

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
September 9, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Chelsea Allison	Member
	Stu Sjouwerman	Member
	Tony Starova	Member
	Thomas Wright	Member
 Also Present:	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department
 Absent:	Craig Rubright	Treasurer
	Bill Jonson	Ex-Officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments – Items Not on the Agenda. – There were no citizen comments.
3. First Public Millage Hearing – Resolution 02-15.

In accordance with Chapter 200 of the Florida Statutes, which defines requirements for the Determination of Millage and the rules governing Truth in Millage (TRIM) compliance, the DDB must hold two public hearings to adopt a final millage rate for the new fiscal year. The adoption of this resolution to establish the millage rate and the related budget resolution are an integral part of fulfilling these requirements. The DDB set a tentative millage rate of .9651 mil on August 5, 2015, which is the rate that appeared on the TRIM bill notices mailed to taxpayers in August. The millage rate of .9651 mil represents a 6.77 percent increase from the rolled back rate of .9039 mil.

Resolution 02-14 is presented in order to adopt the millage rate of .9651 mills to support the operating budget for the 2015-16 fiscal year.

**Member Wright moved to adopt Millage Resolution 02-15 on First Reading. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

**“Nays”:** None.

Motion carried.

4. **First Public Budget Hearing – Resolution 03-15.**

In accordance with Chapter 200 of the Florida Statutes and the rules governing TRIM compliance, the DDB must hold two public hearings to adopt the budget. The adoption of this resolution adopting the 2015-16 millage rate and budget are an integral part of fulfilling these requirements. On June 3, 2015, staff provided the DDB with a Preliminary Budget that outlined proposed estimates of revenues and expenditures for the 2015-16 fiscal year. The preliminary budget was also presented at the August 5, 2015 DDB meeting.

Member Wright moved to adopt Budget Resolution 03-15 on First Reading. The motion was duly seconded and upon roll call, the vote was:

**"Ayes":** Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

**"Nays":** None.

**Motion carried.**

5. Approve the Minutes from the August 5, 2015 DDB Meeting

Member Sjouwerman moved to approve the minutes of the DDB meeting of August 5, 2015. The motion was duly seconded. Upon roll call, the vote was:

**"Ayes":** Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

**"Nays":** None.

**Motion carried.**

6. Adopt July 2015 Financial Statement for Filing

Member Wright moved to adopt the July 2015 Financial Statement for Filing. The motion was duly seconded. Upon roll call, the vote was:

**"Ayes":** Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

**"Nays":** None.

**Motion carried.**

7. Parking Garage Usage Discussion

Charles "Eric" Wilson, Parking Manager, addressed the board and answered questions concerning the Garden Avenue parking garage and the documentation provided to board members.

It was noted that the Downtown Development Board purchased additional parking signs that are not being used. When asked if he could put together a cost estimate to place these signs at events, Eric Wilson stated that the City does not have the staff nor was this in their work program. Member Wright suggested when the event application is updated; the event coordinator should be required to distribute this additional signage for parking. Member Starova suggested parking information be added to all event advertising.

Anne Fogarty France stated that she would make parking maps more available and the sponsorship application could be changed for next year.

8. Second Reading – Approve Sponsorship Request in the amount of \$1,600 from Clearwater Center for the Arts, Inc. for Cleveland Street Saturday Market

Shelly Jaffe advised that Clearwater Center for the Arts, Inc. would be placing the parking signs and that parking information would be on the website. The Clearwater Beacon is sponsoring the market and will provide an advertisement. The Capitol Theatre is sponsoring Trick or Treat on Cleveland Street on Halloween.

**Member Wright moved to approve sponsorship of the Cleveland Street Saturday Market in the amount of \$1,600 on second reading. The motion was duly seconded. Upon roll call, the vote was:**

**“Ayes”:** Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

**“Nays”:** None

**Motion carried.**

#### **9. ULI Update**

Geri Campos Lopez, Director of Economic Development and Housing provided the ULI Update and noted the completed items. Ms. Lopez stated that the ULI report noted many action items and twelve items were chosen as priority items. The Bluff/Coachman Park Master Plan was added as priority item thirteen. She noted the White Papers on the Tax Increment Financing (TIF) Bonds and East Gateway Mercado that were provided to Council as well as the Branding presentation and advised she would provide these to board members.

