



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 4, 2017 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. **Call to Order**
2. **Citizen Comments – Items Not on the Agenda**
3. **Oaths of Office – Caitlein Jammo & Lina Teixeira**
4. **Approve the Minutes from the September 6, 2017 Meeting**
5. **Approve the Minutes from the September 18, 2017 Meeting**
6. **Adopt August 2017 Financial Statement for Filing**
7. **Appoint DDB Election Canvassing Committee Members (Meets on October 10, 2017 at Supervisor of Elections Office, 315 Court Street, 1st floor, at 3:00 p.m.)**
8. **Discussion Regarding November 7, 2017 Referendum – Seth Taylor, Community Redevelopment Agency (CRA) Director**
9. **Discussion Regarding Second Century Studios – Seth Taylor, CRA Director**
10. **Chairman's Report – Chairman Morfopolous**
11. **Final Comments**
12. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
September 6, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member
Also Present:	Anne Fogarty France	Board Administrator
	Seth Taylor	Community Redevelopment Agency Director
Absent:	Bill Jonson	Ex-Officio/Councilmember
	Doreen Caudell	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. First Public Millage Hearing—Resolution 02-17. In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements. The DDB set a tentative millage rate of 0.9700 mil on August 2, 2017, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 02-17 is presented in order to adopt the millage rate of 0.9700 mils to support the operating budget for the 2017/18 fiscal year. Member Wright read the resolution into the record.

Member Bosi moved to adopt Millage Resolution 02-17 on first reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

4. First Public Budget Hearing—Resolution 03-17. In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2017/18 millage rate and budget are an integral part of fulfilling these requirements. On June 7, 2017, the DDB approved a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2017/18 fiscal year. The preliminary budget was also discussed at the August 2, 2017, DDB meeting. Member Sjouwerman read the resolution into the record.

Member Wright moved to adopt Budget Resolution 03-17 on first reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Approve the Minutes from the August 2, 2017, Meeting

Member Wright moved to approve the minutes from the August 2, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

6. Adopt July 2017 Financial Statement for Filing

Member Wright moved to adopt the July 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

7. Adopt FY 2017-2018 Budget with Funding for Santa & Suds 5K Fun Run—Anne Fogarty-France, Downtown Development Board Administrator stated that since Mr. Starova was required to recuse himself from voting on funding for the Santa & Suds 5K Fun Run at the last meeting due to a conflict, this item was removed from the budget approval process because a quorum was not present to vote on this at the August meeting. This item is before the DDB tonight for consideration. Ms. Fogarty-France, Downtown Manager, advised the Board that she amended the budget to include \$5,000 for this event on Line 40 and reduced the Future Downtown Initiatives line item by \$5,000.

Member Bosi moved to adopt the FY 2017-2018 DDB budget as amended with funding for the Santa & Suds 5K Fun Run in the amount of \$5,000 from the Future Downtown Initiatives line item. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, and Member Sjouwerman.

“Nays”: None.

Abstention: Member Starova.

Motion carried.

Chairman Morfopoulos suggested the Board move Item 10 before Item 8 in order to consider those who are on the ballot for the October election as candidates to fill the vacancies left by Chelsea Allison and Zachary Thorn.

Member Starova moved to consider Item 10 before Item 8. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

8. Nominating Committee Report and Approval of Slate of Election Candidates—Chairman Paris Morfopoulos stated that nine people have been nominated for three Board vacancies: Fran Bartlett, Water’s Edge; Dennis Bosi, Bob Lee’s Automotive Repair; Ray Cassano, Station Square Realty; Venkat Devineni, Infi Systems; Caitlein Jammo, Johnson, Pope, Bokor, Ruppel & Burns LLP; Jere Jarrett, Family Life Chiropractic; Keanan Kintzel, Buzzazz Business Solutions; Gen Obolensky, Botanica Day Spa; and Lina Teixeira, Studio 627. Two candidates will fill three-year terms and one candidate will fill a one-year term. Business owners will vote to fill the three vacancies. The two candidates with the highest number of votes will fill the three-year terms and the one with the next highest number will fill the one-year term.

Member Bosi moved to approve the slate of candidates. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

9. Appoint Member to Fill DDB Member Seats Vacated by Zachary Thorn and Chelsea Allison—Chairman Paris Morfopoulos advised that the candidates appointed to fill these two vacancies will serve until the end of this calendar year. All the candidates just approved are interested in being appointed early. Ms. Fogarty-France was asked if owners could write in candidates and was advised there is a place on the mailed ballots to write in a candidate. The person whose name is written in does not have to indicate ahead of time his or her willingness to serve.

For the purposes of this appointment, it was decided each member would be given a ballot and will vote for two people. Those receiving the highest number of votes will fill the vacancies. If there is a tie, there will be a runoff of these candidates.

