



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

July 11, 2018 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the June 6, 2018 Regular Monthly Meeting
4. Adopt May 2018 Financial Statement for Filing
5. Second Reading – Approve funding for the Clearwater Arts Alliance – Clearwater Cultural Map Printing/Update Support in the amount of \$5,400 on second reading from the Future Downtown Initiatives line item.
6. Budget Discussion
 - a. Certification of Taxable Value Received from Pinellas County Property Appraiser
 - b. Funding Requests/Programs & Events – 3 min. presentation followed by Q & A
 - (1) FY 2017-18 Report and Funding Request for Jolley Trolley North Coastal Route/PSTA – Debbie Leous
 - (2) Achieva Box Car Rally – Chelsey Wilson
 - (3) City of Clearwater – Post Event Reports/Clearwater Celebrates America, SeaBlues and Bay2Beach and Funding Request 2018 Clearwater Sea Blues Festival & Clearwater Celebrates America – Kris Koch
 - (4) Clearwater Jazz Downtown Party – Steve Weinberger & Gary Hallas
 - (5) Post Event Report and Funding Request for Downtown Clearwater Craft Beer & Music Fest – Jay Polglaze, Rick Clemo and Andy Polche
 - (6) Downtown Clearwater Merchants Association Yearly Events – Downtown Funk, Art Crawl, Supplement to Blast Friday, Taste of Downtown Clearwater, Supplement to Miracle on Cleveland Street – Carolyn Bradham
 - (7) Festival Series including Blast Fridays, Miracle on Cleveland Street & Cruisin' at the Capitol – Susan Crockett
 - (8) Hooters Clearwater Super Boat National Championship Festival – Frank Chivas
 - (9) Santa and Suds 5K Race / Walk – Robert Radney & Katherine Pederson
 - (10) Clearwater Arts Alliance/Clearwater Cultural Map – Roberta Klar
7. Set Minimum Reserves for FY 2018-19 – Chairman Morfopoulos
8. Discussion on the DDB FY 2018-19 Work Plan – Amanda Thompson
9. Appoint Nominating Committee for October 9, 2018 Election – Anne Fogarty France
10. Chairman's Report
11. Final Comments
12. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
June 6, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Caitlein Jammo	Treasurer
	Thomas Wright	Member
	Lina Teixeira	Member
	Ray Cassano	Member
	Venkat "Vincent" Devineni	Member
 Absent:	 Stu Sjouwerman	 Vice-Chairman
 Also Present:	 David Allbritton	 Ex-officio Member/Councilmember
	Hoyt Hamilton	Ex-officio Member/Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator

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

2. Citizens Comments--Items not on the agenda.

Stacie Krupa, 628 Cleveland Street, advised that she recently moved here and rented a space for her artist studio. She paints murals and is interested in getting involved with the community.

3. Approve the Minutes from the May 2, 2018, Meeting

Member Wright moved to approve the minutes from the May 2, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

4. Adopt April 2018 Financial Statement for Filing

Member Jammo moved to adopt the April 2018 Financial Statement for filing. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

5. Post Event Report – Festival Series including Blast Friday, Miracle on Cleveland Street and Cruisin' at the Cap – Brianna Hartigan, Theatre Manager reported on each of the events held noting the estimated attendance and components. There were issues with getting attendees to travel down to the 600 block despite incentives such as free beer samples, car shows and music. She noted the cooperation of the Downtown Clearwater Merchant's Association (DCMA).

Ms. Hartigan brought up the May 25 Blast Friday where the decision was made early to hold the concert in the Capitol Theatre. They attempted to keep the party atmosphere feel outside and hosted a bar outside, encouraged merchants to provide promotional materials and speakers for outside attendees. It was rainy during set-up and she estimated attendance of 900 outside and a packed Capitol Theatre.

Members asked what time of day was the decision made to move the concert indoors and were advised that the official decision made on Thursday and they let merchants know Wednesday. Ruth Eckerd Hall staff will have a better way to make similar decisions next year.

Members acknowledged the value of the Capitol Theatre and Ms. Hartigan's significant role. They felt that she was so personable and valued and wanted this to go on the record. Members were happy to see that they're revisiting the cancellation policy.

