



## CLEARWATER DOWNTOWN DEVELOPMENT BOARD

September 5, 2018 – 5:30 PM - City Hall – Council Chambers

### **REVISED AGENDA\***

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. First Public Millage Hearing – Resolution 02-18
4. First Public Budget Hearing – Resolution 03-18
5. Approve the Minutes from the August 1, 2018 Meeting
6. Adopt July 2018 Financial Statement for Filing
7. Homelessness Presentation – Sgt. Sergio Fidelis, Downtown Bike Team and Gabe Parra, Community Development Manager
8. Approve Slate of Election Candidates - Chairman Paris Morfopoulos
9. Funding Request—duPont Registry Cars & Coffee\*-Inglis Leslie & Daniels Ikajevs
10. CRA Updates – Amanda Thompson, CRA Director
11. Chairman's Report – Chairman Paris Morfopoulos
12. Final Comments
13. Adjournment

**Reminder – Second Public Hearing – September 10, 2018, 5:30 p.m.,  
City Hall, 3<sup>rd</sup> Floor Council Chambers**

**MILLAGE RESOLUTION  
RESOLUTION NO. 02-18**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE MILLAGE RATE TO BE LEVIED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2018, AND ENDING SEPTEMBER 30, 2019, FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the estimated revenues to be received by the Clearwater Downtown Development Board for the fiscal year beginning October 1, 2018 and ending September 30, 2019, from ad valorem taxes in the amount of \$342,497

WHEREAS, based upon the taxable value provided by the Pinellas County Property Appraiser, 0.9700 mil is necessary to generate \$342,497

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

Section 1. It is hereby determined that a tax of 0.9700 mil against the non-exempt real and personal property within the Clearwater Downtown Development Special Taxing District is necessary to raise the sums to be appropriated for operational purposes, for the fiscal year beginning October 1, 2018.

Section 2. The levy of 0.9700 mil constitutes a 6.92 percent increase from the rolled back rate of .9072.

Section 3. This resolution shall take effect October 1, 2018.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL  
READING AND ADOPTED

\_\_\_\_\_  
Paris Morfopoulos, Chairman

Witness:

\_\_\_\_\_  
Stu Sjouwerman, Vice-Chairman

**BUDGET RESOLUTION  
RESOLUTION NO. 03-18**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE FINAL BUDGET TO BE ADOPTED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2018, AND ENDING SEPTEMBER 30, 2019 FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, on September 5, 2018 held a public hearing as required by Florida Statute 200.065; and

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, set forth the appropriations and revenue estimate for the Budget for Fiscal Year 2018/19 in the amount of \$618,248.

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

Section 1. It is hereby determined that a budget of \$618,248 is adopted for the fiscal year beginning October 1, 2018 and ending September 30, 2019.

Section 2. The resolution shall take effect October 1, 2018.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL  
READING AND ADOPTED

\_\_\_\_\_  
Paris Morfopoulos, Chairman

Witness:

\_\_\_\_\_  
Stu Sjouwerman, Vice-Chairman



CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
August 1, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Stu Sjouwerman Caitlein Jammo Thomas Wright Lina Teixeira Ray Cassano	Chairman Vice-Chairman Treasurer Member (5:39) Member Member
Also Present:	David Allbritton Hoyt Hamilton Amanda Thompson Anne Fogarty France	Ex-officio Member/Councilmember Ex-officio Member/Councilmember CRA Director Board Administrator

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. He welcomed the Ex-officio councilmembers and asked the board and ex-officio members to introduce themselves.
2. Citizens Comments – Items not on the agenda. None.
3. Approve the Minutes from the June 25, 2018, Special Meeting

**Member Sjouwerman moved to approve the minutes from the June 25, 2018, special meeting. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Jammo, Member Teixeira and Member Cassano.**

**Nays: None.**

**Motion carried.**

4. Approve the Minutes from the July 11, 2018, Regular Monthly Meeting

**Member Sjouwerman moved to approve the minutes from the June 25, 2018, special meeting. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Jammo, Member Teixeira and Member Cassano.**

**Nays: None.**

**Motion carried.**

5. Adopt June 2018 Financial Statement for Filing

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

**Ayes: Member Morfopoulos, Member Sjouwerman, Member Teixeira and Member Cassano.**

**Nays: None.**

**Motion carried.**

6. Adopt Resolution 1-18 Adopting City of Clearwater Investment Policy Per Florida Statute Requirement – Monica Mitchell, City of Clearwater Finance Department Assistant Director advised the board that the DDB traditionally adopts the City's Investment Policy, taking advantage of the pooled investment rate. Member Sjouwerman read the resolution into the record.

