



## CLEARWATER DOWNTOWN DEVELOPMENT BOARD

September 6, 2017 – 5:30 PM - City Hall – Council Chambers

### **AGENDA**

1. Call to Order
2. Citizen Comments – Items Not on the Agenda
3. First Public Millage Hearing – Resolution 02-17
4. First Public Budget Hearing – Resolution 03-17
5. Approve the Minutes from the August 2, 2017 Meeting
6. Adopt July 2017 Financial Statement for Filing
7. Adopt FY 2017-2018 Budget with Funding for Santa & Suds – Anne Fogarty France, DDB Administrator
8. Appoint Member to Fill DDB Member Seats Vacated by Zachary Thorn & Chelsea Allison – Chairman Paris Morfopoulos
9. Appoint Member to Fill Treasurer Position – Chairman Paris Morfopoulos
10. Nominating Committee Report & Approve Slate of Election Candidates - Chairman Paris Morfopoulos
11. Chairman's Report – Chairman Paris Morfopoulos
12. Final Comments
13. Adjournment

**Reminder – Second Public Hearing – September 11, 2017, 5:30 p.m.,  
City Hall, 3<sup>rd</sup> Floor Council Chambers**

**MILLAGE RESOLUTION  
RESOLUTION NO. 02-17**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE MILLAGE RATE TO BE LEVIED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2017, AND ENDING SEPTEMBER 30, 2018, FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the estimated revenues to be received by the Clearwater Downtown Development Board for the fiscal year beginning October 1, 2017 and ending September 30, 2018, from ad valorem taxes in the amount of \$281,758

WHEREAS, based upon the taxable value provided by the Pinellas County Property Appraiser, 0.9700 mil is necessary to generate \$281,758

NOW, THEREFORE, BE IT RESOLVED BY THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. It is hereby determined that a tax of 0.9700 mil against the non-exempt real and personal property within the Clearwater Downtown Development Special Taxing District is necessary to raise the sums to be appropriated for operational purposes, for the fiscal year beginning October 1, 2017.

Section 2. The levy of 0.9700 mil constitutes a 5.84 percent increase from the rolled back rate of .9165.

Section 3. This resolution shall take effect October 1, 2017.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL  
READING AND ADOPTED

\_\_\_\_\_  
Paris Morfopoulos, Chairman

Witness:

\_\_\_\_\_  
Dennis Bosi, Vice-Chairman

**BUDGET RESOLUTION  
RESOLUTION NO. 03-17**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE FINAL BUDGET TO BE ADOPTED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2017, AND ENDING SEPTEMBER 30, 2018 FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, on September 6, 2017 held a public hearing as required by Florida Statute 200.065; and

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, set forth the appropriations and revenue estimate for the Budget for Fiscal Year 2017/18 in the amount of \$493,298.

NOW, THEREFORE, BE IT RESOLVED BY THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. It is hereby determined that a budget of \$493,298 is adopted for the fiscal year beginning October 1, 2017 and ending September 30, 2018.

Section 2. The resolution shall take effect October 1, 2017.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL  
READING AND ADOPTED

\_\_\_\_\_  
Paris Morfopoulos, Chairman

Witness:

\_\_\_\_\_  
Dennis Bosi, Vice-Chairman



## CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

August 2, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member (departed 7:00 p.m.)
	Tony Starova	Member
	Chelsea Allison	Treasurer

Also Present:	Bill Jonson	Ex-officio/Councilmember
	Doreen Caudell	Ex-officio/Councilmember
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director

Absent:	Stu Sjouwerman	Member
	Zachary Thorn	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 July 12, 2017, Meeting

**Member Wright moved to approve the minutes from the July 12, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Starova, Member Allison, and Member Wright.

**“Nays”:** None.

**Motion carried.**

4. Adopt June 2017 Financial Statement for Filing

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

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Starova, Member Allison, and Member Wright.

**“Nays”:** None.

**Motion carried.**

5. Adopt Resolution 2-17 Adopting City of Clearwater Investment Policy Per Florida Statute Requirement—Monica Mitchell, City of Clearwater Finance Department Assistant Director, addressed the Board regarding the Investment Policy. Historically, the DDB has adopted the City's Investment Policy since the DDB's funds are included in the regular City funds. Member Allison read the resolution into the record.

