

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
October 4, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Chelsea Allison	Member
	Zachary Thorn	Member
	Tony Starova	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Doreen Caudell	Ex-Officio/Councilmember (arrived 5:39 p.m.)
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director (arrived 5:47 p.m.)
Absent:	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member
	Stu Sjouwerman	Member

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 September 7, 2016, Meeting

Member Allison moved to approve the minutes from the September 7, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

“Nays”: None.

Motion carried.

4. Approve the Minutes from the September 19, 2016, Meeting

Member Thorn moved to approve the minutes from the September 19, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

“Nays”: None.

Motion carried.

5. Adopt August 2016 Financial Statement for Filing

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

“Ayes”: Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

“Nays”: None.

Motion carried.

6. Funding Request—Facilitation of Clearwater Innovation Center (CLIC), Elaine Mann, Florida Business Incubator, addressed the Board regarding her request for \$25,000 from the DDB. She advised the Board that TAFFIE has been changed to Florida Business Incubator, Inc. This non-profit organization provides assistance to entrepreneurs who are looking into opening small businesses in Clearwater. She gave the members an update on programs that her organization will be facilitating over the next few months. She said they are looking at storefronts on Cleveland Street to move the offices from the iDatix building on Gulf to Bay. They want to have a presence in downtown Clearwater to encourage the entrepreneurs who frequent their organization to become a part of Clearwater. She said the organization's \$80,000 budget was partially funded by the CRA (\$25,000), Know Be4 (\$20,000), and iDatix (\$20,000). In answer to a question she stated this request of the DDB was for this year only.

Discussion ensued concerning what the storefront will be used for and how many people use it on daily basis. Ms. Mann said there are about 20 people using the office daily. There are more when they have roundtables and pro-working programs. The funds from the DDB would be used to assist with marketing and social media.

Chairman Morfopoulos advised Ms. Mann that the DDB cannot grant money at this point because they do not have a downtown address. Furthermore, the amount requested is more than the board would be prepared to grant and the board would like to see additional information about where their revenue is coming from.

Ms. Mann advised she will come back to the board when she moves into downtown and will bring some visioning boards to give the board a better idea of what the facility will look like.

7. Second Reading—Approve funding for The Cleveland Street Project, Lina Teixeira, Studio 617, in the amount of \$3,000 with funds from the Future Initiatives line item.

Member Starova suggested that the Board needed a mechanism to protect itself if it grants money to some business and the business folds. Ex-Officio Member Jonson asked when the money is given to the person requesting it. Anne Fogarty France, Downtown Manager, advised him that the money is usually disbursed about 30 days before the event. Member Thorn suggested this may be a question for the Board's attorney. Chairman Morfopoulos suggested this be put on the agenda for discussion at a future meeting and that staff request an opinion from the attorney.

Member Thorn moved to approve the funding request for The Cleveland Street Project, Studio 617, in the amount of \$3,000 with funds from the Future Initiatives line item on second reading. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

"Nays": None.

Motion carried.

8. Appoint DDB Election Canvassing Committee Members - The Board needs to appoint two members who are not up for reelection to assist the Board Administrator at the Supervisor of Elections with the Board election on October 11, 2016, at 3:00 p.m.

Member Starova moved to appoint Members Allison and Thorn to the DDB Election Canvassing Committee. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

“Nays”: None.

Motion carried.

9. Appoint Member to Jolley Trolley Procurement Committee—Chairman Morfopoulos stated that the Pinellas Suncoast Transit Authority (PSTA) is going out to bid for trolley services and needs an alternate and a Board member to serve on the procurement committee. These people must attend a training session, review the proposals, and be available for presentations and interviews. The time commitment is about 20 hours. It was suggested that Member Wright would be an excellent choice due to his background. Anne Fogarty-France volunteered to be the alternate.

Member Allison moved to appoint Member Wright to the Jolley Trolley Procurement Committee. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

“Nays”: None.

Motion carried.

10. Discussion Regarding Recommendation to Rename Cleveland Street to Main Street—Member Starova

Member Starova addressed the Board concerning the possibility of changing the name of Cleveland Street to Main Street. The portion to be changed would run from the five points to Osceola.

Member Thorn moved to change the name of Cleveland Street to Main Street for discussion purposes. The motion was duly seconded.

Discussion ensued concerning the pros and cons of making such a change. It was noted that the Board can only make a recommendation to the City Council to make such a change since it does not have authority over this. Paul Bertels from Traffic Engineering made some good points in an e-mail as to why this would not be a good idea—1) Cleveland Street stops and starts across the City and has to have the same name across the whole alignment which would require address changes for a lot of people; 2) there is already a Main Avenue in Clearwater which would cause confusion and probably not be approved by the Post Office; and 3) there is already a Main Street in Dunedin and Safety Harbor. Further discussion ensued. Member Starova brought up the change in name from Greenwood Avenue to Martin Luther King Avenue. Ex-Officio Member Jonson explained how that change came about. Members asked CRA Director Taylor his opinion on the change. He stated that the City is in the process of rebranding from Cleveland Street District to Downtown Clearwater and suggested the board wait until this has been completed before considering any change in name. At the conclusion of the discussion, the Chairman called for a vote.

Upon roll call, the vote was:

“Ayes”: Member Starova

“Nays”: Member Morfopoulos, Member Allison, and Member Thorn

Motion failed.

11. Cleveland Street Business Alliance (CSBA) Update—CSBA Chairman Tony Starova showed the members the ad in Creative Loafing that the Cleveland Street Business Alliance (CSBA) purchased. Each business owner paid \$25 and the CSBA paid the remainder of the cost. He told members to advise him if they have any questions for the downtown merchants. The CSBA had a sidewalk sign made and members asked if this sign could be displayed all the time. Ms. Fogarty France advised that the sign is in violation of the code. A code change would be required for this type of sign to be allowed to be displayed. Chairman Morfopoulos thanked Member Starova for all his work on the CSBA over the past several years.

12. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events.

13. Final Comments

Member Taylor gave kudos to Member Starova on his recent block party.

Member Starova reminded members about the Box Car Rally on October 22. Mr. Starova said he appreciated everyone's thoughts and input and noted that the board shouldn't be afraid of change. He added that there were about 1,000 people at the block party.

Chelsea Allison congratulated Member Starova on his event. She stated the boat races were a great event.

Ex-Officio Member Jonson said he was glad to see construction resume on the Nolen project. He stated that he advised the City Manager that the fountain in the adjoining lake was not operating. He said the CSBA's advertisement for the downtown was terrific.

Chairman Morfopoulos said he was impressed with the support of the boat races and felt it was a job well done. He noted that he was disappointed at the turnout for the boat parade.

14. The meeting was adjourned at 6:44 p.m.