



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

May 7, 2014 – 5:00 PM

Walk from Corner of Cleveland Street & Myrtle Avenue  
to City Hall, – 3<sup>rd</sup> Floor Council Chambers

## **AGENDA**

1. **Call to Order – Walk Down Cleveland Street**
2. **Call to Order – Meeting**
3. **Citizen Comments – Items Not on the Agenda**
4. **Chairman's Comments**
5. **Comments/Observations from Walk Down Cleveland Street**
6. **Approve the Minutes from the April 2, 2014 Regular Monthly Meeting**
7. **Adopt March 2014 Financial Statement for Filing**
8. **Blues Walk and Sea-Blues Festival Post Event Report – Brian Craig**
9. **Clearwater Downtown Partnership & Clearwater Downtown Events Update – Bill Sturtevant, Grant Wood & David Allbritton**
10. **DDB Budget Policy Discussion**
11. **Final Comments**
12. **Adjournment**

## CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

April 2, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Thomas Wright	Vice-Chairman
	Craig Rubright	Treasurer
	John Doran	Member
	Stu Sjouwerman	Member
	Tony Starova	Member
Also Present:	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Denise Sanderson	Assistant Director, Economic Development & Housing Department
Absent:	Dennis Bosi	Member

1. **Chairman Morfopoulos called the meeting to order at 5:30 p.m.**
2. **Citizens Comments – No comments from citizens were received.**
3. **Approve the Minutes from the March 5, 2014 Meeting**

**Member Doran moved to approve the minutes from the March 5, 2014 meeting. The motion was duly seconded and carried unanimously.**

4. **Adopt February 2014 Financial Statement for Filing**

**Vice Chairman Wright moved to adopt the February 2014 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

5. **Clearwater Downtown Partnership & Clearwater Downtown Events Update.**

Bill Sturtevant, Chairman, Clearwater Downtown Partnership (CDP), President of Clearwater Downtown Events advised that they have worked hard to bring new initiatives forward. The Clearwater Tech Group, with CDP members Stu Sjouwerman and Jason Stanard, has reached out to tech businesses in the entire Tampa Bay area. Mr. Sturtevant then presented a few pages of a newsletter publication called "Around the Town" that was developed by Executive Board member Eleanore Lyda, and volunteer Carol Fleming.

He stated that the CDP wanted to take the 8<sup>th</sup> Annual Momentum Awards to a new level and were moving the meeting from May to June. They will be using the city's newest asset, the Capitol Theatre, for the event and anticipated filling up the entire first level. The CDP reached out to a great keynote speaker who will bring many attendees to the theatre.

Mr. Sturtevant began the Clearwater Downtown Events (CDE) Update by stating that Blast Friday was a success and they wanted to create regularly scheduled smaller events and

have been working on a proposal for a long time. The board had provided funding in the amount of \$6,200 for the events under the Star Spectacular theme that David Allbritton brought back to the downtown. They reached out to Terry Schmidt, who had extensive background in this area, to put on the events. However, their problem was that Mr. Schmidt has been very busy with the Strawberry Festival. Mr. Sturtevant requested a 30 day extension to come back to them with a revised plan.

Chairman Morfopoulos asked how many events there were and Mr. Sturtevant said that the \$6,200 would go towards five events.

Member Starova asked if CDE considered having Parks & Recreation do the events. Mr. Sturtevant said that the Parks & Recreation department was downsized and was no longer producing events. If the board asked them to talk to Kevin Dunbar they would do so.

The board agreed to continue this item to next month.

## **6. Review of DDB FY 2014 Sponsorship Request Form**

Ms. Fogarty France advised the board that the only changes was the addition of the “primary purpose” as submitted to the board in their agenda packet.

Chairman Morfopoulos referred to the end of the document regarding parking signs and asked if that was still a valid statement?

Member discussion ensued regarding the use of a banner describing the event and use of the parking signs for the parking garage by the event coordinators, whether this was enforceable and how, the manpower needed to put out the signs, adding the condition that “failure to adhere to this condition may jeopardize funding...”, written procedure for parking and signage, etc.