At the conclusion of the balloting, Lina Teixeira and Caitlein Jammo received the most votes.

Member Wright moved to appoint Lina Teixeira and Caitlein Jammo to the DDB. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

10. Appoint Member to Fill Treasurer Position—Chairman Paris Morfopoulos

Member Bosi nominated Member Wright to serve as Treasurer. He declined since this was a violation of his company's policy. Member Wright nominated Member Bosi as Treasurer.

Member Wright moved to appoint Dennis Bosi as Treasurer. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Wright, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

11. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events.

The second public hearing on the budget scheduled for September 11, 2017, has been rescheduled to September 18, 2017, at 5:30 p.m. due to Hurricane Irma.

12. Final Comments

Member Wright thanked Chelsea Allison and Zach Thorn for their service on the Board.

Member Bosi welcomed Lina Teixeira to the Board and hoped everyone stays safe during the storm.

Member Starova thanked the outgoing members and welcomed the new members.

Member Sjouwerman welcomed Lina Teixeira to the board.

Seth Taylor stated he is looking forward to the next fiscal year.

13. The meeting was adjourned at 6:01 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
SECOND AND FINAL MILLAGE AND BUDGET HEARING
September 18, 2017 – 5:30 PM – City Hall – 2nd Floor, Room 222

Members Present:	Paris Morfopoulos Dennis Bosi Tony Starova Stu Sjouwerman	Chairman Vice-Chairman Member Member
Also Present:	Bill Jonson Seth Taylor Anne Fogarty France	Ex-Officio/Councilmember CRA Director Board Administrator
Absent:	Thomas Wright	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—CRA Director Seth Taylor announced that Tampa Bay Business Journal reported on the top 100 fastest growing Florida companies and Downtown Clearwater's KnowBe4 was #5 and Stratus Video was #6. He congratulated Member Sjouwerman on this exciting recognition.
3. Second Public Millage Hearing—Resolution 02-17. In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements. The DDB set a tentative millage rate of 0.9700 mil on August 2, 2017, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August.

Resolution 02-17 is presented in order to adopt the millage rate of 0.9700 mills to support the operating budget for the 2017/18 fiscal year. Member Sjouwerman read the resolution into the record.

Member Sjouwerman moved to adopt Millage Resolution 02-17 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

4. Second Public Budget Hearing—Resolution 03-17— Chairman Morfopoulos advised that In accordance with Chapter 200 of the Florida Statutes and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2017/18 millage rate and budget are an integral part of fulfilling these requirements. On June 7, 2017, the DDB approved a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2017/18 fiscal year. The preliminary

budget was also discussed at the August 2, 2017, DDB meeting. Member Starova read the resolution into the record.

Member Bosi moved to adopt Budget Resolution 03-17 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Morfopoulos, Member Bosi, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Final Comments

Member Starova hoped that everyone was okay after the storm. He thanked the Church of Scientology for all they did to help Downtown Clearwater weather the storm.

Member Sjouwerman was interested in a post mortem after Hurricane Irma. He thought there should be a plan for office buildings to assist them in such emergency situations. He also thanked the city for their pressure on Duke Energy for the office buildings.

Chairman Morfopoulos echoed the thanks to the Church of Scientology for their assistance.

Ex-officio Councilmember Jonson advised that they had called Lisa Mansell of the Church of Scientology to thank her.

Mr. Taylor advised that they will be better prepared for next year.