Members were concerned about the timeline for the ULI items. Member Wright asked if there was anywhere the public can go to find out the status of the ULI items such as the status of the Harborview Center.

Ms. Lopez advised that there was a lot going on in addition to staff's current work plan and there is currently not a place for someone to go for such an update.

Member Wright reiterated what he mentioned a couple of meetings ago in that he was concerned that there doesn't seem to be any leadership for these items and \$500,000 has already been spent.

Ms. Lopez advised that Rod Irwin was coordinating the ULI effort, there are many departments involved in the priority items and quarterly reports are provided to the CRA.

Member Wright stated that he would like to hear from Mr. Irwin as to what was going on.

Ms. Lopez advised that the current ULI report would again be provided to members and that there was a November 2 ULI meeting planned.

#### **10. Nominating Committee Report**

Chairman Morfopoulos announced that the proposed slate of candidates for the October 13, 2015 election was current Board Member Thomas Wright from Merrill Lynch, Robert “Bob” Roperti from Jiffy Reprographics and Zachary Thorn from the Clearwater Regional Chamber of Commerce. He asked if there were any additions to the proposed slate and hearing no additional names asked for a motion.

Member Bosi moved to approve the FY 2015-2016 Slate of Election Candidates for the October 13, 2015 election. The motion was duly seconded and upon roll call, the vote was:

**"Ayes":** Chairman Morfopoulos, Vice-Chairman Bosi, Member Allison, Member Sjouwerman, Member Starova, and Member Wright.

**"Nays":** None

Motion carried.

#### 11. Chairman's Report

Chairman Morfopoulos reminded everyone of upcoming events in downtown such as Art in the Park on September 19, Super Boat Parade September 25, Rock the Block and Marlene Rose Gallery opening on September 26. He announced that there will be a ULI Community Meeting on November 2, 2015 at the Main Library. The Chairman reported that he met Zachary Thorn at the Downtown Coordination Committee meeting. Grant Wood represents the Clearwater Downtown Partnership.

#### 12. Final Comments

Member Wright commented that he is happy with so many moving parts going on right now. He supports Member Starova's marketing and signage efforts but feels we need to be careful not to micromanage people sponsoring events. He added he was happy with the prioritization list and thanked Ms. Lopez's her report.

Vice Chairman Bosi stated he wanted to promote the Box Car Rally as it was a great family event that brings people downtown. He attended the Seminole Boat Dock meeting and that there were some out of the box ideas. Vice Chairman Bosi hoped we don't run into the same problems as the St. Petersburg Pier. He added that everyone should get ready for a busy event season.

Member Starova stated that it was a good meeting. He made his point about the downtown signs and parking in garages. The north marina meetings were well advertised on the variable message boards but they don't have traffic messages nor does the Police messages and he did not like the double standard. He like the monument installed on the Causeway that looks like our downtown monuments. He feels that the Merchants Association should be part of the Downtown Coordination Committee meetings with Rod Irwin.

Member Sjouwerman stated that to get to where we want to be we need to get the word out. He has been saying since he has started that a data base of names was needed so the board could send e-mails out to 100,000 residents. It would be the most effective and efficient way to get our message out.

Member Allison stated that she brought people to downtown for a birthday party at visited the Escape Room. Her guests had no problem with parking because they went to the website and the parking information was there and easy to find. She added that it starts with all of us having the information on our websites and in our advertising.

Chairman Morfopoulos stated that each time an idea is suggested members need to come up with a solution and an estimated cost to get it done. The board needs specifics and to propose a solution.

#### 13. The meeting was adjourned at 7:15 p.m.