

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
April 6, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Zachary Thorn	Member
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department
Absent:	Chelsea Allison	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 March 2, 2016, Meeting

Member Wright moved to approve the minutes from the March 2, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Adopt February 2016 Financial Statement for Filing

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

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

“Nays”: None.

Motion carried.

5. Post Event Report—Blues Walk/Sea Blues Festival: Kris Koch

Kris Koch gave a PowerPoint presentation on the 10th Annual Blues Walk/Sea Blues Festival. He reported there were 19,014 people in attendance at the Sea Blues Festival. He noted there was a Bryan Adams concert on Friday night in Coachman Park. Members suggestions regarding the

need to connect events in Coachman Park to Cleveland Street, including the Blues Walk main flyer and posters for the Sea Blues Festival.

When asked how many people attended the Bryan Adams concert, Mr. Koch advised there were just fewer than 5,000 attendees and there was concern that even though there were additional people downtown, including about 300 people at a Capitol Theatre event, there were only about 800 people on Cleveland Street.

Ex Officio Councilmember Jonson said he walked downtown after the concert and many of the attendees were interacting with the downtown businesses.

Mr. Koch advised that there were two events coming up as part of Fun 'n Sun Week. They were involving downtown businesses in a weeklong event advertising their specials. Customers could enter to win Fun 'n Country tickets announced at Blast Friday on April 29. A booth was available for the downtown businesses. On April 30 the Live Love Local Fest was planned and on May 1, there is a country concert and both events were taking place in Coachman Park. He noted that there will be a tent available at these two events for the Downtown Merchants' Association.

6. Post Event Report—Santa & Suds: Rosa Rodriguez

Rosa Rodriguez, Nanette Friend and David Mbiad gave the post-event report on the Santa & Suds Fun Run and stated that the event was started to promote sign language and deaf awareness. She noted that the event planning started late this year because of changes to the organization's sponsor.

Ms. Rodriguez stated they had some advertising problems because of the "suds" part of the event. Schools and churches would not permit posters because of the reference to beer.

Members felt that this event needs to stay in Clearwater. Ms. Rodriguez stated that if they get started earlier they will have more sponsors.

7. Continuing Discussion on DDB Goals/Purposes.

Chairman Morfopoulos advised the Board he wanted to discuss the policy section of the goals document. There are some existing policies that are not written down and there may be others that the Board members wish to include. There are three items he wanted to address this evening.

The first item is whether or not to set a maximum grant per budget line item. Discussion ensued concerning the reason for establishing such a limit. There was a concern that items that come before the Board after the budget process may be granted more money than they would have been granted during the budget process. The purpose would be to avoid making large grants in a quick manner. The Board has a requirement that items do not get funded until after a second reading.

At the conclusion of the discussion, it was determined that no limit would be established.

Chairman Morfopoulos next reviewed the reserve policy. Member Morfopoulos read aloud the current policy "On November 6, 2013, the DDB established a minimum reserve level at 25% of the total of the fixed payments, staff and office administration fees and \$50,000 for boat slips, for a total of \$71,465."

Anne Fogarty France advised the board that the Assistant Finance Director suggested that the Board establish a line item for the reserves based on a formula which will be calculated each budget year.

Ex-officio Councilmember Jonson was asked if the City Council has a reserve and he replied that that this figure was 8% of the city budget/General Fund or three months of operating costs. He noted other reserve funds for insurance, hurricanes, etc.

Chairman Morfopoulos suggested the Board establish a reserve level as a percentage of the budget to be determined and set during the annual budget process.

Member Wright moved that the Board add a policy to establish a reserve level as a percentage of the budget to be determined and set during the annual budget process. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

Chairman Morfopoulos stated that the third item was to have a policy to require an annual review of the Sponsorship/Funding Request form. Members asked why this would be limited to once a year. A suggestion was made that they include the wording to review the form “at least once a year.”

Member Bosi moved to establish a policy to review the Sponsorship/Funding request form at least once a year. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: Member Wright.

Motion carried.

Chairman Morfopoulos asked if there were any citizens comments and then asked if other board members had a policy to suggest.

Ex-Officio Member Jonson asked if the Board had success measurements. Chairman Morfopoulos advised him that the Board was reviewing the statistics with staff and will be discussing this at a future meeting. Anne Fogarty France stated that staff was meeting later that week regarding the items on the list presented last month.

Director Lopez stated that staff wants to ensure that what the Board wants to measure can be measured and this should be done as a collaborative effort with the new CRA director.

Member Starova suggested the Board establish a budget line item for promotion. The advertising budget was less than 1% of our budget.

Member Bosi stated the Board needs to decide if it wants to promote or sponsor. Money can be moved to another line item if the Board wants to spend it for advertising rather than for events that

will bring people to downtown. He felt that people coming to downtown for various events was a form of advertising.

Member Wright stated the Board should not be deciding where to put signs around the city. He suggested the Downtown Merchants Association should come before the Board and ask for funds to do those types of things.

Member Thorn stated the Board needs to decide if it wants to promote one event that will bring thousands of people to downtown for one night or promote the downtown 365 days a year.

Member Sjouwerman stated he has been asking for some vehicle to allow the Board to get its message out. He suggested during the budget process the Board set a percentage of the budget aside each year for promotion. Discussion ensued.

Member Thorn suggested the videos of downtown are out of date and having money available for promotion would allow the Board to update these more often.