**Member Starova moved to adopt Resolution 2-17 and the City of Clearwater Investment Policy. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Starova, Member Allison, and Member Wright.

**“Nays”:** None.

**Motion carried.**

6. Adopt Updated City Travel Policy—Anne Fogarty-France, Downtown Manager advised that at the suggestion of the auditors, it was recommended that the DDB adopt a travel policy to be used in the event members ever travel in their role as DDB members. Rather than start from scratch, it was suggested that the DDB adopt the City's Travel Policy. Members asked for clarification of the need for such a policy and Ms. Mitchell advised that this was a formality so something is in place for the future. *a policy*

**Member Wright moved to adopt the City Travel Policy. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Starova, Member Allison, and Member Wright.

**“Nays”:** None.

**Motion carried.**

7. Discussion Regarding Legal Opinion for Clearwater Downtown Partnership (CDP) Membership—Chairman Paris Morfopoulos discussed the DDB attorney's opinion recommending that it not become a member of the Clearwater Downtown Partnership.
8. Funding Request—CDP Membership—Jay Polglaze, CDP Executive Director (continued from 7/12/17)

This request is moot in light of the attorney's opinion.

9. Approve CRA/DDB FY 2017-2018 Interlocal Agreement—Seth Taylor, Community Redevelopment Agency (CRA) Director

Seth Taylor, CRA Director, asked the Board to adopt the Interlocal Agreement between the CRA and DDB. There has been one addition made to the agreement—3f. has been added to read “Assist in the programming for Station Square Park.” Mr. Bosi asked why this was being added requiring the DDB to focus on Station Square Park. Mr. Taylor advised him that the goal is to have Station Square Park as the town square of Clearwater and staff felt this was important to include in the agreement. Discussion ensued. At the conclusion.

**Member Wright moved to approve the CRA/DDB FY 2017-2018 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Starova, Member Allison, and Member Wright.

**“Nays”:** Member Bosi.



**The motion passed by a vote of 4 to 1.**

- 10. Adopt Aggregate Millage Rate of 0.9700 mil for FY 2017-2018 and set public hearing dates on the budget for September 6, 2017, and September 11, 2017—Anne Fogarty-France, Downtown Manager**

Anne Fogarty-France addressed the Board concerning the need for the DDB to adopt its millage rate and schedule public hearings for September 6<sup>th</sup> and September 11<sup>th</sup>. The millage rate must be adopted by August 4, 2017. The rate is being changed from .961 to .97. This increases the budget by \$1,300. The DDB can set the millage rate no higher than 1.0.

**Member Wright moved to adopt an aggregate millage rate of 0.9700 mil for FY 2017-2018 and set public hearing dates on the budget for September 6, 2017, and September 11, 2017. The motion was duly seconded.**

Discussion ensued as to what the difference would be if it was increased from .97 to 1.0. Ms. Fogarty France left to run the calculation. Once the rate is set, the Board can lower it but cannot raise it.

The Board moved on to the budget discussion while the calculation was prepared.

- 11. Finalize and Adopt FY 2017-2018 DDB Budget—Chairman Paris Morfopoulos**

The Board reviewed the budget line item by line item. Cuts needed to be made since the total of the requests was more than the funds available. The requested amount needed to be reduced by \$28,000.

Mr. Morfopoulos recommended the funding for the City Sea Blues Festival be reduced from \$10,000 to \$4,000 and the Bay 2 Beach Music and Arts Festival be reduced from \$10,000 to \$3,500. They agreed to discuss this further after reviewing the rest of the requests.

The Board discussed the request for the Station Square Events for \$10,000. Member Starova agreed there should be money for these events. Member Wright agreed and stated that the Board members can make recommendations if they don't like the programs proposed.

Ms. Fogarty France returned with the figures. Raising the millage rate from .97 to 1.0 would be an increase in taxable revenue of \$8,715. It was suggested that raising the rate to 1.0 may provide funding for additional events. The members agreed to consider the rate change after reviewing the budget.

The Board was okay with the budgeted amounts for banner installation and maintenance and downtown streetscape maintenance. Discussion ensued concerning the \$15,000 for holiday lighting. Mr. Taylor stated he would like holiday lighting for the whole DDB area, not just Cleveland Street. It was suggested that the CRA also budget money for this.

