

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
June 25, 2018 – 5:30 PM – City Hall – 2nd Floor Meeting Room

Members Present:	Paris Morfopoulos	Chairman
	Stu Sjouwerman	Vice-Chairman
	Caitlein Jammo	Treasurer
	Thomas Wright	Member
	Lina Teixeira	Member
	Ray Cassano	Member
	Venkat “Vincent” Devineni	Member

Also Present:	David Allbritton	Ex-officio Member/Councilmember
	Hoyt Hamilton	Ex-officio Member/Councilmember
	Amanda Thompson	CRA Director
	Anne Fogarty France	Board Administrator

1. Chairman Morfopoulos called the meeting to order at 5:35 p.m. He welcomed the Ex-officio councilmembers and asked the board and ex-officio councilmembers to introduce themselves.
2. Citizens Comments--Items not on the agenda.

None.

3. **Review of 1-Year Tactical Plans for Marketing, Business Assistance and Policy & Project goals** – Copies of the results from the May 22 collaboration were distributed. It was observed that Items 3 and 4 of tonight’s agenda, Review of 1-Year Tactical Plans and Development of FY 2018-2019 Work Plan, could be combined; the board concurred, and discussion commenced.

Amanda Thompson, CRA Director, addressed the color-coding of various sections.

- Green - items on which the DDB can take action on.
- Yellow - items that need more information is needed.
- Red - items on which the DDB has no current input.

The items on the three spreadsheets had received the most votes at the collaboration.

Chairman Morfopoulos suggested the board review each item and decide if it was something the DDB can do and wants to do, and who on the DDB might be the contact person for each item. The board concurred.

Marketing 1-Year Tactical Plan

1.3. Plan a launch party. A launch party budget was discussed, with a temporary target of \$10,000 being agreed upon. Members Jammo and Wright agreed to be the champions.

2. Hire PR and marketing firms. Various points to promote in the downtown area were discussed.

2.1. and 2.2. Fund RFP and develop scope of services. The items were re-ordered, replacing each other. Members Wright and Sjouwerman agreed to be the champions and CRA Director Thompson agreed to follow up.

2.3. DDB hires and funds firm. A potential budget was discussed at \$35,000/year and members suggested sharing the cost with another agency. CRA Director Thompson agreed, and suggested

the DDB portion might be 20% with the CDP and Chamber of Commerce being asked to participate as well.

3.1. and 3.2. Review status of ULI action items and determine incomplete items to address. Members suggested it is the DDB's role to make recommendations, and that with a title revision to "Review ULI and make recommendations", the DDB could have the greatest impact. This item was originally the responsibility of the Assistant City Manager, but a new City "point man" should be identified, and October was agreed to be a reasonable target date for an update. The board concurred.

3.3. Review and provide recommendations for Imagine Clearwater implementation. Members Devineni and Cassano agreed to be the champions for 3.1 – 3.3.

Business Assistance 1-Year Tactical Plan

1.2. and 1.3. Court potential tenants for vacant storefronts and create campaign to attract tenants. Much discussion revolved around these items with incentives for tenants being discussed as well as potential tenants such as Trader Joe's, Mazzaro's Top Golf and Big Storm Brewery.

CRA Director Thompson noted the concern that the area's median income is approximately \$40,000 whereas many large companies require a median income of \$100,000+ before they'll consider a location.

Members agreed to the creation of a high-tech CEO council for companies in the downtown area. Working together, they could attract employees who would want to work and live in the downtown area.

In the end, a consensus was reached that the items would be renumbered as follows, and Member Cassano would be the DDB member to work with CRA staff.

- 1.1. Coordinate with PR campaign to attract tenants (Trader Joe's, Top Golf)
- 1.2. Court potential tenants for vacant storefronts.

2. Get programs in place with universities. The section was renumbered as follows:

- 2.1. Establish contact with SPC.
- 2.2. Establish contact with USF.
- 2.3. Coordinate with PR campaign to attract a university.

It was agreed that Member Sjouwerman would pursue his existing relationship with USF and Member Jammo would be the contact for SPC.

3. Develop high-tech job incentives – General discussion:

Member Sjouwerman noted that all floors in the Atrium building include tech companies. He also suggested a 'cluster of 20-ish options' in business and activity would inspire people to live nearer to their work.

3.1. and 3.2. Identify regulations for eligibility and identify incentives for tech incubators. These items were recognized as outside the DDB's authority. Member Sjouwerman agreed to continue to monitor.

3.3 and 3.4. Make collateral available and promote downtown tech corridor. Discussion continued regarding hosting concerns in the downtown area, creation of a high-tech council, and incentives to attract high-tech businesses and their employees.

A suggestion to enhance the Clearwater Downtown Partnership's (CDP's) yearly awards received positive comments, and members suggested the CDP Momentum Awards could become part of the campaign.

Member Teixeira noted that representation of the arts was growing in downtown, and a liaison with the CDP would be beneficial to identify areas of mutual cooperation. Member Teixeira and CRA Director Thompson are working with the Dali Museum on a virtual reality presentation (potentially for January – June 2019). Several items of discussion were raised: building a calendar of events around the exhibition to properly take advantage of the expenditure, fees to train staff and purchase the software and cost of promotions via social media, paper brochures and ads.

While the consensus was that many tasks in these items would fall to the PR and marketing plans, Members Devineni and Sjouwerman agreed to champion 3.3. and Members Jammo and Sjouwerman would champion 3.4.

Members suggested adding subsections 3.5 and 3.6 for creating a high-tech CEO Council and creating a liaison to the CDP with Members Sjouwerman and Teixeira being the champions.

Policy & Project 1-Year Tactical Plan

One-stop shop for downtown permitting. Members discussed the permitting process and the need for a 'fast track' permit process for potential downtown tenants. While the DDB is not involved the city permitting process, Ex-officio Councilmember Hamilton suggested the DDB "stay involved and stay vocal".

Combining the four items was proposed, and re-wording was approved as follows:

1.1. Identify key complaints and advise on recommendations on how to correct and increase customer satisfaction. Member Teixeira agreed to be champion on this item.

1.2. Create budget for implementation. Members Teixeira and Jammo agreed to be champions.

1.3. Review the existing ordinance and make recommendations. Member Devineni agreed to be champion of this item.

1.4 Create campaign to educate public. Member Teixeira agreed to be champion.

Member Sjouwerman left the meeting at 7:00.

Strategy 2. Update the Downtown Development Board ordinances. Chairman Morfopoulos will be champion of this section.

4. Final Comments

Member Cassano said he feels a plan is so close, and it can all happen. It was re-stated that The Nolen is 80% occupied.

Member Teixeira was more comfortable with the definitions of terms and felt things were clearer now.

Chairman Morfopoulos felt the board had accomplished its objective and thanked everyone for their commitment.

Member Wright requested the city set a date to see the Harborview Center gone.

Member Jammo also asked about a target date for the Harborview Center.

Ex-officio Councilmember Hamilton stated he felt they'd done a good job and thanked everyone for keeping the agenda moving.

Ex-officio Councilmember Allbritton re-stated Mr. Hamilton's comments and offered his confidence in the plans discussed.

5. The meeting was adjourned at 7:05 p.m.