

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
July 1, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Chelsea Allison	Member
	Craig Rubright	Treasurer
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department
Absent:	Jay Polglaze	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. Urban Land Institute Action Item – Enhance Gateways to Downtown and East Gateway – Geri Campos Lopez, Economic Development and Housing Director introduced the item and turned the presentation over to Tim Kurtz, Engineering Department, Senior Landscape Architect. Mr. Kurtz advised the board that the report provided in agenda packet addressed just the gateway signs, identified as ground signs, pillar signs, and informational signs, and did not address way-finding signs. Staff has narrowed down the gateway signs to five and would like DDB to come to a consensus on the top three that they prefer before they present an agenda item to the CRA.

After discussion regarding these proposed places for gateway signs, DDB members chose the following locations as their top three choices: #3 - Court and Myrtle, #1 - Court and Chestnut and #12 - Drew and N. Ft. Harrison.

4. Approve the Minutes from the June 2, 2015 DDB Meeting

Vice Chairman Dennis Bosi moved to approve the minutes of the DDB meeting of June 2, 2015. Member Wright asked that his comment regarding the need for more leadership by the City Council be added to the minutes as it was later commented on by an Ex-officio Member. Vice Chairman Bosi amended his motion to include Member Wrights comments. The motion was duly seconded. Upon roll call, the vote was:

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

“Nays”: None.

5. Adopt May 2015 Financial Statement for Filing

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

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

“Nays”: None.

6. Budget Discussion

- a. Certification of Taxable Value from Property Appraiser – Ms. Lopez reported that the Certification Taxable Value Report was received today and there was an increase from 5.18% to 6.57% from the preliminary values received last month.
- b. Funding Requests/Presentations were made by representatives of the following organizations requesting funds from the FY 2015-16 budget.
 - 1) 7th Annual Achieva Credit Union Box Car Rally – Chelsey Wilson
 - a. Member Wright, as part of the record, asked Ms. Wilson the amount they were asking for. She responded \$1,000 or more.
 - 2) Art in the Park – Shelley Jaffe. Ms. Jaffe noted that their request for funding was reduced from \$9,824 to \$4,800.
 - 3) Blast Friday, Miracle on Cleveland Street, Cruisin’ at the Capitol – Post Event Report and Presentation – Zev Buffman introduced Bobby Rossi, Senior Vice President in charge of Events and Entertainment who gave the post event report. Mr. Buffman returned to discuss the funding request for this fiscal year.
 - 4) Bright House Clearwater Super Boat National Championship Festival – Frank Chivas.
 - 5) City of Clearwater – Clearwater Sea Blues Festival, Clearwater Fun ‘n Sun Festival, Clearwater Celebrates America – Brian Craig & Kris Koch
 - 6) Clearwater Jazz Holiday – Gary Hallas
 - 7) Downtown Clearwater Farmers Market Post Event Report and Presentation – Pat Fernandez gave the post event report and followed up with the funding request.
 - 8) Jolley Trolley Coastal Loop – Rosemary Windsor
 - 9) Santa and Suds Run – Walk & Street Party – Megan Lawler & Rosa Rodriguez/Pinellas Public Library Cooperative, Deaf Literacy Program.

7. Accept Recommendation from DDB Audit Selection Committee and Authorize Chairman to Sign Engagement Letter. Treasurer Craig Rubright advised the board that four firms responded to their request for proposal; the selection committee met to review the response and selected CliftonLarsonAllen LLP as the next audit firm.

Member Wright made a motion to accept CliftonLarsonAllen LLP to serve as the DDB auditor through 2019 as recommended by the selection committee. The motion was duly seconded. Upon roll call, the vote was:

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

“Nays”: None.

***Member Starova was not present for this vote.**

8. Update on Downtown Real Estate Marketing Brochure – Ms. Lopez advised the board that there was still a need for residential projects in the downtown. This marketing brochure, also a ULI action item, has been developed and a mailing has been done to key developers around the country. The brochure targets residential multi-family mixed use projects. Ms. Fogarty France advised that she had e-mailed a PDF file of the brochure to DDB members.
9. Chairman's Report – Chairman Morfopoulos stated that recently an agenda item entitled "Topics for Future Meetings" was added to each meeting. He wanted board members to note that it was not on this month's agenda because it was going to be a very long meeting. Topics that have been submitted for this item have not been discarded, they will not appear next month but soon after when the budget process is over and agenda goes back to its normal length. These suggestions include:
 - a. Status of the Harborview Center
 - b. ULI discussion for downtown
 - c. Organizations addressing the DDB regarding downtown
 - d. Downtown code changes
 - e. Sign ordinance changes
 - f. Daily and special event parking usage
 - g. Developing a mailing list for the DDB
 - h. Push technology for proximity marketing

10. Final Comments

Treasurer Rubright noted that it was nice to hear the presentations and was surprised that some requests were going down in cost. He's been talking to some friends about the developing properties in downtown.

Member Wright stated that the most encouraging thing he heard tonight is that our property value is up 6.57% and feels it's "Mission Accomplished" and what the DDB was supposed to do. We felt the board needed to stay behind that momentum. The only negative thing he saw tonight is no new people asking for money. We have a limited budget but there has been approximately \$86,520 requested. Lets continue what we're doing as it is working.

Vice Chairman Bosi stated that he had the opposite feeling. He thinks the events we support are established and their attendance is building. The organizers are incorporating Cleveland Street in their events. It's always nice to have more people asking for assistance but those that are asking each year are growing.

Member Starova thanked the City of Clearwater for including the monument signs in their item and hoped they find location #14. He thought that the events that have asked for assistance are all unique. If there was have a chance to extend Blast Friday to 12 months, it would be a good thing for the City. He congratulated the new businesses opening in the last month: Dafi's, a Greek Restaurant and La Fondita de Leo, a Puerto Rican restaurant. He stated that downtown was becoming an eclectic place for many types of ethnic foods. The felt the Farmer's Market should be moved to Station Square Park and that they didn't need to bring in food vendors, they need to bring residents.

Member Sjouwerman stated that the Farmer's Market is not working in its current state. They would fit in Station Square with only 20 vendors, they are competing with the local businesses and that was not why we support the Farmer's Market. He is surprised that Ruth Eckerd Hall is dumping \$250,000 in losses into Blast Friday and wondered how they could afford to do that and how can we ask for more events.

Member Allison stated that this was her first time hearing these presentations and felt it was nice to be part of the DDB and see how these events happen. She hopes the events continue because they are great for families and for bringing people downtown.

Ex-Officio/Councilmember Jonson apologized for having to leave last month's meeting early. He added that he was sorry he missed Member Wright's comments about the council and looks forward to seeing those written up in more expansion. At the last CRA meeting in June, staff came up with several options to go ahead with the Bluff/Coachman Park project. The council unanimously decided to move ahead and add it as a priority project to the major agenda items for ULI. Some other items may need to move around but he was thrilled that some initial priority items are already being addressed, such as the entrance signs and the Downtown Real Estate Marketing Brochure.

He gave an update that the July CRA meeting would include a quarterly report on the progress of those ULI sub-tasks and they would also be discussing when the next community discussion meeting will be held. Ex-officio/Councilmember Jonson advised that another item that will be presented is the dependencies between the projects. He felt that it will be helpful if we present program management schedule information so people can see when the tasks will be completed and celebrate and track our progress.

Chairman Morfopoulos thanked staff for installing the sign noting additional Cleveland Street businesses were located east of the construction area at Osceola Avenue and Cleveland Street.

11. The meeting was adjourned at 8:04 p.m.