



December 7, 2016 – 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 November 2, 2016 Meeting
4. Adopt October 2016 Financial Statement for Filing
5. Post Event Report – Clearwater Jazz Downtown Party, Gary Hallas
6. Post Event Report – Achieva Box Car Rally, Chelsey Wilson
7. Post Event Report – Cleveland Street Project, Lina Teixeira
8. Request for Funds – Garden Avenue Garage Mural, Christopher Hubbard, Cultural Affairs Specialist/Special Events Committee Chair
9. Approve Resolution - 05-16 Grant Funding for Blast Friday Events, Anne Fogarty France, Downtown Manager
10. 2nd Century Clearwater 4Q FY15-16 Progress Report – Seth Taylor, Community Redevelopment Agency Director
11. Chairman's Report – Chairman Paris Morfopoulos
12. Final Comments
13. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
November 2, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Zachary Thorn Tony Starova Thomas Wright	Chairman Member Member Member
Also Present:	Bill Jonson Anne Fogarty France Seth Taylor	Ex-Officio/Councilmember Board Administrator CRA Director
Absent:	Chelsea Allison Dennis Bosi Stu Sjouwerman Doreen Caudell	Treasurer Vice-Chairman 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 October 4, 2016, Meeting

Member Wright moved to approve the minutes from the October 4, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Thorn, Member Wright, and Member Starova.

“Nays”: None.

Motion carried.

4. Adopt September 2016 Financial Statement for Filing

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

“Ayes”: Member Morfopoulos, Member Thorn, Member Wright, and Member Starova.

“Nays”: None.

Motion carried.

5. Discussion Regarding Funding Disbursement Process—Chairman Morfopoulos

Chairman Morfopoulos advised the Board that staff was trying to devise a method to control the disbursement of funds to those to whom it grants money. He suggested one method would be to allow the disbursements of funds to be determined by the Downtown Manager on a case-by-case basis. He said that no sooner than 30 days prior to the event may be okay in most instances, but there are occasions when someone may need the monies sooner in order to pay for something far in advance of the scheduled event. Member Wright asked if the DDB ever lost money when

monies were provided for an event that did not take place. Anne Fogarty France advised the Board that there were a couple instances where scheduled events did not take place but the monies that were not used were returned.

Discussion ensued on the best way to approach this.

Member Starova moved to approve funding sponsored events on a reimbursement basis with the Downtown Manager having the discretion to disburse monies in advance if deemed necessary. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Thorn, Member Wright, and Member Starova.

"Nays": None.

Motion carried.

- 6. DDB Election Results**—Chairman Morfopoulos advised that the top three candidates receiving the most votes for a 3-year term beginning January 2017 were:

Stu Sjouwerman
Bledar "Tony" Starova
Paris Morfopoulos

Chairman Morfopoulos congratulated the winners and encouraged Keanan Kintzel to run in the next election.

- 7. Approve the 2017 DDB Meeting Schedule** — Ms. Fogarty France presented the 2017 meeting schedule with the proposal to move the July meeting from July 5 to July 12 due to the Fourth of July holiday.

Member Starova suggested that the Board have a walking tour for one of the meetings where the meeting starts on the street and then moves to Chambers. It was suggested that March 1st meeting would be a good date.

Member Starova' moved to approve the 2017 meeting schedule as proposed with the March meeting being a tour prior to the meeting. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Thorn, Member Wright, and Member Starova.

"Nays": None.

Motion carried.

8. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events.

He asked Laurie Taieb from Carthage Grille to address the board. Ms. Taieb introduced herself and noted that she and her husband have a restaurant at 811 Cleveland Street that serves western Mediterranean cuisine. They experienced roof leaks after Hurricane Hermine and were reopening. She added that there will be ribbon cutting ceremony on November 18 at 11 a.m. Ex-

Ex-officio Councilmember Jonson asked that she make sure this gets put on the Council members' calendars.

Chairman Morfopoulos asked if anyone had suggestions for future agenda items.

9. Final Comments

Member Thorn thanked those who attended the Jazz Holiday and it was very successful and added he was looking forward to next year.