The budgeted amounts for graphic design, website content, and the Jolley Trolley were fine. Funds that are left over at the end of the year are rolled over into the general fund. Mr. Starova suggested leaving the advertising budget at \$10,000. Members agreed.

The Board discussed the CDP Downtown Clearwater Beer Fest's request for \$10,000. It was suggested that this be reduced to \$7,500 since this is a first DDB request. Although the first event was very efficiently run and brought a lot of people to downtown Clearwater, it was felt that the \$10,000 request was too high. Members agreed to reduce the amount to \$7,500.



The Board discussed the request of \$5,000 for the Santa & Suds 5K Fun Run. Mr. Starova addressed the Board concerning this request. He was instrumental in starting this several years ago and had about 800 runners. Last year the participation dropped to about 200. They have hired a professional organization to run this year's event. This whole event stays in downtown Clearwater. Since Mr. Starova is directly involved, he must recuse himself from voting on this request. Mr. Wright suggested leaving the amount at \$5,000.

The Board discussed the \$7,500 budgeted for the mural project. This is funding for 5 murals at \$1,500 per mural. This request does not include the \$5,000 that has already been approved for the Garden Avenue Garage. That project is now moving forward. After further discussion, it was decided that the DDB would approve \$1,500 for one mural and see how that goes. The event planner can come back to the DDB later for additional funding for other murals.

The Board agreed to the request for \$15,000 from the Downtown Clearwater Merchants Association.

Discussion ensued regarding the request for \$10,000 for the Downtown Clearwater Monthly Art Event. Mr. Wright stated that he thinks anything that brings people to downtown is a good thing. Mr. Bosi has a problem with approving funds for an event that takes place in someone's business even though it may bring people out to the street later. Mr. Starova agreed and said there needs to be programs made available to assist merchants. It was suggested that her event be funded through the monies approved for the merchants association. Member Allison said if this request was incorporated into the merchants association funding, this money would be available to other merchants. The Board agreed to reduce this funding to zero.

The Board was fine with the \$5,000 request for Jeeps Downtown. The members felt this event will be very successful and will take place on the entire length of Cleveland Street. This will be a niche event.

The Board discussed the \$18,000 request for the Open Air Paint Party & Art Bazaar. Mr. Wright stated he feels Station Square Park is underutilized. He noted that he had to leave the meeting and advised the Board that this event has his support for the \$18,000 or whatever amount the Board decides. Discussion ensued regarding this request. At the conclusion of the discussion, it was decided that the Board would fund this for \$9,000 for six events to see how successful it is. Ms. Pearl can then come back and request the additional funding from unallocated funds.

Discussion ensued concerning the request for \$39,000 for the Blast Friday events. Mr. Bosi stated that this request has increased each year, and he expects that at some point the event organizers should stand on their own without funding from the DDB. He doesn't want them to request more money each year because this request alone is 20% of the budget. Mr. Starova stated that Blast Friday should be held every month. Ms. Allison said it doesn't sound like the planners want to do it every month. One reason may be the weather issues during the summer months. At the conclusion of the discussion, the Board decided to fund this item at \$30,000.

The Sea Blues Festival is requesting \$10,000. This funding is for a three-day food and concert festival. The Board agreed to fund this at \$10,000. The Board reduced the funding for the Bay 2 Beach Music and Art Festival from \$10,000 to \$5,000. Clearwater Celebrates America was approved for the requested \$2,500.

Mr. Bosi suggested that the funding for the Super Boat National Championship be reduced from \$15,000 to \$10,000. This increase in funding would be used for an additional event during that weekend. However, the event organizers have not yet determined what that will be. If the



organizers come up with an additional event, they can come before the Board at a later date to request the additional funding.

Before adopting the budget, the Board needed to vote on the motion on the floor made by Member Wright regarding adoption of the millage rate of .9700 and the scheduling of the public hearings. Since the Board reached its goal in reducing the budget requests, members were okay with setting the rate at .97 rather than 1.0. Upon roll call, the vote was:

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Starova, and Member Allison.

Motion carried.

Discussion ensued. Since Mr. Wright exited the meeting and Mr. Starova recused himself from voting on the Santa & Suds 5K Fun Run, this item was removed from the budget approval process because a quorum would not be present to vote if this were included.

