



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

June 5, 2014 – 5:30 PM - City Hall – 3rd Floor Council Chambers

AGENDA

1. **Call to Order**
2. **Citizen Comments – Items Not on the Agenda**
3. **Clearwater Super Boat Festival Post Event Report – Brian Aungst**
4. **Blast Friday Post Event Report – Zev Buffman & Eric Blankenship**
5. **Clearwater Downtown Farmer's Market Post Event Report – Pat Fernandez**
6. **Approve Meeting Minutes from May 7, 2014 Meeting**
7. **Adopt April 2014 Financial Statement for Filing**
8. **Adopt Preliminary Budget FY 2014-2015 – Treasurer Craig Rubright**
9. **2014 DDB Sponsorship Request Forms – Anne Fogarty France**
10. **Discussion Regarding Vendors at Station Square Park**
11. **Presentation of Cleveland Street District Website Statistics**
12. **Chairman's Comments**
13. **Final Comments**
14. **Adjourn**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
May 7, 2014 – 5:00 PM – Walk from Corner of Cleveland Street and Myrtle Avenue to City
Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Thomas Wright	Vice-Chairman (Arrived 5:45 p.m.)
	Craig Rubright	Treasurer
	John Doran	Member (Left 7:12 p.m.)
	Stu Sjouwerman	Member
	Tony Starova	Member
	Dennis Bosi	Member

Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department

Absent:	Dennis Bosi	Member (attended walk only)
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1. Chairman Morfopoulos called the Walk Down Cleveland Street to order at 5:03 p.m. Members were reminded to hold their comments until they convened in City Hall Council Chambers.
2. Chairman Morfopoulos called the Meeting to order at 5:30 p.m. and introduced the new Ex-officio Councilmember Bill Jonson. Ex-officio Councilmember Bill Jonson asked to address the board and advised that he asked to be appointed to the board because he cares about the downtown and feels there is a lot of opportunity.
3. There were no Citizens Comments.
4. Chairman's Comments - Chairman Morfopoulos advised that there would be a budget policy discussion later in the meeting to get ready for the upcoming budget discussions. He also stated that there would be a Downtown Coordination Committee Meeting next week with Assistant City Manager Rod Irwin, Bill Sturtevant and Bob Clifford of Clearwater Regional Chamber of Commerce and he would give an update at next month's meeting.

5. Comments/Observations from Walk Down Cleveland Street

During the walk on Cleveland Street members observed the following:

Member Rubright noted that a couple of the signs for the Station Square parking garage could be moved closer to Cleveland Street so that people can see them better. He wondered what was going on in 500 block buildings under construction.

Chairman Morfopoulos noted that there were unattractive vacant storefronts that project a blighted look. He felt there was a need for a solution to enhance the look.

Member Starova commented on the absence of people on the street and in businesses. He added that he agreed with Member Rubright that the directory kiosk near Post Office was placed at the wrong orientation. He felt the sign for Station Square Parking garage was too far from street and also commented on the need to find a better way to get people to walk on the street and the need to hang signs to identify businesses.

Member Sjouwerman felt that in addition to comments raised by the other members, the 400 block was doing fine and that the 500 block needed a lot of work.

Member Doran felt that the glass was half full. He commented on the two rehabilitation projects currently going on. The project on the 500 block will have inverse bay windows with historic photos and renderings of downtown. The project next to Angie's Restaurant is positive cosmetic work on housing for Church of Scientology members. He continues to be pleased by the attractive public art and felt the City Management team has done a great job on the medians as it provides a nice walking or driving experience.

Ex-officio Councilmember Jonson advised that he visited the street the day before the meeting to look at what makes downtown special. He felt that our downtown has authenticity with the historic Post Office and Telephone buildings and the new sign for the Skyview condominium project reflects our history and creates interest as does the fountain at Station Square Park. There are many pleasant views on Cleveland Street with great plantings and good color which softens the landscape. The movable tables and chairs in front of storefronts add a lot to the area. Our downtown is walkable, not just plain concrete. He noted that some businesses had their doors open and they appeared welcoming when he stopped in. The Path Bicycle and Ride Shop had fascinating people there as well as a friendly dog. The negatives that he noted were empty stores, some with multiple for lease signs, and storefronts with maintenance issues such as mastic dripped over front top of facades. He added that downtown was a fun place, one that makes him smile and that the dolphins have an amazing way to make you smile and agreed that it would be nice to see more people.

Ex-officio/Council Member Polglaze stated that when he drives or walks downtown he sees opportunity and forward progress. The downtown has all the ingredients for a character district and everyone made points where this can be done. He noted that Cathy Panagoulas had a good way to display furniture in a vacant storefront to make it more attractive.

Members talked about seeing people have their photos taken with public art and dolphins.