Member Starova congratulated those who won the election. As an agenda item for the next meeting he would like to hear about the welcome signs that the board had heard were going to be installed. He also advised that there are no wayfinding signs on any major road in leading to Downtown Clearwater. He stated that a study was done and 95% of tourists said that they had been to Downtown Clearwater and when asked where Downtown Clearwater was 100% pointed to Clearwater Beach. Member Starova stated that two restaurants recently closed, Clear Sky Cleveland is coming and Grindhouse is expanding both on the 400 block. He noted that there currently are 22 empty storefronts on Cleveland Street.

Ex-Officio Councilmember Jonson stated he had a list of items and some could be future agenda items: 1) he agreed with the need for an update of status of entrance signs; 2) he was impressed with the photo exhibit that the DDB help fund at Studio 617 and bought one; 3) he attended a seminar on historic preservation at the Presbyterian church that compared what the city of Dunedin and the city of Gainesville had done and talked about Harbor Oaks. He noted that we have great stories in Clearwater it's fun to tell them and this may be something that the board may want to have a discussion on and have economic development of historic preservation; 4) he's heard there's some action on bringing retail space on the first floor at all the street corners and agrees that this is important; 5) he wasn't sure if the DDB identified its objectives for the coming year; 6) he thinks the board should look at the street lights in the downtown area and consider improvements to them; and 7) he recently spent time at the Long Center playground with his grandchildren and noted would like to see some kind of playground at Coachman Park and hoped it would be part of the HR&A plan.

Member Starova agreed that there should be better lighting in downtown from Drew to Court on Ft. Harrison. He said there is no perfect corner in the downtown with stores on each corner of an intersection and thought there should be. He added that some people do not know where the Garden Avenue Parking Garage is and suggested a sign at Hendricks and Ft. Harrison indicating where the garage is.

Member Morfopoulos suggested they add street lighting and a parking sign to a future agenda. Ms. Fogarty France said she would check with the Traffic Engineering Division regarding the sign. Member Morfopoulos noted the successful events like the Jazz Holiday, Downtown Funk and the Box Car Derby and thanked all the volunteers who helped make these events happen. After traveling to Europe he agreed that parks and playgrounds would attract people and bring economic impact to the area. He also attended a fountain with a light show set to music in Coachman Park and create a sunset activity where

Ex-officio Councilmember Bill Jonson attended a Florida League of Cities where there was a vendor that had a water curtain operated with digital drops that showed pictures on it as a potential addition to the waterfront development.

10. The meeting was adjourned at 6:07 p.m.

A	B	C	D	E	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period October 1 thru October 31, 2016					12/2/16 3:49 PM
6		Budget	October	Year to Date	Difference	
7	Income					
10	Ad Valorem (Property) Taxes	262,815			(262,815)	
11	Ad Valorem Taxes Prior Yr	100	52	52	(48)	
12	Interest Income	500			(500)	
13	CRA Interlocal Agreement Rev	188,500			(188,500)	
14	Misc Revenue	500			(500)	
15	Total Income	452,415	52	52	(452,363)	
17	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	336	336	13,664	
23	Total Promoting District	18,700	336	336	18,364	
25	Promoting Merchants					
26	Graphic Design and Printing	3,000			3,000	
27	Advertising	10,000			10,000	
28	List Serve	2,400				
29	Video Production	2,000				
30	Jolley Trolley Downtown Loop	16,797			16,797	
31	Total Promoting Merchants	34,197	0	0	34,197	
33	Promoting Events					
34	8th Annual Achieva Box Car Rally	1,500			1,500	
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			25,000	
41	Cleveland Street Business Alliance: Taste of Downtown					
	Downtown Funk, Little Miss Miracle Pageant	10,000	10,000	10,000	0	
42	Piece Street Market	7,500	7,500	7,500	0	
43	Santa & Suds Race/Walk for ASL & Deaf	4,000			4,000	
44	Cleveland Street Project/Photography Exhibit	3,000	3,000	3,000	0	
45	Total Promoting Events	83,500	17,500	0	83,500	
47	Future Initiatives					
47	Future Initiatives	40,077			40,077	
49	Staff & Office Administration					
50	Downtown Meeting & Event Support	200			200	
51	Office Expenditures	750			750	
52	Dolphin Sign Replacement Cost	100			100	
53	Palm Treet Lighting Replacement (as needed)	300				
54	Public Meeting Notices	2,000			2,000	
55	Legal Fees	3,500	300	300	3,200	
56	CRA Mgt & Admin Fee - 2.5% Increase	66,950	5,579	5,579	61,371	
57	DDB Minutes Preparation	1,430	110	110	1,320	
58	Total Staff & Office Admin	75,230	5,989	5,989	69,241	