**Member Bosi moved to adopt the FY 2017-2018 DDB budget as amended minus the funding for the Santa & Suds 5K Fun Run which will be voted on at a later date. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Member Morfopoulos, Member Bosi, Member Starova, and Member Allison.

**“Nays”:** None.

Motion carried.

## **12. Chairman’s Reports**

Chairman Morfopoulos advised the Board of upcoming events. These events are listed on the web site at [www.clevelandstreetdistrict.com](http://www.clevelandstreetdistrict.com).

## **13. Final Comments**

Mr. Bosi congratulated everyone on the great job with the budget and was glad we were able to bring some new events to Clearwater.

Ms. Allison attended the meeting at the library regarding the wayfinding signs and was very impressed.

Ex-officio Councilmember Jonson said it was great to see the passion members have for supporting the downtown. He said he reviewed the ULI report and we are making progress; however, there is still work to be done,

Mr. Morfopoulos was also impressed with the wayfinding sign meeting. He agreed that the ULI report is relevant.

## **14. The meeting was adjourned at 7:55 p.m.**



Item 6

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**Downtown Development Board**  
**Statement of Revenues & Expenditures**  
**For the Period Oct. 1, 2016 thru July 31, 2017**

	Income:	Amended Budget	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	August	September	Year to Date
8	Ad Valorem (Property) Taxes	268,815		76,908.99	122,311.61	36,921.87	5,513.61	10,209.99	7,129.74	2,747.51	5,170.25	50.53			266,913.57
9	Ad Valorem Taxes Prior Yr	100													50.53
10	Interest Income	500				(28.26)		276.13			717.38				1,188.84
11	CRA Interlocal Agreement Rev	188,500							188,289.03						188,289.03
12	Misc Revenue	500		1,830.70											1,830.70
13	<b>Total Income</b>	<b>458,415</b>	<b>-</b>	<b>78,739.69</b>	<b>122,535.20</b>	<b>36,893.61</b>	<b>5,513.61</b>	<b>10,486.12</b>	<b>195,418.77</b>	<b>2,747.51</b>	<b>5,887.63</b>	<b>50.53</b>	<b>-</b>	<b>-</b>	<b>458,272.67</b>
14	<b>Expenditures:</b>														
15															
16															
17															
18	<b>Promoting District</b>														
19	Banner Installation & Maintenance	1,500								52.00					52.00
20	Downtown Streetscape Maintenance	3,200													
21	Holiday Lighting	14,000	336.00	5,557.85	3,156.00	3,478.00		358.00			369.00				13,254.85
22	<b>Total Promoting District</b>	<b>18,700</b>	<b>336.00</b>	<b>5,557.85</b>	<b>3,156.00</b>	<b>3,478.00</b>	<b>-</b>	<b>358.00</b>	<b>-</b>	<b>52.00</b>	<b>369.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>13,306.85</b>
23															
24	<b>Promoting Merchants</b>														
25	Graphic Design and Printing	3,000		237.00							93.68				330.68
26	Advertising	10,000			790.50					1,345.00	530.34				2,665.84
27	List Serve	2,400													
28	Video Production Services	2,000													
29	Jolley Trolley Downtown Loop	16,797				3,380.00		3,380.00							
30	<b>Total Promoting Merchants</b>	<b>34,197</b>	<b>-</b>	<b>237.00</b>	<b>790.50</b>	<b>3,380.00</b>	<b>-</b>	<b>3,380.00</b>	<b>-</b>	<b>1,345.00</b>	<b>624.02</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>6,760.00</b>
31															<b>9,756.52</b>
32															
33	<b>Promoting Events</b>														
34	8th Annual Achieve Box Car Rally	1,500				1,000.00									1,000.00
35	Clw Superboat National Championships	10,000													
36	City/Clw Celebrates America	2,500									2,500.00				2,500.00
37	City/Fun n' Sun Festival	5,000									5,000.00				5,000.00
38	City/Sea Blues Festival	10,000									10,000.00				10,000.00
39	Clearwater Jazz Festival Jazz Walk	5,000		5,000.00											5,000.00
40															
41	Festival Series including Blast Fridays														
42	Miracle on Cleveland, Cruisin at the Cap	25,000			6,250.00		6,250.00				6,250.00				25,000.00
43	Cleveland Street Business Alliance Taste of														
44	Downtown Clearwater, Downtown Funk, Little														
45	Miss Miracle Paradeant	10,000	10,000.00												10,000.00
46	Pierce Street Market	7,500	7,500.00												7,500.00
47	Santa & Sids Race/Walk For ASL & Deaf	4,000			4,000.00										
48	Cleveland Street Project/Photography Exhibit	3,000	3,000.00												3,000.00
49	Garden Avenue Garage Mural	5,000					5,000.00								5,000.00
50	Latino Anniversary Party	3,500								3,500.00					3,500.00
51	Station Square Park Art Bazaar	3,000									3,000.00				3,000.00
52	Sidewalk Sales/DCMA	3,000									3,000.00				3,000.00
53	<b>Total Promotions</b>	<b>98,000</b>	<b>20,500.00</b>	<b>5,000.00</b>	<b>10,250.00</b>	<b>1,000.00</b>	<b>11,250.00</b>	<b>6,250.00</b>	<b>-</b>	<b>3,500.00</b>	<b>29,750.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>87,500.00</b>
54															
55	<b>Future Initiatives</b>														
56															
57															
58	<b>Staff &amp; Office Administration</b>														
59	Downtown Meeting & Event Support	200													
60	Office Expenditures	750		6.33	103.01	14.28	16.46	32.86	20.17	14.98	10.26	21.56			233.58
61	Dolphin Sign Replacement	100			28.63										34.96
62	Palm Tree Lighting Replacement (as needed)	300													
63	Public Meeting Notices	2,000		36.00			36.00	36.00	36.00	30.00	36.00	36.00			282.00
64	Legal Fees	3,500	300.00		525.00										825.00
65	CRA Mgt & Admin Fee	66,950	5,579.17	5,579.17	5,579.17	5,579.17	5,579.17	5,579.17	5,579.17	5,579.17	5,579.17	5,579.17			55,791.70