**Member Sjouwerman moved to adopt Resolution 1-18 Adopting the City of Clearwater Investment Policy. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Jammo, Member Teixeira, and Member Cassano.**

**Nays: None.**

**Motion carried.**

7. Approve CRA/DDB FY 2018-2019 Interlocal Agreement – Amanda Thompson, Community Redevelopment Agency (CRA) Director stated that updates to the agreement include dates, increment and administration payments and correcting the wording in the responsibilities of the DDB and CRA. Chairman Morfopoulos asked for citizen comments; there were none.

**Member Teixeira moved to approve the CRA/DDB FY 2018-2019 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Wright, Member Jammo, Member Sjouwerman, and Member Cassano.**

**Nays: None.**

**Motion carried.**

8. Adopt Aggregate Millage Rate of 0.9700 mil for FY 218-219 and set public hearing dates on the budget for September 5, 2018, and September 10, 2018 – Anne Fogarty France, Downtown Manager stated that the taxable value had increased by 21.5% and the ad valorem property tax value was now \$342,947. In order to meet the requirements of the 2018 Tax Roll Budget/Millage Calendar, the previously mentioned public hearing dates need to be set so that advertising deadlines can be met.

**Member Jammo moved to adopt the Aggregate Millage Rate of 0.9700 mil for FY 2018-2019. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Wright, Member Teixeira, Member Sjouwerman and Member Cassano.**

**Nays: None.**

**Motion carried.**

9. Finalize and Adopt FY 2018-2019 DDB Budget – Chairman Paris Morfopoulos suggested reviewing budget line items line by line, discussing the amount requested and voting on changes as needed.

Member Sjouwerman stated that he would be voting for zero for all event items to support his opinion that the DDB needs to move in a new direction.

Member Teixeira stated that she would not vote on items involved the DCMA as she is the current president of that group.



## Marketing:

Achieva Box Car Rally – 9<sup>th</sup> Annual. All members voting agreed to fund full amount requested of \$1,500.

City / Sea Blues Festival. All members voting agreed to fund full amount requested of \$10,000.

City / Clearwater Celebrates America. All members voting agreed to fund full amount requested of \$2,500.

Clearwater Jazz Holiday Downtown Party. All other members voting agreed to fund \$2,500 of the \$5,000 request.

Downtown Clearwater Craft Beer & Music Festival. All members voting agreed to fund \$5,000 of the \$7,500 request.

Downtown Clearwater Merchants Association (DCMA) Yearly Events. Chairman Morfopoulos suggested the easiest way to decrease funding / increase saving would be not funding supplements to Blast Friday events. Member Wright stated for the record that Member Teixeira is president of the DCMA. Further discussion included concerns that activity is primarily in 400-500 blocks of Cleveland Street and acknowledged the difficulty engaging people in the 600 block. All members voting compromised to fund \$10,000 of the \$15,000 request.

Festival Series including Blast Fridays, Miracle on Cleveland Street, Cruising at the Cap. In support of this funding, CRA Director Thompson noted that part of the DDB's mission is building up the various groups associated with downtown to support one another and succeed together. All members voting compromised to fund the full \$40,000 request.

Hooters Clearwater Superboat National Championship. All members voting agreed to fund the full \$10,000 request.

Santa & Suds 5K Fun Run. All members voting agreed to match the Achieva funding of \$1,500.

Graphic Design and Printing. Downtown Manager Anne Fogarty France reminded members this amount would cover inserts in the printed maps within the downtown information kiosks. Member Sjouwerman shared his opinion that "print is dead" and everything is available online. All members voting agreed to fund the full \$3,000 request.

Advertising. Downtown Manager Anne Fogarty France noted that \$7,337 of previous funding remains to be distributed. Locations where ads appear include Countryside Mall and the Clearwater Beach visitor centers, the Chamber Relocation Guide and the Hoots beach publication. Member Sjouwerman restated his opinion proper advertising requires a \$50 to 100K budget, and CRA Director Thompson noted that this is a traditional request "reflecting the traditional practice of traditional media for traditional tourism." All members voting compromised to fund the full \$10,000 request.

