



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

March 4, 2015 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. Post Event Report – Bright House Clearwater Super Power Boat National Championship – Brian Aungst and Frank Chivas
4. Post Event Report – Clearwater Jazz Walk – Gary Hallas
5. Report on Current Electric Service on Cleveland Street – Earl Gloster/Director of General Services and Solid Waste
6. Downtown Redevelopment Plan Discussion – Michael Delk, Director of Planning and Development Services
7. Approve the Minutes from the February 4, 2015 Regular Monthly Meeting
8. Adopt January 2015 Financial Statement for Filing
9. Cleveland Street Pedestrian Mall Update – Anne Fogarty France
10. Cleveland Street Banner Discussion – Chelsea Allison
11. Chairman's Report
12. Topics for Future Meetings
13. Final Comments
14. Adjournment

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
 February 4, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Dennis Bosi Craig Rubright Thomas Wright Stu Sjouwerman Tony Starova Chelsea Allison	Chairman Vice-Chairman Treasurer Member (5:46 p.m.) Member Member Member
Also Present:	Bill Jonson Jay Polglaze Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Ex-Officio/Councilmember Board Administrator 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. Post Event Report – Bright House Clearwater Super Power Boat National Championship. The presenters were unable to attend this meeting. The item will be continued to the next meeting.
4. Report on Current Electric Service on Cleveland Street. The presenter was unable to attend due to illness. The item will be continued to the next meeting.

**Member Bosi moved to continue items number 3 and 4 to the next meeting.
 The motion was duly seconded and upon roll call, the vote was:**

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

“Nays”: None.

5. Approve the Minutes from the January 7, 2015 DDB Meeting

**Member Bosi moved to approve the minutes from the January 7, 2015 meeting.
 The motion was duly seconded and upon roll call, the vote was:**

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

“Nays”: None.

6. Adopt December 2014 Financial Statement for Filing

Member Rubright made a motion to adopt the December 2014 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

7. Cleveland Street Pedestrian Mall Discussion – Member Sjouwerman

Member Sjouwerman stated that Member Doran suggested the possibility of making a portion of Cleveland Street a pedestrian mall at the board's December Planning session. He felt it was a good idea and would like to explore the possibilities. He would like to see what the board could do to support this or at least point out the pros and cons of the idea and decide if the DDB should support this.

Discussion ensued regarding members' thoughts and concerns.

Former DDB Member John Doran was present and responded to questions and comments and provided information.

Member Bosi made a motion for Anne Fogarty France to investigate what steps need to be taken to close the 400 block of Cleveland Street to traffic for a test period of one year for a pedestrian mall. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Member Wright made a motion to add the Cleveland Street Pedestrian Mall Discussion to the agenda for next month. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

8. New Banner Estimate – Anne Fogarty France discussed the memo provided to members in their agenda packet. She added that the new centennial banners have been hung and noted that her original estimate for the new banners should be reduced to \$1,000 due to a miscalculation in the quantity of banners.

Member Sjouwerman made a motion that the DDB allocate \$4,800 to have a set of seasonal banners with dates for Cleveland Street executed by Anne Fogarty France. The motion was duly seconded.

Discussion ensued and Member Allison volunteered to bring back a visual proposal to the DDB at the next meeting.

Member Sjouwerman amended his motion to continue this item until the March DDB meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

9. Topics for Future Meetings

Farmer's Market

10. Chairman's Report – Chairman Morfopoulos advised that he had attended the City's Special Worksession on the ULI recommendations. He thought it was a fascinating discussion. He added that he had also attended the groundbreaking of the Prospect Lake project and thanked the staff, Council and the Mayor for their hard work in bringing this project to fruition.

11. Final Comments

Treasurer Rubright joined Chairman Morfopoulos in congratulating the City of Clearwater for helping to bring more residents to the downtown area. He stated that he was looking forward to more information regarding the pedestrian mall and the proposal for banners for Cleveland Street.

Member Wright also attended the groundbreaking and noted that the name of the project is now “The Nolen”. He invited members to come to his office on the ninth floor of the SunTrust Building to watch the project materialize. Member Wright added that he will take pictures so he can give the board updates on its progress. He added his thanks to Anne Fogarty France and other staff responsible for getting the message board in the North Ward area up and running again. He suggested members view the impressive list of upcoming events at the Capitol in the next six months.