[illegible]



	A	B	M	N	P	R	T
1	<b>Downtown Development Board</b> <b>Statement of Revenues &amp; Expenditures</b>						8/29/17 4:49 PM
2							
3							
4							
5							
6		<b>Approved</b>	<b>Amended</b>		<b>Year to</b>		
7		<b>Budget</b>	<b>Budget</b>	<b>July</b>	<b>Date</b>	<b>Difference</b>	
8	<b>Income:</b>						
9	Ad Valorem (Property) Taxes	262,815	268,815	-	266,914	4,099	
10	Ad Valorem Taxes Prior Yr	100	100	51	51	(49)	
11	Interest Income	500	500	-	1,189	689	
12	CRA Interlocal Agreement Rev	188,500	188,500	-	188,289	(211)	
13	Misc Revenue	500	500	-	1,831	1,331	
14	<b>Total Income</b>	<b>452,415</b>	<b>458,415</b>	<b>51</b>	<b>458,273</b>	<b>5,858</b>	
15							
16	<b>Expenditures:</b>						
17							
18	<b>Promoting District</b>						
19	Banner Installation & Maintenance	1,500	1,500	-	52	1,448	
20	Downtown Streetscape Maintenance	3,200	3,200	-	-	3,200	
21	Holiday Lighting	14,000	14,000	-	13,255	745	
22	<b>Total Promoting District</b>	<b>18,700</b>	<b>18,700</b>	<b>-</b>	<b>13,307</b>	<b>5,393</b>	
23							
24	<b>Promoting Merchants</b>						
25	Graphic Design and Printing	3,000	3,000	-	331	2,669	
26	Advertising	10,000	10,000	-	2,666	7,334	
27	List Serve	2,400	2,400	-	-	2,400	
28	Video Production	2,000	2,000	-	-	2,000	
29	Jolley Trolley Downtown Loop	13,520	16,797	-	6,760	6,760	
30	<b>Total Promoting Merchants</b>	<b>30,920</b>	<b>34,197</b>	<b>-</b>	<b>9,757</b>	<b>21,163</b>	
31							
32	<b>Promoting Events</b>						
33	8th Annual Achieva Box Car Rally	1,500	1,500	-	1,000	500	
34	Bright House Clw Superboat National Championship	10,000	10,000	-	-	10,000	
35	City/Clw Celebrates America	2,500	2,500	-	2,500	-	
36	City/Fun n' Sun Festival	5,000	5,000	-	5,000	-	
37	City/Sea Blues Festival	10,000	10,000	-	10,000	-	
38	Clearwater Jazz Festival Jazz Walk	5,000	5,000	-	5,000	-	
39	Festival Series including Blast Friday, Miracle on Cleveland Street & Cruisin at the Capitol Cleveland Street Business Alliance: Taste of Downtown	25,000	25,000	-	25,000	-	
40	Downtown Funk, Little Miss Miracle Pageant	10,000	10,000	-	10,000	-	
41	Pierce Street Market	7,500	7,500	-	7,500	-	
42	Pierce Street Market Vendor Incubator Space	-	-	-	-	-	
43	Santa & Suds Race/Walk for ASL & Deaf	4,000	4,000	-	4,000	-	
