



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

July 13, 2016 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Introduction of Seth Taylor, new Community Redevelopment Agency (CRA) Executive Director
4. Approve the Minutes from the June 8, 2016 Regular Monthly Meeting
5. Adopt May 2016 Financial Statement for Filing
6. Budget Discussion
 - a. Certification Taxable Value from Property Appraiser – Denise Sanderson, Director of Economic Development and Housing Department
 - b. Funding Requests/Programs & Events – 3 min. presentation followed by Questions
 - 1) Bright House Clearwater Super Boat National Championship Festival – Frank Chivas & Brian Aungst Sr.
 - 2) Pierce Street Market – Post Event Report and Request for Funding – Natalie Nagengast & Madai Gutierrez
 - 3) Jolley Trolley North Coastal Loop – Debbie Leous, PSTA & Rosemary Windsor, Jolley Trolley
 - 4) 8th Annual Achieva Credit Union Box Car Rally – Chelsey Wilson
 - 5) City of Clearwater – Clearwater Sea Blues Festival, Clearwater Fun 'n Sun Festival & Clearwater Celebrates America – Kris Koch & Craig Campbell
 - 6) Clearwater Jazz Holiday – Gary Hallas
 - 7) Festival Series including Blast Fridays, Miracle on Cleveland Street & Cruisin' at the Capitol – Zev Buffman
 - 8) Cleveland Street Business Alliance – Three Events; Taste of Downtown, Downtown Funk & Little Miss Miracle Pageant – Steve Caspar
 - 9) Santa and Suds Run / Walk & Street Party – Rosa Rodriguez
7. Set Minimum Reserves for FY 2016-17 – Chairman Morfopoulos
8. Appoint Nominating Committee for October 11, 2016 Election – Anne Fogarty France
9. Chairman's Report
10. Final Comments
11. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
June 8, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Dennis Bosi Zachary Thorn Stu Sjouwerman	Chairman Vice-Chairman Member Member
Also Present:	Bill Jonson Anne Fogarty France Denise Sanderson	Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Chelsea Allison Thomas Wright Tony Starova Doreen Caudell	Member Member Member Ex-Officio/Councilmember

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 May 11, 2016, Meeting

Member Bosi moved to approve the minutes from the May 11, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Adopt April 2016 Financial Statement for Filing

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

Ayes”: Member Morfopoulos, Member Bosi, Member Thorn, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Post Event Report — Bobby Rossi, Chief Programming Officer/Executive Vice President of Entertainment, made a presentation to the Board regarding the Blast Friday, Miracle on Cleveland Street and Cruisin' at the Capitol events. He reported that three of the Blast Friday events were held at Osceola intersection by the Capitol Theatre and three at the Ft. Harrison intersection.

The events had three new sponsors, including Morton Plant Hospital, which was celebrating its 100th birthday. He said participation was stronger than in the past. The events received a total of

\$15,000 in cash from some of the sponsors. Many merchants participated in various events such as the children's scavenger hunt. Mr. Rossi said they encourage the sponsors to advise others about the upcoming events.

Ex-Officio Member Jonson talked about the return on investment from these events. He said there was a different vibe at the last Blast Friday because there was something going on at both ends of the street with the La Fondita de Leo anniversary on the eastern end.

Discussion ensued as to which venue is better—Ft. Harrison or Osceola. The goal was to get more of the local population to return rather than people from out of the area.

Mr. Rossi stated that name bands need to be included in order to keep the media sponsorship interest.

Members suggested that Mr. Rossi work with the Merchants' Alliance and congratulated Mr. Rossi and his staff on the professional job they do, recognizing this is a huge undertaking.

6. Funding Report for Downtown Clearwater News — Keanan Kintzel, Buzzazz Business Development Solutions, presented a funding request to the board for a newspaper that would be distributed on a quarterly basis to targeted areas. It would include information on the downtown district and upcoming events. He has surveyed the downtown businesses and nine out of ten businesses would be interested in participating in this. Discussion ensued on what type of information would be included.