A	B	C	D	E	F	G	I
							12/2/16 3:49 PM
1							
2							
3							
4							
5							
6							
7							
59							
60	Fixed Payments						
61	Officers & Directors Insurance	700					700
62	Liability Insurance (Dolphins)	1,422					1,422
63	Annual Audit	7,500					7,500
64	CRA Increment Payment	188,500					188,500
65	State Special District Fee	175	175			175	0
66	Property Appraiser Fee	2,415	603			603	1,812
67	Total Fixed Payments	200,712	778			778	199,934
68							
69	Total Expenditures	452,415	24,604			7,103	445,312
70							
71	Revenues in Excess of Expenditures	-	0			0	0
72							
73	Expenditures in Excess of Revenues	\$ -	0			0	0
76							
77	Beginning Fund Balance 10-1-15	89,716					
78							
79	Minimum Reserves Approved by Board 7-13-16	70,000					
80							
81	Cash in Bank as of 11/30/16	134,352					



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, (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: 12/02/2016

Name: Christopher Hubbard, Cultural Affairs Specialist

Title of event: Garden Avenue Garage Mural

Event contact: Christopher Hubbard, Cultural Affairs Specialist

Organization: City of Clearwater Cultural Affairs Division

Address: PO Box 4748

City: Clearwater State: Florida Zip: 33758-4748

Daytime phone: (727) 562-4837 Cell phone: (727) 336-2949

Fax number: (727) 562-4825 E-mail address: Christopher.hubbard@myclearwater.com

Website address: www.myclearwater.com/culturalarts

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

1. Date and time of event/program: To be completed by December 31, 2017

2. Location and address of event/program: Garden Avenue Garage, 28 Garden Avenue, Clearwater

3. Projected attendance: Daily garage users, walk-by viewers, special event parking

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

The Garden Avenue Mural Project will draw from the popularity of mural programs in the Tampa Bay area to highlight and draw attention to the Garden Avenue Garage. It is hypothesized that visual enhancement will bring more traffic and users to the garage.

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

By highlighting the garage, it is hypothesized that additional traffic will utilize the parking spaces within, thus increasing the amount of pedestrian traffic, and potential patrons, in the Cleveland Street District.

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

The mural will be the focus of this project, however, an unveiling celebration can be held in the Garden Avenue Garage and on the structure's rooftop featuring entertainment, vendors, and other partners in the Cleveland Street District.

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

This program has been in the planning stages for the previous six months and has been approved by the Public Art & Design Board and the Parking Services Division.

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 to be determined based on location. A DDB presence would be encouraged at any events highlighting the mural.

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:

The City's Public Art & Design Board, Clearwater Arts Alliance, CRA, DDB (requested), CDP (requested)

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? Thousands of walk-by attendance annually.

If this is a recurring event, what was the number of attendees at your event last year? First-time project

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

We are seeking \$5,000 in support funds from the DDB to enhance the impact and surface coverage of the mural. Funds will go towards paint, supplies, equipment, and protective coatings for the final product. The CRA has agreed to match the DDB's donation, up to \$5,000.

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 in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
1. 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.
- b.
- 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.

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

Applicant Signature: 
(Applicant must be 18 years of age or older)

Date: 12/02/2016

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

GARDEN AVENUE GARAGE MURAL PRELIMINARY PROJECT BUDGET

Current support:

Public Art & Design Board	\$10,000.00	Confirmed
CRA	Up to \$5,000.00	Confirmed
DDB	\$5,000.00 requested	Requested
\$20,000.00		Total budget if requests fulfilled

Project partners:

Public Art & Design Board	Council-appointed advisory board
Clearwater Arts Alliance	Clearwater focused arts advocacy agency
CRA	Community Redevelopment Agency
DDB (requested)	Downtown Development Board
CDP (requested)	Clearwater Downtown Partnership

