

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
April 4, 2018 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Member
	Caitlein Jammo	Member
	Lina Teixeira	Member
	Ray Cassano	Member
	Venkat "Vincent" Devineni	Member
Also Present:	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator
Absent:	Thomas Wright	Member
	David Allbritton	Ex-officio Councilmember
	Hoyt Hamilton	Ex-officio Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. asking the board members to introduce themselves.
2. Citizens Comments--Items not on the agenda—No comments.
3. Approve the Minutes from the March 7, 2018, Meeting

Member Cassano moved to approve the minutes from the March 7, 2018 meeting. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

4. Adopt February 2018 Financial Statement for Filing

Ms. Fogarty France advised that corrected financials were at placed member's seats. After sending the agenda packed she noticed that an item was incorrectly coded. Blast Friday invoices in December and February for \$7,500 each were added to Downtown Clearwater Merchants Association (Line 40) vs. Festival Series (Line 35) where they belong. This did not change the bottom line amount for the financials. She advised that they will be coded correctly in the future.

Member Cassano moved to adopt the February 2018 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

5. Downtown Clearwater Merchants Association (DCMA) Request to Amend FY 2017-18 DDB Funding Request Application – Lina Teixeira, DCMA President advised that sidewalk sales were very challenging due to weather last year and they did not want to conflict with the Saturday market. Merchants would like to do an Art Crawl. The artists would be curated and utilize the art as a marketing tool for the business. Reallocating some of the funding for social media would help with target marketing for the event.

Member Jammo moved to amend the FY 2017-18 DDB Funding Request Application for Art Crawls instead of Sidewalk Sales. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Abstention: Member Teixeira,

Motion carried.

6. Community Redevelopment Agency (CRA) Updates—Amanda Thompson, CRA Director, gave the following updates:

Ms. Thompson updated the board on the two ex-officio members for the DDB. Councilmembers David Allbritton and Hoyt Hamilton, not in attendance due to scheduling conflict with the City Council Meeting will be attending future meetings.

The CRA will be voting on amending the current Façade Grant Program on April 16. The program will provide \$4,000 of design assistance. All façades on Cleveland and Gulf to Bay Boulevard are eligible to apply. The program is a dollar for dollar match of 10% up to 50% match per storefront. A letter of support from the board would be appreciated. Ms. Thompson and Ms. Fogarty France will draft the letter/application to the CRA.

A Downtown Parking Study is going to start in June. A parking needs assessment and inventory will need to be done as well.

A question was raised about the status of current incentives and any existing applications from when previous director left. Ms. Thompson advised that the Anchor Tenant Grant is still available and that a session regarding new incentives is planned for Collaborative Labs this summer. She added that no properties had been identified by those submitting applications.

7. Approve Funding for DDB Planning Session—Amanda Thompson, CRA Director stated that the board received information about Collaborative Labs. She will work with them on a proposal for the work session. The plan is to determine goals that the DDB would want to work on in the next five years.

Members felt four hours would be more than enough time to have a clear and useful understanding. The DDB ordinance advises what the board can and cannot do. Staff will be advertising this meeting and she agreed that the CRA would split the cost with the DDB for the planning session.

Member Cassano moved to approve funding the DDB Planning Session with matching funds from the CRA at an amount not to exceed \$2,400.00 with funds from the Future Downtown Initiatives line item. The motion was duly seconded and upon roll call, the vote was:

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

Nays: None.

Motion carried.

8. Revisions to DDB Goals, Purposes, Policies – Paris Morfopoulos, DDB Chairman stated that the original idea was to have a workshop to define functions and goals. He stated that after he had recently reviewed the code section that defines the DDB he found portions to be obsolete and out of date. Being that the code needs to be revised to better define board functions, he wants to work with Ms. Fogarty France and bring a revised draft to the board.

Member Jammo moved to appoint Chairman Morfopoulos and Anne Fogarty France as a subcommittee to work on revisions to DDB Ordinance, Goals, Purposes and Policies. The motion was duly seconded and upon roll call the vote was:

“Ayes”: Member Morfopoulos, Member Sjouwerman, Member Teixeira, Member Jammo, Member Cassano, and Member Devineni.

“Nays”: None.

Motion carried.

9. Review of DDB Funding Request Application – Anne Fogarty France, Downtown Manager discussed proposed revisions she received from members. She noted that she will send form out on April 13 with completed forms due back by May 15. Members questioned if the form should be sent out or if the board should wait for the event organizers to contact them to ask for the application. Discussion continued about changing the process and the form. Members suggested making the form more accessible by placing the form on the website allowing flexibility in line with events the board wants to continue as well as more accountability.

The new paragraph 16 was suggested about issues with Station Square Park events and to make sure events are located where stated on the submitted form. Another item to note was that the components on the event application differed from what is being done at events.

Members discussed the need for the applicant to know there is some accountability and the possibility of having to submit receipts was an item noted that should be on the form.

Ms. Fogarty France reminded members they could ask questions during the Post Event Report about accountability. She added that the new forms were being sent out in April and were due back in May. Members would receive binders containing all funding requests received in June and event organizers will do presentations at the July meeting.

Member Jammo moved to approve revisions to the DDB Funding Request Application as amended. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Sjouwerman, Member Teixeira, Member Jammo, Member Cassano, and Member Devineni.

“Nays”: None.

Motion carried.

- 10. Chairman's Comments** – Chairman Morfopoulos mentioned that the new DDB ex-officio councilmembers were David Allbritton and Hoyt Hamilton and that he looks forward to working with them. He read a list of the upcoming downtown events that can be found on the DowntownClearwater.com website.

Member Morfopoulos stated that he recently visited the Riverwalk area on the Hillsborough River, near Curtis Hixon Park in downtown Tampa. He toured Armatureworks and suggested that others visit this area. Members agreed it would be a good place for a field trip before the Imagine Clearwater initiative starts. Member Morfopoulos reminded members that this project took 24 years to complete.

11. Final Comments

Member Cassano stated that he recently visited downtown Dunedin and commented on the heavy presence of people visiting that small area and stated we could do this in Clearwater too.

Member Teixeira stated she likes the way the board is heading. She added that it is a great place and it's good to be part of a growing downtown that she looked forward to residing here.

Member Sjouwerman stated Public Relations (PR) was sparking the flames for a greater downtown and PR is fanning that fire. People living downtown are bringing more people to the downtown area for retail and arts. He feels that word of mouth and social media is helping.

Member Devineni stated he was recently in Atlanta and visited a market attracting millennials. There were many old buildings being renovated into breweries and doing this here could possibly bring new concepts into downtown Clearwater. He also liked the idea of a field trip.

Member Jammo said she liked the idea of the field trip as well.

Chairman Morfopoulos stated that he was considering taking his building and turning it into something like the Oxford Exchange that is in Tampa.

12. The meeting was adjourned at 6:50 p.m.