Vice Chairman Bosi advised that he agreed with Member Wright's comments.

Member Starova asked everyone to continue the fun and noted that downtown was a place everyone wanted to be during the day and after work.

Member Sjouwerman suggested having a web-cam on the Nolen project so everyone could see it in real-time on the internet. He felt the DDB should consider a data base of people in the area so we can e-mail our own information whenever we can.

Member Allison thanked members for another good meeting. She stated she was new to the board and liked the idea of different banners on Cleveland Street. She was also looking forward to finding out more information regarding the 400 block pedestrian mall concept.

Ex-Officio/Councilmember Jonson suggested the next time the DDB elected officers they might want to start with the Chairperson position and work down to the Treasurer. He advised that the City is in the process of repainting the crosswalks on Cleveland Street. He added that he had attended the January Blast Friday and felt that a new crowd of people were drawn to the event and he considered that a good thing.

Ex-Officio/Councilmember Polglaze expressed his pride in being involved with the Nolen Project. At the groundbreaking the developer advised that this is the first of its kind in a downtown, urban area. He added that this may be a catalyst for development of other sites in the downtown. He would like to thank staff and the present and previous councils for all their hard work in making it happen.

Chairman Morfopoulos thanked everyone for attending this meeting. He stated that a significant event took place today with the groundbreaking of the Nolen.

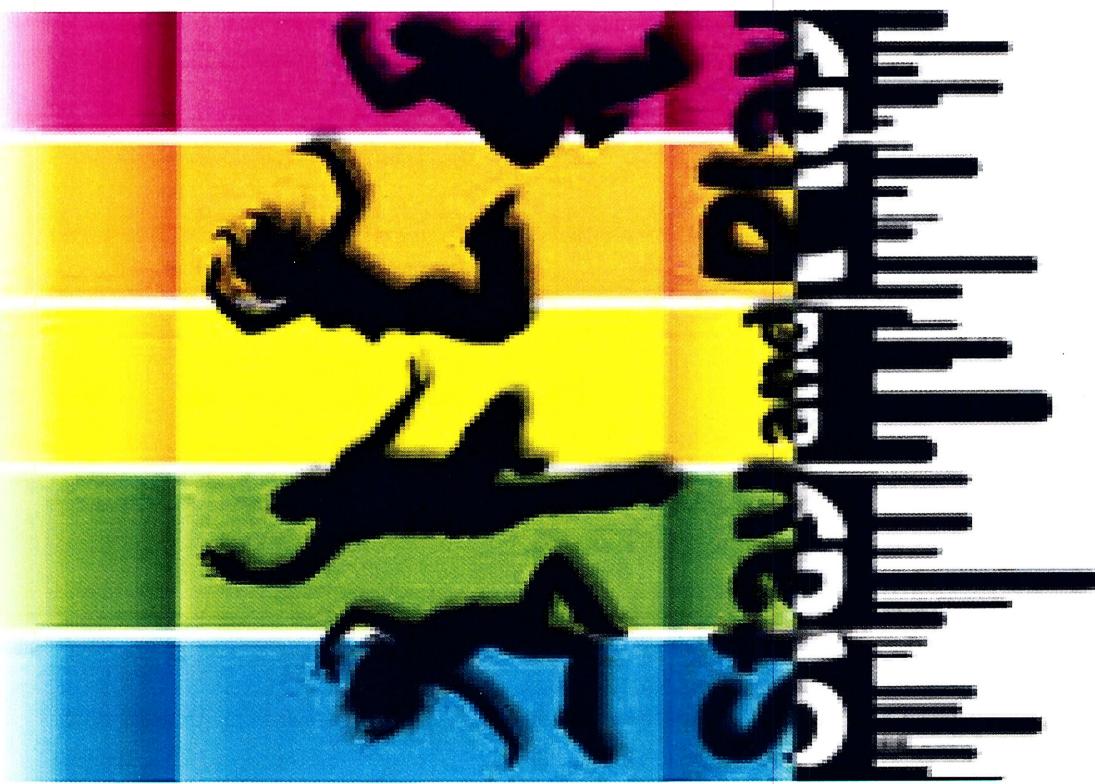
12. The meeting was adjourned at 6:53 p.m.

