

July 1, 2015 - 5:30 PM - City Hall - 3rd Floor Council Chambers

AGENDA

- Call to Order
- Citizen Comments Items Not on the Agenda
- Urban Land Institute Action Item Enhance Gateways to Downtown and East Gateway – Geri Campos Lopez, ED & Tim Kurtz, Engineering
- 4. Approve the Minutes from the June 2, 2015 Regular Monthly Meeting
- 5. Adopt May 2015 Financial Statement for Filing
- 6. Budget Discussion
 - a. Certification Taxable Value from Property Appraiser (To be provided 7/1/15) Geri Campos Lopez
 - b.Funding Requests/Programs & Events 3 min. presentation followed by questions
 - 1) 7th Annual Achieva Credit Union Box Car Rally Chelsey Wilson
 - 2) Art in the Park Shelley Jaffe
 - 3) Blast Friday, Miracle on Cleveland Street, Cruisin' at the Capitol Post Event Report and Presentation - Zev Buffman
 - 4) Bright House Clearwater Super Boat National Championship Festival – Frank Chivas
 - 5) City of Clearwater Clearwater Sea Blues Festival, Clearwater Fun 'n Sun Festival, Clearwater Celebrates America – Brian Craig & Kris Koch
 - 6) Clearwater Jazz Holiday Gary Hallas
 - 7) Downtown Clearwater Farmers Market Post Event Report and Presentation – Pat Fernandez
 - 8) Jolley Trolley Coastal Loop Rosemary Longenecker
 - 9) Santa and Suds Run Walk & Street Party Kate Pascucci & Megan Lawler
- Accept Recommendation from DDB Audit Selection Committee and Authorize Chairman to Sign Engagement Letter – Craig Rubright, Treasurer
- Chairman's Report
- 9. Final Comments
- Adjournment

ITEM 4

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING June 2, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:

Paris Morfopoulos

Chairman

Dennis Bosi

Vice-Chairman

Chelsea Allison Craig Rubright Thomas Wright Tony Starova Member Treasurer Member Member

Stu Sjouwerman

Member

Also Present:

Bill Jonson

Ex-Officio/Councilmember

Jay Polglaze

Ex-Officio/Councilmember

Anne Fogarty France

Board Administrator

Geri Campos Lopez

Director, Economic Development &

Housing Department

- Chairman Morfopoulos called the meeting to order at 5:32 p.m. The Chairman asked the Downtown Development Board (DDB) members and Ex-Officio members to introduce themselves.
- 2. Citizen Comments Items Not on the Agenda. There were no comments.
- 3. Sea Blues Festival Post Event Report Kris Koch, Clearwater Parks & Recreation Department provided the post event report to the Downtown Development Board (DDB). He noted that eleven businesses participated and there were four local bands on Cleveland Street. The event was advertised in Creative Loafing, Clearwater Beacon, and Tampa Bay Times. The Clearwater Sea-Blues Festival had a record-breaking 26,894 attendees with an estimated total economic impact of \$4,719,700. The estimated direct expenditures were \$2,369,800.
- Downtown Farmers Market Post Event Report Pat Fernandez, Market Manager was not present and this item was continued to the next meeting.
- 5. Presentations from Downtown Groups Regarding Ideas for Downtown Revitalization

Chairman Paris Morfopoulos read a statement: The revitalization of our downtown core will require innovative ideas, a coordinated effort and bringing together a critical mass of the right components to be successful.

The Park and the entire Bluff are magnificent but under-utilized assets and should be leveraged to provide the maximum advantage to our downtown. We need creative ideas on how to transform this area and how to more-effectively link it to the main shopping district on Cleveland Street.

In an effort to take the initiative and to build on the momentum generated by the City's efforts to implement the ULI recommendations, we have invited several of the key players in the downtown to present their ideas on what can be done to provide significant improvements to the downtown core and/ or the Coachman Park, Clearwater Bluff area.