Members commented that the Merchants Alliance did a similar advertisement in Creative Loafing and asked if it would have a digital edition. Mr. Kintzel advised it could. Members felt that they did not think quarterly was often enough and that this would not be something the board would want to totally fund. It was suggested Mr. Kintzel talk to the Merchants Alliance and find out how much they would be willing to contribute and then come back to the board with a request for the difference.

7. Economic Development Strategic Plan Update — Denise Sanderson, Director of Economic Development & Housing presented the update to the strategic plan. Nicholas Lawn, Economic Development Specialist, provided data on retail space and leasable property and employment by industry type. Anne Fogarty France, Downtown Manager, presented the performance benchmarks that were requested as part of the board's goals and objectives.
8. Adopt Fiscal Year 2016-2017 Preliminary Budget — Anne Fogarty France presented the board's preliminary budget. She advised the board that the preliminary budget is adopted in June of each fiscal year. She added that an estimate for the ad valorem property taxes was included in the budget and that the Property Appraiser would certify the property taxes on July 1. The budget will be reviewed again at the August 3 meeting.

Member Morfopoulos stated the board needs to determine the formula for computing the reserves.

Ms. Fogarty France asked if this should be put on next month's agenda and the board agreed that it be on the agenda.

Member Sjouwerman moved to adopt the FY 2016-17 Preliminary Budget. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

9. Chairman’s Report

Chairman Morfopoulos advised members that organizations requesting funding from the board would provide presentations to the board at the July 13 meeting. Binders were placed at members seats that included all funding requests. A budget work session is planned for the August 3 meeting. He also announced upcoming events and directed viewers to ClevelandStreetDistrict.com for more information

10. Final Comments

Member Thorn advised the board that Politics in Pinellas will be held at Winter's Dolphin Tale Adventure on July 27 from 6 to 8 p.m. He also stated that he has created a website called CLWTransit.com that gives people information on how to get to the beach and downtown Clearwater, including information on the pilot program between the ferry and the Jolley Trolley.

Member Bosi stated he was very impressed with the Capitol Theatre’s efforts to obtain sponsorships for the various events and hoped it would be self-supporting.

Ex-Officio Member Jonson congratulated Anne Fogarty France and Wendy Eckert for their efforts in having the awning in front of the Atrium Building renovated. He also talked about the need to promote the Pinellas Trail through downtown Clearwater. He also wanted to discuss the gateway monuments and would like to see that discussed in the near future. He complimented the Church of Scientology on the renovations to the two buildings on Drew Street between Osceola and Ft. Harrison, especially the landscaping and parking improvements. He also has a concern about the temporary power lines and public street lights along Drew Street. We need to identify something from the infrastructure standpoint that should be done every six months, for example the quiet zone by the railroad crossings or the entryway signs.

Chairman Morfopoulos suggested the gateway monuments be added to a future agenda.

Ms. Fogarty France stated that Audra Aja also was instrumental in having the awning replaced.