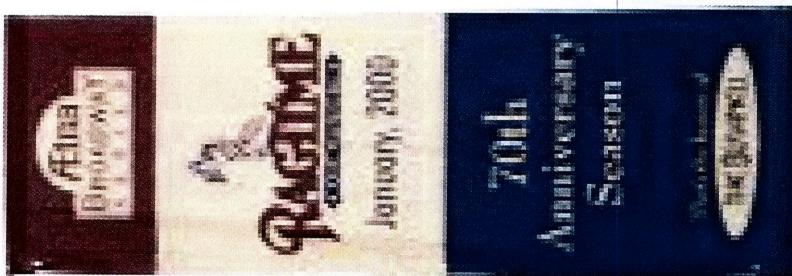
ITEM 8

	B	C	E	G	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period January 1 thru January 31, 2015				2/27/15 1:20 PM
6				Year to	
7		Budget	January	Date	Difference
8	Income				
9					
10	Ad Valorem (Property) Taxes	241,551	69,628	194,731	(46,820)
11	Ad Valorem Taxes Prior Yr	100			(100)
12	Interest Income	1,000		307	(693)
13	CRA Interlocal Agreement Rev	160,178			(160,178)
14	Misc Revenue	500		1,613	1,113
15	Total Income	403,329	69,628	196,652	(206,677)
16					
17	Expenditures				
18					
19	Promoting District				
20	Banner Installation & Maintenance	600	20	140	460
21	Downtown Streetscape Maintenance	3,200			3,200
22	Boatslip Construction & Maint	50,000	50,000	50,000	0
23	Holiday Lighting	12,000	3,478	12,564	(564)
24	Total Promoting District	65,800	53,498	62,704	3,096
25					
26	Promoting Merchants				
27	Graphic Design and Printing	3,000	(413)	-	3,000
28	Advertising	3,000	(500)	0	3,000
29	Jolley Trolley Downtown Loop	9,220	-	4,610	4,610
30	Total Promoting Merchants	15,220	(913)	4,610	10,610
31					
32	Promoting Events				
33	6th Annual Achieva Box Car Rally	1,000			1,000
34	Clw Superboat National Championship	10,000			10,000
35	City/Clw Celebrates America	1,250			1,250
36	City/Fun n' Sun Festival	5,000			5,000
37	City/Sea Blues Festival	5,000			5,000
38	Blast Friday	17,979		17,500	479
39	Clearwater Jazz Festival	5,000		5,000	0
40	Farmer's Market Support	6,500		6,500	0
41	Pianos on Main Street/Pop-Up Gallery	1,800	500	2,300	(500)
42	Santa & Suds Race/Walk for ASL & Deaf	3,500			3,500
43	Unallocated Funds	20,000			20,000
44	Total Promoting Events	77,029	500	31,300	45,729
45					
46					

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2					
3					
4					
5					
6					
7					Year to
47		Budget	January	Date	Difference
48	Staff & Office Administration				
49	Downtown Meeting & Event Support	200			200
50	Office Expenditures	750	(12)	155	595
51	Public Meeting Notices	2,000	(1,017)	235	1,765
52	Legal Fees	3,500	(750)	125	3,375
53	CRA Mgt & Admin Fee	63,724	5,310	21,240	42,484
54	DDB Minutes Preparation	1,300	100	400	900
55	Total Staff & Office Admin	71,474	3,632	22,154	49,320
56	Fixed Payments				
57	Officers & Directors Insurance	700			700
58	Liability Insurance (Dolphins)	1,422	1,246	1,246	176
59	Annual Audit	9,100	1,850	8,100	1,000
60	CRA Increment Payment	160,178		155,207	4,971
61	State Special District Fee	175		175	0
62	Property Appraiser Fee	2,231		1,086	1,145
63	Total Fixed Payments	173,806	3,096	165,814	7,992
64					
65	Total Expenditures	403,329	59,813	286,582	116,747
66					
67	Revenues in Excess of Expenditures	-	9,815	-	
68					
69	Expenditures in Excess of Revenues	\$ -	- -	- -	
70					
71	Beginning Fund Balance (10-1-14)	\$ 86,998			

ITEM 10





Your Business
Awaits
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