Today, we will hear presentations from the Downtown Neighborhood Association, the Church of Scientology and the Clearwater Downtown Partnership. At a future date, we hope to hear

from other interested parties, among them, Mr. Zev Buffman, the Chairman of REH and the Cap.

We want to encourage the presentation of bold ideas. To do this we need to maintain a friendly, encouraging attitude where all ideas are welcome and where the good ones are validated and supported. Nothing is quite so inimical to the origination of new ideas as their reception with invalidation or criticism, especially on a personal level. Let's be receptive to all ideas, even those that may at first appear to you to be silly or foolish. I would encourage all of us to show respect for the opinions presented and not to engage in any nay saying or carping criticism. Let's elevate the conversation and encourage thinking "outside the box".

If you agree and support a particular suggestion or idea, then by all means indicate your support. If you do not, then simply refrain from showing support. We are not voting on or deciding anything at this point; we simply are soliciting the widest possible range of ideas from which to choose.

Let us approach this process with a spirit of play and let's have some fun generating support for those initiatives that most appeal to us. The DDB has an important role to play in the revitalization of our area and we can and should provide a forum where these ideas can be heard. Our city fathers have some difficult decisions to make in the coming months and I know that that will have a receptive ear for our recommendations. They and our city staff will need our support in implementing a successful strategy for our downtown's re-birth.

Our format will consist of a 7 to 8 minute presentation followed by 3 to 5 minutes of questions and answers for each segment. Each board member will have a minute or two for their comments at the end of all three presentations. Please refrain from comments and stick to questions during the brief period allowed for questions.

- a. Downtown Neighborhood Association Board members David Lillesand and Carol Ann Logan provided a presentation to the DDB. They noted what the residents cared about and what their top three priorities were. Priority one was Urgency, priority two was a Coachman Park Master Plan and priority three was to Update Downtown Redevelopment Plan to make downtown more business friendly.
 - In response to questions from the DDB, Ms. Logan stated would like to see the ability to increase signage to attract customers and feels that people that move downtown would like to see vibrancy. In response to questions about what the residents would like to see in downtown, the suggestions were a dry cleaner, shoe store, more clothing stores, inexpensive jewelry and more restaurants
- b. Church of Scientology Lisa Mansell, Community Affairs Director addressed the board and stated that the Church of Scientology was the largest taxpayer in downtown. They are in the middle of an approximately \$20M project including sidewalk update on Ft. Harrison Avenue. In the spirit of cooperation with Clearwater and the Downtown Property Owners, the Church has hired a retail strategist to come forward with a list of shops and restaurants that will be successful downtown.
 - Ms. Mansell has met with business owners in the 300, 400 and 500 block of Cleveland Street and they have come up with many of the same ideas as the Downtown Neighborhood Association. A retail broker, Hybridge was hired by the Church of Scientology. They felt the focus should be what can be done now and provided a list of suggestions the DDB could do to assist:

- Assist the present retailers and those that will be coming in to develop a much better signage program to direct people to parking.
- The DDB could subsidize and/or fund the existing parking validation program in Garden Avenue Garage. This would be at no cost to merchants and would give customers up to two hours of free parking.
- People need to shop and visit restaurants that are already downtown. The best recruitment tool is other successful businesses.
- 4. The City set up a website, ClevelandStreetDistrict.com, where the existing retailers are described and should be used more.
- 5. 87% of the pedestrian malls in the United States fail. Successful ones have these things in common: They have less than 74,000 people; they have a major anchor such as a university or other facilities that provide people living in that area.

In response to questions, Ms. Mansell believes another entertainment anchor is needed. They are targeting a couple of signature restaurants, a couple of quick service eateries, boutiques for sporting goods and exercise wear, formal wear, pet shops. As someone who enjoys the outdoors she would like to see Coachman Park expanded, the band shell reconfigured in the park, activities for mothers with children, a botanical garden, splash pad, skate park, better access to the water, i.e. a river walk and better facilities for concerts.

c. Clearwater Downtown Partnership - Bill Sturtevant, Chairman

Mr. Sturtevant stated that the focus has been on the 400, 500 and 600 blocks of Cleveland Street. The Capitol Theatre has made a huge impact. Within the next 18-24 months the demographics will change with the completion of the Nolen Apartments. People will be walking to work, using our restaurants and shops.

