



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

December 6, 2017 – 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 November 1, 2017 Meeting**
4. **Adopt October 2017 Financial Statement for Filing**
5. **Post Event Report – Clearwater Jazz Downtown Party, Gary Hallas & Steve Weinberger**
6. **Post Event Report – Achieva Box Car Rally, Chelsey Wilson**
7. **DDB Election Results – Chairman Paris Morfopoulos**
8. **Approve the 2018 DDB Meeting Schedule – Anne Fogarty France**
9. **Chairman's Report – Chairman Paris Morfopoulos**
10. **Final Comments**
11. **Adjournment**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
November 1, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member
	Stu Sjouwerman	Member
	Caitlein Jammo	Member
	Lina Teixeira	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Doreen Caudell	Ex-Officio/Councilmember
	Micah Maxwell	Asst. City Manager/Interim CRA Director
	Denise Sanderson	Economic Development Director
	Anne Fogarty France	Board Administrator

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizens Comments--Items not on the agenda—No comments.
3. Approve the Minutes from the October 4, 2017 Meeting

Member Bosi moved to approve the minutes as amended from the October 4, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Bosi, Member Wright, Member Sjouwerman, Member Jammo, and Member Teixeira.

Nays: None.

Motion carried.

4. Adopt September 2017 Financial Statement for Filing

Member Wright moved to adopt the September 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

Ayes: Member Morfopoulos, Member Bosi, Member Wright, Member Sjouwerman, Member Jammo and Member Teixeira.

Nays: None.

Motion carried.

5. Adopt Resolution 05-17 Grant Funding for Blast Friday Events—Anne Fogarty France, Downtown Manager briefed the board on the grant funding resolution for Blast Friday events. The resolution notes that funding for FY 2017-18 in the amount of \$30,000 was approved in this year's budget and delineates the payment schedule of four payments in the amount of \$7,500 paid in December, February, April, and June. The DDB attorney has reviewed the contract and approved it. Member Jammo read the resolution into the record.

Member Bosi moved to adopt Resolution 05-17. The motion was duly seconded and upon roll call the vote was:

Ayes: Member Morfopoulos, Member Bosi, Member Wright, Member Sjouwerman, Member Jammo and Member Teixeira.

Nays: None.

Motion carried.

Member Wright questioned whether changing the name of Blast Friday is still being considered and was advised that it was not being considered at the present time.

6. Proposal from Jennie Pearl/Bazaar Art LLC - Jennie Pearl, 331 Cleveland Street, Suite A, appeared before the Board concerning the Station Square Park events that she coordinates. As a recap, the September event was rained out and for the October event she was asked to collaborate with the House of Beers' Oktoberfest event. Due to the being asked by City staff to stay at the Oktoberfest event, she did not have the event at Station Square Park. There is now a conflict with her December event because it is the same date as Blast Friday's Miracle on Cleveland Street. She is concerned that she will lose her funding for her events because she is not holding the events in Station Square Park as proposed.

Ms. Pearl asked the Board if she could move her event to the corner where Second Century Studio is located whenever there is a conflict with another City event. Discussion ensued concerning the effect that moving the events out of Station Square Park would have on the funding provided by the DDB. It was expressed by several members that moving the location would not adhere to the original proposal submitted with Ms. Pearl's request for funding. Ms. Pearl said she could change the date of her December event but would have to obtain a new permit from the City. Ms. Fogarty France advised her that she could request the date on her special events permit be changed.

Ms. Pearl said she is willing to collaborate with Miracle on Cleveland Street. Brianna Hartigan from Ruth Eckerd Hall stated there is space in the park and on the sidewalk by the studio and they are willing to work together on how to hold both events.

Ms. Pearl's greatest concern is that she not lose funding when the City schedules another event that conflicts with her date. Chairman Morfopoulos said there are two issues: 1) what to do about the December event and 2) what to do in the future. Ms. Pearl's events are held the first Saturday of the month. Ex-officio Member Caudell stated this would be an exception due to the Miracle program. Further discussion ensued.

Member Sjouwerman moved to combine the two events this time, keep the funding and have them work out how it should be coordinated and by next time have it figured out what to do in the event of a conflict. The motion was duly seconded.

Chairman Morfopoulos asked if there were any citizen comments.

Robert Thor, 628 Cleveland Street, #1507 at Station Square Condominiums, spoke on behalf of Ms. Pearl's events and how important they are to Station Square Park.

Further discussion ensued and at the conclusion, roll call was taken and vote was:

Ayes: Member Morfopoulos, Member Bosi, Member Wright, Member Sjouwerman, Member Jammo and Member Teixeira.

Nays: None.

Motion carried.