44	Cleveland Street Project/Photography Exhibit	-	3,000	-	3,000	(3,000)	
45	Garden Avenue Garage Mural	-	5,000	-	5,000	(5,000)	
46	Latino Anniversary Party	-	3,500	-	3,500	(3,500)	
47	Station Square Park Art Bazaar	-	3,000	-	3,000	(3,000)	
48	Sidewalk Sales/DCMA	-	3,000	-	3,000	(3,000)	
49	<b>Total Promoting Events</b>	<b>80,500</b>	<b>98,000</b>	<b>-</b>	<b>87,500</b>	<b>(7,000)</b>	
50							
51	Future Initiatives	46,353	25,577	-	-	46,353	
52							
53	<b>Staff &amp; Office Administration</b>						
54	Downtown Meeting & Event Support	200	200	22	234	(34)	
55	Office Expenditures	750	750	-	35	715	
56	Dolphin Sign Replacement Cost	100	100	-	-	100	
57	Palm Tree Lighting Replacement (as needed)	300	300	-	-	300	
58	Public Meeting Notices	2,000	2,000	36	282	1,718	
59	Legal Fees	3,500	3,500	-	825	2,675	
60	CRA Mgt & Admin Fee - 2.5% Increase	66,950	66,950	5,579	55,792	11,158	
61	DDB Minutes Preparation	1,430	1,430	110	1,100	330	
62	Tax Collector Commissions	-	6,000	1	5,822	(5,822)	
63	<b>Total Staff &amp; Office Admin</b>	<b>75,230</b>	<b>81,230</b>	<b>5,748</b>	<b>64,089</b>	<b>11,141</b>	

	A	B	M	N	P	R	T
1	<b>Downtown Development Board</b> <b>Statement of Revenues &amp; Expenditures</b>						8/29/17 4:49 PM
2							
3							
4							
5							
6		Approved	Amended			Year to	
7		Budget	Budget	July		Date	Difference
64							
65	<b>Fixed Payments</b>						
66	Officers & Directors Insurance	700	700	-	640		60
67	Liability Insurance (Dolphins)	1,422	1,422	-	1,246		176
68	Annual Audit	7,500	7,500	-	7,500		-
69	CRA Increment Payment	188,500	188,500	-	188,289		211
70	State Special District Fee	175	175	-	175		-
71	Property Appraiser Fee	2,415	2,415	-	2,367		48
72	<b>Total Fixed Payments</b>	200,712	200,712	-	200,217		495
73							
74	<b>Total Expenditures</b>	<b>452,415</b>	<b>458,415</b>	<b>5,748</b>	<b>374,870</b>		<b>77,545</b>
75							
76	Revenues in Excess of Expenditures	-	-	-	83,403		
77							
78	Expenditures in Excess of Revenues	-	-	(5,697)	-		
79							
80	Beginning Fund Balance 10-1-16		103,835		103,835		
81							
82	Ending Fund Balance		103,835		187,238		
83							
84	Minimum Reserves Approved by Board 7-13-16		70,000				
85							
86	Cash in Bank as of 7/31/2017		-		185,194		



