



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

November 2, 2016 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. **Call to Order**
2. **Citizen Comments – Items Not on the Agenda**
3. **Approve the Minutes from the October 4, 2016 Meeting**
4. **Adopt September 2016 Financial Statement for Filing**
5. **Discussion Regarding Funding Disbursement Process – Chairman Morfopoulos**
6. **DDB Election Results – Chairman Morfopoulos**

The top three candidates receiving the most votes for a 3 year term beginning January 2017 were:

Stu Sjouwerman

Bledar “Tony” Starova

Paris Morfopoulos

7. **Approve the 2017 DDB Meeting Schedule – Anne Fogarty France**
8. **Chairman’s Report – Chairman Paris Morfopoulos**
9. **Final Comments**
10. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
October 4, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Chelsea Allison	Member
	Zachary Thorn	Member
	Tony Starova	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Doreen Caudell	Ex-Officio/Councilmember (arrived 5:39 p.m.)
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director (arrived 5:47 p.m.)
Absent:	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member
	Stu Sjouwerman	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 September 7, 2016, Meeting

Member Allison moved to approve the minutes from the September 7, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Approve the Minutes from the September 19, 2016, Meeting

Member Thorn moved to approve the minutes from the September 19, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

5. Adopt August 2016 Financial Statement for Filing

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

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

“Nays”: None.

Motion carried.

6. Funding Request—Facilitation of Clearwater Innovation Center (CLIC), Elaine Mann, Florida Business Incubator, addressed the Board regarding her request for \$25,000 from the DDB. She advised the Board that TAFFIE has been changed to Florida Business Incubator, Inc. This non-profit organization provides assistance to entrepreneurs who are looking into opening small businesses in Clearwater. She gave the members an update on programs that her organization will be facilitating over the next few months. She said they are looking at storefronts on Cleveland Street to move the offices from the iDatix building on Gulf to Bay. They want to have a presence in downtown Clearwater to encourage the entrepreneurs who frequent their organization to become a part of Clearwater. She said the organization's \$80,000 budget was partially funded by the CRA (\$25,000), Know Be4 (\$20,000), and iDatix (\$20,000). In answer to a question she stated this request of the DDB was for this year only.

Discussion ensued concerning what the storefront will be used for and how many people use it on daily basis. Ms. Mann said there are about 20 people using the office daily. There are more when they have roundtables and pro-working programs. The funds from the DDB would be used to assist with marketing and social media.

Chairman Morfopoulos advised Ms. Mann that the DDB cannot grant money at this point because they do not have a downtown address. Furthermore, the amount requested is more than the board would be prepared to grant and the board would like to see additional information about where their revenue is coming from.

Ms. Mann advised she will come back to the board when she moves into downtown and will bring some visioning boards to give the board a better idea of what the facility will look like.

7. Second Reading—Approve funding for The Cleveland Street Project, Lina Teixeira, Studio 617, in the amount of \$3,000 with funds from the Future Initiatives line item.

Member Starova suggested that the Board needed a mechanism to protect itself if it grants money to some business and the business folds. Ex-Officio Member Jonson asked when the money is given to the person requesting it. Anne Fogarty France, Downtown Manager, advised him that the money is usually disbursed about 30 days before the event. Member Thorn suggested this may be a question for the Board's attorney. Chairman Morfopoulos suggested this be put on the agenda for discussion at a future meeting and that staff request an opinion from the attorney.

Member Thorn moved to approve the funding request for The Cleveland Street Project, Studio 617, in the amount of \$3,000 with funds from the Future Initiatives line item on second reading. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

"Nays": None.

Motion carried.

8. Appoint DDB Election Canvassing Committee Members - The Board needs to appoint two members who are not up for reelection to assist the Board Administrator at the Supervisor of Elections with the Board election on October 11, 2016, at 3:00 p.m.

Member Starova moved to appoint Members Allison and Thorn to the DDB Election Canvassing Committee. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Allison, Member Thorn, and Member Starova

“Nays”: None.

Motion carried.

9. Appoint Member to Jolley Trolley Procurement Committee—Chairman Morfopoulos stated that the Pinellas Suncoast Transit Authority (PSTA) is going out to bid for trolley services and needs an alternate and a Board member to serve on the procurement committee. These people must attend a training session, review the proposals, and be available for presentations and interviews. The time commitment is about 20 hours. It was suggested that Member Wright would be an excellent choice due to his background. Anne Fogarty-France volunteered to be the alternate.

Member Allison moved to appoint Member Wright to the Jolley Trolley Procurement Committee. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

10. Discussion Regarding Recommendation to Rename Cleveland Street to Main Street—Member Starova

Member Starova addressed the Board concerning the possibility of changing the name of Cleveland Street to Main Street. The portion to be changed would run from the five points to Osceola.

