



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

March 1, 2017 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

## AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Post Event Report – Super Boat National Championship – Frank Chivas & Brian Aungst
4. Approve the Minutes from the February 1, 2017 DDB Meeting
5. Adopt January 2017 Financial Statement for Filing
6. Adopt Resolution 1-17 – FY 2016-17 Mid-Year Budget Amendment – Anne Fogarty France, Downtown Manager
7. Funding Request – Latino Anniversary Party – Ady Ramos, Leo Caiceda
8. Discussion Regarding Funding Business Startups – Seth Taylor, Director, Community Redevelopment Agency
9. 2017-18 DDB Funding Request Application – Chairman Paris Morfopoulos
10. Chairman's Comments
11. Final Comments
12. Adjournment

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING**  
 February 1, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Dennis Bosi Zachary Thorn Thomas Wright Tony Starova Stu Sjouwerman	Chairman Vice-Chairman Member Member Member Member
Also Present:	Bill Jonson Doreen Caudell Anne Fogarty France Seth Taylor	Ex-officio/Councilmember Ex-officio/Councilmember (Arrived 5:45 p.m.) Board Administrator CRA Director
Absent:	Chelsea Allison	Treasurer

1. Chairman Morfopoulos called the meeting to order at 5:34 p.m. asking the board and Ex-officio members to introduce themselves.
2. Oath of Office—Stu Sjouwerman

The oath of office was given to Mr. Sjouwerman.

3. Citizens Comments--Items not on the agenda—No comments.
4. Approve the Minutes from the January 4, 2017, Meeting

Chairman Morfopoulos asked that the following be added to the minutes on page 4, under item 7: "Chairman Morfopoulos advised that the Board would like to hear more detail as the Development Plan is developed and be given a chance to provide detailed input and vote to endorse the changes."

**Member Wright moved to approve the minutes from the January 4, 2017, meeting as amended. 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. Adopt December 2016 Financial Statement for Filing

**Member Bosi moved to adopt the December 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.**

6. Adopt 2016 Annual Financial Report and Audit Results—Andrew Laflin of CliftonLarsonAllen LLP reviewed the financial report and audit results. He stated the purpose of the audit is to evaluate internal controls, review state compliance, and review the CRA compliance. They reviewed new expenditures to make sure the results were in line with the event funding that was approved and verified this by reading the DDB meeting minutes.

One recommendation was to separate the Tax Collector Commissions from the Ad Valorem Taxes. He suggested that separate line item be added in the budget.

**Member Wright moved to adopt the 2016 Annual Financial Report and Audit Results. 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.**

**Chairman Morfopoulos thanked the Finance Department and Anne Fogarty France for their work.**

7. Approve a budget amendment and create a line item for Tax Collector Commissions in the amount of \$6,000—Monica Mitchell, Assistant Director Finance Department stated that this amendment would achieve what Mr. Laflin, CliftonLarsonAllen LLP recommended. The Board needs to establish a separate line item in the budget for Tax Collector Commissions in the amount of \$6,000.

**Member Wright moved to approve a budget amendment and create a line item for Tax Collector Commissions in the amount of \$6,000. 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.**

8. Second Reading—Approve additional funding in the amount of \$10,000 to the Pierce Street Market using funds from Future Initiatives line item.

Natalie Nagengast from the Pierce Street Market addressed the Board concerning the funding request. She advised the Board that the market is looking at opening a storefront at 525-527 Cleveland Street to be used by 30 to 40 of the market vendors. The store would be open Saturdays and Sundays year-round except for the week between Christmas and New Years Day. She provided a slide show of pictures showing what the store could look like. At the last meeting, the Board voiced concern with the fact the Pierce Street Market does not provide a large presence on Cleveland Street itself. Due to these concerns Ms. Nagengast noted that one of her objectives was to create a co-work space for market vendors to grow into. She felt this would help bring

people to Cleveland Street. She said that since the market now would have a presence on Cleveland Street, she is asking for the full \$20,000, which was her original request. The Board discussed limiting the use of this money for the build out of the storefront. If the Board wants to make that recommendation Ms. Nagengast agreed that these funds would be used for the build out of the store rather than marketing. Several of the Board members felt that approving the \$20,000 for such a project is the correct way to use the DDB's funds.

Seth Taylor, CRA Director, stated that it is a great project from the CRA's viewpoint and he will be meeting with Ms. Nagengast to discuss the CRA's assistance with other funding.

