

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
September 4, 2013– 5:30 PM - City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Paris Morfopoulos	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	Tony Starova	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Geri Campos Lopez	Director, Economic Development & Housing
	Anne Fogarty France	Board Administrator
Absent:	John Herndon	Member
	Thomas Wright	Member

1. The Chairman called the meeting to order at 5:30 p.m.

2. Citizen Comments – Items not on the Agenda.

No citizen comments.

3. Approve the Minutes from the July 10, 2013 Meeting

Member Bosi moved to remove the item to approve the minutes from the July 10, 2013 meeting from the table. The motion was duly seconded and carried unanimously.

Member Bosi moved to approve the minutes from the July 10, 2013 meeting, as corrected. The motion was duly seconded.

Ms. Fogarty France advised that Vice-Chairman Morfopoulos was correct when he stated that he did not read Chairman Allbritton's memo into the record. The minutes were changed to correct this error.

The vote was called and the motion was unanimously approved.

4. Approve the Minutes from the July 31, 2013 Meeting

Treasurer Rubright moved to approve the minutes from the July 31, 2013 meeting. The motion was duly seconded and carried unanimously.

5. Adopt July 2013 Financial Statement for Filing

Member Bosi moved to adopt the July 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

6. Discussion regarding DDB Promotional Videos

Member Bosi commented that Elaine Mann and NDMand Video Solutions did a nice job on the videos. One of the videos was shortened to 30 seconds to be used as a visitor video. This video, along with the Business Recruitment and Residential videos were shown to the board.

Member Bosi said that the videos showcased the projects the Board has supported.

7. Approval of Revised FY 2013-2014 Budget

Ms. Fogarty France stated that the memo correctly reflected what was changed.

Member Bosi moved to approve the revised FY 2013-2014 Budget. The motion was duly seconded.

Vice-Chairman Morfopoulos questioned what the reserved number would be.

Ms. Fogarty France said that she could have an approximate amount for the board next month. The budget process has thirteen periods and they will be receiving bills until September 30, 2013 when the fiscal year ends. When all the expenses have been accounted for they will be able to have an exact amount.

Chairman Allbritton commented that there was a \$10,755 shortfall. They took this amount from two budget items and were voting on it now.

The vote was called and unanimously approved.

8. Continue Discussion regarding Budget Reserves – Chairman David Allbritton

Ms. Fogarty France explained that this discussion was continued from last meeting regarding what minimum reserves the board wanted. She suggested the board continue discussion to the November 6, 2013 meeting to set the amount.

Ms. Campos Lopez advised that it takes about a month to go through year end materials and then staff could give more accurate information to the board.

Member Bosi was concerned about waiting until November to see what was left over for the reserves and that they might already be over budget.

Ms. Fogarty France explained that the board may not spend all moneys allocated. That's why they suggest waiting to see what was not spent and have a more accurate figure.

Member Bosi asked what the board thought was an adequate number of funds. Then we need to decide what level of security we want and how we are going to get there.

Treasurer Rubright asked if it was a guideline or hard and fast.

Chairman Allbritton thought it should be a guideline and not a hard and fast rule.

Vice-Chairman Morfopoulos made a comment that we do a planning session to set some goals and purposes. We need to see if a proposal fits our goals and plans then we can support it or not. The principle of having a reserve is very important. We need to have access to funds that are not in the immediate budget. He also thought they should take two meetings to decide on a big event.

Treasurer Rubright would like to see some language so that is a guideline and not hard and fast rule. He would like to be able to use this money and suggested that we put funds in a "future projects" category.

Chairman Allbritton stated that there were so many things the board has done and it is shown in the video. Some things you won't see payoff right away, like the Jolley Trolley, but it will happen. He thinks if we use this as a guideline, this board is good and won't spend money not needed. Back then there wasn't much going on and money was put into reserves. Now we have a lot going on and hopefully the property values will increase and we will have more money to spend.

Member Bosi moved to table the discussion regarding Budget Reserves until the November 2013 meeting. The motion was duly seconded and carried unanimously.

9. First Public Millage Hearing – Resolution 02-13 – Treasurer Craig Rubright

Treasurer Rubright read the Millage Resolution 02-13.

Vice-Chairman Morfopoulos moved to adopt Millage Resolution 02-13. The motion was duly seconded and carried unanimously.

10. First Public Budget Hearing – Resolution 03-13 – Treasurer Craig Rubright
Treasurer Rubright read the Budget Resolution 03-13.

Vice-Chairman Morfopoulos moved to adopt Budget Resolution 03-13. The motion was duly seconded and carried unanimously.

11. Fall 2013 Star Spectacular Request

Bill Sturtevant introduced the event and Terry Schmidt, former special event manager for the city who will be taking over the Star Spectacular brand. The goal is to add events under this brand.

Mr. Schmidt said that future events may include a large bike show, craft show, a parade, and 6 to 7 family events. They want to take advantage of other scheduled events and the publicity already going on.

Member Bosi asked if they plan to get sponsorships.