6. Post Event Report on Dali Tours Downtown/Clearwater Galleriez Tour – Lina Teixeira, DCMA President thanked the board for their support of this event. The progressive tour of thirty plus Dali VIP guests sent a strong message to the Dali Museum. The Zodiac Committee members were impressed and surprised at all that Downtown Clearwater had to offer. Merchants have seen some return guests from the tour and this shows a direct impact. She advised that a meeting was held with herself and CRA Director Amanda Thompson and a Dali Museum representative about the Dali having a presence in downtown for six months to a year.

Members stated that the prospect of this occurring downtown is impressive and please let the board know if there's anything we can do and thanked her for her efforts.

7. Proposed Downtown Sign Regulations – Gina Clayton, Assistant Director, Planning and Development Services Department provided a presentation to the board on the proposed standards and showed images of signs that depicted allowable signs.

Questions were raised concerning some of the images shown and the formulas used to determine the amount allowed.

Ex-officio Councilmember Hamilton noted that the council's last discussion on signage was when we included electronic signage to be more current. He said he would be more than willing for Downtown to have more than other areas, including color changes on the Capitol Theatre sign. He suggested that members talk to us and if you can get us on board we can bring this before the council and board. He did advise that he was only one vote on the council.

Ms. Clayton stated that the Planning Department still needs to do some work on window signs and needed time to finalize signs and design standards sections. She asked for feedback on limiting the number of signs per façade.

Members asked if she had a suggestion and were advised that three to four would be ok to which members felt three to four should probably be the limit.

8. Funding Request for Clearwater Arts Alliance – Clearwater Cultural Map Printing/Update Support – Beth Daniels, President stated that they produced the first comprehensive map for Clearwater two years ago. They hired a professional designer, paid for all the design, printed 20,000 and have been paying someone to distribute them. The DDB helped us to start the utility box wraps by funding six that are downtown on Cleveland Street and near the library. Laid out the proposal and that \$11,200 is what they predict the cost would be to add update the maps.

Members asked what the ad revenue was and this number was not known. Members were also concerned that locations outside the downtown were promoted to which others felt the map would funnel people to the downtown area.

Member Wright moved to fund the Clearwater Arts Alliance – Clearwater Cultural Map in the amount of \$5,400 from funds from the Future Downtown Initiatives line item. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: Member Morfopoulos.

Motion carried.

9. Adopt Fiscal Year 2018-2019 Preliminary Budget – Caitlein Jammo, Treasurer and Anne Fogarty France, Downtown Manager presented the preliminary budget noting funding areas that will need to be decided after the organizations requesting funds are heard in July.

Member Wright moved to adopt the Fiscal Year 2018-2019 Preliminary Budget. The motion was duly seconded. Upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

10. DDB Strategic Planning Session Debrief – Amanda Thompson, Community Redevelopment Agency (CRA) Director noted that it was great to have a real-time record of the session from Collaborative Labs and that she looked forward to supporting the board. She advised that an update of the work plan would be next and that this would tie into the board's upcoming budget discussions.

Ms. Thompson advised that she had updated the 1-year Tactical Plan document for the three goals with green, yellow and red colors. The green colored areas designate that the board should plan to work on these items. The yellow lines are those where more information is needed. The red lines are items that the DDB cannot do unless state law is changed. She added that it doesn't mean the policy and program strategies can't happen and noted that she wanted to hear from the board on how to proceed.

Members felt it the session was organized and focused on what they needed to do. Some felt that that it would be nice to have another meeting or round table discussion. Others felt that the board didn't have enough budget information on these proposals to move forward with this plan and that someone needed to come up with numbers for this work.

One suggestion was to think about a number to budget for each of the three buckets, or goals. The additional funds in this year's budget would give the board focus in a cushion year. The board could also consider what they would like the events they sponsor to accomplish.

Members felt that the board would be addressing the anchor tenant plan and suggested adding it to the list. Others felt that the CRA is planning on updating this incentive and the board could make recommendations.

The board requested staff find a date to have a roundtable discussion.