Preliminary project budget, assuming \$20,000 in support:

Preparation (pressure wash, patching, etc)	\$2,000.00
Materials (paint, brushes, rollers, etc.)	\$5,000.00
Equipment rental (scaffolding, lifts, etc.)	\$3,000.00
Modern Masters protective coating (anti-fading, anti-graffiti)	\$5,000.00
Artist fees (no more than 15%)	\$3,000.00
Contingency (no more than 10%)	\$2,000.00
TOTAL	\$20,000.00



Garden Avenue Garage Mural Proposal
Prepared by Christopher Hubbard, Cultural Affairs Specialist
July 7, 2016

Brief:

Citing the popularity of mural programs in neighboring cities, and to set precedent for murals of quality and longevity, the Cultural Affairs Division seeks permission to enhance the south and east facades of the Garden Avenue Garage with a painted mural. The Cultural Affairs Division will be responsible for the funding, contracting, and maintenance of the mural. Project budget will not exceed \$10,000.00

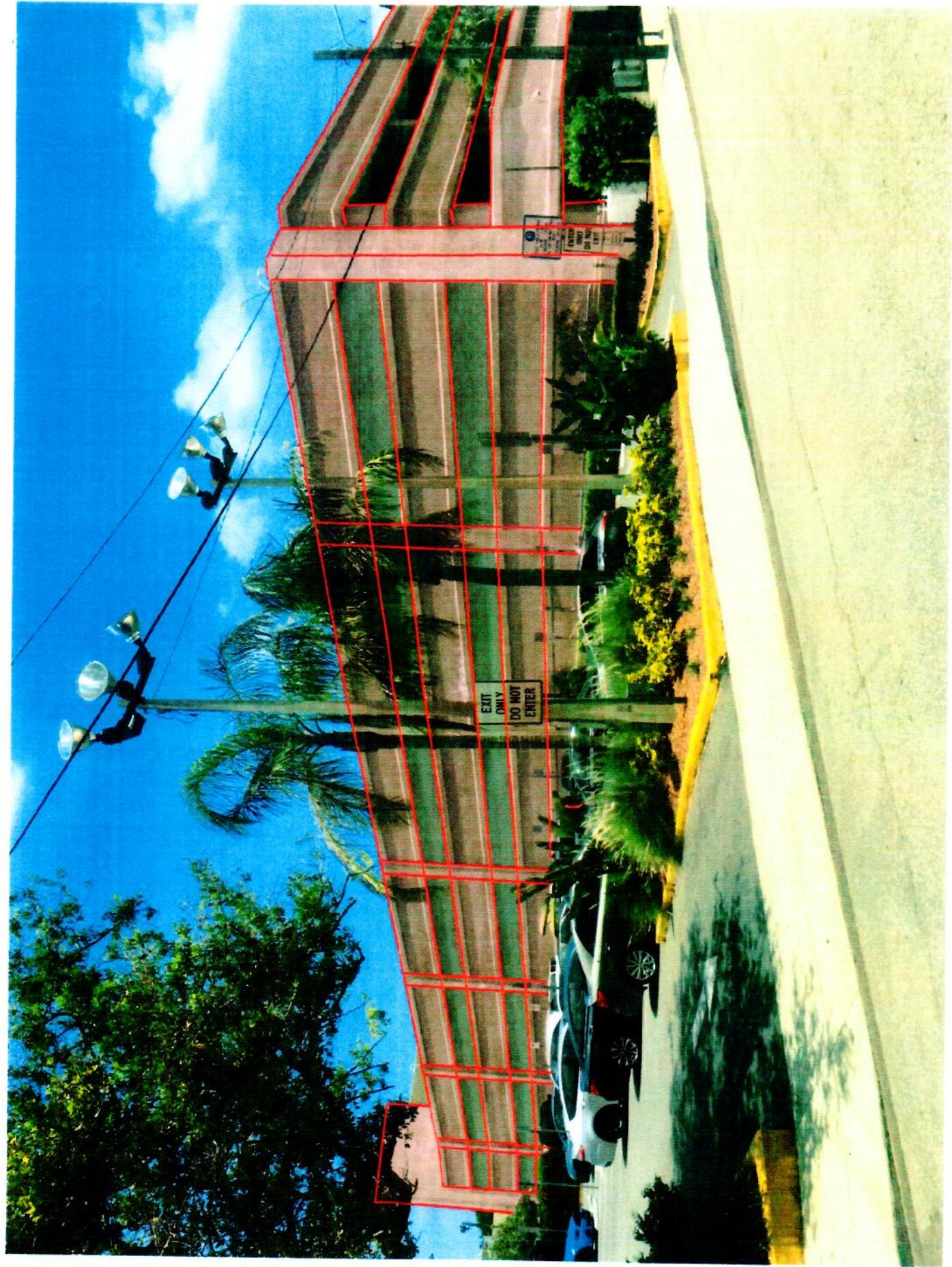
Detail:

Neighboring cities such as Tampa, St. Petersburg, and Dunedin have implemented successful public/private mural partnerships to improve their communities. Many Clearwater citizens and organizations have inquired on the existence of a Clearwater mural program. Past murals have created resistance between business owners and City administration due to conflict between murals and the Sign Codes and Ordinances.

The Cultural Affairs Division, in an attempt to set precedence for the quality and longevity that is desired for private murals, will produce a mural on the Garden Avenue Garage. The benefits of this are two-fold: 1) the proper demonstration of a quality mural for reference; 2) highlights the Garden Avenue Garage to increase the structure's road-view and assist with citizens finding available parking during events and festivals.

Cultural Affairs staff will seek approval of the Parking Services Division to create the mural. Once permitted, a Call for Artists will be released to the Tampa Bay area seeking a professional artist or artist team to enhance the garage facades. Up to \$10,000.00 in discretionary fund budget has been approved by the Public Art & Design Board for the creation and protection of the mural. When the project is complete, the artist and Cultural Affairs staff will develop a care and maintenance plan to ensure the longevity of the mural.





Winning Murals For Yates Garage Towers Announced

The Cultural Council of Greater Jacksonville's Art in Public Places (APP) Committee is launching a series of new public art murals for the downtown urban core with the announcement of two mural design winners for the Art in Public Places Yates Parking Garage mural project. Join us after the jump for a sneak peak at the two winners.

ART IN PUBLIC PLACES YATES PARKING GARAGE



Project Overview

The Cultural Council and the Art in Public Places Committee launch a series of murals

Additional murals: DVI/Laura St. Façade Grant– Chamblins, Shaun Thurston (artist), more to follow

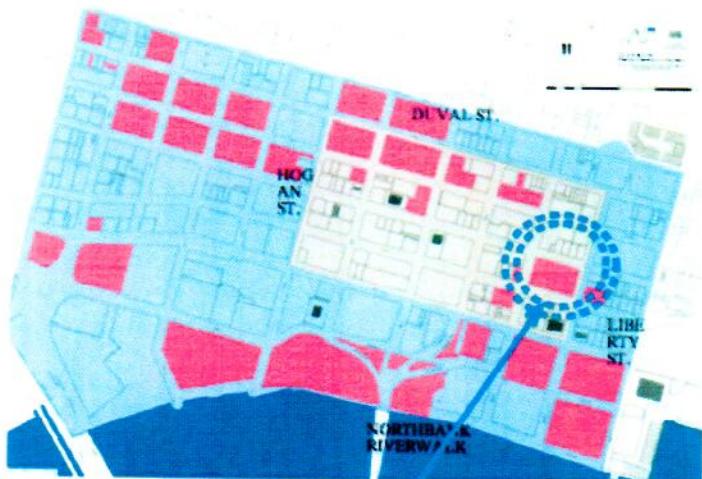
Yates Parking Garage stair towers (city-owned bldg) stair towers are approx. 9' wide, 50' tall

Request for Proposals – Artists residing in the five-county first coast area are eligible to apply. Deadline: Jan. 14, 2013

