



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

May 6, 2015 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

## **AGENDA**

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Approve the Minutes from the April 1, 2015 Regular Monthly Meeting
4. Adopt March 2015 Financial Statement for Filing
5. Discussion Regarding Messages on Ft. Harrison Electronic Message Boards – Paul Bertels, Traffic Operations Manager
6. Adopt 2014 Annual Financial Report and Audit Results – Laura Krueger Brock and Sue Pagan; CBIZ MHM, LLC
7. Appoint Treasurer Rubright to Committee to Review Annual Independent CPA Audit Request for Proposal/Qualifications (RFP/Q) Submittals
8. Second Reading – Approve funding of four months of the “Art in the Park” event by the Clearwater Center for the Arts in the amount of \$2,635 using funds from reserves.
9. Chairman's Report
10. Topics for Future Meetings
11. Final Comments
12. Adjournment

## CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

April 1, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Craig Rubright	Treasurer
	Thomas Wright	Member
	Chelsea Allison	Member
	Tony Starova	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

1. Chairman Morfopoulos called the meeting to order at 5:30 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 citizen comments.
3. Approve the Minutes from the March 4, 2015 DDB Meeting

**Member Wright moved to approve the minutes from the March 4, 2015 meeting. The motion was duly seconded.**

**Anne Fogarty France noted that on Page 3 Member Wright was referred to as Member Thomas and noted that she would make that correction.**

**Member Wright amended his motion to reflect the correction, the motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, Member Starova, Member Sjouwerman and Member Wright

**“Nays”:** None.

4. Adopt February 2015 Financial Statement for Filing

**Vice Chairman Bosi moved to adopt the February 2015 Financial Statement for Filing. The motion was duly seconded. Discussion ensued and Member Wright asked staff to provide a regular update on the available funds in the reserve account. Upon roll call, the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, Member Starova, Member Sjouwerman and Member Wright.

**“Nays”:** None.

5. Economic Development Strategic Plan Update – Geri Campos Lopez introduced Audra Aja, Economic Development Coordinator.

Ms. Aja provided a hard copy of the PowerPoint presentation as well as a map of the Clearwater Central Business District to members and gave the update to the strategic plan.

Ms. Fogarty France provided an update on DDB specific items.

6. Sponsorship Request – Art in the Park/Clearwater Center for the Arts

Shelley Jaffe discussed the Sponsorship Request submittal and stated that she understood the importance of doing regular events. She is proposing four events, once a month on the third Saturday of the month. The events will be themed. Fashion Designer Lina Teixeira, tenants from the Brown Brothers Building, Socrates Dance Studio and Daddy's Girl Deli are among the merchants who will remain open for the event.

Member Wright moved to approve funding four months of "Art in the Park" in the amount of \$2,635 using funds from reserves. The motion was duly seconded and upon roll call the vote was:

**"Ayes":** Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, Member Starova, Member Sjouwerman and Member Wright.

**"Nays":** None

Ex-Officio/Councilmember Polglaze asked Ms. Jaffe to provide updates to the DDB to assist in marketing the event and suggested a back-up plan for possible inclement weather.

Member Wright asked Ms. Jaffe to bring collateral next month.

7. 2<sup>nd</sup> Reading - Cleveland Street Banners

An outline of the Cleveland Street District Banner Proposal, the next steps and a timeline were presented to the DDB members by Member Allison reviewed each point.

**Member Wright moved to approve the funding of the banner program in an amount not to exceed \$7,700 upon second reading. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes":** Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, Member Starova, Member Sjouwerman and Member Wright

**"Nays":** None.

8. Appoint DDB Member to Committee for Update to Downtown Redevelopment Plan – Now known as "Downtown Plan Update Working Group" – Chairman Paris Morfopoulos

**Member Wright moved to nominate Treasurer Rubright as the primary representative on the Downtown Plan Update Working Group and Vice-Chairman Bosi as the alternate. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, Member Starova, Member Sjouwerman and Member Wright

**“Nays”:** None.

**9. Feedback on Proposed LED Light for Cleveland Street Palm Trees**

Ms. Fogarty France asked for feedback regarding the light that was installed. A suggestion was made to have two lights on each palm tree. Ms. Fogarty France agreed to get a quote for both one and two lights per tree. She will also ask Mr. Gloster and Mr. Sheldon to attend the next meeting.

**10. Cleveland Street Pedestrian Mall Update – Ms. Fogarty France stated that she was copied on an email from City Manager Bill Horne stating “that concluded that the Cleveland Street Pedestrian Mall Concept will be very difficult to implement and meet a variety of stakeholder expectations. He recommended that we don’t implement this concept”. After discussion, members agreed that this was not the time to move forward with this idea.**

**11. Approve DDB FY 2015 Sponsorship Request Form – Ms. Fogarty France advised that the only changes since last year were date changes. If approved the form will be sent out on April 15, 2015 to organizations previously receiving board support.**

Discussion ensued regarding meeting the banner and barricade requirements that applicants had signed off on and enforcement of these requirements.