11. CRA Updates – Amanda Thompson, CRA Director provided updates on the following:

Anchor tenant program – She is working on changes to the program that will have agreements with property owners first and then recruit the tenants. The CRA will identify the spaces and get property owners on board and get an internal group on board to work with the tenant from beginning to end. She will bring forward in July and suggest we set an amount for improvements that stay with the building. If a tenant fails, the improvements stay with the building. She is also proposing that we first attract food or drink establishments that are open nights and weekends.

Calls for Mural Program – This call will be sent out in the next week and would highlight locations throughout the CRA, to include the Garden Avenue Garage.

Request for Proposal (RFP) for Second Century Studios – The RFP will be sent out in the next two weeks and will be an ongoing request for a proposal.

Parking Study – a request for the study will go out soon with staff getting three quotes.

CRA Vacant position – we will be hiring a public relations and programs manager who can help support all the programs the CRA is doing.

12. Chairman's Report— Chairman Morfopoulos noted the binder at everyone's seat with Funding Requests for the next meeting. If members had a chance to review it prior to the meeting it may spur some questions that could be asked of the organizers. He advised viewers about upcoming events and that the downtownclearwater.com website had additional information on events.

13. Appoint a member to the Mural Evaluation Committee.

Member Jammo moved to appoint Member Teixeira to the Mural Evaluation Committee. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Wright, Member Jammo, Member Teixeira, Member Cassano, and Member Devineni.

Nays: None.

Motion carried.

14. Final Comments

Member Cassano noted that this is the best I've seen it in Downtown Clearwater. He is working 7 seven days a week. He feels that the DDB should support all that's going on.

Member Teixeira agrees that this is a very exciting, critical point for Downtown and we need to keep our eyes on the ball. She is excited with the board's direction and likes being more proactive.

Member Wright noted that Monday was a sad day for Bogie's as they closed and it was sad to see them go. He asked when the Harborview Center was coming down?

Ms. Thompson stated that she has seen a concept plan and they are working on how to get it out to the public. She asks when it is coming down too and noted that he should keep asking that question. She hopes she will have a date for the next meeting.

Member Devineni stated that the Collaborative Labs session was good.

Member Jammo echoed everyone's comments and looked forward to the round table.

Ex-officio Councilmember agreed with everyone. He added that the board should pressure us regard signs. He added that he didn't think that anyone who bought at Water's Edge wants it to be a sleepy little town and we need to allow for things to happen in this district.

Ex-officio Councilmember chimed in with everything that has been said. It shows what we should do as a board. He noted that art is important and it was nice to see the DDB support the arts. As far as changing the signs for the merchants, he would like to see a sign on the Capitol Theatre as to who's playing there each night.

Chairman Morfopoulos stated that the Collaborative Labs session took us in a new direction as a board and raised the level of the game. We have moved from a rubber stamp of funding events to thinking about policy and direction and if we can think of the three buckets as we go through the budget process and we will see results over the years.

15. The meeting was adjourned at 7:33 p.m.

6/27/2018

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CLEARWATER DOWNTOWN DEVELOPMENT BOARD

2017 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, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year. Requests submitted after the due date will not receive the same consideration as those that are submitted on time.)

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

Date submitted: May 15, 2018 (Revised)

Name: Clearwater Arts Alliance (CAA)/Clearwater Cultural Map

Title of event: Clearwater Cultural Map Printing/Update Support

Event contact: Beth Daniels, President

Organization: Clearwater Arts Alliance

Address: P.O. Box 955

City: Clearwater State: FL Zip: 33757

Cell phone: () (727) 432-0221 Beth's Cell (727) 245-0077 CAA

E-mail address: bethd@jpfirm.com (Beth) or info@clearwaterartsalliance.com

Website address: www.clearwaterartsalliance.com

501(c)(3) not for profit organization? ☒ Yes (if yes, provide proof of your not for profit status) ☐ No

1. Date and time of event/program: This is a project, not an event. The plan is to print 20,000 updated maps by August 2018.

2. Location and address of event/program: N/A

3. Projected attendance: Minimum 20,000 (maps are often shared or used by more than one person)

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

CAA researched, designed, and produced the first comprehensive cultural map for Clearwater. The first printing of 20,000 is running low.

We desire to update the map, print 20,000 more, and continue with professional distribution. Every art gallery, public art installation, and performing venue

is depicted on the map. The heaviest concentration is in downtown, including the new Second Century Gallery. This has proven to be a great resource for the community.