Member Thorn stated he would amend his original motion to approve funding in the amount of \$20,000 for the use limited to the Cleveland Street store build out.

**Member Thorn moved to approve the funding for the Pierce Street Market in the amount of \$20,000 from the Future Initiatives line item on second reading as amended. The motion was duly seconded and upon roll call, the vote was:**

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

**"Nays": Member Starova.**

**Motion carried.**

9. Post Event Report—Santa & Suds, Rosa Rodriguez and Nanette Friend, Santa & Suds event organizers reported that 250 people participated in the December 11, 2016 event. This included 160 runners and 100 others who attended the after party. Although there were fewer participants than last year these numbers do not include children. The event raised \$4,000 for the Deaf Literacy Center as compared to \$5,000 in 2015. The DDB donated \$4,000 to this event.

## **10. Chairman's Report**

Chairman Morfopoulos advised the Board of upcoming events. These events are listed at [clevelandstreetdistrict.com](http://clevelandstreetdistrict.com)

He stated that the Blast Friday event took up three blocks last month.

## **11. Final Comments**

Member Wright complimented everyone who assisted with bringing the Pierce Street Market's initiative to Cleveland Street. He feels this will help bring other businesses to downtown.

Member Bosi seconded his remarks. He added that Blast Friday was very big. He said the DDB may need to focus more on projects like the Pierce Street Market build out in the future.

Member Starova stated he was glad that the Blast Friday event was back and noted that people attended in spite of the cold weather. He stated that everyone that opens a business on Cleveland Street does not come to the DDB for funding and applauded everyone who opens a business downtown.

Member Sjouwerman referred to Member Bosi's letter that pointed out that the Board could support events which bring people to the downtown but should consider allocating funds to invest in the future. He stated that our main street needs to be energized to have a bigger impact.

Ex-officio Councilmember Jonson advised the Board that he recently visited downtowns between Panama City and Pensacola. He noted the increased activity and upscale investments in Seaside. He provided members with pictures from Miramar Beach which depicted a traditional downtown with two story buildings and name brand restaurants. There were shaded overhangs with projected signs underneath with restrictions such as no neon or LED. He added that some DDB members spoke of accountability and return on investment. Making an investment on a Cleveland Street store build out is a way to do this. He noted that the board may want to look at what the definition of success is and how to measure it.

Ex-officio Councilmember Caudell suggested that one way to help develop businesses downtown is to invite your friends and family to visit downtown through sharing events on social media and attending the various events that go on there.

Member Starova clarified that although he had voted no for the Pierce Street Market funds, the investment in this project is a strategic investment.

Seth Taylor agreed with the board's comments and felt it was a smart and strategic investment. He added that the CRA is excited about the momentum and will do everything we can to facilitate their opening.

- 12.** The meeting was adjourned at 6:57 p.m.