**Member Wright moved to approve the 2015 Downtown Development Board Sponsorship Request Form. The motion was duly seconded. After discussion, the roll call vote was:**

**“Ayes”:** Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, Member Starova, Member Sjouwerman and Member Wright

**“Nays”:** None.

**12. Chairman’s Report (taken out of order because Chairman Morfopoulos had to leave the meeting early)**

Chairman Morfopoulos announced the special meeting of the Clearwater Downtown Development Board, the Clearwater Redevelopment Agency, the Clearwater Downtown Partnership and the Clearwater Regional Chamber regarding the ULI recommendations on Monday, April 13, 2015, the 23<sup>rd</sup> Annual Easter Egg Hunt on Sunday, April 5, 2015 and the All Art, All Day Clearwater event on Saturday, April 18, 2015.

He stated that the Clearwater Parks and Recreation Department was planning a Kentucky Derby themed street festival on Saturday, May 2, 2015 in Station Square Park and along Cleveland Street from 4:00 – 7:00 p.m.

Chairman Morfopoulos asked the board for any comments on the last Blast Friday as noted in e-mail messages sent by a board member.

There was considerable discussion and the idea of Ruth Eckerd Hall having an approved "Plan B" was raised in order to keep funds in the district. A final request was to send individual comments to Anne Fogarty France so the DDB can come forward with a united voice.

**13. Topics for Future Meetings**

- Signs/Downtown Code
- Ask Traffic Manager to attend the meeting
- Moving the Turner Street kiosk to downtown
- Construct a mailing list for use by the DDB

**14. Final Comments**

Treasurer Rubright wished everyone who celebrates a Happy Easter.

Member Wright advised that during a meeting with Ms. Fogarty France earlier in the week he was made aware of two new businesses in the 600 block of Cleveland Street. He intends to stop by to meet them and suggests other DDB members do the same and possibly get some feed-back.

Member Allison wished everyone a good night.

Member Sjouwerman had no further comments to make.

Member Starova advised that GFI left the Cleveland Street District. Traffic from Dolphin Tale has been tremendous the past two weeks and a sign is needed to bring people up the street to the businesses. Mr. Sjouwerman noted that his business would be moving into the space vacated by GFI and increasing the number of employees.

Ex-Officio/Councilmember Polglaze commented that downtown was very busy this evening due to an event at the Capitol Theatre.

Ex-Officio/Councilmember Jonson stated that he went to the opening of the Clearwater Center for the Arts. He added that he had visited six businesses along Ft. Harrison to learn about their business. Businesses reported that crime was down, police were cooperative and Clearwater was okay.

Vice-Chairman Bosi wished everyone a Happy Easter.

**15. The meeting was adjourned at 7:40 p.m.**



	A	B	C	D	E	F	G	H	I
1		<p style="text-align: center;">Downtown Development Board Statement of Revenues &amp; Expenditures For the Period March 1 thru March 31, 2015</p>							4/30/15 4:38 PM
2									
3									
4									
5									
6							Year to		
7			Budget		March		Date		Difference
47		<b>Staff &amp; Office Administration</b>							
48		Downtown Meeting & Event Support	200						200
49		Office Expenditures	750		29		231		519
50		Public Meeting Notices	2,000		80		355		1,645
51		Legal Fees	3,500				125		3,375
52		CRA Mgt & Admin Fee	63,724		5,310		31,860		31,864
53		DDB Minutes Preparation	1,300		200		600		700
54		<b>Total Staff &amp; Office Admin</b>	71,474		5,619		33,171		38,303
55									
56		<b>Fixed Payments</b>							
57		Officers & Directors Insurance	700						700
58		Liability Insurance (Dolphins)	1,422				1,246		176
59		Annual Audit	9,100				8,100		1,000
60		CRA Increment Payment	160,178		(640)		154,566		5,612
61		State Special District Fee	175				175		0
62		Property Appraiser Fee	2,231		558		1,643		588
63		<b>Total Fixed Payments</b>	173,806		(83)		165,731		8,075
64									
65		<b>Total Expenditures</b>	403,329		5,985		301,504		101,825
66									
67		Revenues in Excess of Expenditures	-		151,837		62,520		
68									
69		Expenditures in Excess of Revenues	\$ -		-		-		
70									
71		Beginning Fund Balance (10-1-14)	\$ 86,998						