6. The meeting was adjourned at 5:47 p.m.

Item 6

	A	B	L	M	N	O	Q	S
	<div>Downtown Development Board Statement of Revenues & Expenditures</div>							9/28/17 11:09 AM
1								
2								
3								
4								
5								
6		Approved	Amended				Year to	
7		Budget	Budget		August		Date	Difference
8	Income:							
9	Ad Valorem (Property) Taxes	262,815	268,815		-		266,914	4,099
10	Ad Valorem Taxes Prior Yr	100	100		13		63	(37)
11	Interest Income	500	500		-		1,189	689
12	CRA Interlocal Agreement Rev	188,500	188,500		-		188,289	(211)
13	Misc Revenue	500	500		-		1,831	1,331
14	Total Income	452,415	458,415		13		458,285	5,870
15								
16	Expenditures:							
17								
18	Promoting District							
19	Banner Installation & Maintenance	1,500	1,500		-		52	1,448
20	Downtown Streetscape Maintenance	3,200	3,200		-		-	3,200
21	Holiday Lighting	14,000	14,000		-		13,255	745
22	Total Promoting District	18,700	18,700		-		13,307	5,393
23								
24	Promoting Merchants							
25	Graphic Design and Printing	3,000	3,000		-		331	2,669
26	Advertising	10,000	10,000		-		2,666	7,334
27	List Serve	2,400	2,400		-		-	2,400
28	Video Production	2,000	2,000		-		-	2,000
29	Jolley Trolley Downtown Loop	13,520	16,797		-		6,760	6,760
30	Total Promoting Merchants	30,920	34,197		-		9,757	21,163
31								
32	Promoting Events							
33	8th Annual Achieva Box Car Rally	1,500	1,500		-		1,000	500
34	Bright House Clw Superboat National Championship	10,000	10,000		-		-	10,000
35	City/Clw Celebrates America	2,500	2,500		-		2,500	-
36	City/Fun n' Sun Festival	5,000	5,000		-		5,000	-
37	City/Sea Blues Festival	10,000	10,000		-		10,000	-
38	Clearwater Jazz Festival Jazz Walk	5,000	5,000		-		5,000	-
39	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	25,000	25,000		-		25,000	-
40	Cleveland Street Business Alliance: Taste of Downtown							
41	Downtown Funk, Little Miss Miracle Pageant	10,000	10,000		-		10,000	-
42	Pierce Street Market	7,500	7,500		-		7,500	-
43	Pierce Street Market Vendor Incubator Space	-	-		-		-	-
44	Santa & Suds Race/Walk for ASL & Deaf	4,000	4,000		-		4,000	-
45	Cleveland Street Project/Photography Exhibit	-	3,000		-		3,000	(3,000)
46	Garden Avenue Garage Mural	-	5,000		-		5,000	(5,000)
47	Latino Anniversary Party	-	3,500		-		3,500	(3,500)
48	Station Square Park Art Bazaar	-	3,000		-		3,000	(3,000)
49	Sidewalk Sales/DCMA	-	3,000		-		3,000	(3,000)
50	Total Promoting Events	80,500	98,000		-		87,500	(7,000)
51	Future Initiatives	46,353	25,577		-		-	46,353
52								
53	Staff & Office Administration							
54	Downtown Meeting & Event Support	200	200		100		334	(134)
55	Office Expenditures	750	750		-		35	715
56	Dolphin Sign Replacement Cost	100	100		-		-	100
57	Palm Tree Lighting Replacement (as needed)	300	300		-		-	300
58	Public Meeting Notices	2,000	2,000		36		318	1,682
59	Legal Fees	3,500	3,500		-		825	2,675
60	CRA Mgt & Admin Fee - 2.5% Increase	66,950	66,950		5,579		61,371	5,579
61	DDB Minutes Preparation	1,430	1,430		110		1,210	220
62	Tax Collector Commissions	-	6,000		0		5,822	(5,822)
63	Total Staff & Office Admin	75,230	81,230		5,825		69,914	5,316
64								

	A	B	L	M	N	O	Q	S
1	Downtown Development Board Statement of Revenues & Expenditures							9/28/17 11:09 AM
2								
3								
4								
5								
6		Approved	Amended		August	Year to		
7		Budget	Budget			Date	Difference	
65	Fixed Payments							
66	Officers & Directors Insurance	700	700		-	640	60	
67	Liability Insurance (Dolphins)	1,422	1,422		-	1,246	176	
68	Annual Audit	7,500	7,500		-	7,500	-	
69	CRA Increment Payment	188,500	188,500		-	188,289	211	
70	State Special District Fee	175	175		-	175	-	
71	Property Appraiser Fee	2,415	2,415		-	2,367	48	
72	Total Fixed Payments	200,712	200,712		-	200,217	495	
73								
74	Total Expenditures	452,415	458,415		5,825	380,695	71,720	
75								
76	Revenues in Excess of Expenditures	-	-		-	77,590		
77								
78	Expenditures in Excess of Revenues	-	-		(5,813)	-		
79								
80	Beginning Fund Balance 10-1-16		103,835			103,835		
81								
82	Ending Fund Balance		103,835			181,425		
83								
84	Minimum Reserves Approved by Board 7/12/2017		74,500					
85								
86	Cash in Bank as of 8/31/2017					179,622		

[illegible]

Item 8

**NOTICE OF CITY OF CLEARWATER
REFERENDUM ELECTION**

A **Referendum Election** of the City of Clearwater, Florida, will be held in conjunction with the Pinellas County Penny for Pinellas Referendum Election on Tuesday, November 7, 2017, between the hours of 7:00 a.m. and 7:00 p.m., for the purpose of submitting to the voters of the City of Clearwater the following ballot question:

Improvements to and use of Downtown Clearwater Waterfront

Shall City Charter Section 2.01(d)(6) be amended as provided in Ordinance 9063-17 to allow construction and maintenance of certain improvements including playgrounds, water features, artwork, a boathouse, Marina office, restrooms, surface parking, roadways, plazas, sidewalks, trails, elevated walkways, boardwalks, benches, picnic tables, water fountains, litter receptacles and similar amenities, to support active and passive uses of the city owned Downtown Waterfront, generally bounded by Pierce St., Drew St., the Bluff and the water?

