

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
May 11, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Chelsea Allison	Member
	Zachary Thorn	Member
	Tony Starova	Member
	Stu Sjouwerman	Member

Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Doreen Caudell	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Denise Sanderson	Director, Economic Development & Housing Department

Absent:	Dennis Bosi	Vice-Chairman
	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—No comments.
3. Approve the Minutes from the April 6, 2016, Meeting

Member Stu Sjouwerman moved to approve the minutes from the April 6, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Adopt March 2016 Financial Statement for Filing

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

Ayes”: Member Morfopoulos, Member Allison, Member Thorn, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Mid-year Report & Update Jolley Trolley

Bob Clifford, Chairman, Jolley Trolley, & Cassandra Borchers, Chief Development Officer, Pinellas County Suncoast Authority were introduced. Ms. Borchers made a presentation to the Board concerning proposed changes to the Jolley Trolley.

In 2017 PSTA will be revamping some of its bus routes. One change includes combining the Jolley Trolley beach route with Route 66 and running the trolley from Tarpon Springs to Clearwater seven days a week, using three trolleys instead of two with one seat rides to the Beach. Trolleys will run every 60 minutes.

Ms. Borchers advised the Board that for fiscal year 2018 PSTA intends to go out for bid on the trolley service. Although PSTA has had a wonderful partnership with the Jolley Trolley, as a public entity that receives public funds, its responsibility is to have a competitive procurement process. The Jolley Trolley has been aware of this for some time and will compete for the service. PSTA has a consultant who will draft the proposal. PSTA also would like the DDB to have representation on the selection committee for the trolley service.

Director Denise Sanderson stated that there will be a Jolley Trolley summer pilot program going to the City Council for approval on May 19. If approved, the program will run from May 27 to July 4 from 10 a.m. to midnight with reduced fares. Trolleys will run from six downtown lots to Lot 43 on Clearwater Beach.

Bob Clifford addressed the Board stating the Jolley Trolley takes away the stigma of taking public transportation. He noted that the Trolley will be partnering with the ferry for the pilot program. He stated that he thinks the DDB's investment will be well spent with the proposed changes. Mr. Clifford added that no matter where you live, public transportation is always subsidized.

6. Technical Arts Facility for Innovation and Entrepreneurship (TAFFIE) Presentation

Elaine Mann, Executive Director of TAFFIE, addressed the Board and provided a presentation. TAFFIE's main purpose is to build a community of entrepreneurs who will expand business and downtown development in the Clearwater area.

7. Post Event Report—Art in the Park

Chairman Morfopoulos advised the board that Shelley Jaffe was unable to attend the meeting. He noted that she did send an email advising the board that the Art in the Park event was not successful and the unused funds will be returned to the DDB.

8. Cleveland Street Business Alliance (CSBA) Update

Bledar "Tony" Starova, CSBA President, addressed the board noting that he had asked that the CSBA Update be listed on the monthly agenda. He advised that the Bay Area Concierge Association toured downtown Clearwater. The Mayor welcomed the group and accompanied more than 30 members on the tour. The merchants provided food and the Pierce Street Market provided bags for the members and \$300 was raised. CSBA had a booth with the City Parks and Recreation Department at the April Blast Friday and sold approximately 70 bar crawl wristbands. He announced that La Fondita de Leo will have a one-year anniversary block party on the same day as the May Blast Friday.

9. Change of Millage Rate Discussion

Member Sjouwerman stated that he asked for this item to be on the agenda. He noted that after a review of the figures, he was withdrawing his item because it did not make sense to lower the millage rate. There was no interest in raising the rate.

10. Second reading — Approve funding for Advertising at Clearwater Regional Chamber of Commerce Visitor Center at Countryside Mall in the amount of \$1,200 with funds from the Unallocated Funds line item.

Member Thorn stated the proposal discussed at the April board meeting has been revised to incorporate the Clearwater Beach Visitor Center. The DDB will be made an honorary member of the Chamber of Commerce. Advertising at both Countryside Mall and the Beach Visitor Center will cost \$1345 annually. The breakdown is \$1000 for the mall and \$345 for the beach.

Member Tony Starova moved to approve funding for advertising at the Clearwater Regional Chamber of Commerce Visitor Center at Countryside Mall and the Clearwater Beach Visitor Center in the amount of \$1,345 with funds from the Unallocated Funds line item. The motion was duly seconded and upon roll call, the vote was:

Ayes”: Member Morfopoulos, Member Allison, Member Thorn, Member Starova, and Member Sjouwerman.

“Nays”: None.

Motion carried.

11. Chairman’s Report

Chairman Morfopoulos advised the Board of upcoming events. The preliminary budget will be considered at the June meeting. If any member has something to be budgeted he asked that they provide the information to Anne Fogarty France by June 1st.

12. Final Comments

Member Thorn noted that public transportation was important. He asked if the Board could get information regarding bike sharing and was advised that it would be scheduled. He stated that the Live Love Local Festival was a great event.

Member Starova agreed that public transportation is very important noting that the City needs to be more people and bike friendly. He stated that there was a need to come up with ways to get people from the Clearwater Ferry up Cleveland Street and felt that there was a need for a “Welcome to Downtown Clearwater” sign at the marina. Ms. Fogarty France advised him that this sign was being worked on.

Ex-officio Councilmember Caudell suggested that the board come up with some incentives for going downtown that could be put on cards in the Jolley Trolley and posted on social media. She also noted that Dunedin had more businesses listed on the trolley map than Clearwater.

Member Sjouwerman stated it was a good idea to have an email list server for distributing DDB promotions. He noted that he would work with Ms. Fogarty France regarding the cost.

Member Allison suggested that the City have a beer crawl between Dunedin and Clearwater with the Jolley Trolley.

Ex-Officio Councilmember Jonson said the Concierge Association tour was wonderful event. He said the Council met with the CRA candidates. Some of the suggestions from the candidates include a) have a visibility threshold where people can see changes; b) activate walking spaces; c) have a vision of the end goal and be consistent; and d) move forward rather than have episodic progress. He was happy that the way-finding signs have been cleaned up.

Mr. Starova stated that he would invite a Jolley Trolley representative to talk to the merchants about their map. He stated he was considering submitting a proposal for the DDB to match advertising costs for merchants.

Member Thorn advised the Board that the Momentum Awards will be held at the Capital Theater on May 17.

13. The meeting was adjourned at 7:08 p.m.