The groundbreaking has created more interest. Three acres at Laura Street and Martin Luther King has become of interest for more residential construction and they are hoping for a resolution of the Strand.

The Clearwater Downtown Partnership has created two committees, the Economic Development Committee chaired by Matt Becker and the Code Adjustment Committee with David Allbritton and Tony Starova.

Responding to questions from the DDB, Mr. Sturtevant feels the number one priority is residential and urged the board to think about the need for businesses that need to be across the street from all the young professionals at the Nolen.

Paris Morfopoulos stated that this was the conclusion of our presentations for today. He thanked the participants for their efforts and their ideas. Board members shared their thoughts and questions.

Approve the Minutes from the May 6, 2015 DDB Meeting

Vice Chairman Bosi moved to approve the minutes from the May 6, 2015 meeting as amended to read, page 5, paragraph 2, last sentence "Demolition of the Harborview Center would be great and there may be some things they want to keep or repurpose in the Harborview Center footprint". The motion was duly seconded. Upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Bosi, Treasurer Craig

Rubright, Member Allison, Member Starova, Member Sjouwerman and

Member Wright

"Nays": None.

Adopt April 2015 Financial Statement for Filing

Member Wright moved to adopt the April 2015 Financial Statement for Filing. The motion was duly seconded. Upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Bosi, Treasurer Craig

Rubright, Member Allison, Member Starova, Member Sjouwerman and

Member Wright.

"Nays": None.

8. Adopt Fiscal Year 2015-2016 Preliminary Budget - Treasurer Craig Rubright

Member Wright moved to adopt the Fiscal Year 2015-2016 Preliminary Budget as presented by Treasurer Rubright. The motion was duly seconded. Upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Bosi, Treasurer Craig

Rubright, Member Allison, Member Starova, Member Sjouwerman and

Member Wright.

"Nays": None.

a. Chairman's Report - Chairman Paris Morfopoulos provided the following updates

- New Banners funded by the DDB have been installed on Cleveland Street and were completed this week.
- 2. A Banner alerting visitors to the downtown that more merchants are beyond the SkyView Condominium project has been installed on the SkyView fence. Thank you to the SkyView management team for allowing us to place the signs on their fence. Visit Skyview.com for more information about this project which we hear is 50% sold. Members were not in favor of current sign. Staff was asked to request a blue and white sign alerting visitors from the Winter's Dolphin Tale Adventure that there were additional businesses east of this attraction.
- A map of the Cleveland Street District was placed in the PSTA bus terminal display board.
- New inserts for the second side of the directory kiosks were being worked on.
- Staff discussed the directory sign located at East and Turner Street with Rod Irwin, the CRA Executive Director. This sign was approved by CRA management, as well as previous DDB members and will not be moved.

Member Wright moved to get a bid to move the Kiosk at East and Turner to a more appropriate location to benefit the Cleveland Street District. The motion was duly seconded and discussion ensued. Upon roll call, the vote was:

"Ayes": Member Starova and Member Wright.

"Nays": Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Allison,

Member Sjouwerman

The motion did not carry.

Member Wright moved to investigate who could take us into the 21st century with proximity technology. The motion was duly seconded.

After continued discussion Member Wright withdrew his motion and it was agreed to discuss this at a future meeting. Member Sjouwerman agreed to research the subject.

6. The board received the emails from Ms. Fogarty France that included links to Florida Department of Transportation sign requirements and video of how another local city has a traffic message on the signs. As you can see City staff must follow these FDOT rules.

Topics for Future Meetings

Chairman Morfopoulos asked board members to please remember that staff has to fit topics for future meeting in with items that are already scheduled and what's already on their work plans so the topics brought up during this section may not be on the agenda for the next scheduled meeting.