## ITEM 5

	B	G	H	I	J	L	N
1	Downtown Development Board Statement of Revenues & Expenditures For the Period October 1, 2016 thru January 31, 2017						2/24/17 4:39 PM
6		Amended Budget		Year to Date			
7	Income		January	Date		Difference	
8							
10	Ad Valorem (Property) Taxes	262,815	36,922	236,142		(26,673)	
11	Ad Valorem Taxes Prior Yr	100	-	-		(100)	
12	Interest Income	500	(28)	195		(305)	
13	CRA Interlocal Agreement Rev	188,500	-	-		(188,500)	
14	Misc Revenue	500	-	1,831		1,331	
15	Total Income	452,415	36,894	238,169		(214,247)	
16	Expenditures						
19	Promoting District						
20	Banner Installation & Maintenance	1,500	-	-		1,500	
21	Downtown Streetscape Maintenance	3,200	-	-		3,200	
22	Holiday Lighting	14,000	3,478	12,528		1,472	
23	Total Promoting District	18,700	3,478	12,528		6,172	
25	Promoting Merchants						
26	Graphic Design and Printing	3,000	-	237		2,763	
27	Advertising	10,000	-	791		9,210	
28	List Serve	2,400	-	-		2,400	
29	Video Production	2,000	-	-		2,000	
30	Jolley Trolley Downtown Loop	16,797	3,380	3,380		10,140	
31	Total Promoting Merchants	34,197	3,380	4,408		26,513	
33	Promoting Events						
34	8th Annual Achieva Box Car Rally	1,500	1,000	1,000		500	
35	Bright House Clw Superboat National Championship	10,000	-	-		10,000	
36	City/Clw Celebrates America	2,500	-	-		2,500	
37	City/Fun n' Sun Festival	5,000	-	-		5,000	
38	City/Sea Blues Festival	10,000	-	-		10,000	
39	Clearwater Jazz Festival Jazz Walk	5,000	-	5,000		-	
40	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	25,000	-	6,250		18,750	
41	Cleveland Street Business Alliance: Taste of Downtown						
42	Downtown Funk, Little Miss Miracle Pageant	10,000	-	10,000		-	
43	Pierce Street Market	7,500	-	7,500		-	
44	Pierce Street Market Vendor Incubator Space	-					
45	Santa & Suds Race/Walk for ASL & Deaf	4,000	-	4,000		-	
46	Cleveland Street Project/Photography Exhibit	3,000	-	3,000		(3,000)	
47	Garden Avenue Garage Mural	5,000					
48	Total Promoting Events	88,500	1,000	36,750		43,750	
49	Future Initiatives	35,077	-	-		46,353	
51	Staff & Office Administration						
52	Downtown Meeting & Event Support	200	14	117		83	
53	Office Expenditures	750	29	35		715	
54	Dolphin Sign Replacement Cost	100	-	-		100	
55	Palm Treet Lighting Replacement (as needed)	300	-	-		300	
56	Public Meeting Notices	2,000	-	72		1,928	
57	Legal Fees	3,500	-	825		2,675	
58	CRA Mgt & Admin Fee - 2.5% Increase	66,950	5,579	22,317		44,633	
59	DDB Minutes Preparation	1,430	110	440		990	
60	Tax Collector Commissions	-	738	5,205		(5,205)	







**RESOLUTION NO 01-17**

A RESOLUTION OF THE DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, ADOPTING THE DDB FY 2016/17 AMENDMENT TO ANNUAL OPERATING BUDGET; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Development Board (DDB) annual budget requirements have been clarified and Chapter 189 of the Florida Statutes, Chapter 2011-144, Laws of Florida require that special districts adopt their annual budgets by resolution; now, therefore,

BE IT RESOLVED BY THE DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. Adopt the FY 2016/17 Amendment to the DDB Operating Budget as outlined on Exhibit A.

Section 2. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this 1st day of MARCH, 2017.

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Paris Morfopoulos  
Chairman

Attest:

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Dennis Bosi  
Vice-Chairman

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Anne Fogarty France  
DDB Administrator

EXHIBIT A



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## FUNDING REQUEST FORM

The Clearwater Downtown Development Board (DDB)'s primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: [anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com), (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year.)

Check one:  Budgeted Request (submitted by May 15)  Non-budgeted Request

Date submitted: 2-10-2017

Name: La Fondita de Leo

Title of event: Blast Friday Latino / Anniversary

Event contact: Leo Caicedo or Ady RAMOS (Organizer)

Organization: La Fondita de Leo

Address: 528 Cleveland Street

City: Clearwater State: FL Zip: 33755

Daytime phone: (83) 362-9299 (Ady) Cell phone: (787) 370-2044 (Leo)

Fax number: ( ) E-mail address: armadillogroupflorida@gmail.com  
la fondita de leo@gmail.com

Website address:

501(c)(3) not for profit organization? Yes No

1. Date and time of event/program: May 26, 2017 4PM - 11PM

2. Location and address of event/program: 500 Block Cleveland Street / (3) live Bands

3. Projected attendance: 2,000 - 5,000 Hispanics

4. Briefly describe the event/program and its purpose:

This annual Event wants to brings the Hispanic Community to the Downtown clearwater area - Cleveland Street. Giving the opportunity to this market to come and enjoy all businesses located at the Cleveland Street in clearwater

5. How does this request help achieve the goals of the DDB?

This event will promote and facilitate more recognition and positioning of the DDB inside the Hispanics in Clearwater and Tampa Bay.

6. What kind of activities will take place during your event and what activities will take place on Cleveland Street?

During the event we will have cultural vendors, live music, exhibitions of Latinos cultural dance, food from Puerto Rico and family activities.

7. How long has this event/program been in existence?

This will be the second year.

8. Is this event/program a fund-raiser? Yes  No  If yes, for whom?

9. Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? Yes  No

If yes, what size? Size will depend on regulations of DDB..