	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																4/30/15 4:39 PM
2																
3																
4																
5																
6																
7																
8	Income	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date	
9	Ad Valorem (Property) Taxes	241,551		18,943.70	106,159.73	69,627.58	9,050.54	3,084.59							206,866.14	
10	Ad Valorem Taxes Prior Yr	100													-	
11	Interest Income	1,000			307.26			171.53							478.79	
12	CRA Interlocal Agreement Rev	160,178						154,566.33							154,566.33	
13	Misc Revenue	500		1,613.49			500.00								2,113.49	
14	Total Income	403,329.00	-	20,557.19	106,466.99	69,627.58	9,550.54	157,822.45	-	-	-	-	-	-	364,024.75	
15																
16	Expenditures															
17																
18	Promoting District															
19	Banner Installation & Maintenance	600		160.00		19.97		140.00							319.97	
20	Downtown Streetscape Maintenance	3,200													-	
21	BoatSlip Construction & Maint	50,000				50,000.00									50,000.00	
22	Holiday Lighting	12,000	358.94	5,598.14	3,129.00	3,478.00		309.00							12,873.08	
23	Total Promoting District	65,800.00	358.94	5,758.14	3,129.00	53,497.97	-	449.00	-	-	-	-	-	-	63,193.05	
24																
25	Promoting Merchants															
26	Graphic Design and Printing	3,000	413.10			(413.10)									-	
27	Advertising	3,000	500.00			(500.00)									-	
28	Jolley Trolley Downtown Loop	9,220		2,305.00	2,305.00	-									-	
29	Total Promoting Merchants	15,220.00	913.10	2,305.00	2,305.00	(913.10)	-	-	-	-	-	-	-	-	4,610.00	
30															4,610.00	
31	Promoting Events															
32	6th Annual Achieva Box Car Rally	1,000													-	
33	Clw Superboat National Championships	10,000													-	
34	City/Clw Celebrates America	1,250													-	
35	City/Fun n' Sun Festival	5,000													-	
36	City/Sea Blues Festival	5,000													-	
37	Blast Friday	17,979		17,500.00											-	
38	Clearwater Jazz Festival	5,000			5,000.00										17,500.00	
39	Farmer's Market Support	6,500		6,500.00											5,000.00	
40	Pianos on Main Street/Pop-Up Gallery	1,800		1,800.00		500.00									6,500.00	
41	Salsa & Suds Race/Walk For ASL & Deaf	3,500					3,500.00								2,300.00	
42	Unallocated Funds	20,000													3,500.00	
43	Total Promotions	77,029.00	-	25,800.00	5,000.00	500.00	3,500.00	-	-	-	-	-	-	-	34,800.00	
44																
45	Staff & Office Administration															
46	Downtown Meeting & Event Support	200													-	
47	Office Expenditures	750	11.63	44.67	109.94	(11.63)	47.18	28.90							230.69	
48	Public Meeting Notices	2,000	1,079.50		172.00	(1,016.62)	40.00	80.00							354.88	
49	Legal Fees	3,500	750.00	125.00		(750.00)									125.00	
50	CRA Mgt & Admin Fee	63,724	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00							31,860.00	
51	DDB Minutes Preparation	1,300		100.00	200.00	100.00		200.00							600.00	
52	Total Staff & Office Admin	71,474.00	7,151.13	5,579.67	5,791.94	3,631.75	5,397.18	5,618.90							33,170.57	
53																
54	Fixed Payments															

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2014 thru September 30, 2015



	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																4/30/15 4:39 PM
2																
3																
4																
5																
6																
7																
55	Officers & Directors Insurance		Budget	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	August	September	Year to Date
56	Liability Insurance (Dolphins)		700													1,246.32
57	Annual Audit		1,422				1,246.32									8,100.00
58	CRA Increment Payment		9,100	500.00		5,750.00	1,850.00									154,566.33
59	State Special District Fee		160,178			155,206.66			(640.33)							175.00
60	Property Appraiser Fee		175		175.00											1,643.07
61	Total Fixed Payments		2,231	557.52		528.03			557.52							165,730.72
62			173,806.00	1,057.52	175.00	161,484.69	3,096.32	-	(82.81)	-	-	-	-	-	-	
63	Total Expenditures		403,329.00	9,480.69	39,617.81	177,710.63	59,812.94	8,897.18	5,985.09	-	-	-	-	-	-	301,504.34
64																
65			-		49,098.50	226,809.13	286,622.07	295,519.25	301,504.34	301,504.34	301,504.34	301,504.34	301,504.34	301,504.34	301,504.34	

Downtown Development Board  
Statement of Revenues & Expenditures  
For the Period Oct. 1, 2014 thru September 30, 2015