated that he would like to limit the length of meetings to allow members to leave at 6:45 p.m.

Councilmember Jonson gave a report on Miracle on Cleveland Street.

Councilmember Polglaze offered a suggestion for the DDB to participate in the Centennial Celebration being presented by the City. Anne Fogarty France advised that she had alerted all event organizers being sponsored by the DDB of the opportunity to participate.

Member Starova suggested running Christmas lights on Ft. Harrison next holiday season as well as adding banners on the light poles in the downtown.

Member Rubright suggested that it was important to bring youth to downtown.

Member Bosi suggested trying to attract youth event promoters rather than wait for events to come to the DDB.

Member Starova made a motion to recommend to City Management that the City of Clearwater that the Holiday Light Pole decorations be extended on Ft. Harrison Avenue from Drew to Court streets. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

14. Topics for Future Meetings

Member Sjouwerman asked to have the Harborview Center Status added to a future agenda. He noted that he was concerned about what happens to the land when it is demolished.

Councilmember Jonson invited the DDB to attend the meeting regarding the Urban Land Institute (ULI) report on Wednesday, January 21, 2015 at 6:00 P.M.

Member Starova asked to have Blast Friday banners on the light poles added to a future agenda. Staff agreed to look into the cost for additional banners.

Member Starova asked about the programming of Station Square Park and if the Parks and Recreation Department could do this. Geri Campos Lopez advised that if the DDB wanted to fund this they could do it.

Member Bosi suggested the DDB talk to promoters to get them to bring their events here.

15. Final Comments

Member Rubright had no final comments.

Member Wright welcomed new board member, Chelsea Allison and returning member, Dennis Bosi. He noted that he would like to see the DDB under promise and over deliver.

Member Starova welcomed Member Allison and thanked her in advance for her future assistance in creating a better downtown

Member Sjouwerman welcomed Member Allison.

Member Allison wished everyone a Happy New Year and noted that she was happy to be elected to the board.

Ex-Officio/Councilmember Jonson welcomed Member Allison.

Ex-Officio/Councilmember Polglaze noted that he liked the phrase “under promise and over deliver”, but would like to remove the word “under”

Member Bosi welcomed Member Allison and noted that the board was all here for the same purpose, to see the downtown thrive. He added that he understood the frustration of the business owners but felt that there was a lot of people that are here to help make things happen.

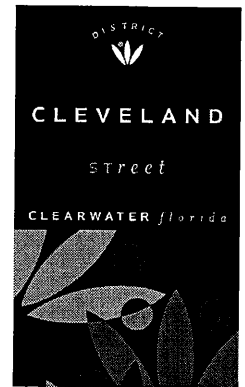
Geri Campos Lopez reminded the DDB of Councilmember Jonson’s invitation to attend the Council’s meeting to discuss the ULI report on Wednesday, January 21, 2015 at 6:00 p.m. in Council Chambers.

16. The meeting was adjourned at 7:20 p.m.

	B	C	E	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period December 1 thru December 31, 2014				1/30/15 4:35 PM
2					
3					
4					
5					
6				Year to	
7		Budget	December	Date	Difference
8	Income				
9					
10	Ad Valorem (Property) Taxes	241,551	106,160	125,103	(116,448)
11	Ad Valorem Taxes Prior Yr	100			(100)
12	Interest Income	1,000	307	307	(693)
13	CRA Interlocal Agreement Rev	160,178			(160,178)
14	Misc Revenue	500		1,613	1,113
15	Total Income	403,329	106,467	127,024	(276,305)
16					
17	Expenditures				
18					
19	Promoting District				
20	Banner Installation & Maintenance	600		160	440
21	Downtown Streetscape Maintenance	3,200			3,200
22	Boatslip Construction & Maint	50,000			50,000
23	Holiday Lighting	12,000	3,129	9,086	2,914
24	Total Promoting District	65,800	3,129	9,246	56,554
25					
26	Promoting Merchants				
27	Graphic Design and Printing	3,000		413	2,587
28	Advertising	3,000		500	2,500
29	Jolley Trolley Downtown Loop	9,220	2,305	4,610	4,610
30	Total Promoting Merchants	15,220	2,305	5,523	9,697
31					
32	Promoting Events				
33	6th Annual Achieva Box Car Rally	1,000			1,000
34	Clw Superboat National Championship	10,000			10,000
35	City/Clw Celebrates America	1,250			1,250
36	City/Fun n' Sun Festival	5,000			5,000
37	City/Sea Blues Festival	5,000			5,000
38	Blast Friday	17,979		17,500	479
39	Clearwater Jazz Festival	5,000	5,000	5,000	0
40	Farmer's Market Support	6,500		6,500	0
41	Pianos on Main Street/Pop-Up Gallery	1,800		1,800	0
42	Santa & Suds Race/Walk for ASL & Deaf	3,500			3,500
43	Star Spectacular - 8 Events	20,000			20,000
44	Total Promoting Events	77,029	5,000	30,800	46,229
45					
46					

