

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
July 31, 2013– 5:30 PM - City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Paris Morfopoulos	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	John Herndon	Member
	Tony Starova	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Geri Campos Lopez	Director, Economic Development & Housing
	Anne Fogarty France	Board Administrator
Absent:	Thomas Wright	Member

1. The Chairman called the meeting to order at 5:31 p.m.
2. Citizen Comments – There were no citizen comments.
3. Approve Minutes from the July 10, 2013 Regular Monthly Meeting

Vice-Chairman Morfopoulos questioned that the minutes said he “read into the report” the statement from Chairman Allbritton.

Ms. Fogarty France advised that she would research and suggested tabling the item until next month.

Member Bosi moved to table the approval of the minutes from the July 10, 2013 meeting until next month. The motion was duly seconded and carried unanimously.

4. Adopt June 2013 Financial Statement for Filing

Treasurer Rubright moved to adopt the June 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

5. Request for Sponsorship Clearwater Super Boat Championship Festival 2013

Chairman Allbritton advised that these requestors asked for funding for both events for last fiscal year.

Member Bosi asked how much of what they were requesting and if it would come out of this year’s budget.

Mr. Aungst said that they were requesting \$15,000 but that \$10,000 would be appreciated.

Ms. Fogarty France said this funding would have to come from this year’s budget and the 2014 event would be voted on later in the meeting.

Mr. Aungst said that this is one of the events that had successfully connected the Cleveland Street District (CSD) and Coachman Park. He also said they have been working on getting national television coverage for this event and that the City has offered the help of their tourism firm this year.

Chairman Allbritton said that the media coverage alone is worth the expense; we are on television throughout the state. They are looking for support for this event happening in September, during the last few days of this fiscal year.

Treasurer Rubright moved to support the Clearwater Super Boat Championship Festival 2013 event in the amount of \$10,000. The motion was duly seconded and carried unanimously.

Ms. Fogarty France clarified that the board would take funding for this from their reserves.

6. CRA/DDB FY 2013-2014 Interlocal Agreement

Ms. Fogarty France advised that the Interlocal Agreement is renewed on a yearly basis and lays out what the tasks are done for the board. The only things changed from last year were the dates and the increment payment amount to reflect the current budget.

Ms. Fogarty France advised the board that board attorney Elise Winters had reviewed the agreement.

Member Bosi moved to approve the CRA/DDB FY 2013-2014 Interlocal Agreement as submitted. The motion was duly seconded and carried unanimously.

7. Adopt Aggregate Millage Rate of 0.9651 mil for FY 2013-2014

Chairman Allbritton said the board could set the millage rate at 1 mill, but they rolled back as far as they could legally in 2007. If the property values begin rising they may want to look at raising it in the future.

Ms. Campos Lopez said that if we raise the mil to 1 mil, it's a difference of \$8,118 added to the budget.

Chairman Allbritton said that the city hasn't moved their mil rate up.

Member Herndon said he didn't think it was a good time to raise taxes.

Member Herndon moved to adopt the Aggregate Millage Rate of 0.9651 mil for FY 2013-2014. The motion was duly seconded and carried unanimously.

8. Set First & Final Public Budget & Millage Hearing Dates for September 4 & 9, 2013.

Ms. Fogarty France asked the board to mark their calendars for September 4 and 9 for the public hearings.

9. FY 2013-2014 DDB Budget Line Item Review and Adoption – David Allbritton

Chairman Allbritton read into the minutes the following letter from Thomas Wright:

Mr. Chairman and fellow Downtown Development Board members:

Regrettably, I am unable to attend this very important Board meeting due to a scheduling change that conflicts with a previously scheduled family vacation.

Were I there, I would respectfully request this Board establish a Minimum Reserve Fund Level prior to allocating/granting the many requests before you this evening. With guidance from Staff, my recommendation would be based on the following simple formula: 25% of our known Fixed Payments, the standard CRA Management and Administration Fee and our commitment to the Boat Slips at Clearwater Harbor.

\$ 50,000 – Boat Slips
63,724 – CRA Mgt and Admin Fee
152,732 – Fixed Payments per proposed FY 2013-2014 Budget
\$ 266,456
00000.25
\$ 66,614 – MINIMUM RESERVE FUND LEVEL

With respect to the Boat Slips, I believe it would be in bad faith to withhold or change our payments at this point even though I believe the language of the previous minutes would not prohibit the Board from reconsidering this issue each Budget year. This issue should cause this Board and future Boards to take the time to look at every possible angle and opportunity presented that involves capital improvements which may impact the ability of the Board to fund worthwhile projects in the future. We have funded several projects recently that clearly have the ability to stand on their own merit as profitable business ventures.