Member Starova requested that Ms. Fogarty France check last year’s form as he believed that the information about the use of parking signs and banners was included.

Ms. Fogarty France advised she would ensure that this language was included in the 2014 form.

Chairman Morfopoulos called for a vote.

**Member Doran moved to accept the form as submitted and include the wording regarding the placement of Event Parking Signs and the purchasing two banners, minimum size 2’ x 6’, announcing event that is taking place to be installed on barricades. The motion was duly seconded and carried unanimously.**

## **7. DDB Purposes Discussion –**

**Member Doran moved to approve the Purposes as distributed with the agenda packet. The motion was duly seconded and carried unanimously.**

Chairman Morfopoulos distributed a list of Statistics he thought could be provided to the board and asked if members had any additions to this list.

Member Sjouwerman said that he would like to see bullet three broken out to show new shops and closed shops. Ms. Fogarty France said that they could provide information on first floor retail, but probably not until October when those that have closed don't renew their licenses.

Chairman Morfopoulos asked for thoughts and comments for additional to be sent by email to himself and Ms. Fogarty France.

Member Starova asked about adding parking and boat slips statistics.

Member Doran added a bullet for statistics for contract parking in garages vs. on streets.

Chairman Morfopoulos read the Valuable Final Product provided to members. He advised this was about the product being delivered and what results were they delivering to the taxpayers.

Treasurer Rubright commented that it looked like it was totally monetarily driven and felt it was also to make things better for use for the people.

Member Starova suggested moving "residents" ahead of "tourists" and add the words "live, work and play" within the wording.

Treasurer Rubright suggested the addition of "quality of life" and also changing the beginning to "A downtown that is being visibly transformed..."

The Valuable Final Product was revised to read "A downtown that is being visibly transformed into an attractive and vibrant destination for residents, tourists, visitors, shop-keepers and office workers, in which to live, work and play, thus demonstrating a steady rise in property values and quality of life."

**Vice Chairman Wright moved to adopt the Valuable Final Product as amended. The motion was duly seconded and carried unanimously.**

Member Sjouwerman read the "Ideal Scene".

Chairman Morfopoulos asked if that covered the direction they wanted to go.

Member Doran felt that it was too wordy and suggested removing the words "the local" before the word "shops". He also suggested that they remove the words "with no vacancies" as we want storefronts filled with customers, but if we have a vacancy, then we have a vacancy.

Chairman Morfopoulos asked if that should be eliminated or say "low vacancies"?

Members Sjouwerman and Wright both felt the wording should be eliminated.

Member Doran thought the words “low or non-existent crime rates” should be removed as it states, “Safe, Upscale district” right above that.

Vice Chairman Wright added that he agreed with Member Doran’s changes.

The Ideal Scene was changed to read: Downtown streets bustling with foot traffic from locals and visitors patronizing shops, restaurants and cultural activities. Clean, attractive storefronts filled with customers. Desirable and accessible housing in the immediate downtown area resulting in a viable and reliable customer base for local businesses. Local workforce employed within the downtown area in high-tech enterprises resulting in upwardly-mobile, successful and affluent consumers of downtown products and services. Rising property values, resulting in increasing revenues to the DDB allowing for even more successful developmental actions. Safe, upscale district offering desirable services and amenities to locals and visitors. High employment and rental rates, low vacancy rates for real estate of all types and an attractive, desirable destination for those wishing to relocate.

**Member Doran moved to approve the “Ideal Scene” with the changes noted. The motion was duly seconded and carried unanimously.**

Chairman Morfopoulos said that there wasn’t time to discuss the “Policy” handout he distributed; however he wanted to introduce the next topic to be discussed next month. He added that there may be other policies they would want to have included.

Member Starova asked if the Board could take a walk along the sidewalk together and if it had to be advertised?

Ms. Fogarty France said it would have to be advertised so that the press could attend if they desired. They would have to hold comments until they could get together and minutes would have to be taken.

Member Starova added that he would like to just take a walk to see what’s going on.

Ms. Fogarty France commented that there could be a purpose that they could advertise and that anything that could come before the board needed to be held until the full board was present.