Item 7

	A	B	C	D	E
1		Downtown Development Board FY 2017-18 Final Budget September 6, 2017			
2					
3					
4					
6		<b>Income</b>	<b>Budget</b>		
7					
8		Ad Valorem/Property Taxes 0.9700 mil	281,758		
9		Ad Valorem Taxes Prior Year	100		
10		Interest Income	500		
11		CRA Interlocal Agreement Revenue	210,441		
12		Misc Revenue	499		
13		<b>Total Income</b>	<b>493,298</b>		
14					
15		<b>Expenditures</b>			
16					
17		<b>Downtown Arts &amp; Beautification</b>			
18		Banner Installation & Maintenance	1,000		
19		Downtown Streetscape Maintenance	3,200		
20		Mural Projects	1,500 *		
21		Holiday Lighting	15,000		
22		<b>Total Downtown Arts &amp; Beautification</b>	<b>20,700</b>		
23					
24		<b>Downtown Marketing</b>			
25		Graphic Design and Printing	3,000		
26		Advertising	10,000		
		Website Content (includes List Serve & Video Production)	4,400		
27					
28		Jolley Trolley Downtown Loop	14,466		
29		<b>Total Downtown Marketing</b>	<b>31,866</b>		
30					
31		<b>Downtown Events</b>			
32		Achieva Box Car Rally - 9th Annual	1,500		
		Festival Series including Blast Fridays, Miracle on Cleveland St. & Cruisin at the Capitol	30,000		
33					
34		City/Sea Blues Festival	10,000		
		City/Bay 2 Beach Music and Art Festival (formerly known as Fun 'n Sun)	5,000		
35					
36		City/Clearwater Celebrates America	2,500		
37		Clearwater Jazz Festival Downtown Party	5,000		
		Downtown Clearwater Merchants Association Yearly Events (Blast Friday Supplements, BBQ Block Party, Downtown Funk, Miracle on Cleveland Supplement, Sidewalk Sales)	15,000		
38					
39		Jeeps Downtown	5,000 *		
40		Santa & Suds 5K Fun Run*	5,000		
		Spectrum Clearwater Super Boat National Championship	10,000		
41					
42		Station Square Park Events	10,000 *		
43		CDP - Downtown Clearwater Beer Fest	7,500 *		
44		Open Air Paint Party & Art Bazaar	9,000 *		
45					
46		<b>Total Downtown Events</b>	<b>115,500</b>		
47					
48		Future Downtown Initiatives	19,383		
49					

	A	B	C	D	E
1		Downtown Development Board FY 2017-18 Final Budget September 6, 2017			
2					
3					
4					
6		<b>Income</b>	<b>Budget</b>		
50		<b>Staff &amp; Office Administration</b>			
51		Operating Expenditures	1,000		
52		Public Meeting Notices	2,000		
53		Legal Fees	3,500		
54		CRA Mgt & Admin Fee (2.5% increase)	68,624		
55		DDB Minutes Preparation	1,452		
56		<b>Total Staff &amp; Office Admin</b>	<b>76,576</b>		
57					
58		<b>Fixed Payments</b>			
59		Officers & Directors Insurance	700		
60		Liability Insurance (Dolphins)	1,422		
61		Annual Audit	8,000		
62		CRA Increment Payment	210,441		
63		State Special District Fee	175		
64		Tax Collector Commissions	6,000		
65		Property Appraiser Fee	2,535		
66		<b>Total Fixed Payments</b>	<b>229,273</b>		
67					
68		<b>Total Expenditures</b>	<b>493,298</b>		
69					
70		Beginning Fund Balance 10-1-16	103,835		
71					
72		Minimum Reserves Approved by Board 7-12-17 (Amount to be adopted each budget year.)	74,500		
73					
74		* - New Initiative or Event			





## CLEARWATER DOWNTOWN DEVELOPMENT BOARD

### **FY 2017-2018 Proposed Slate of Election Candidates**

The proposed candidates for the October 10, 2017 election are listed in alphabetical order.

- Dennis Bosi – Bob Lee's Automotive Repair
- Venkat Devineni – Infi Systems
- Caitlein Jammo – Johnson, Pope, Bokor, Ruppel & Burns, LLP
- Gen Obolensky – Botanica Day Spa
- Lina Teixeira – Studio 617

Voters will choose three (3) candidates to fill the three (3) open seats on the board. Two seats are to be filled for three year terms. One seat is to be filled for a one year term. The two candidates who receive the greatest number of votes shall be elected to serve three year terms. The candidate who receives the third greatest number of votes shall be elected to serve a one year term.