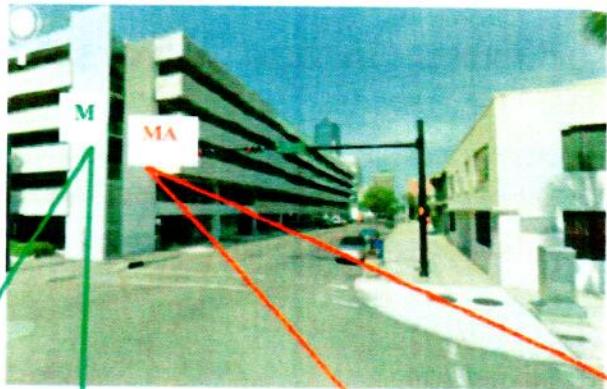
Art Selection Panel selects 2 winning designs

Start date: late Feb – early March Completion date: by April 17

Partnerships: City of Jacksonville Parks, PWOD; Tax Collector's Office



Article by Stephen Dare

Yates Mural-Market St.: NE corner of Adams and Market Streets

Side M (Market): Corner of Market St. facing Adams St. west (from Hart Bridge towards courthouse)

Side MA (Adams): On Adams St. facing Market St. south (facing St. Johns river)

7/7/2016

Winning Murals For Yates Garage Towers Announced



Yates Mural-Newnan ST NW corner at Adams and Newnan Streets

Side NA (Adams): on Adams St. facing Newnan St. south (facing St. Johns river)



Side N (Newnan):
Corner of Newnan facing Adams St. east (facing the Hart Bridge)



About The Art in Public Places Program

The City of Jacksonville's Art in Public Places Program, founded in 1997, has been administered by the Cultural

Council of Greater Jacksonville since 2006. Together with the Council, the Art in Public Places Committee strives to acquire, maintain, and perform responsible stewardship of public art throughout the City to enhance the stature of the City through the commitment to artists and their disciplines as vital elements of urban dynamics and economic development.

About the Cultural Council of Greater Jacksonville

The Cultural Council of Greater Jacksonville champions the appreciation, relevance and expression of art and culture. The Council funds 22 cultural organizations through the City of Jacksonville's annual appropriation to the arts, provides professional development opportunities for individual artists, conducts research for the field and promotes Jacksonville's economic vibrancy by using arts and culture as community building tools.

RESOLUTION 05-16
CLEARWATER DOWNTOWN DEVELOPMENT BOARD
GRANT FUNDING FOR BLAST FRIDAY EVENTS
ADOPTED DECEMBER 7, 2016

WHEREAS, the DDB is a Special Taxing District formed to revitalize and preserve downtown property values and prevent deterioration in the Special Taxing District ("Downtown Clearwater"); and

WHEREAS, the DDB supports the revitalization efforts of the City of Clearwater Community Redevelopment Agency ("CRA") and the Downtown Redevelopment Plan ("Plan") which, among other goals, encourages a variety of visual and performing arts activities and programs within Downtown Clearwater; and

WHEREAS, Ruth Eckerd Hall produces and manages a series of events known as Blast Friday in Downtown Clearwater; and

WHEREAS, The Blast Friday events: 1) support existing retail business viability by attracting larger crowds to create dining and retail demand for businesses in Downtown Clearwater; 2) provide DDB retail recruitment efforts with a better customer base to encourage new retailers/restaurateurs to locate in Downtown Clearwater; 3) expose additional potential restaurant/retail customers and investors to Downtown Clearwater through attendance at Blast Friday Events; and 4) support ULI Panel recommendation to create "a lively Downtown".

WHEREAS, the DDB has determined that continuation of the Blast Friday Events is in the best interest of Downtown Clearwater; it is

RESOLVED, the DDB will provide funding in the amount of a \$25,000 grant to partially underwrite the production and management of seven Blast Friday Events for the 2016-2017 season, in accordance with the terms of a contract to be prepared by an attorney retained by the DDB;

RESOLVED, the approved funding shall be disbursed in four equal installments of \$6,250 based upon supporting invoices to be provided by Ruth Eckerd Hall, Inc. in December, February, April, and June;

RESOLVED, the contract shall contain terms regarding reports of activities, financial accounting, records retention, non-discrimination, liability and indemnification, compliance with laws, notice, termination for cause, and such other reasonable provisions required by law or customarily required by the DDB; and

RESOLVED, Paris Morfopoulos, as Chairman of the DDB, is authorized and directed to execute the contract on behalf of the DDB.

Paris Morfopoulos, Chairman

Witness:

Dennis Bosi, Vice-Chairman