Member Thorn moved to change the name of Cleveland Street to Main Street for discussion purposes. The motion was duly seconded.

Discussion ensued concerning the pros and cons of making such a change. It was noted that the Board can only make a recommendation to the City Council to make such a change since it does not have authority over this. Paul Bertels from Traffic Engineering made some good points in an e-mail as to why this would not be a good idea—1) Cleveland Street stops and starts across the City and has to have the same name across the whole alignment which would require address changes for a lot of people; 2) there is already a Main Avenue in Clearwater which would cause confusion and probably not be approved by the Post Office; and 3) there is already a Main Street in Dunedin and Safety Harbor. Further discussion ensued. Member Starova brought up the change in name from Greenwood Avenue to Martin Luther King Avenue. Ex-Officio Member Jonson explained how that change came about. Members asked CRA Director Taylor his opinion on the change. He stated that the City is in the process of rebranding from Cleveland Street District to Downtown Clearwater and suggested the board wait until this has been completed before considering any change in name. At the conclusion of the discussion, the Chairman called for a vote.

Upon roll call, the vote was:

“Ayes”: Member Starova

“Nays”: Member Morfopoulos, Member Allison, and Member Thorn

Motion failed.

11. Cleveland Street Business Alliance (CSBA) Update—CSBA Chairman Tony Starova showed the members the ad in Creative Loafing that the Cleveland Street Business Alliance (CSBA) purchased. Each business owner paid \$25 and the CSBA paid the remainder of the cost. He told members to advise him if they have any questions for the downtown merchants. The CSBA had a sidewalk sign made and members asked if this sign could be displayed all the time. Ms. Fogarty France advised that the sign is in violation of the code. A code change would be required for this type of sign to be allowed to be displayed. Chairman Morfopoulos thanked Member Starova for all his work on the CSBA over the past several years.

12. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events.

13. Final Comments

Member Taylor gave kudos to Member Starova on his recent block party.

Member Starova reminded members about the Box Car Rally on October 22. Mr. Starova said he appreciated everyone's thoughts and input and noted that the board shouldn't be afraid of change. He added that there were about 1,000 people at the block party.

Chelsea Allison congratulated Member Starova on his event. She stated the boat races were a great event.

Ex-Officio Member Jonson said he was glad to see construction resume on the Nolen project. He stated that he advised the City Manager that the fountain in the adjoining lake was not operating. He said the CSBA's advertisement for the downtown was terrific.

Chairman Morfopoulos said he was impressed with the support of the boat races and felt it was a job well done. He noted that he was disappointed at the turnout for the boat parade.

14. The meeting was adjourned at 6:44 p.m.

ITEM 4

	B	C	D	E	F	G	H	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period September 1 thru September 30, 2016							
2								
3								
4								
5								
6						Year to		
7		Budget		Sept		Date		Difference
8	Income							
9								
10	Ad Valorem (Property) Taxes	251,056		146		247,889		(3,167)
11	Ad Valorem Taxes Prior Yr	100		(63)		46		(54)
12	Interest Income	500		107		983		483
13	CRA Interlocal Agreement Rev	173,273		-		173,218		(55)
14	Misc Revenue	500		4		2,881		2,381
15	Total Income	425,429	-	194		425,018		(411)
16								
17	Expenditures							
18								
19	Promoting District							
20	Funding Advertising - Mall/BVIC	1,345		-		1,345		-
21	Banner Installation & Maintenance	600		-		680		(80)
22	Downtown Streetscape Maintenance	3,200		-		-		3,200
23	Boat Slip Construction & Maint	50,000		-		50,000		-
24	Holiday Lighting	14,500		-		14,613		(113)
25	Total Promoting District	69,645	-	-		66,638		3,007
26								
27	Promoting Merchants							
28	Graphic Design and Printing	3,000		365		2,187		813
29	Advertising	2,800		-		-		2,800
30	Jolley Trolley Downtown Loop	9,220		-		9,220		-
31	Total Promoting Merchants	15,020		365	-	11,407		3,613
32								
33	Promoting Events							
34	Pierce Street Market	15,000		-		15,000		-
35	Clw Corner Art - "Thinking Outside the Box"	5,450		-		5,450		-
36	6th Annual Achieva Box Car Rally	1,000		-		-		1,000
37	Art in the Park	4,800		(2,120)		2,680		2,120
38	Clw Superboat National Championship	10,000		-		10,000		-
39	City/Clw Celebrates America	2,500		-		2,500		-
40	City/Fun n' Sun Festival	2,500		-		2,500		-
41	City/Sea Blues Festival	7,500		-		7,500		-
42	Miracle on Cleveland St @ Cap/Blast Friday	25,000		-		25,000		-
43	Clearwater Jazz Festival Jazz Walk	5,000		-		5,000		-
44	Santa & Suds Race/Walk for ASL & Deaf	3,500		-		3,500		-
45	Total Promoting Events	82,250	-	(2,120)		79,130		3,120
46								
47	Unallocated Funds	233		-		-		233
48								
49	Staff & Office Administration							
50	Downtown Meeting & Event Support	200		32		97		103
51	Office Expenditures	750		327		550		200
52	Dolphin Sign Replacement Cost	150		30		30		120
53	Public Meeting Notices	2,000		1,107		1,587		413
54	Legal Fees	3,500		825		2,775		725
55	CRA Mgt & Admin Fee - 2.5% Increase	65,317		5,443		65,317		0
56	DDB Minutes Preparation	1,430		110		1,210		220
57	Total Staff & Office Admin	73,347		7,874		71,566		1,781
58								
59								
60	Fixed Payments							
61	Officers & Directors Insurance	700		-		640		60
62	Liability Insurance (Dolphins)	1,422		-		1,246		176
63	Annual Audit	7,000		-		7,000		-
64	CRA Increment Payment	173,273		-		173,218		55
65	State Special District Fee	175		-		175		-
66	Property Appraiser Fee	2,364		-		2,330		34
67	Total Fixed Payments	184,934		-		184,610		324