Mr. Schmidt explained that the event doesn't have to be expensive to bring people down as in a parade. He stated that he still had connections to TV and radio stations, but they also needed to cover costs with police and fire department personnel.

Member Bosi asked about Jazz Holiday and the need for sponsorships.

Mr. Schmidt said that Jazz Holiday is doing well because they have started attracting different bands for different age groups.

Member Starova asked what events were successful ten years ago?

Mr. Schmidt said parades were successful but they didn't have medians back then and the medians create barriers. For Jazz Festival they did a Mardi Gras parade.

Councilmember Polglaze commented that with Blast Friday down to nine events per year it allowed room for another operator. With the expertise and networking ability that Mr. Schmidt has, the \$2,500 request is rather small.

Chairman Allbritton said they were excited to have Mr. Schmidt come on board and rebuild the brand back up. He recused himself from the vote because he was involved with the event, but added that the amount they were asking was small.

Treasurer Rubright advised that there was \$3,139 unused funds from the Dolphin project.

Ms. Fogarty France explained that the bases were less expensive than anticipated and contingency funds were not used.

Treasurer Rubright moved to take \$2,500 from the Dolphin Project line item and fund the 2013 Star Spectacular. The motion was duly seconded and carried. Chairman Allbritton recused himself from the vote.

12. Nominating Committee Report

Chairman Allbritton stated that the current FY 2013-2014 Proposed Slate of Election Candidates for the October 8, 2013 election were:

- Dennis Bosi, Bob Lee's Automotive Center (current member)
- John Doran, CPA/Attorney/Former City Councilmember
- Miguel Hall, Station Square Condominiums Resident
- Paris Morfopoulos, One Stoppe Shoppe (current member)
- Stu Sjouwerman, KnowBe4
- Bledar "Tony" Starova, Capitol Beer House/Tony's Pizzeria and Ristorante (current member)

Chairman Allbritton stated that the board was approving the slate, not electing the candidate.

Treasurer Rubright moved to approve the FY 2013-2014 Proposed Slate of Election Candidates for the October 8, 2013 election. The motion was duly seconded and carried unanimously.

13. Update on Jazz Holiday Festival

Ms. Fogarty France said that the event organizers wanted to be good stewards of the board's money and felt that this year was not a good time to bring a new event to the district. The Jazz Holiday Festival advised that they would show the promotional video at the 4 day event for \$500.

14. Update on Garden Avenue Parking Garage Sign

Ms. Campos Lopez presented a design to the board for the Garden Avenue Parking Garage and stated there was need for very clear signage on the parking garage. The illuminated sign is 3' wide and 10'6" tall. The designer took inspiration from the wayfinding signage for consistency. Monies will come from the Parking Fund.

Members were very supportive of the sign and praised its design.

15. Chairman's Report

Chairman Allbritton said they have a great slate of candidates. The property owners watching have a great list to choose from.

16. Final Comments

Treasurer Rubright said he was very happy to get something rolling that will be very positive for downtown. He was glad they talked about the budget reserves and need to consider the idea that Paris had.

Member Bosi said he was looking forward to the upcoming year, the scheduled events, cooler weather and the new signs.

Vice-Chairman Morfopoulos said that the sign was great work. He was pleased that they had a balanced budget and that it was a good sign.

Member Starova said they have more to do, but they are going in the right direction. He liked being a little conservative with money and the formula as a guideline for the reserves. Change doesn't happen overnight. The past three years have been very hard on downtown, but things are happening.

Councilmember Polglaze encouraged voters to get educated about the referendum question and added that it was a great time to be involved in the city and see what's going on.

The meeting was adjourned at 6:48 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, September 4, 2013 - 5:30 pm

09.04.13.01

Member Bosi moved to remove the item to approve the minutes from the July 10, 2013 meeting from the table. The motion was duly seconded and carried unanimously.

09.04.13.02

Member Bosi moved to approve the minutes from the July 10, 2013 meeting, as corrected. The motion was duly seconded.

09.04.13.03

Treasurer Rubright moved to approve the minutes from the July 31, 2013 meeting. The motion was duly seconded and carried unanimously.

09.04.13.04

Member Bosi moved to adopt the July 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

09.04.13.05

Member Bosi moved to approve the revised FY 2013-2014 Budget. The motion was duly seconded. The vote was called and unanimously approved.

09.04.13.06

Member Bosi moved to table the discussion regarding Budget Reserves until the November, 2013 meeting. The motion was duly seconded and carried unanimously.

09.04.13.07

Vice-Chairman Morfopoulos moved to adopt Millage Resolution 02-13. The motion was duly seconded and carried unanimously.

09.04.13.08

Vice-Chairman Morfopoulos moved to adopt Budget Resolution 03-13. The motion was duly seconded and carried unanimously.

09.04.13.09

Treasurer Rubright moved to take \$2500 from the Dolphin project and fund Star Spectacular. The motion was duly seconded and carried. Chairman Allbritton recused himself from the vote.

09.04.13.10

Treasurer Rubright moved to approve the FY 2013-2014 Proposed Slate of Election Candidates for the October 8, 2013 election. The motion was duly seconded and carried unanimously.