Demo/Launch Imagine Clearwater Party (Work Plan). After discussion, it was agreed to change 'Launch' to 'Fundraising', and that this funding would work to draw in other funding for marketing and supporting Imagine Clearwater as plans proceed. All members voting compromised to fund the full \$10,000.

Public Relations Firm (Work Plan) and Website Content to include List Serve and Video Production. Discussion included a review of list server operations from Member Sjouwerman, and the notation from CRA Director Thompson that funds from the CRA would be added. All members voting agreed to fund the full \$24,400.



Incubator Incentives Collateral (Work Plan). All members voting agreed to fund the full \$5,000.

Art/Tech Exhibitions (Work Plan). After discussion, all members voting agreed to fund the full \$25,000.

Business Assistance:

Holiday Lighting. All members voting agreed to fund the full \$15,000 request.

Downtown Streetscape Maintenance. All members voting agreed to fund the full \$3,200 request.

Jolley Trolley (JT) Downtown Loop. Discussion included Member Wright's notation that Clearwater is the smallest contributor to the JT, and Members Morfopoulos and Sjouwerman's concern that there are no ridership numbers available. Member Sjouwerman agreed to funding with a requirement to provide ridership numbers at the next request. All members voting agreed to fund the full \$15,951 request.

Create High Tech CEO Council (Work Plan). All members voting agreed to fund the full \$5,000.

One Stop Shop Education Campaign (Work Plan). All members voting agreed to fund the full \$5,000.

Station Square Park Events. Member Jammo stated her concern that all members had wanted funding requests the other items, but not for Station Square events. Member Cassano noted strengths of the park including no roads to block and fewer permitting issues for events. CRA Director Thompson noted that the Crest Lake neighborhood group is planning a flash mob at the park and police are addressing the homeless issues by increasing presence and installing security cameras. Member Sjouwerman suggested Friday night events to draw in the approximately 2,500 downtown employees after the work week, and even daily events to keep the focus on the location as a gathering place; his opinion was that to "do it right" would require \$100,000. Other ideas to enhance the use of the park included movie nights, salsa dancing and individual neighborhood activities. All members voting agreed to fund the full \$10,000 request.

The other fixed cost line items were not discussed.

**Member Wright moved to adopt FY 2018-2019 DDB Budget minus the DCMA funding request. The motion was duly seconded and upon roll call, the vote was:**

**Ayes:** Member Morfopoulos, Member Jammo, Member Sjouwerman, Member Teixeira and Member Cassano.

**Nays:** None.

**Member Wright moved to adopt FY 2018-2019 DDB Budget including the DCMA funding request. The motion was duly seconded and upon roll call, the vote was:**

**Ayes:** Member Morfopoulos, Member Jammo, Member Sjouwerman, and Member Cassano.

**Nays:** None.

**Recusal:** Member Teixeira



10. Adopt FY 2018-2019 Work Plan – Amanda Thompson, CRA Director advised the board that the comments from the previous meeting were incorporated into the amended version provided to members.

**Member Wright moved to adopt the FY 2018-2019 Work Plan. The motion was duly seconded and upon roll call, the vote was:**

**Ayes: Member Morfopoulos, Member Jammo, Member Teixeira, Member Sjouwerman and Member Cassano.**

**Nays: None.**

**Motion carried.**

11. CRA Updates – Amanda Thompson, CRA Director announced that there will be public meetings on August 21-22 to present the 15% plan for Imagine Clearwater. The first meeting will be held at the Downtown Library and the second one will be at the Countryside Library.
12. Nominating Committee Report – Anne Fogarty France, Board Administrator noted that a copy of the FY 2018-2019 Election Nominating Committee Report was provided and stated that candidates are still being accepted. Chairman Morfopoulos suggested adding Louise Cournoyer.
13. Chairman's Report – Chairman Morfopoulos reminded members about the Art Walk scheduled for August 31. For additional information visit [DowntownClearwater.com](http://DowntownClearwater.com).
14. **Final Comments**

Member Teixeira was encouraged by the exchange of ideas and was happy with the budget process and like the direction.