	B	C	D	E	F	G	H	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period September 1 thru September 30, 2016							
2								
3								
4								
5								
6						Year to		
7		Budget		Sept		Date		Difference
68								
69	Total Expenditures	425,429		6,119		413,351		12,078
70								
71	Revenues in Excess of Expenditures	-		-		11,667		
72								
73	Expenditures in Excess of Revenues	-		(5,925)		-		
74								
75	Beginning Fund Balance 10-1-15	89,716				89,716		
76								
77	Ending Fund Balance	89,716				101,383		11,667
78								
79	Minimum Reserves Approved by Board 11-6-13	71,465						
80								
81	Cash in Bank as of 9/30/2016	103,940						

		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																	10/28/16 10:26 AM
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	251,056			17,187.89	138,895.99	52,183.98	5,156.51	5,150.61	7,380.69	13,139.65	8,647.78	62.60		145.88	247,888.98
10		Ad Valorem Taxes Prior Yr	100			46.45										(62.60)	46.45
11		Interest Income	500				146.85			252.81			476.60			107.17	983.43
12		CRA Interlocal Agreement Rev	173,273							173,218.43							173,218.43
13		Misc Revenue	500			1,721.85	1,155.00									4.00	2,880.85
14		Total Income	425,429.00		-	18,956.19	140,197.84	52,183.98	5,156.51	178,621.85	7,380.69	13,139.65	9,124.38	62.60	-	194.45	425,018.14
15																	
16		Expenditures															
17																	
18		Promoting District															
19		Funding Advertising - Mail/ BVIC	1,345.00														
20		Banner Installation & Maintenance	600							160.00		1,345.00					1,345.00
21		Downtown Streetscape Maintenance	3,200									520.45					680.45
22		Boatship Construction & Maint	50,000					50,000.00									-
23		Holiday Lighting	14,500	327.00	6,979.59	3,156.00	3,156.00	3,478.00			336.00			336.00	-		50,000.00
24		Total Promoting District	69,645.00	327.00	6,979.59	3,156.00	3,156.00	53,478.00	-	160.00	336.00	1,865.45	-	336.00	-	-	66,638.04
25																	
26		Promoting Merchants															
27		Graphic Design and Printing	3,000			441.96							828.32			365.32	2,186.69
28		Advertising	2,800														-
29		Jolley Trolley Downtown Loop	9,220		2,305.00						2,305.00	2,305.00		2,305.00			9,220.00
30		Total Promoting Merchants	15,020.00	-	2,305.00	441.96		-	-	-	2,305.00	2,305.00	828.32	2,305.00	551.09	365.32	11,406.69
31																	
32		Promoting Events															
33		Pierce Street Market	15,000							15,000.00							15,000.00
34		Clw Corner Art - "Thinking Outside of Bc	5,450							5,450.00							5,450.00
35		6th Annual Achieva Box Car Rally	1,000														-
36		Art in the Park	4,800	4,800.00													2,680.00
37		Clw Superboat National Championships	10,000												10,000.00	(2,120.00)	10,000.00
38		Clw /Clw Celebrates America	2,500										2,500.00				2,500.00
39		City / Fun n' Sun Festival	2,500														2,500.00
40		City /Sea Blues Festival	7,500										7,500.00				7,500.00
41		Miracle on Cleveland @ Cap/Blast Fri	25,000		25,000.00												25,000.00
42		Clearwater Jazz Festival Jazz Walk	5,000	5,000.00				3,500.00									5,000.00
43		Santa & Suda Race/Walk For ASL & Deaf	3,500					3,500.00									3,500.00
44		Total Promotions	82,250.00	9,800.00	25,000.00	-	-	3,500.00	-	20,450.00	10,000.00	-	2,500.00	-	10,000.00	(2,120.00)	79,130.00
45																	
46		Unallocated Funds															
47			233.00														-
48		Staff & Office Administration															
49		Downtown Meeting & Event Support	200		6.43			14.88					21.94	22.28		31.55	97.08
50		Office Expenditures	750		5.83		52.31	25.98				43.11	79.70	54.68	(38.49)	327.27	550.39
51		Dolphin Sign Replacement	150													30.00	30.00
52		Public Meeting Notices	2,000	40.00	80.00	40.00	40.00	80.00	40.00	40.00	40.00	40.00	40.00	80.00		1,107.00	1,587.00
53		Legal Fees	3,500		200.00	625.00		50.00		575.00					500.00	825.00	2,775.00
54		CRA Mgt & Admin Fee	65,317	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	5,443.08	65,316.96
55		DDB Minutes Preparation	1,430		110.00			220.00		110.00			110.00	110.00		110.00	1,210.00
56		Total Staff & Office Admin	73,347.00	5,483.08	5,445.34	6,160.39	5,833.94	5,443.08	5,443.08	6,168.08	5,703.08	5,636.19	5,694.72	5,710.04	6,014.59	7,873.90	71,566.43
57																	
58		Fixed Payments															
59		Officers & Directors Insurance	700									640.00					640.00
60		Liability Insurance (Dolphins)	1,422					1,246.32									1,246.32
61		Annual Audit	7,000			5,500.00		1,500.00									7,000.00
62		CRA Increment Payment	173,273			173,218.43											173,218.43
63		State Special District Fee	175	175.00													175.00
64		Property Appraiser Fee	2,364	586.20		571.39				586.20			586.19				2,329.98