YES _____
NO _____

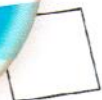
All qualified electors who are residents of the City of Clearwater and who have registered on the registration books of the Supervisor of Elections of the county of Pinellas, as provided by law, shall be qualified to vote in this election. Copies of the full text ordinances establishing the ballot questions are available at Official Records & Legislative Services.

Rosemarie Call, MPA, CMC
City Clerk
112 S. Osceola Avenue
Clearwater, FL 33758

CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

WWW.MYCLEARWATER.COM

PRSTD STD
U.S. Postage Paid
Permit #2052
St. Petersburg, FL



Yes



No



Make Your Vote Count!

Election Day is Nov. 7, 2017

Clearwater residents will vote on two referendum items on Nov. 7, 2017.

The first is to renew the Penny for Pinellas for another ten years and the second is to amend the City of Clearwater Charter to allow certain changes to the city-owned parcels along the downtown waterfront and in Coachman Park.



**NOTICE OF CITY OF CLEARWATER
REFERENDUM ELECTION**

A referendum election of the city of Clearwater, Florida, will be held in conjunction with the Pinellas County Penny for Pinellas Referendum Election on Tuesday, Nov. 7, between the hours of 7 a.m. and 7 p.m., for the purpose of submitting to the voters of the city of Clearwater the following ballot question:

**Improvements to and use of Downtown
Clearwater Waterfront**

Shall City Charter Section 2.01(d)(6) be amended as provided in Ordinance 9063-17 to allow construction and maintenance of certain improvements including playgrounds, water features, artwork, a boathouse, Marina office, restrooms, surface parking, roadways, plazas, sidewalks, trails, elevated walkways, boardwalks, benches, picnic tables, water fountains, litter receptacles and similar amenities, to support active and passive uses of the city owned Downtown Waterfront, generally bounded by Pierce St., Drew St., the Bluff and the water?

YES ☐
NO ☐

SAMPLE

**AVISO DE LA CIUDAD DE CLEARWATER
ELECCIÓN DE REFERENDO**

Se llevará a cabo una elección de referendo de la ciudad de Clearwater, Florida, en conjunto con la Elección de Referendo "Penny for Pinellas" (Un centavo para Pinellas) del Condado de Pinellas, el martes 7 de noviembre de 2017, en un horario de 7 a. m. a 7 p. m., con el fin de presentar a los votantes de la ciudad de Clearwater la siguiente pregunta de la boleta:

**Mejoras a y uso de la Zona Frente al Mar
en el Centro de Clearwater**

¿Se debe modificar la Sección 2.01(d)(6) de las Ordenanzas de la Ciudad, como se dispone en la Ordenanza 9063-17, para permitir la construcción y el mantenimiento de algunas mejoras, tales como áreas de juego, instalaciones hídricas, decoraciones gráficas, un cobertizo para botes, una oficina de Marina, baños, estacionamiento en superficie, calzadas, plazas, aceras, caminos, pasillos elevados, caminos entablados, bancas, mesas para días de campo, fuentes, recipientes de basura e instalaciones similares, para apoyar los usos activos y pasivos de la Zona Frente al Mar del Centro que es propiedad de la ciudad, que en lo general colinda con Pierce St., Drew St., Bluff y el agua?

SÍ ☐
NO ☐

MUESTRA

What a "Yes" and "No" Vote Mean

A "yes" vote will give the city the authority to implement certain portions of the Imagine Clearwater plan and to construct and add the following features to city-owned parcels along the downtown waterfront: playgrounds, water features, artwork, a boathouse, Marina office, restrooms, surface parking, roadways, plazas, sidewalks, trails, elevated walkways, boardwalks, benches, picnic tables, water fountains, litter receptacles and similar amenities.

A "no" vote means that the city will not be given the authority to implement certain portions of the Imagine Clearwater plan and add the listed improvements and amenities to the city-owned downtown waterfront property.

On Nov. 7, 2017, Pinellas County residents will decide on the renewal of the Penny for 10 years (2020-2030).

Penny Facts:

- Funds only long-term capital infrastructure projects that support our local community
- Shared between the County and 24 cities
- Not a new tax; the Penny has been in effect since 1990
- Only applies to the first \$5,000 of a single purchase
- All Penny funds are collected in Pinellas and stay in Pinellas
- Some of Clearwater's proposed projects include sewer utilities infrastructure, waterfront/bluff improvements, public safety vehicles & facilities, community parks, bicycle/recreation trails and environmental park improvements, and a downtown parking garage.