Member Wright felt it was a productive meeting and said he respected Member Sjouwerman's point of supporting no funding to promote a new direction for the board and would like to be focused on a comprehensive marketing plan for downtown. He asked when the Harborview Center would be coming down to which CRA Director Thompson stated that the city is going out to bid for demolition in September and it would take 30 days to receive bids with two weeks to review. He noted that if members haven't had a chance to visit Daniels Ikajevs of the Ring, they should plan to go. It's a totally green workspace, it's taking amazing spaces. Within 75% of all rentable spaces there will be natural light. The research that have been done on collaborative workspaces is impressive and this one will be in Downtown Clearwater.

Member Sjouwerman said that after seven years on the board, he feels it's time to move from funding individual events toward more strategic approach of developing downtown with PR and marketing. And supporting the CRA. He felt his "'zero budget' exercise was fun."

Member Jammo felt it was a productive meeting. I view the 29K of leftover funds to be restricted for marketing suggestions from the PR group.

Chairman Morfopoulos thanked everyone for their contributions of time and ideas. He realized that budget meetings can be contentious and personal, but he felt that this had been a productive meeting and had gone very well all around.

15. The meeting was adjourned at 7:47 p.m.



[illegible]

[illegible]



ITEM 6  
Year to Date

[illegible]

[illegible]





## CLEARWATER DOWNTOWN DEVELOPMENT BOARD

### **FY 2018-2019 Election Slate**

**The proposed candidates for the October 9, 2018 election are listed in alphabetical order.**

- Louise Cournoyer – Stonebridge Real Estate
- Anna Leo Holder – Frank Crum
- Shelley Jaffe – Station Square Realty
- Caitlein Jammo – Johnson, Pope, Bokor, Ruppel & Burns, LLP
- Jere Jarrett – Family Life Chiropractic
- Keanan Kintzel – Buzzazz Business Solutions
- Lina Teixeira – Pour Yours/Galleria Teixeira
- Thomas Wright – Merrill Lynch

**Voters will choose three (3) candidates to fill the three (3) open seats on the board. Two seats are to be filled for three year terms. One seat is to be filled for a one year term. The two candidates who receive the greatest number of votes shall be elected to serve three year terms. The candidate who receives the third greatest number of votes shall be elected to serve a one year term.**



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

## 2018 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. 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: 8-29-2018

Name: **duPont REGISTRY**

Title of event: **duPont REGISTRY Cars & Coffee**

Event contact: **Inglis Leslie**

Organization: **duPont REGISTRY**

Address: **3051 Tech Drive**

City: **St. Petersburg** State: **Florida** Zip: **33716**

Cell phone: ( **610** ) **235-9687**

E-mail address: **ileslie@dupontregistry.com**

Website address: **www.dupontregistry.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: **November 17, 2018 (AM Event)**

2. Location and address of event/program: **Coachman Park Parking Lot**

3. Projected attendance: **+ 3,000 people and +400 Cars**

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

**A gathering of car enthusiasts and a unique luxury lifestyle event**

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

**2018 would be the first time**

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



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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? **It is important that we have Clearwater DDB input on signage** \_\_\_\_\_

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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:

**None yet but we would like to partner with Ferrari of Tampa Bay and other high end local dealers. Also want to look into the possibility of having a boat display!**

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? **+3,000 people** \_\_\_\_\_

12. Will you allow the merchants/businesses of Downtown Clearwater display flyers or have tables at no charge at your event? **Yes. We would love to set up some vendor in Coachman Park and have some local coffee vendors support the event!**

13. Does this event generate revenue for your business? ☒ Yes ☐ No

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

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

**We are asking for a \$12,000 sponsorship from the DDB. This will be used to promote "Downtown Clearwater" in the media. This sponsorship will also be used to offset some of the event expenses related to staffing, signage, permits, safety and police requirements.**

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](http://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 Special Events Division, 706 N Missouri Avenue, Clearwater, FL 33755 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 these signs contact Madai Gutierrez via email at [madai.gutierrez@MyClearwater.com](mailto:madai.gutierrez@MyClearwater.com) within 10 business days of your event. 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.

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

Applicant Signature: \_\_\_\_\_

(Applicant must be 18 years of age or older)

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

8-29-2018

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

(4/4/18)