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																10/28/16 10:26 AM
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Downtown Development Board
Statement of Revenues & Expenditures

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
Total Fixed Payments	184,934.00	761.20	-	179,289.82	2,746.32	-	586.20	-	640.00	586.19	-	-	-	184,609.73
Total Expenditures	425,429.00	16,371.28	40,129.93	189,048.17	65,558.26	5,443.08	27,364.28	18,344.08	10,446.64	9,609.23	8,351.04	16,565.68	6,119.22	413,350.89
	-		56,501.21	245,549.38	311,107.64	316,550.72	343,915.00	362,259.08	372,705.72	382,314.95	390,665.99	407,231.67	413,350.89	

Fogarty-France, Anne

From: Elise K. Winters [ewinters@elisekwinters.com]
Sent: Wednesday, October 12, 2016 4:50 PM
To: Fogarty-France, Anne
Cc: Taylor, Seth
Subject: Re: DDB Member Question from October 4, 2016 meeting

Hi Anne,

There are several things you can do to protect the funds:

For a single event or product, make the funds available on a reimbursement basis, capped at the amount approved. We would need to include an itemization of conditions for reimbursement (ie event/product completed, paid receipts, etc). It would be similar to the methods and requirements use for the relocation and storefront grants.

For multiple events (concert series, farmers' market) funding divided between events and provided shortly prior or on a reimbursement basis after. I have always thought the option for funding multiple events shortly before each event made more sense than the method currently used.

A contract provision requiring refund to DDB if the event does not occur or product is not provided. This will work if the recipient is solvent. However, if the recipient is has no assets or went out of business there may be nothing left to refund.

The only method that provides some guaranty funds will be used for the required purpose is the reimbursement method, but some events depend on advance funding and would not occur without it.

This is a short list. Depending on how complex you want to get, we can come up with more ideas.

Elise

On 10/12/2016 9:47 AM, Anne.Fogarty-France@myClearwater.com wrote:

During a discussion on second reading to approve funds for a first time event, Member Starova asked "when different entities come and request funds, what do we have to protect us in the event a business closes?"

Member Thorn asked staff to check with you about a contingency plan if we approve funds.

I personally feel that this would be difficult to enforce. Do we really want to write a clause into a funding request where the entity receiving funds agrees to repay the DDB if they close after receiving funds?

Please advise.

Thank you,

Anne

Anne Fogarty France
Downtown Manager | Community Redevelopment Agency
Clearwater City Hall, 2nd Floor
112 South Osceola Ave.
Clearwater, FL 33756

Office: 727-562-4044
Cell: 727-224-6710



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

2017 MEETING SCHEDULE

January 4
February 1
March 1
April 5
May 3
June 7
July 5 – Propose this meeting be moved back one week to July 12 due to July 4 Holiday.
August 2
September 6
October 4
November 1
December 6