Member Wright asked if the board should go to the edge of the district and discussion ensued about including the east side of the DDB district in another walk.

**Member Starova moved that the next meeting should start at 5:00pm, with members meeting at the corner of Myrtle and Cleveland for a walk to City Hall. The motion was duly seconded and carried unanimously.**

## **8. Chairman’s Report**

Chairman Morfopoulos advised that the board sent an arrangement to Jeff Hartzog, he read a Thank You note from the Fernandez family for the arrangement that was sent to the family of former Chairman Robert “Bob” Fernandez on his passing; made an announcement for Fun ‘n Sun: April 25, 2014 – May 5, 2014 and that 577 letters sent out to property owners

requesting their contact information had resulted in 19 responses with and 3 comments. He added that Ms. Fogarty France would keep the board apprised of the comments.

## **9. Final Comments**

Treasurer Rubright stated that he couldn't believe the luck that Blast Friday had regarding getting rained out. He commented that the new Gelato shop in Water's Edge was a nice addition and they have received attention from the shows at the Capitol Theatre. He also added that the Clearwater Marine Aquarium would be a game changer.

Vice Chairman Wright had no comment and acknowledged former Chairman, David Allbritton, who was attending the meeting.

Member Starova asked if the same sign that had an arrow pointing to parking area below City Hall could be installed on Cleveland Street, instead of the "P" sign for the parking garages.

Member Sjouwerman had no comment.

Member Doran stated it was good to see the procedural items being addressed by the board and thought it would help make decisions easier and the board more responsible.

Chairman Morfopoulos acknowledged the visitors in chambers. He also thanked the staff and board members for quality discussion.

Ex-officio Councilmember Polglaze advised that the board would have a new ex-officio councilmember at the next meeting. He stated that there have been a lot of positive things that have happened in the downtown. There are now new residents and new infrastructure and there are many assets. The City Council is going to be working with the Urban Land Institute (ULI) to have them be involved in some planning. ULI will look at our downtown's assets and come up with recommendations. The DDB is coming up with new policies to determine how to strategically work together to make things happen and there will be more opportunities for private investment. He ended by noting that there has been a lot of interest on the former Strand property and advised everyone to stay tuned as there were a lot of good things happening.

Ms. Sanderson clarified that the ULI study group would be here in June and the executive summary would be available afterwards.

**10.** The meeting was adjourned at 6:47p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
ACTION AGENDA  
Wednesday, April 2, 2014

4.02.14.01

**Member Doran moved to approve the minutes from the March 5, 2014 meeting. The motion was duly seconded and carried unanimously.**

4.02.14.02

**Vice Chairman Wright moved to adopt the February 2014 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

4.02.14.03

**Member Doran moved to accept the form as submitted and include the wording regarding the placement of Event Parking Signs and the purchasing two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades. The motion was duly seconded and carried unanimously.**

4.02.14.04

**Member Doran moved to approve the Purposes as distributed with the agenda packet. The motion was duly seconded and carried unanimously.**

4.02.14.05

**Vice Chairman Wright moved to adopt the Valuable Final Product as amended. The motion was duly seconded and carried unanimously.**

4.02.14.06

**Member Doran moved to approve the Ideal Scene as amended. The motion was duly seconded and carried unanimously.**

4.02.14.07

**Member Starova moved that the next meeting should start at 5:00pm, with members meeting at the corner of Myrtle and Cleveland for a walk to City Hall. The motion was duly seconded and carried unanimously.**