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period December 1 thru December 31, 2014</p>							1/30/15 4:35 PM
2									
3									
4									
5									
6							Year to		
7			Budget		December		Date		Difference
47		Staff & Office Administration							
48		Downtown Meeting & Event Support	200						200
49		Office Expenditures	750		110		166		584
50		Public Meeting Notices	2,000		172		1,252		749
51		Legal Fees	3,500				875		2,625
52		CRA Mgt & Admin Fee	63,724		5,310		15,930		47,794
53		DDB Minutes Preparation	1,300		200		300		1,000
54		Total Staff & Office Admin	71,474		5,792		18,523		52,951
55									
56		Fixed Payments							
57		Officers & Directors Insurance	700						700
58		Liability Insurance (Dolphins)	1,422						1,422
59		Annual Audit	9,100		5,750		6,250		2,850
60		CRA Increment Payment	160,178		155,207		155,207		4,971
61		State Special District Fee	175				175		0
62		Property Appraiser Fee	2,231		528		1,086		1,145
63		Total Fixed Payments	173,806		161,485		162,717		11,089
64									
65		Total Expenditures	403,329		177,711		226,809		176,520
66									
67		Revenues in Excess of Expenditures	-		-		-		
68									
69		Expenditures in Excess of Revenues	\$ -		-		-		
70									
71		Beginning Fund Balance (10-1-14)	\$ 86,998						

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
Income														
Ad Valorem (Property) Taxes	241,551		18,943.70	106,159.73										125,103.43
Ad Valorem Taxes Prior Yr	100													-
Interest Income	1,000			307.26										307.26
CRA Interlocal Agreement Rev	160,178													-
Misc Revenue	500		1,613.49											-
Total Income	403,329.00	-	20,557.19	106,466.99	-	-	-	-	-	-	-	-	-	1,613.49
Expenditures														
Promoting District														
Banner Installation & Maintenance	600		160.00											160.00
Downtown Streetscape Maintenance	3,200													-
Boatslip Construction & Maint	50,000													-
Holiday Lighting	12,000	358.94	5,598.14	3,129.00										9,086.08
Total Promoting District	65,800.00	358.94	5,758.14	3,129.00	-	-	-	-	-	-	-	-	-	9,246.08
Promoting Merchants														
Graphic Design and Printing	3,000	413.10												413.10
Advertising	3,000	500.00												500.00
Jolley Trolley Downtown Loop	9,220		2,305.02	2,305.00										4,610.02
Total Promoting Merchants	15,220.00	913.10	2,305.02	2,305.00	-	-	-	-	-	-	-	-	-	5,523.12
Promoting Events														
6th Annual Achieva Box Car Rally	1,000													-
Ciw Superboat National Championships	10,000													-
City/Ciw Celebrates America	1,250													-
City/Fun n' Sun Festival	5,000													-
City/Sea Blues Festival	5,000													-
Blast Friday	17,979		17,500.00											17,500.00
Clearwater Jazz Festival	5,000			5,000.00										5,000.00
Farmer's Market Support	6,500		6,500.00											6,500.00
Pianos on Main Street/Pop-Up Gallery	1,800		1,800.00											1,800.00
Santa & Suds Race/Walk For ASL & Deaf	3,500			3,500										-
Star Spectacular - 8 Events	20,000													-
Total Promotions	77,029.00	-	25,800.00	5,000.00	-	-	-	-	-	-	-	-	-	30,800.00
Staff & Office Administration														
Downtown Meeting & Event Support	200													-
Office Expenditures	750	11.63	44.67	109.94										166.24
Public Meeting Notices	2,000	1,079.50		172.00										1,251.50
Legal Fees	3,500	750.00	125.00											875.00
CRA Mgt & Admin Fee	63,724	5,310.00	5,310.00	5,310.00										15,930.00
DDB Minutes Preparation	1,300		100.00	200.00										300.00
Total Staff & Office Admin	71,474.00	7,151.13	5,579.67	5,791.94	-	-	-	-	-	-	-	-	-	18,522.74



TO: Downtown Development Board Members

FROM: Anne Fogarty France, DDB Administrator

CC: Geri Campos Lopez, Director Economic Development & Housing

DATE: January 30, 2015

RE: New Banner Estimate

The Board requested I investigate the cost for new banners on the light poles on Cleveland Street.

Item	Cost
New Banners (Estimate)	1,500
Additional Brackets , \$36.55 each (2 per banner)	2,559
Screw Gear Bands to hold Bracket on pole, \$4.05 each(2 per bracket)	567
Labor to install Brackets/Banners	690
TOTAL	\$5,316

If Blast Friday is going to be printed on the banners there are events planned for February through May. Future funding of this event is unknown at this time.

Please advise if you have any questions or require more information.