Member Sjouwerman would like to discuss a DDB Mailing List.

Member Allison asked to have the Farmer's Market added again to the agenda.

Member Wright would like to add push technology for proximity advertising.

Member Starova would like to add usage of parking garage on daily basis and during special events.

Final Comments

Treasurer Rubright thanked the groups who came in to do presentations to the board. He felt it was important to listen to all ideas for downtown. He asked for urgency from the City Council, knowing that it is a long process but noting that people were excited about downtown, and he wanted to keep this momentum going.

Member Wright seconded Treasurer Rubright's comments.

Member Starova commented that he felt it was a mistake not to move a sign that is not useful where it was presently located. He thanked everyone who promoted the parade and stated that the signage was great and if that could be done for every City event, can you imagine how Blast Friday and Downtown would be?

Member Sjouwerman also seconded Treasurer Rubright's comments.

Member Allison thanked everyone who came to the meeting and those who stayed for the entire meeting to share ideas for downtown.

Ex-Officio/Councilmember Polglaze addressed Member Wright's comment about someone on the City Council taking a leadership role. He noted that he wished it were that easy but the city did not have a strong mayor form of government. He encouraged residents and interest groups to continue to be involved.

Treasurer Rubright asked if interested groups got together and asked the City Council to appoint one person to take ownership would the Council listen.

Ex-Officio/Councilmember Polglaze responded there was one person who does that, the Economic Development Director. He added that the council was behind this revitalization. It may not be going as fast as we all want it to, however the councilmembers are not experts. We will have to get an expert in community development to assist us. We will have all the ideas but someone with the knowledge will have to assemble them in the best way for the community. We need to put together a master plan and felt that we had one chance to get it right.

Chairman Morfopoulos thanked Councilmember Polglaze and stated that it is a lot more complicated than everyone thought. He thanked the public that attended and presented and participated in the meeting. He thanked all board members saying they may not always agree but he valued everyone's opinion.

11. The meeting was adjourned at 7:52 p.m.

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1	Downton	n Developmen	t Board		6/23/15 1:49 PM
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3		Revenues & Ex			
4	For the Period	d May 1 thru M	ay 31, 2015		
5					
6				Year to	
7	T	Budget	May	Date	Difference
9	Income				
10	Ad Valorom (Promostri) Tours	241 551	14.410	205 524	(40.000)
11	Ad Valorem (Property) Taxes Ad Valorem Taxes Prior Yr	241,551	14,412	227,724	(13,827)
-		100		4770	(100)
13		1,000		479	(521)
14	CRA Interlocal Agreement Rev Misc Revenue	160,178		154,566	(5,612)
15	Total Income	500	74.410	2,113	1,613
16		403,329	14,412	384,882	(18,447)
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17	Expenditures				
18	Post Control of the C				
19	Promoting District		ma o	4.000	107 ± 20
20	Banner Installation & Maintenance	600	719	1,039	(439)
21	New Cleveland Street District Banners	7,700	2,702	2,702	4,998
22	Downtown Streetscape Maintenance	3,200	3,129	3,129	71
23	Boatslip Construction & Maint	50,000		50,000	0
24	Holiday Lighting	12,000		12,873	(873)
25	Total Promoting District	73,500	6,550	69,743	3,757
26					
27	Promoting Merchants				
28	Graphic Design and Printing	3,000	71	71	2,929
29	Advertising	3,000		36	2,964
30	Jolley Trolley Downtown Loop	9,220		6,915	2,305
31	Total Promoting Merchants	15,220	71	7,022	8,198
32					
33	Promoting Events				
34	6th Annual Achieva Box Car Rally	1,000			1,000
35	Clw Superboat National Championship	10,000			10,000
36	City/Clw Celebrates America	1,250			1,250
37	City/Fun n' Sun Festival	5,000			5,000
38	City/Sea Blues Festival	5,000			5,000
39	Blast Friday	17,979		17,500	479
40	Clearwater Jazz Festival	5,000		5,000	0
41	Farmer's Market Support	6,500		6,500	0
42	Pianos on Main Street/Pop-Up Gallery	1,800		2,300	(500)
43	Santa & Suds Race/Walk for ASL & Deaf	3,500		3,500	0
44	Art in the Park	2,635	2,622	2,622	13
45	Unallocated Funds	20,000	Record		20,000
46	Total Promoting Events	79,664	2,622	37,422	42,242