10. Will you include the DDB and CSD logos and web url on all marketing materials for your event?

Yes  No

11. Please list other participating media sponsors and corporate sponsors:

Radio: 92.5 FM / 106.5 FM

Social Media Pages: / Social Media Guest Page

12. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

13. What is the number of attendees expected at your event? 2,000 - 5,000

If this is a recurring event, what was the number of attendees at your event last year? 2,000

14. Specifically, what are you asking the DDB to provide as a sponsor?

Funds to cover the production costs of the event, support from the City with Police, Fire Department, Board closure, barricades and other departments.

\$10,000

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

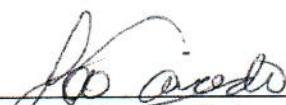
Funds will be provided not more than 30 days prior to the event date.

#### 15. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL: If DDB funds are granted, I understand that when promoting my event I must:**

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url [www.ClevelandStreetDistrict.com](http://www.ClevelandStreetDistrict.com) in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at [Robert.Skinner@myclearwater.com](mailto:Robert.Skinner@myclearwater.com) within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

LC Please initial that you agree to comply with these requirements.

Applicant Signature: 

(Applicant must be 18 years of age or older)

Date: 2-10-17

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1<sup>st</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com).  
(4/6/16)

**Projected Budget  
La Fondita de Leo  
Event Friday, May 26, 2017**

Payment to	Total
City of Clearwater	\$100.00
Police	\$400.00
Fence	\$528.00
Wet Zone Permit	\$100.00
Live Band Da New Guajira	\$600.00
Live Band Grupo Weepa	\$600.00
Live Band Batucada	\$900.00
Dj & MC	\$600.00
Maxima Remote & On Air Feature	\$3,500.00
Rumba Remote Package	\$2,500.00
Fire Marshall During Event	\$500.00
Event Insurance	\$256.00
Stage, Sound & Lights	\$3,000.00
Production Staff Event Day	\$1,200.00
Event Coordinator February to May	\$4,000.00
Mobile Ads Banner	\$300.00
Fire Marshall Area Inspection	\$50.00
Rentals	\$150.00
Other Emergency	\$500.00
<b>Total Event Expenses</b>	<b>\$19,784.00</b>



Hispanic Community at Cleveland Street in Downtown Clearwater during May 27, 2016.





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Check one:  Budgeted Request (submitted by May 15)  Non-budgeted Request

Date submitted: \_\_\_\_\_

Name: \_\_\_\_\_

Title of event: \_\_\_\_\_

Event contact: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: ( ) \_\_\_\_\_ Cell phone: ( ) \_\_\_\_\_

Fax number: ( ) \_\_\_\_\_ E-mail address: \_\_\_\_\_

Website address: \_\_\_\_\_

501(c)(3) not for profit organization?  Yes  No

1. Date and time of event/program: \_\_\_\_\_

2. Location and address of event/program: \_\_\_\_\_

3. Projected attendance: \_\_\_\_\_

4. Briefly describe the event/program and its purpose:

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5. How does this request help achieve the goals of the DDB?

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6. What kind of activities will take place during your event and what activities will take place on Cleveland Street?

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7. How long has this event/program been in existence?

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8. Is this event/program a fund-raiser?  Yes  No If yes, for whom?

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9. Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo?  Yes  No

If yes, what size? \_\_\_\_\_

10. Will you include the DDB and CSD logos and web url on all marketing materials for your event?

Yes  No

11. Please list other participating media sponsors and corporate sponsors:

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12. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.

13. What is the number of attendees expected at your event? \_\_\_\_\_

If this is a recurring event, what was the number of attendees at your event last year? \_\_\_\_\_

14. Specifically, what are you asking the DDB to provide as a sponsor?

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All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date.

#### 15. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL: If DDB funds are granted, I understand that when promoting my event I must:**

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url [www.ClevelandStreetDistrict.com](http://www.ClevelandStreetDistrict.com) in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season. To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at [Robert.Skinner@myclearwater.com](mailto:Robert.Skinner@myclearwater.com) within 24 hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.
- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

       Please initial that you agree to comply with these requirements.

**Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1<sup>st</sup> Floor, Clearwater, FL 33756/[anne.fogarty-france@myclearwater.com](mailto:anne.fogarty-france@myclearwater.com).  
(4/6/16)