

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
September 7, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Zachary Thorn	Member
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Doreen Caudell	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Denise Sanderson	Director, Economic Development & Housing Department
Absent:	Chelsea Allison	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. First Public Millage Hearing—Resolution 03-16—Chairman Morfopoulos stated that In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements. The DDB set a tentative millage rate of .9651 mill on August 3, 2016, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 03-16 is presented in order to adopt the millage rate of .9651 mills to support the operating budget for the 2016/17 fiscal year. Member Wright read the resolution into the record.

Member Wright moved to adopt Millage Resolution 03-16 on first reading. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. First Public Budget Hearing—Resolution 04-16—Chairman Morfopoulos advised that In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2016/17 millage rate and budget are an integral part of fulfilling these requirements. On June 1, 2016, the DDB approved a Preliminary Budget that

outlined proposed estimates of revenues and expenditures for the 2016/17 fiscal year. The preliminary budget was also discussed at the August 3, 2016, DDB meeting. Member Sjouwerman read the resolution into the record.

Member Wright moved to adopt Budget Resolution 04-16 on first reading. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

5. Approve the Minutes from the August 3, 2016, Meeting

Member Wright moved to approve the minutes from the August 3, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

6. Adopt July 2016 Financial Statement for Filing

Member Wright moved to adopt the July 2016 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

7. Pinellas County Bike Share Feasibility Presentation. Rodney Chatham, Planning Division Manager for Forward Pinellas, gave the Board an overview of the bike sharing feasibility study recently conducted for Pinellas County. Discussion ensued concerning the cost, the number of stations located in downtown Clearwater and on the beach and where other stations may be located. The Board was advised that the City of Clearwater was working with Forward Pinellas on this issue. Mr. Chatham said at this point they are trying to determine the level of interest from cities throughout the county. Pinellas County is pursuing a “bike friendly” designation for the county but it was not necessary to have this designation before rolling out a bike sharing program.
8. PSTA/Jolley Trolley Downtown Loop Agreement. Anne Fogarty France, Downtown Development Board Administrator, presented concerns that the Board’s attorney raised when reviewing the proposed agreement. Two of the concerns were minor and easily resolved: 1) the DDB will be billed quarterly rather than monthly and 2) if additional funding requests are submitted, applicant must provide prior year information to the DDB. The major issue is the requirement that the DDB

provide its proportionate share of any shortfall if the Jolley Trolley does not receive at least \$20,850 in advertising revenue. This amounts to an additional cost of \$3,376.50 annually.

Discussion ensued concerning this issue. Members questioned the cost of advertising on the Jolley Trolley's and what the advertising sources are. Chairman Morfopoulos cannot sign the proposed agreement until the Board authorizes this additional expenditure that was not previously presented to the Board.

Member Bosi moved to approve the PSTA/Jolley Trolley Downtown Loop Agreement with the additional advertising cost not to exceed \$3,276.50 with funds from the Future Initiatives line item. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Bosi, Member Thorn, Member Wright, and Member Sjouwerman.

"Nays": Member Morfopoulos and Member Starova.

Motion carried.

9. Funding Request — The Cleveland Street Project. Lina Teixeira, Studio 617 and Jose Gomez, Tampa Bay Society of Photographic Artists, made a presentation to the Board regarding a request for funding a photographic art exhibit of Cleveland Street locations to be held during the Jazz Walk. They felt that this event during the Jazz Holiday Festival with support from the merchants will increase the exposure. They estimate that the exhibit will be viewed by 200 to 400 people. Discussion ensued concerning how the event will be advertised. Mr. Gomez has a marketing company that will assist with this. There is also a large social media presence. The event will be open for the whole week, not just during the Jazz Walk and Jazz Holiday.

Member Wright moved to approve the funding request for The Cleveland Street Project in the amount of \$3,000 on first reading with funds from the Future Initiatives line item. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Thorn, Member Wright, Member Starova, and Member Sjouwerman.

"Nays": Member Bosi.

Motion carried.

10. Funding Request — Facilitation of Clearwater Innovation Center (CLIC), Elaine Mann, Florida Business Incubator

The item has been continued to the October meeting.

11. Discussion of Branding Downtown Clearwater — Seth Taylor, Community Redevelopment Agency (CRA) Director, advised the Board that the CRA has acquired the web site downtownclearwater.com. The CRA will be working with a consultant to design the website. He encouraged everyone to get behind the new Downtown Clearwater brand. Parts of the Cleveland Street District website will be preserved and moved to the new one and people would be directed from there to the new site.
12. Nominating Committee Report — Vice Chairman Dennis Bosi announced that four people have been nominated for the three Board vacancies: Keanan Kintzel, BuzzAzz Internet Marketing; Paris Morfopoulos, One Stoppe Shoppe; Stu Sjouwerman, KnowBe4; and Bledar "Tony" Starova, Tony's Pizza & Bar.

Member Wright moved to approve the slate of candidates. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: **Member Morfopoulos, Member Bosi, Member Thorn, Member Wright, Member Starova, and Member Sjouwerman.**

“Nays”: **None.**

Motion carried.

Anne Fogarty France advised the Board members who are running for reelection that she needs photos and biographies by Friday, September 9th.

13. Chairman’s Report - Chairman Morfopoulos advised the Board of upcoming events.

14. Final Comments

Member Thorn reminded the members that Imagine Clearwater community workshop was being held at the Clearwater Library on September 12 and at the Holiday Inn on September 13.

Member Wright asked that after hearing a proposal the Board take a moment to see if there is a motion before launching into discussions. He felt that the Board should not micromanage the event organizers.

Member Bosi reminded everyone of the Box Car Rally being held on October 22.

Member Starova stated that the Merchants’ Association is much more active now than in years past. He encouraged everyone to support the Cleveland Street photo event because these pictures will live on for years.

Member Sjouwerman advised the Board that Clearwater Tower has been purchased by the owner of AutoLoop. AutoLoop will be relocating from the Bank of America Building to three floors in the building. He added that the building then will be almost completely occupied by software companies.

Ex-Officio Member Jonson passed around a picture of downtown Clearwater from 2002 that he found that depicted many newspaper boxes near the Post Office.

Ex-Officio Member Caudell stated that there will be a Clearwater SPARK meeting at the Clearwater Main Library on September 8 and on September 9 at the Long Center there will be a City employee art exhibit.

Chairman Morfopoulos encouraged people to attend the Box Car Rally. He stated that his vote on the photographic event was for more money than the Board usually approves but he did so to show support for the art community. The October meeting will be held on Tuesday, October 4th, at 5:30 p.m.

15. The meeting was adjourned at 7:31 p.m.