

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
April 2, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright John Doran Stu Sjouwerman Tony Starova	Chairman Vice-Chairman Treasurer Member Member Member
Also Present:	Jay Polglaze Anne Fogarty France Denise Sanderson	Ex-Officio/Councilmember Board Administrator Assistant Director, Economic Development & Housing Department
	Absent: Dennis Bosi	Member

- 1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.**
- 2. Citizens Comments – No comments from citizens were received.**
- 3. Approve the Minutes from the March 5, 2014 Meeting**

Member Doran moved to approve the minutes from the March 5, 2014 meeting. The motion was duly seconded and carried unanimously.

- 4. Adopt February 2014 Financial Statement for Filing**

Vice Chairman Wright moved to adopt the February 2014 Financial Statement for filing. The motion was duly seconded and carried unanimously.

- 5. Clearwater Downtown Partnership & Clearwater Downtown Events Update.**

Bill Sturtevant, Chairman, Clearwater Downtown Partnership (CDP), President of Clearwater Downtown Events advised that they have worked hard to bring new initiatives forward. The Clearwater Tech Group, with CDP members Stu Sjouwerman and Jason Stanard, has reached out to tech businesses in the entire Tampa Bay area. Mr. Sturtevant then presented a few pages of a newsletter publication called "Around the Town" that was developed by Executive Board member Eleanore Lyda, and volunteer Carol Fleming.

He stated that the CDP wanted to take the 8th Annual Momentum Awards to a new level and were moving the meeting from May to June. They will be using the city's newest asset, the Capitol Theatre, for the event and anticipated filling up the entire first level. The CDP reached out to a great keynote speaker who will bring many attendees to the theatre.

Mr. Sturtevant began the Clearwater Downtown Events (CDE) Update by stating that Blast Friday was a success and they wanted to create regularly scheduled smaller events and

have been working on a proposal for a long time. The board had provided funding in the amount of \$6,200 for the events under the Star Spectacular theme that David Allbritton brought back to the downtown. They reached out to Terry Schmidt, who had extensive background in this area, to put on the events. However, their problem was that Mr. Schmidt has been very busy with the Strawberry Festival. Mr. Sturtevant requested a 30 day extension to come back to them with a revised plan.

Chairman Morfopoulos asked how many events there were and Mr. Sturtevant said that the \$6,200 would go towards five events.

Member Starova asked if CDE considered having Parks & Recreation do the events. Mr. Sturtevant said that the Parks & Recreation department was downsized and was no longer producing events. If the board asked them to talk to Kevin Dunbar they would do so.

The board agreed to continue this item to next month.

6. Review of DDB FY 2014 Sponsorship Request Form

Ms. Fogarty France advised the board that the only changes was the addition of the “primary purpose” as submitted to the board in their agenda packet.

Chairman Morfopoulos referred to the end of the document regarding parking signs and asked if that was still a valid statement?

Member discussion ensued regarding the use of a banner describing the event and use of the parking signs for the parking garage by the event coordinators, whether this was enforceable and how, the manpower needed to put out the signs, adding the condition that “failure to adhere to this condition may jeopardize funding...”, written procedure for parking and signage, etc.

Member Starova requested that Ms. Fogarty France check last year’s form as he believed that the information about the use of parking signs and banners was included.

Ms. Fogarty France advised she would ensure that this language was included in the 2014 form.

Chairman Morfopoulos called for a vote.

Member Doran moved to accept the form as submitted and include the wording regarding the placement of Event Parking Signs and the purchasing two banners, minimum size 2’ x 6’, announcing event that is taking place to be installed on barricades. The motion was duly seconded and carried unanimously.

7. DDB Purposes Discussion –

Member Doran moved to approve the Purposes as distributed with the agenda packet. The motion was duly seconded and carried unanimously.

Chairman Morfopoulos distributed a list of Statistics he thought could be provided to the board and asked if members had any additions to this list.

Member Sjouwerman said that he would like to see bullet three broken out to show new shops and closed shops. Ms. Fogarty France said that they could provide information on first floor retail, but probably not until October when those that have closed don't renew their licenses.

Chairman Morfopoulos asked for thoughts and comments for additional to be sent by email to himself and Ms. Fogarty France.

Member Starova asked about adding parking and boat slips statistics.

Member Doran added a bullet for statistics for contract parking in garages vs. on streets.

Chairman Morfopoulos read the Valuable Final Product provided to members. He advised this was about the product being delivered and what results were they delivering to the taxpayers.

Treasurer Rubright commented that it looked like it was totally monetarily driven and felt it was also to make things better for use for the people.

Member Starova suggested moving "residents" ahead of "tourists" and add the words "live, work and play" within the wording.

Treasurer Rubright suggested the addition of "quality of life" and also changing the beginning to "A downtown that is being visibly transformed..."

The Valuable Final Product was revised to read "A downtown that is being visibly transformed into an attractive and vibrant destination for residents, tourists, visitors, shop-keepers and office workers, in which to live, work and play, thus demonstrating a steady rise in property values and quality of life."

Vice Chairman Wright moved to adopt the Valuable Final Product as amended. The motion was duly seconded and carried unanimously.

Member Sjouwerman read the "Ideal Scene".

Chairman Morfopoulos asked if that covered the direction they wanted to go.