5. How many times has the DDB funded this event?

None.

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

7. Will your organization prepare a banner or sign including the Downtown Clearwater logo and DDB's approved logo? ☐ Yes ☒ No

If yes, what size? Not applicable, but we can provide a space on the map itself to put the DDB logo and/or an advertisement to promote DDB's new downtown website.

8. Will you include the Downtown Clearwater logo and DDB logos and web url on all marketing materials for your event?

☒ Yes ☐ No

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

See the attached map. We also are committed to selling a few more sponsorship ad spaces on the updated map.

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

11. What is the number of attendees expected at your event? Minimum 20K. Often the map is shared or used repeatedly by a group or individual.

12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event? N/A

Not for CAA, but for the art venues

13. Does this event generate revenue for your business? ☐ Yes ☒ No shown & surrounding businesses

14. If this is a recurring event, what was the number of attendees at your event last year? 20K have been distributed over 18 months

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

We are asking DDB to provide \$ 5,400 to pay for redesign, updating, and reprinting costs for 20,000 updated maps. Based on the rate of consumption of the first set of 20,000 maps, the new supply should last about 18 months. This work can be accomplished between June and September 2018.

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 or as determined by Downtown Manager.

16. 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 "Downtown Clearwater" AND the url www.DowntownClearwater.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 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.

ESD Please initial that you agree to comply with these requirements. *To the extent that these requirements apply to our type project.*

Applicant Signature: *[Signature]* Date: May 15, 2018
(Applicant must be 18 years of age or older) *CAA President*

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 2nd Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.

(4/5/17)



Full Budget for Clearwater Arts Alliance
Second Printing of Clearwater Cultural Map
(Funding Request to DDB for 2017-18)

Design Fees for updating map

\$1,800.00

(At the time of the first printing in Dec 2016, CAA paid a much larger cost to create the professionally designed map. The above amount will cover the cost of general updating, adding new venues such as the Second Century Studio, incorporating handicapped accessible data and adding any newly secured sponsor ads)

Printing Costs for 20,000 updated maps

\$3,600.00

(At the first printing, CAA obtained bids to ensure that this is the best cost for the quality of printing we needed)

Distribution costs

\$5,400.00

(This cost is \$300 per month for FI Suncoast Tourism Promotions, a highly recommended distribution company that stocks the map at some 192 Pinellas and Pasco locations such as welcome centers, chamber offices and hotel and restaurant lobbies. We have estimated for 18 months since that is the amount of time the first run of 20,000 has lasted.)

Misc. marketing and administrative costs

\$400.00

(This will cover preparation of a press release, constant contact e-blasts and social media work to call attention to the availability of the new map.

TOTAL (This total includes several months for redesign, updating and printing and then 18 months of distribution to utilize the full supply of 20K maps)

\$11, 200.00

We are asking that DDB fund \$5,400 of the above project costs from its 2017-18 budget. This would cover the updating, design and printing costs and help CAA get this key resource done and ready for rollout before the busy fall 2018 timeframe. This would provide the community with an 18 month supply of the maps. CAA is applying to other groups for some funding too and also plans to use some of its own budget (which is supported by our general fundraising efforts) and the sale of a few as yet unused sponsorship spaces, if needed, to ensure that this important cultural resource does not run out.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

ELECTION TIMETABLE

2018-2019

Wednesday, July 11, 2018	Nominating Committee appointed (All members are eligible except Members Jammo, Teixeira & Wright.)
Friday, August 10, 2018	Voter Designation forms mailed to new property owners and those property owners that have not voted in the last few elections
Wednesday, September 5, 2018	Nominating Committee Report & Appoint Canvassing Committee
Friday, September 7, 2018	Candidate biographies, statements and photos due
Friday, September 7, 2018	Close voter designation list
Monday, September 17, 2018	Ballots mailed to all designated voters
Tuesday, October 9, 2018	Ballots due to Supervisor of Elections Office 12:00 noon
Tuesday, October 9, 2018	Canvassing Board meets at Supervisor of Elections Office, Clearwater Court House, 3:00 p.m. E-mail sent to DDB members and candidates announcing election results.