Member Sjouwerman moved to establish a policy to determine yearly a percentage of the budget that will be dedicated to promotion. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

8. Approve Advertising at Clearwater Regional Chamber of Commerce Visitor Center at Countryside Mall

Member Thorn presented the Board with the proposal for advertising at the Chamber of Commerce Visitor Center at the Westfield Countryside Mall. There are visitor centers in the Bank of America building on the second floor and one on Clearwater Beach. In addition to the information provided in the application, there will be some additional brochure racks and other items installed. The mall receives between 7 and 8 million visitors a year. Staff will be trained on how to handle questions. The DDB can provide brochures to be handed out to visitors. The Board would be granting \$1,200 to have the employees hand out brochures and provide information regarding downtown. Mr. Thorn suggested it would be a great marketing opportunity for the DDB. This will be a good way to promote what goes on downtown. Discussion ensued.

Member Starova stated he would like to approve this request and get a price for participating in the Chamber on the beach.

Member Thorn advised he will come back on second reading with more information on how the advertising will look, as well as a proposal for the beach.

Member Wright moved to approve at the next reading advertising costs at the Regional Chamber of Commerce Visitor Center at Westfield Countryside Mall in the amount of \$1,200 with the funds coming from the unallocated funds line item. 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.

Member Thorn abstained.

Motion carried.

9. Approve Changes to DDB Sponsorship Request Form for 2016

The Board reviewed the proposed changes to the Sponsorship Request Form. The following changes were made based on comments made at the last meeting, as well as feedback from the Board members: 1) items were numbered to make it easier to refer to for applicants; 2) all the items that had to do with marketing, promotion, and logos were combined into one question; 3) the form was streamlined but staff had some questions, specifically regarding 14b and who will enforce the placement of the parking signs and also 14c regarding the two banners and who will enforce the placement of the banners on the barricades.

Chairman Morfopoulos would like to change the name of the form to “Funding Request.” The form should be changed to say “Budgeted Request” and “Unbudgeted Request.”

After discussion regarding the various items on the form, the members approved the following additional changes: 1) change the name of the form to “Request Form;” 2) change it to two check boxes—one for Budgeted Request and one for Unbudgeted Request; and 3) add a question asking how this request will help achieve the goals of the DDB (new No. 5).

Discussion ensued concerning whether or not the DDB should be given free tickets to the various events.

Member Sjouwerman moved to strike the line from the form that tickets should be provided. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: Member Bosi.

Motion carried.

Ex-Officio Member Jonson was asked how the Council handles the free ticket issue. He advised that some events are reimbursable and sometimes the members pay their own way. If the value is over \$100, it goes on a gift receipt form that the Council members file each year by law.

Members questioned if the words “and social media” be added to 14a after “collateral material” and when they would change the name back to “Downtown Clearwater” from “Cleveland Street District.” The board was advised this would be a discussion for the Council and the new CRA Director. Members suggested that the way to enforce whether the event holders put out the required signs and banners is for them to provide pictures in their report.

Member Thorn moved to approve the DDB Sponsorship Request Form for 2016 as amended. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

10. Chairman’s Report

Chairman Morfopoulos advised the Board of upcoming events. He also stated that there are three candidates for the new CRA Director position. These candidates will in town on May 4 and May 5 and he stated that there was a community meeting on May 4 from 5 p.m. to 7 p.m. which conflicts with the next DDB meeting. He asked members if they wanted to cancel the meeting or move it to the following week.

Member Wright moved to move the DDB meeting to May 11, 2016. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

11. Final Comments

Member Thorn commented on the recent election, stating five of the seven proposed amendments passed. He also thanked Ex-Officio Councilmember Jay Polglaze for his service to the Board and the Council.

Member Wright echoed Member Thorn’s comments regarding Mr. Polglaze. Member Wright also commented on the amount of time spent on the two reports tonight. He suggested the Board limit its editorial comments and the amount of time allowed for the reports. In regard to success measures he noted what gets measured gets managed. Member Wright asked what the new name of the Bank of America building was and was advised that the new name is One Clearwater Tower.

Member Bosi stated he appreciated Mr. Polglaze’s hard work.

Chairman Morfopoulos stated he also appreciated Mr. Polglaze’s support of the downtown and is grateful for his service.

Member Starova welcomed back Anne Fogarty France. He agreed with the comments regarding Mr. Polglaze. He asked that an agenda item be added to allow for a report from the Merchant’s Association. He also suggested we find ways to educate downtown business owners on where other businesses are in downtown Clearwater.

Member Sjouwerman suggested the DDB have its own list serve so it can do email blasts on certain topics. He also would like an agenda item added to discuss the repositioning of the downtown branding.

Ex-Officio Councilmember Jonson asked for an update on the welcome signs. He also advised the Board that tomorrow's Council meeting will begin with a farewell to Jay Polglaze.

Member Starova invited the Board to a meeting on April 12 with the Bay Area Concierge Association of Tampa Bay at 6 p.m. at the Capitol Theatre.

Director Geri Lopez advised the Board this was her final meeting since her last day with the City will be April 22. She also stated that she believes the rebranding of downtown needs to be done with the direction of the new CRA Director. She told the Board that Denise Sanderson, the Assistant Director has been named the new Economic Development & Housing Director.

Chairman Morfopoulos thanked her on behalf of the Board and welcomed Denise. He added that a new Ex-Officio member should be appointed at the next Council meeting.

12. The meeting was adjourned at 7:56 p.m.