

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
December 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
	Seth Taylor	CRA Director

Absent:	Chelsea Allison	Treasurer
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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 November 2, 2016, Meeting

Member Bosi moved to approve the minutes from the November 2, 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.

4. Adopt October 2016 Financial Statement for Filing

Member Wright moved to adopt the October 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.

5. Post Event Report — Clearwater Jazz Downtown Party. Gary Hallas, Clearwater Jazz Holiday advised that the 37th Annual Jazz Holiday Festival was a huge success. The 3rd Annual Jazz Walk attracted about 1,200 people due in large part to the Chick Correa concert at the Capitol Theatre. There was music on the 400, 500, and 600 blocks of Cleveland Street.

Members suggested they do a better job of promoting the jazz walk in the future. Chairman Morfopoulos asked if the transition to charging admission to the festival has been successful and was advised that it was. Mr. Hallas stated that this year was a challenge with weather issues and the cancellations by two of the main acts. A suggestion was made that the Jazz Holiday headquarters be located on the street level of Cleveland Street.

6. Post Event Report — Chelsey Wilson reported on the 7th Annual Achieva Box Car Rally. They had 67 cars that raced in 176 classes and 260 races. The new car return system, restroom trailers and the larger kids' zone were great improvements. The Pierce Street Market was held at the same time and they worked well together. They raised \$25,000 in classroom grants.
7. Post Event Report — Lina Teixeira, Studio 617, reported on Cleveland Street Project and thanked everyone for funding the event. She said the art work was incredible and the attendance was fabulous. Since the response was so great, the exhibit was extended for a month which included private tours. She said not many attendees came from the Jazz Holiday. She felt the Jazz Walk needed to be promoted better. About 85% of the attendees said this was their first visit to Clearwater. Studio 617 will now have exhibits that will be rotated on a monthly basis.
8. Request for Funds — Garden Avenue Garage Mural, Christopher Hubbard, Cultural Affairs Specialist for the City of Clearwater, addressed the Board concerning a request for funding for a mural on the Garden Avenue Garage. He advised the Board that the Public Art & Design Board has approved \$10,000 for the mural project. The CRA advised that it will match the contribution from the DDB up to \$5,000. Mr. Hubbard stated that artists will be given guidelines to follow and then present their various ideas.

Member Bosi moved to approve funding the Garden Avenue Garage Mural in the amount of \$5,000 from the Future Initiatives line item 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.

9. Adopt Resolution 05-16 Grant Funding for Blast Friday Events. Anne Fogarty France, Downtown Manager stated that the purpose of this resolution is a formality to allow Chairman Morfopoulos to execute the agreement to provide \$25,000 in funding for the Blast Friday events. This funding was already approved in the DDB FY 2016-17 budget. Member Thorn read the resolution into the record.

Member Sjouwerman moved to approve Resolution 05-16 allowing the Chairman to sign the granting funding agreement for Blast Friday Events. 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.

- 10.** 2nd Century Clearwater 4Q FY15-6 Progress Report—Seth Taylor, Community Redevelopment Agency (CRA) Director, gave the Board the 2nd Century Clearwater fourth quarter progress report. This presentation was the same one made to the CRA on November 15, 2016. When asked about HR&A's Imagine Clearwater plan Mr. Taylor stated that he felt it was a well balanced plan.

Member Sjouwerman asked if the report could be sent to the DDB and Mr. Taylor advised it would.

Members commented about the need for housing units to support retail, special consideration for downtown in the Downtown Plan Update, increasing façade funds, wayfinding signs, banners, lights in the palm trees, tree lighting event and a parade.

11. Chairman's Report

Chairman Morfopoulos stated that he agreed with Mr. Taylor about the Imagine Clearwater plan and noted that the recent meetings had a great turnout. He alerted citizens that they can go to the website and post their comments. He also advised the Board of upcoming events.

12. Final Comments

Member Thorn agreed with previous comments about Imagine Clearwater and stated that Board members should continue to be positive advocates for the City.

Member Wright echoed Member Thorn's comments.

Member Bosi stated the Board has worked hard to get the Jazz Walk and Blues Walk to involve Cleveland Street. He thought that the board should focus their energy on where they have the biggest return.

Member Starova noted that it was the last meeting of the year and thanked everyone for their hard work. He asked that City departments be requested to provide ideas on how to improve downtown. He wished everyone Merry Christmas.

Member Sjouwerman said it would nice to see some results. He noted that the Church of Scientology wasn't mentioned once in the 2nd Century presentation and that they should be used as a resource. He added that it would be good to look at the initial ULI report where it was stated that the City and the Church should work better together.

Mr. Taylor advised that he works closely with Pat Harney and Lisa Mansell from the Church. He noted that they were part of the stakeholder committee.

Ex-officio Councilmember Jonson commented on the recent article about the technology companies located in Downtown Clearwater and the opportunity to attract technology professionals to downtown. He noted that he was looking forward to the Nolen opening up. He added that he was impressed with how experienced HR&A are and the number of enthusiastic people who came to the meetings. He agreed with Member Thorn about keeping it positive. He ended noting that he had dinner at the Carthage Grille and was also looking forward to Dan Shouvin's ClearSky Cleveland restaurant opening.

Ex-officio Councilmember Caudell stated she is glad the City has the DDB and that they encourage these different programs and events. Clearwater is becoming quite the destination. She noted that the Clearwater Young Professionals are gearing up to get involved.

Chairman Morfopoulos agreed with Member Thorn's comment that we should continue to be positive. He said he was proud of the events and initiatives in the arts that the board has funded and that there is more that the board can accomplish in the years to come. He ended by stated that he heard feedback that the Miracle on Cleveland Street was well-attended and that there needed to be more signage for Santa's location.

13. The meeting was adjourned at 7:24 p.m.