Member Doran felt that it was too wordy and suggested removing the words "the local" before the word "shops". He also suggested that they remove the words "with no vacancies" as we want storefronts filled with customers, but if we have a vacancy, then we have a vacancy.

Chairman Morfopoulos asked if that should be eliminated or say "low vacancies"?

Members Sjouwerman and Wright both felt the wording should be eliminated.

Member Doran thought the words “low or non-existent crime rates” should be removed as it states, “Safe, Upscale district” right above that.

Vice Chairman Wright added that he agreed with Member Doran’s changes.

The Ideal Scene was changed to read: Downtown streets bustling with foot traffic from locals and visitors patronizing shops, restaurants and cultural activities. Clean, attractive storefronts filled with customers. Desirable and accessible housing in the immediate downtown area resulting in a viable and reliable customer base for local businesses. Local workforce employed within the downtown area in high-tech enterprises resulting in upwardly-mobile, successful and affluent consumers of downtown products and services. Rising property values, resulting in increasing revenues to the DDB allowing for even more successful developmental actions. Safe, upscale district offering desirable services and amenities to locals and visitors. High employment and rental rates, low vacancy rates for real estate of all types and an attractive, desirable destination for those wishing to relocate.

Member Doran moved to approve the “Ideal Scene” with the changes noted. The motion was duly seconded and carried unanimously.

Chairman Morfopoulos said that there wasn’t time to discuss the “Policy” handout he distributed; however he wanted to introduce the next topic to be discussed next month. He added that there may be other policies they would want to have included.

Member Starova asked if the Board could take a walk along the sidewalk together and if it had to be advertised?

Ms. Fogarty France said it would have to be advertised so that the press could attend if they desired. They would have to hold comments until they could get together and minutes would have to be taken.

Member Starova added that he would like to just take a walk to see what’s going on.

Ms. Fogarty France commented that there could be a purpose that they could advertise and that anything that could come before the board needed to be held until the full board was present.

Member Wright asked if the board should go to the edge of the district and discussion ensued about including the east side of the DDB district in another walk.

Member Starova moved that the next meeting should start at 5:00pm, with members meeting at the corner of Myrtle and Cleveland for a walk to City Hall. The motion was duly seconded and carried unanimously.

8. Chairman’s Report

Chairman Morfopoulos advised that the board sent an arrangement to Jeff Hartzog, he read a Thank You note from the Fernandez family for the arrangement that was sent to the family of former Chairman Robert “Bob” Fernandez on his passing; made an announcement for Fun ‘n Sun: April 25, 2014 – May 5, 2014 and that 577 letters sent out to property owners

requesting their contact information had resulted in 19 responses with and 3 comments. He added that Ms. Fogarty France would keep the board apprised of the comments.

9. Final Comments

Treasurer Rubright stated that he couldn't believe the luck that Blast Friday had regarding getting rained out. He commented that the new Gelato shop in Water's Edge was a nice addition and they have received attention from the shows at the Capitol Theatre. He also added that the Clearwater Marine Aquarium would be a game changer.

Vice Chairman Wright had no comment and acknowledged former Chairman, David Allbritton, who was attending the meeting.

Member Starova asked if the same sign that had an arrow pointing to parking area below City Hall could be installed on Cleveland Street, instead of the "P" sign for the parking garages.

Member Sjouwerman had no comment.

Member Doran stated it was good to see the procedural items being addressed by the board and thought it would help make decisions easier and the board more responsible.

Chairman Morfopoulos acknowledged the visitors in chambers. He also thanked the staff and board members for quality discussion.

Ex-officio Councilmember Polglaze advised that the board would have a new ex-officio councilmember at the next meeting. He stated that there have been a lot of positive things that have happened in the downtown. There are now new residents and new infrastructure and there are many assets. The City Council is going to be working with the Urban Land Institute (ULI) to have them be involved in some planning. ULI will look at our downtown's assets and come up with recommendations. The DDB is coming up with new policies to determine how to strategically work together to make things happen and there will be more opportunities for private investment. He ended by noting that there has been a lot of interest on the former Strand property and advised everyone to stay tuned as there were a lot of good things happening.

Ms. Sanderson clarified that the ULI study group would be here in June and the executive summary would be available afterwards.

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

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
ACTION AGENDA
Wednesday, April 2, 2014

4.02.14.01

Member Doran moved to approve the minutes from the March 5, 2014 meeting. The motion was duly seconded and carried unanimously.

4.02.14.02

Vice Chairman Wright moved to adopt the February 2014 Financial Statement for filing. The motion was duly seconded and carried unanimously.

4.02.14.03

Member Doran moved to accept the form as submitted and include the wording regarding the placement of Event Parking Signs and the purchasing two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades. The motion was duly seconded and carried unanimously.

4.02.14.04

Member Doran moved to approve the Purposes as distributed with the agenda packet. The motion was duly seconded and carried unanimously.

4.02.14.05

Vice Chairman Wright moved to adopt the Valuable Final Product as amended. The motion was duly seconded and carried unanimously.

4.02.14.06

Member Doran moved to approve the Ideal Scene as amended. The motion was duly seconded and carried unanimously.

4.02.14.07

Member Starova moved that the next meeting should start at 5:00pm, with members meeting at the corner of Myrtle and Cleveland for a walk to City Hall. The motion was duly seconded and carried unanimously.