11. The meeting was adjourned at 7:19 p.m.

ITEM 5

A	B	C	D	E	F	G	H	I
1		Downtown Development Board Statement of Revenues & Expenditures For the Period May 1 thru May 31, 2016						7/7/16 2:32 PM
2								
3								
4								
5								
6						Year to		
7		Budget		May		Date	Difference	
8	Income							
9								
10	Ad Valorem (Property) Taxes	251,056		13,140		239,095	(11,961)	
11	Ad Valorem Taxes Prior Yr	100				46	(54)	
12	Interest Income	500				400	(100)	
13	CRA Interlocal Agreement Rev	173,273				173,218	(55)	
14	Misc Revenue	500				2,877	2,377	
15	Total Income	425,429		13,140		415,637	(9,792)	
16								
17	Expenditures							
18								
19	Promoting District							
20	Funding Advertising - Mall/BVIC	1,345		1,345		1,345	0	
21	Banner Installation & Maintenance	600		520		680	(80)	
22	Downtown Streetscape Maintenance	3,200					3,200	
23	Boatslip Construction & Maint	50,000				50,000	0	
24	Holiday Lighting	14,500				14,277	223	
25	Total Promoting District	69,645		520		64,957	4,688	
26								
27	Promoting Merchants							
28	Graphic Design and Printing	3,000				442	2,558	
29	Advertising	3,000					3,000	
30	Jolley Trolley Downtown Loop	9,220		2,305		6,915	2,305	
31	Total Promoting Merchants	15,220		2,305		7,357	7,863	
32								
33	Promoting Events							
34	Pierce Street Market	15,000				15,000	0	
35	Clw Corner Art - "Thinking Outside the Box"	5,450				5,450	0	
36	6th Annual Achieva Box Car Rally	1,000					1,000	
37	Art in the Park	4,800				4,800	0	
38	Clw Superboat National Championship	10,000					10,000	
39	City/Clw Celebrates America	2,500					2,500	
40	City/Fun n' Sun Festival	2,500				2,500	0	
41	City/Sea Blues Festival	7,500				7,500	0	
42	Miracle on Cleveland St @ Cap/Blast Friday	25,000				25,000	0	
43	Clearwater Jazz Festival Jazz Walk	5,000				5,000	0	
44	Santa & Suds Race/Walk for ASL & Deaf	3,500				3,500	0	
45	Total Promoting Events	82,250		0		68,750	13,500	
46								
47	Unallocated Funds	33					33	
48								

	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period May 1 thru May 31, 2016</p>							7/7/16 2:32 PM
2									
3									
4									
5									
6							Year to		
7			Budget		May		Date		Difference
49		Staff & Office Administration							
50		Downtown Meeting & Event Support	200				21		179
51		Office Expenditures	750		43		127		623
52		Dolphin Sign Replacement Cost	150						150
53		Public Meeting Notices	2,000		40		360		1,640
54		Legal Fees	3,500				1,450		2,050
55		CRA Mgt & Admin Fee - 2.5% Increase	65,317				38,102		27,215
56		DDB Minutes Preparation	1,430		110		770		660
57		Total Staff & Office Admin	73,347		193		40,830		32,517
58									
59									
60		Fixed Payments							
61		Officers & Directors Insurance	700		640		640		60
62		Liability Insurance (Dolphins)	1,422				1,246		176
63		Annual Audit	7,000				7,000		0
64		CRA Increment Payment	173,273		5,443		178,662		(5,389)
65		State Special District Fee	175				175		0
66		Property Appraiser Fee	2,364				1,744		620
67		Total Fixed Payments	184,934		6,083		189,467		(4,533)
68									
69		Total Expenditures	425,429		9,102		371,361		54,068
70									
71		Revenues in Excess of Expenditures	-		4,038		44,276		
72									
73		Expenditures in Excess of Revenues	\$ -		0		0		
74									
75		Ending Fund Balance	\$ -		4,038		44,276		44,276
76									
77		Beginning Fund Balance 10-1-15	89,716						
78									
79		Minimum Reserves Approved by Board 11-6-13	71,465						

[illegible]



TO: Downtown Development Board Members

FROM: Anne Fogarty France, Downtown Manager and DDB Administrator *AFE*

CC: Denise Sanderson, Interim Executive Director, Community Redevelopment Agency
Monica Mitchell, Assistant Director, Finance Department

DATE: July 8, 2016

RE: Minimum Reserves for Fiscal Year 2016-17

On April 6, 2016 the board approved a policy to review annually during the budget process, the percentage of available funds allocated to reserves.

The current minimum reserve level of \$71,465 was approved by the Downtown Development Board in 2013. The formula was derived from 25% of the total of the fixed payments, staff and office administration fees and \$50,000 for the boat slips contribution. The last boat slips contribution was made in January 2016 and this calculation is no longer relevant.

The beginning unassigned fund balance as of October 1, 2015 was \$89,716.

Staff suggests that the board keep the formula of 25% of the fixed payments and staff and office administration fees and add the language "but in no event less than \$70,000" as the minimum reserve level for Fiscal year 2016-17.

Using the attached preliminary budget with updated fees from the Property Appraiser and Clearwater Finance Department, 25% of fixed payments and staff & office administration fees would amount to \$68,985. Staff recommends a minimum reserve level of \$70,000 for fiscal year 2016-17.