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48	be the second as							
49	Staff & Office Administration							
50	Downtown Meeting & Event Support		200				11	189
51	Office Expenditures		750				231	519
52	Public Meeting Notices		2,000	Sin I	40		475	1,525
53	Legal Fees		3,500	R II			125	3,375
54	CRA Mgt & Admin Fee		63,724	8 1	5,310		42,480	21,244
55	DDB Minutes Preparation		1,300	9	100		800	500
56	Total Staff & Office Admin		71,474		5,450		44,122	27,352
57								
58	Fixed Payments							
59	Officers & Directors Insurance		700				640	60
60	Liability Insurance (Dolphins)		1,422				1,246	176
61	Annual Audit		9,100	H	1,000		9,100	0
62	CRA Increment Payment		160,178				154,566	5,612
63	State Special District Fee		175				175	0
64	Property Appraiser Fee		2,231		65		1,708	523
65	Total Fixed Payments		173,806		1,065		167,436	6,370
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67	Total Expenditures		413,664		15,758		325,744	87,920
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69	Revenues in Excess of Expenditures		-		-		59,138	
70	1						27200	
71	Expenditures in Excess of Revenues	\$	(10,335))			(10,335)	
72	1	7	(-3,000)				(20,000)	
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L 8	Income	Budget	Oct	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Date
$\overline{}$	Ad Valorem (Property) Taxes	241,551		18,943.70	106,159.73	69,627.58	9,050.54	3,084,59	6.445.87	14,411.63					227.723.64
10	Ad Valorem Taxes Prior Yr	100													٠
	Interest Income	1,000			307.26			171.53							478.79
	CRA Interlocal Agreement Rev	160,178						154,566.33							154,566.33
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	Boatslip Construction & Maint	20,000				50,000.00									50,000.00
	Holiday Lighting	12,000	358.94	5,598.14	3,129.00	3,478.00		309.00							12,873.08
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	City/Sea Blues Festival	2,000													•
	Blast Friday	17,979		17,500.00											17,500.00
	Clearwater Jazz Festival	2,000			5,000.00										5,000.00
	Farmer's Market Support	6,500		6,500.00											6,500.00
	Pianos on Main Street/Pop-Up Gallery	1,800		1,800.00		200.00									2,300.00
	Santa & Suds Race/Walk For ASL & Dear	3,500					3,500.00								3,500.00
	Art in the Park	2,635								2,622.00					2,622.00
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47	Staff & Office Administration														
48	Downtown Meeting & Event Support	200							10.97						10.97
49	Office Expenditures	750	11.63	44.67	109.94	(11.63)	47,18	28.90							230.69
90	Public Meeting Notices	2,000	1,079.50		172.00	(1,016.62)	40.00	80.00	80.00	40.00					474.88
	Legal Fees	3,500	750.00	125.00		(750.00)									125.00
52	CRA Mgt & Admin Fee	63,724	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00					42,480.00
	DDB Minutes Preparation	1,300		100.00	200.00	100.00		200.00	100.00	100.00					800.00
54	Total Stoff & Office Admin	71,474.00	7,151.13	2,579.67	5,791.94	3,631.75	5,397.18	5,618,90	5,500.97	5,450.00					44,121.54