This will be listed as an agenda item to discuss how to handle conflicts in the future. Mr. Maxwell suggested they bring a calendar with funded events to see where there are conflicts. Kris Koch is in charge of special events for the City. Madai Gutierrez works for the Special Events Division on events east of Osceola Avenue.

7. DDB Election Results — Chairman Morfopoulos advised the board of the October 10, 2017 election results. There was a three-way tie with candidates Ray Cassano, Venkat “Vincent” Devineni and Lina Teixeira each receiving 84 votes. The DDB attorney was briefed and advised that a run-off election is necessary. He also reported that there were 18 ineligible ballots. The run-off election will be held on November 21, 2017 and the two candidates receiving the most votes will serve the three-year terms and the other candidate will serve the one-year term.
8. Appoint a Canvassing Committee for the November 21, 2017, Election – Chairman Morfopoulos stated that the Board needed to appoint two members who are not on the ballot to assist in the counting of ballots at the Supervisor of Elections office on November 21, 2017. Members Jammo and Wright volunteered.
9. **Chairman’s Report** - Chairman Morfopoulos advised the Board of upcoming events. Events are listed on the City’s website.

Mr. Morfopoulos stated that citizens will vote on November 7 for Penny for Pinellas and Imagine Clearwater. The City has asked the Board to formally endorse Imagine Clearwater.

Member Sjouwerman moved to formally endorse Imagine Clearwater. The motion was duly seconded and upon roll call the vote was:

Ayes: Member Morfopoulos, Member Bosi, Member Wright, Member Sjouwerman, Member Jammo and Member Teixeira.

Nays: None.

Motion carried.

Mr. Morfopoulos advised the Board that Member Starova resigned. Due to the timing of his resignation, this could not be included in the recent election process. Therefore, the Board needs to appoint a replacement to fill his term through December 2018. Whoever is appointed would have to run in the October 2018 election if they want to continue to serve on the Board.

Members Bosi and Jammo who currently serve on the Board are willing to continue. Member Teixeira stated that she felt it was important to have more than one woman on the board of seven members.

Member Teixeira moved to appoint Member Jammo to the Board. The motion was duly seconded. There were no other nominations. Upon roll call the vote was:

Ayes: Member Morfopoulos, Member Bosi, Member Wright, Member Sjouwerman, and Member Teixeira.

Nays: None.

Abstentions: Member Jammo

Motion carried.

10. Final Comments

Member Teixeira stated she was honored to have been elected and encouraged everyone to vote on November 7.

Member Wright encouraged everyone to vote yes on the referendums.

Member Bosi stated he was looking forward to another exciting year.

Member Sjouwerman also encouraged people to vote yes.

Member Jammo stated she appreciates the votes in her favor and is excited to serve on the Board.

Ex-officio Member Jonson had several suggestions on future agenda items for the Board: 1) the City recently did a citizen survey and some of the topics concern downtown which should be presented to the Board; 2) some of the geographic questions concerning downtown and surrounding areas of downtown had opinions that were different from the rest of the City and he would like the Board's input on this; 3) projects for downtown that will be upcoming such as the East Cleveland Street entrance signs 4) he is reading a book by Steve Case about the right to rise which encourages cities to provide entrepreneurial financing and Clearwater has so many technology companies there may be things we can do to make them more successful in our area; and 4) he congratulated Lina Teixeira for being selected as Creative Loafing's Best New Downtown Clearwater Crusader.

Ex-officio Member Caudell advised the Board that the technology firm Sc2 signed a lease-to-own for the former Florida Power building. The city is moving forward on many projects. She stated that the Festival of Trees will be held November 17-19 at the Long Center.

Interim CRA Director Maxwell advised the Board that an ad has been placed for the CRA Director and they will start reviewing resumes on November 15. However, the recruitment will remain open during the review. There will be a public component to the selection process and the DDB will be involved. Member Sjouwerman suggested they should go back and look at the previous resumes received because the second choice may still be interested.

Chairman Morfopoulos congratulated Lina Teixeira for her award. He stated that some years ago the Board was given updates on the City initiatives and they haven't happened for a while and he would like to hear these updates again. Ms. Caudell advised him that the State of the City report will give an overview of what is going on, as well as the display at the art studio.

Mr. Maxwell stated the City Manager has instructed him to get coordinate a meeting of the same group and it will be done in the December/January timeframe. There's a lot going on and to the defense of staff, we've had many retirements lately.