Further, I agree, in principle, to follow the recommendation of the CRA and Staff to limit our funding for events which will take place on Cleveland Street.

Blast Friday is not only a signature event for the Cleveland Street District, but it remains the strongest draw, provides continuity for promoting the Cleveland Street District brand and is growing in momentum with each event. I strongly encourage this Board to fund Blast Friday as completely as possible even if it means a drawdown of the Reserve Fund not to violate the above mentioned minimum.

With respect to capital improvements, please make a provision in this budget to collaborate with the City and CRA to permanently fix the “palm tree lighting” in the Cleveland Street District. It appears we could save future maintenance funds for the lighting if we make the capital improvements sooner rather than later.

Advertising, please get professional guidance before allocating any funds!

Respectfully submitted,

Thomas J. Wright, Member, Clearwater Downtown Development Board, 31 July 2013

Chairman Allbritton also read a portion of the memorandum from CRA staff regarding funding priorities and their recommendations, as follows:

Considering the DDB's investment in the Cleveland Street District, a proposed method for allocation of revenue is as follows:

- Establish a set amount for one-time events on Cleveland Street. Staff recommends \$2,500 per event.
- Establish a set amount for signature events on Cleveland Street. Staff recommends \$5,000 per event.
- For those events that are critical to building the Cleveland Street District brand, evaluate on a case by case basis to determine appropriate level of funding in order to maintain the quality and purpose of the event.
- Do not fund events that do not take place on Cleveland Street in the district.

Chairman Allbritton reviewed the proposed budget (attached) line by line and discussion ensued.

Member Bosi moved to accept the revised budget with the amendments as discussed and \$9,220 for the Jolley Trolley, contingent upon funding the difference between the CRA and PSTA. The motion was duly seconded and carried unanimously.

10. Appoint Nominating Committee for October 8, 2013 Election

Chairman Allbritton advised that all members were eligible to be a member of the nominating committee except Members Bosi, Morfopoulos and Starova. He asked members to assist in recruiting potential members to run for election and bring their names to the next meeting or let Ms. Fogarty France know if you have found a qualified candidate. In order to be eligible, a person must live, work or own property in the DDB district.

Chairman Allbritton stated that nominations must be received by next meeting for the October 8, 2013 election.

Ms. Fogarty France added that she needed to get the information to the printers to be ready for the mailing.

11. Chairman's Report – The Chairman did not have additional information to report.

12. Final Comments

Treasurer Rubright said that they covered everything in this meeting.

Member Bosi said he would like to see the merchants step up and get creative to get people to come back a second time.

Vice-Chairman Morfopoulos said he was glad they were able to save the trolley without severely damaging the reserve fund.

Member Starova had no comments.

Member Herndon stated that he agreed with Member Bosi and would also like to see creative ideas from the merchants.

Councilmember Polglaze thanked the board for their deliberations and the guidance of the Staff and added that it hopefully would make the board's job a little easier in the future.

Chairman Allbritton was optimistic. He was glad to have a growing Merchants Association now. He would like to see more involvement and reminded that it takes a lot of puzzle pieces to come together and get it going.

13. The meeting was adjourned at 7:58 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, July 31, 2013 - 5:30 pm

07.31.13.01

Member Bosi moved to table the approval of the minutes from the July 10, 2013 meeting until next month. The motion was duly seconded and carried unanimously.

07.31.13.02

Treasurer Rubright moved to adopt the June 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

07.31.13.03

Treasurer Rubright moved to support the Clearwater Super Boat Championship Festival 2013 event in the amount of \$10,000. The motion was duly seconded and carried unanimously.

07.31.13.04

Member Bosi moved to approve the CRA/DDB FY 2013-2014 Interlocal Agreement as submitted. The motion was duly seconded and carried unanimously.

07.31.13.05

Member Herndon moved to adopt the Aggregate Millage Rate of 0.9651 mil for FY 2013-2014. The motion was duly seconded and carried unanimously.

07.31.13.06

Member Bosi moved to accept the revised budget with the amendments as discussed and \$9,220 for the Jolley Trolley, contingent upon funding the difference between the CRA and PSTA. The motion was duly seconded and carried unanimously.