	A	B	C	D	E	F	G	H	I
1		Downtown Development Board Statement of Revenues & Expenditures For the Period March 1 thru March 31, 2014							4/22/14 10:34 AM
2									
3									
4									
5									
6							Year to		
7			Budget		March		Date		Difference
8		Income							
9									
10		Ad Valorem (Property) Taxes	224,504		2,916		191,247		(33,257)
11		Ad Valorem Taxes Prior Yr	100				22		(78)
12		Interest Income	1,000		142		296		(704)
13		CRA Interlocal Agreement Rev	142,573		141,668		141,668		(905)
14		Misc Revenue	500				1,572		1,072
15		<b>Total Income</b>	<b>368,677</b>		<b>144,725</b>		<b>334,805</b>		<b>(33,872)</b>
16									
17		Expenditures							
18									
19		Promoting District							
20		Banner Installation & Maintenance	600				320		280
21		Downtown Streetscape Maintenance	3,200				3,160		40
22		Boatslip Construction & Maint	50,000				50,000		0
23		Holiday Lighting	8,000		309		12,191		(4,191)
24		<b>Total Promoting District</b>	<b>61,800</b>		<b>309</b>		<b>65,672</b>		<b>(3,872)</b>
25									
26		Promoting Merchants							
27		Graphic Design and Printing	2,500				470		2,030
28		Advertising	2,296				500		1,796
29		Jolley Trolley Downtown Loop	9,220		2,305		4,610		4,610
30		<b>Total Promoting Merchants</b>	<b>14,016</b>		<b>2,305</b>		<b>5,580</b>		<b>8,436</b>
31									
32		Promoting Events							
33		4th Annual Achieva Box Car Rally	1,000						1,000
34		BLAST Friday Sponsorship	25,000				25,000		0
35		Clw Superboat National Championship	10,000						10,000
36		Farmer's Market Support	5,000				5,000		0
37		Clearwater Sea Blues Festival/Blues Walk	2,500						2,500
38		Star Spectacular Spring Fun 'n Sun	2,500						2,500
39		Z Festival/Deaf & Hard of Hearing Day	3,500						3,500
40		Star Spectacular-Additional Five Events	6,200				6,200		0
41		Star Spectacular Superboat Weekend	2,500						2,500
42		Live After Five	0						0
43		<b>Total Promoting Events</b>	<b>58,200</b>		<b>-</b>		<b>36,200</b>		<b>22,000</b>
44									
45		Staff & Office Administration							
46		Downtown Meeting & Event Support	200				138		62



	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues &amp; Expenditures For the Period March 1 thru March 31, 2014</p>							4/22/14 10:34 AM
2									
3									
4									
5									
6							Year to		
7			Budget		March		Date		Difference
47		Office Expenditures	750		354		934		(184)
48		Public Meeting Notices	2,000		50		374		1,626
49		Legal Fees	3,500				800		2,700
50		CRA Mgt & Admin Fee	63,724		5,310		31,860		31,864
51		DDB Minutes Preparation	2,200				505		1,695
52		<b>Total Staff &amp; Office Admin</b>	<b>72,374</b>		<b>5,714</b>		<b>34,610</b>		<b>37,764</b>
53									
54		<b>Fixed Payments</b>							
55		Officers & Directors Insurance	655						655
56		Liability Insurance (Dolphins)	1,300				1,422		(122)
57		Annual Audit	8,800		2,800		8,800		0
58		CRA Increment Payment	142,573		(535)		141,668		905
59		CRA Special Programs	7,848				7,848		(0)
60		State Special District Fee	175				200		(25)
61		Property Appraiser Fee	2,136		535		1,590		546
62		<b>Total Fixed Payments</b>	<b>163,487</b>		<b>2,800</b>		<b>161,527</b>		<b>1,960</b>
63									
64		<b>Total Expenditures</b>	<b>369,877</b>		<b>11,128</b>		<b>303,590</b>		<b>66,287</b>
65									
66		Revenues in Excess of Expenditures			133,597		31,215		
67									
68		Expenditures in Excess of Revenues			-		-		
69									
70		Beginning Fund Balance 10-1-13	\$ 80,592						