11. The meeting was adjourned at 6:32 p.m.

	B	C	D	E	F	G	H	I	J	K	M
1	Downtown Development Board										11/30/2017
2	Statement of Revenues & Expenditures										
3	For the Period October 1 thru October 31, 2017										
4											
5											
6											
7		Adopted	Budget Transfer	Budget		Amended				Year to	
8	Income	Budget	9/6/2017	Amendment		Budget		October		Date	Difference
9											
10	Ad Valorem (Property) Taxes - 0.9700 mills	281,758				281,758		-		-	(281,758)
11	Ad Valorem Taxes Prior Year	100				100		-		-	(100)
12	Interest Income	500				500		-		-	(500)
13	CRA Interlocal Agreement Revenue	210,441				210,441		-		-	(210,441)
14	Misc Revenue	499				499		-		-	(499)
15	Total Income	493,298	-	-		493,298		-		-	(493,298)
16											
17	Expenditures										
18											
19	Downtown Arts & Beautification										
20	Banner Installation & Maintenance	1,000				1,000		-		-	1,000
21	Downtown Streetscape Maintenance	3,200				3,200		-		-	3,200
22	Mural Projects	1,500				1,500		-		-	1,500
23	Holiday Lighting	15,000				15,000		369		369	14,631
24	Total Downtown Arts & Beautification	20,700	-	-		20,700		369		369	20,331
25											
26	Downtown Marketing										
27	Graphic Design and Printing	3,000				3,000		-		-	3,000
28	Advertising	10,000				10,000		-		-	10,000
29	Website Content (Includes List Serve & Video Production)	4,400				4,400		-		-	4,400
30	Jolley Trolley Downtown Loop	14,466				14,466		-		-	14,466
31	Total Downtown Marketing	31,866	-	-		31,866		-		-	31,866
32											
33	Downtown Events										
34	Achieva Box Car Rally - 9th Annual	1,500				1,500		1,500		1,500	-
35	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol	30,000				30,000		-		-	30,000
36	City/Sea Blues Festival	10,000				10,000		-		-	10,000
37	City/Bay 2 Beach Music and Art Festival (formerly known as Fun-n-Sun)	5,000				5,000		-		-	5,000
38	City/Clw Celebrates America	2,500				2,500		-		-	2,500
39	Clearwater Jazz Festival Downtown Party	5,000				5,000		5,000		5,000	-
40	Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BBQ Block Party, Downtown Funk, Miracle on Cleveland Supplement, Sidewalk Sales)	15,000				15,000		-		-	15,000
41	Jeeps Downtown	5,000				5,000		-		-	5,000
42	Santa & Suds 5K Fun Run	-	5,000			5,000		-		-	-
43	Spectrum Clearwater Super Boat National Championship	10,000				10,000		-		-	10,000
44	Station Square Park Events	10,000				10,000		-		-	10,000
45	CDP - Downtown Clearwater Beer Fest	7,500				7,500		7,000		7,000	500
46	Open Air Paint Party & Art Bazaar	9,000				9,000		3,000		3,000	6,000
47	Total Downtown Events	110,500	5,000	-		115,500		16,500		16,500	94,000
48											
49	Future Downtown Initiatives	24,383	(5,000)			19,383		-		-	24,383
50											
51	Staff & Office Administration										
52	Operating Expenditures	1,000				1,000		26		26	974
53	Public Meeting Notices	2,000				2,000		-		-	2,000
54	Legal Fees	3,500				3,500		-		-	3,500
55	CRA Mgt & Admin Fee - 2.5% Increase	68,624				68,624		-		-	68,624
56	DDB Minutes Preparation	1,452				1,452		121		121	1,331
57	Total Staff & Office Admin	76,576	-	-		76,576		147		147	76,429
58											
59	Fixed Payments										
60	Officers & Directors Insurance	700				700		-		-	700
61	Liability Insurance (Dolphins)	1,422				1,422		-		-	1,422
62	Annual Audit	8,000				8,000		-		-	8,000
63	CRA Increment Payment	210,441				210,441		-		-	210,441
64	State Special District Fee	175				175		175		175	-
65	Tax Collector Commissions	6,000				6,000		-		-	6,000
66	Property Appraiser Fee	2,535				2,535		-		-	2,535
67	Total Fixed Payments	229,273	-	-		229,273		175		175	229,098
68											
69	Total Expenditures	493,298	-	-		493,298		17,191		17,191	476,107
70											
71	Revenues in Excess of Expenditures	-				-		-		-	
72											
73	Expenditures in Excess of Revenues	-				-		(17,191)		(17,191)	
74											
75											
76											
77	Beginning Fund Balance 10/1/2017	152,292									
78											
79	Minimum Reserves Approved by Board 7/12/2017	74,500									
80											
81	Cash in Bank as of 10/31/2017	133,269									



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

2018 DDB Meeting Schedule

January 3
February 7
March 7
April 4
May 2
June 6
July 11 *Moved one week due to Fourth of July Holiday
August 1
September 5
October 3
November 7
December 5