

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—Miracle on Cleveland Street/Blast Friday/Cruisin’ at the Capitol—  
Bobby Rossi, Chief Programming Officer/Executive Vice President of Entertainment and  
Susan Crockett, Chief Information Officer/Vice President of Operations

Bobby Rossi, Chief Programming Officer/Executive Vice President of Entertainment, made a presentation to the Board regarding the Blast Friday and Miracle on Cleveland Street events. He

reported that three of the Blast Friday events were held on Osceola by the Capitol Theater and three on Ft. Harrison. They events were successful despite some inclement weather.

The events had three new sponsors, including Morton Plant Hospital, which was celebrating its 100<sup>th</sup> 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 the scavenger hunt held for the children. 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. Discussion ensued as to which venue is better—Ft. Harrison or Osceola. The goal is 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. Mr. Jonson stated he talked to a vendor who was from Safety Harbor who said that Clearwater has better entertainment but Safety Harbor has more activity. Member Thorn suggested that Mr. Rossi work with the Merchants' Alliance. Chairman Morfopoulos 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**

Keanan Kintzel from Buzzazz Business Development Solutions, made a request to the board for funding for a newspaper that will be distributed on a quarterly basis to targeted areas with 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.

Member Bosi stated the Merchants Alliance did a spread in Creative Loafing. This would be something similar. Member Thorn asked if something like this could have a digital edition and was advised it could. Chairman Morfopoulos stated he did not think quarterly is 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, Economic Development & Housing Director; Nicholas Lawn, Economic Development Specialist; and Anne Fogarty France, Downtown Manager**

Denise Sanderson, Economic Development & Housing Director, presented the annual report to the Board. This is an update on the strategic plan. Nichols Lawn, Economic Development Specialist, provided data on retail space and leasable property and employment by industry type. Discussion ensued as to what comprises the change in the assessed values.

Anne Fogarty-France, Downtown Manager, presented the performance benchmarks that were requested as part of the board's goals and objectives. There has been an increase in attendance over the past year at the nine events sponsored by the board. There also has been an increase in the parking revenue. There are 2416 parking spaces, with 78 contracted and 276 residential. The marina has 126 slips with 108 occupied; 12 are kept for use as transient slips. There are 350 occupational licenses (tax receipts) in the district. There were 182 construction permits issued. There are 76 businesses on Cleveland Street between Myrtle and Osceola; 13 new businesses opened and two closed.

**8. Adopt Fiscal Year 2016-2017 Preliminary Budget—Chelsea Allison, Treasurer, and Anne Fogarty-France, Downtown Manager**

Anne Fogarty-France presented the board's preliminary budget. This must be adopted in June. She added an estimate for the ad valorem property taxes to the current budget. The budget will be reviewed again in August. Member Morfopoulos stated the board needs to determine the formula for computing the reserves. This will be put on next month's agenda.

**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.**

**9. Chairman's Report**

Chairman Morfopoulos advised the members that organizations requesting funding from the board will provide presentations to the board at the July 13th meeting. Binders were placed at their seats that included all funding requests. A budget work session is planned for the August 3rd meeting. He also announced upcoming events and directed viewers to [ClevelandStreetDistrict.com](http://ClevelandStreetDistrict.com) for more information

**10. Final Comments**

Member Thorn advised the board that Politics in Pinellas will be held at the Winter's Dolphin Tale facility on July 27th from 6 to 8 p.m. for all elected officials. He also stated that he has created a website called [CLWTransit.com](http://CLWTransit.com) that gives people information on how to get to 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 Theater's efforts to obtain sponsorships for the various events.

Ex-Officio Member Jonson congratulated Anne Forgarty-France and Wendy Eckert for their efforts in having the awning in front of the Atrium Building renovated. He also talked about doing something 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 also 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 public street lights along Drew Street that have temporary wiring. When we do a sidewalk renovation, we need to get the wiring done also. 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 Aha was also instrumental in having the awning replaced.

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