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
																4/22/14 10:34 AM
1																
2																
3																
4																
5																
6																
7			Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
8	Income															
9	Ad Valorem (Property) Taxes	224,504			45,771.70	91,373.72	43,079.09	8,106.87	2,915.56							191,246.94
10	Ad Valorem Taxes Prior Yr	100						21.95								21.95
11	Interest Income	1,000				169.38	(15.21)		141.85							296.02
12	CRA Interlocal Agreement Rev	142,573							141,667.79							141,667.79
13	Misc Revenue	500			1,572.38											1,572.38
14	Total Income	368,677.00		-	47,344.08	91,543.10	43,063.88	8,128.82	144,725.20	-	-	-	-	-	-	334,805.08
15																
16	Expenditures															
17																
18	Promoting District															
19	Banner Installation & Maintenance	600			160.00			160.00								320.00
20	Downtown Streetscape Maintenance	3,200					3,160.26									3,160.26
21	Boatlift Construction & Maint	50,000					50,000.00									50,000.00
22	Holiday Lighting	8,000			5,641.42	2,660.00	3,478.00	103.00	309.00							12,191.42
23	Total Promoting District	61,800.00		-	5,801.42	2,660.00	56,638.26	263.00	309.00	-	-	-	-	-	-	65,671.68
24																
25	Promoting Merchants															
26	Graphic Design and Printing	2,500		470.19												470.19
27	Advertising	2,296		500.00												500.00
28	Jolley Trolley Downtown Loop	9,220					2,305.00		2,304.99							4,609.99
29	Total Promoting Merchants	14,016.00		970.19	-	-	2,305.00	-	2,304.99	-	-	-	-	-	-	5,580.18
30																
31	Promoting Events															
32	5th Annual Achieva Box Car Rally	1,000														-
33	BLAST Friday Sponsorship	25,000		25,000.00												25,000.00
34	Ciw Superboat National Championships	10,000														-
35	Farmer's Market Support	5,000		5,000.00												5,000.00
36	Clearwater Sea Blues Festival/Blues Walk	2,500														-
37	Star Spectacular Spring Fun 'n Sun	2,500														-
38	Z Festival/Deaf & Hard of Hearing Day	3,500														-
39	Star Spectacular-Additional Five Events	6,200				6,200.00										-
40	Star Spectacular Superboat Weekend	2,500														-
41	Live After Five	0														-
42	Total Promotions	58,200.00		30,000.00	-	6,200.00	-	-	-	-	-	-	-	-	-	36,200.00
43																
44	Staff & Office Administration															
45	Downtown Meeting & Event Support	200		9.99		128.22										138.21
46	Office Expenditures	750		388.75	6.31		28.45	155.88	354.16							933.55
47	Public Meeting Notices	2,000		124.00	50.00	50.00	50.00	50.00	50.00							374.00
48	Legal Fees	3,500						800.00								800.00
49	CRA Mgt & Admin Fee	63,724		5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00							31,860.00
50	DDB Minutes Preparation	2,200		138.00		81.94		284.63								504.57
51	Total Staff & Office Admin	72,374.00		5,970.74	5,366.31	5,570.16	5,388.45	6,600.51	5,714.16	-	-	-	-	-	-	34,610.33
52																
53	Fixed Payments															

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2013 thru September 30, 2014

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																4/22/14 10:34 AM
2																
3																
4																
5																
6																
7																
54	Officers & Directors Insurance		Budget	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	August	September	Year to Date
55	Liability Insurance (Dolphins)		655													-
56	Annual Audit		1,300				1,421.78									1,421.78
57	CRA Increment Payment		8,800		2,500.00	2,500.00		1,000.00	2,800.00							8,800.00
58	CRA Special Programs		142,573			142,202.88			(535.09)							141,667.79
59	State Special District Fee		7,848					7,848.28								7,848.28
60	Property Appraiser Fee		175			200.00										200.00
61	Total Fixed Payments		2,136	534.85			519.93		534.83							1,589.61
62			163,487.00	534.85	2,500.00	144,902.88	1,941.71	8,848.28	2,799.74	-	-	-	-	-	-	161,527.46
63	Total Expenditures		369,877.00	37,475.78	13,667.73	159,333.04	66,273.42	15,711.79	11,127.89	-	-	-	-	-	-	303,589.65
64																
65			(1,200.00)		51,143.51	210,476.55	276,749.97	292,461.76	303,589.65	303,589.65	303,589.65	303,589.65	303,589.65	303,589.65	303,589.65	

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2013 thru September 30, 2014