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7	Budget	Oct	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Date
55 Fixed Payments														
57 Officers & Directors Insurance	200							640.00						640.00
58 Liability Insurance (Dolphins)	1,422				1,246.32									1,246.32
59 Annual Audit	9,100	200.00		5,750.00	1,850.00				1,000.00					9,100.00
60 CRA Increment Payment	160,178			155,206.66			(640.33)							154,566.33
61 State Special District Fee	175		175.00											175.00
62 Property Appraiser Fee	2,231	557.52		528.03			557.52		65.42					1,708.49
63 Total Fixed Payments	173,806.00	1,057.52	175.00	161,484.69	3,096.32	4	(82.81)	640.00	1,065,42	-8		1	5	167,436.14
64														
65 Total Expenditures	413,664.00	9,480.69	39,617.81	177,710.63	59,812.94	8,897.18	5,985.09	8,481.97	15,757.86	į	3	ુ		325,744.17



TO:

Downtown Development Board Members

FROM:

Anne Fogarty France, Downtown Manager and DDB Administrator

CC:

Geri Campos Lopez, Director Economic Development & Housing

DATE:

June 26, 2015

RE:

Recommendation from DDB Audit Selection Committee

RFP #48-15 for the Independent CPA Audit Services for the Clearwater Downtown Development Board (DDB) for fiscal years ending September 30, 2015, 2016, 2017, 2018, and 2019 was released on May 14, 2015. The Scope of Services included two components: I. Scope of Work – Annual Audit and II. Scope of Work – Preparation of Annual Financial Report. The RFP was electronically sent to audit firms that are believed to have the experience needed for this project. The project was advertised per City of Clearwater purchasing policies.

On June 11, 2015 four proposals were received from Cherry Bekaert LLP, CliftonLarsonAllen LLP, Mauldin & Jenkins, LLC and Mayer Hoffman McCann P.C.

The Selection Committee, made up of Monica Mitchell, Assistant Director of the City of Clearwater Finance Department, Craig Rubright, DDB appointed member, and myself met on June 15, 2015.

Proposals were evaluated on both Mandatory Elements as well as Technical Qualifications to include Expertise and Experience of the Firm and Project Personnel, Audit Approach, References, Project Cost and Proximity of Assigned Office.

The firm of CliftonLarsonAllen LLP (CLA) was chosen as the best of those who submitted proposals. The Selection Committee believes that CLA had the most comprehensive proposal based upon the following: 1) Their experience in working with government clients including municipalities whom have Community Redevelopment Agencies and Special Districts; 2) Their personnel are highly trained; and 3) Their references were extremely satisfied with the work that had been done by members of the firm in the past.

CLA's total cost as submitted (see attached spreadsheet, entitled *Project Cost*) was \$42,500.00. Currently Monica Mitchell, prepares the DDB's Annual Financial Report and agreed to continue to do this as part of her work program. Thus, CLA's fee proposal is reduced by \$2,500 for a grand total of \$40,000 for the five year period.

I request that the board approve the Selection Committee's Recommendation of CliftonLarsonAllen LLP as the Independent Auditor for the DDB and authorize the Chairman to Sign Engagement Letter.

PROJECT COST

Clearwater Downtown Development Board RFP #48-15 Independent CPA Audit Services June 11, 2015

Mayer Hoffman McCann pc	9,400.00	2,500.00	9,400.00	2,500.00	9,500.00	2,600.00	9,500.00	2,600.00	9,500.00	2,600.00	60,100.00	
Mauldin & Jenkins. LLC	6,500.00	2,500.00	6,500.00	2,500.00	6,650.00	2,600.00	6,800.00	2,650.00	6,950.00	2,750.00	46,400.00	
Clifton Larson Allen LLP	7,000.00	500.00	7,500.00	200:005	8,000.00	500.00	8,500.00	500:00	9,000.00	500.00	42,500.00	40,000.00
Cherry Bekaert LLP	8,500.00	450.00	8,750.00	200.00	9,020.00	530.00	9,280.00	545.00	9,560.00	265.00	47,700.00	
	2015	2015	2017	2017	2018	2018	2019	2019	2020	2020		REPARATION
	Annual Audit	Preparation of Annual Report		CLA FEE LESS ANNUAL REPORT PREPARATION								