Member Sjouwerman commented on the addition of over 700 units if Prospect Lake and former Strand project could be developed as soon as possible. They would add the rooftops for the retail.

Member Starova stated that downtown should be more bike friendly and that we didn't have enough bicycle racks. He added that our street was beautiful but lacked a welcome sign.

Member Doran agreed for the need for more bike racks but was not sure if we could have more and considered buying bikes to place on the racks to show more activity. He felt that Station Square Park was a great park but the board can't make people use it. The board

does have the ability to set aside money only for people to use this park as it is a delightful venue and he would like to see more people there.

Member Wright added that his office overlooks the park and he would like to see more people there as it is an underutilized asset. Most of the furniture there was removed because of the people who stayed there all day.

Member Rubright agreed that the board should earmark money for the events and get the furniture out there before the event but not leave it out there.

Member Starova questioned if they could put a coffee truck or hot dog vendor there?

Anne Fogarty France advised that she was involved with previous vendors before the park was renovated. When there were vendors in the park the downtown merchants felt the vendors took business away from them. There were also maintenance issues with cleaning up after the vendors and their customers.

Chairman Morfopoulos stated that in the past items were brought up by the board that didn't seem to go anywhere. The board needs to distinguish between a comment and an actionable item. There are things that the board can do and things that we can recommend.

Ms. Lopez stated that the board could make a recommendation to the CRA Executive Director.

Ex-officio/Councilmember Jonson suggested one way to address this is when the board comes up with an idea, the board could discuss at the next meeting. The board could also request appropriate city department to come to the next meeting to discuss the issue.

Member Starova moved to have appropriate staff address the possibility of having vendors in Station Square Park at the next meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Doran, Member Stu Sjouwerman, and Member Tony Starova.

“Nays”: None.

The motion was duly seconded and passed unanimously.

6. Approve the Minutes from the April 2, 2014 Meeting

Member Doran moved to approve the minutes from the April 2, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Doran, Member Stu Sjouwerman, and Member Tony Starova.

“Nays”: **None.**

7. Adopt March 2014 Financial Statement for Filing

Member Wright moved to adopt the March 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: **Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member John Doran, Member Stu Sjouwerman, and Member Tony Starova.**

“Nays”: **None.**

8. Blues Walk and Sea-Blues Post Event Report – Brian Craig

Brian Craig thanked the board for their eighth year of support and provided a presentation on the results of the Sea-Blues Walk and festival. He advised that they had done an Economic Impact study. Members asked that he provide them with a copy of the study.

9. Clearwater Downtown Partnership & Clearwater Downtown Events Update.

Bill Sturtevant, Chairman, Clearwater Downtown Partnership (CDP), President of Clearwater Downtown Events advised and Dave Allbritton, presented the update to the board along with a calendar for with their proposed dates. Mr. Sturtevant was also requested to include the budget year that the events would be held in.

Mr. Sturtevant also provided an update for the June 16th Momentum Awards to be held at the Capitol Theatre with Congressman David Jolly as the keynote speaker.

10.DDB Budget Policy Discussion

Chairman Morfopoulos stated that the board was going to be starting the budget process in place and discussed having policies in place to help guide them. He asked for members to review the draft he had distributed. Members provided comments and revisions to the policy distributed which will be reviewed again by the board before its approval. (Updated policy is included at end of document.)

Questions were raised concerning the Prospect Lake project. Ms. Lopez advised the board that she could provide an update to the Prospect Lake project at the next meeting. City staff would be finalizing the Development Agreement and the CRA would be voting on it at the June meeting.

11.Final Comments

Member Rubright thanked Brian Craig for his great recap of the Sea-Blues Walk and Festival. The Momentum Awards being at the Capitol Theatre was a nice venue, situation and having David Jolly and welcomed Ex-officio/Councilmember Jonson.

Vice-Chairman Wright apologized for missing the walk due to a scheduling error festival. He welcomed Ex-officio/Councilmember Jonson.

Chairman Morfopoulos agreed that the Sea-Blues Walk & Festival event and presentation was good. He thanked members for staying late to participate in the policy discussion and for their suggestions.

Member Starova requested that a Cleveland Street District website discussion regarding web traffic be provided to the board.

Member Starova moved to place Cleveland Street District Website discussion on the agenda for the next meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Stu Sjouwerman, and Member Tony Starova.

“Nays”: None.

Ex-officio/Councilmember Bill Jonson advised the board that he stopped at Gala’s Gelateria before the meeting and for a quick and tasty bite to eat. He noted he was happy to be at the meeting and observed some of the board meetings from the past and felt the board was trying to be more disciplined. He reiterated that after a discussion the board could make a recommendation to the CRA. He also distributed two photos of the Path Bicycle and Ride Shop and noted that they weren’t aware of the merchant’s association. Member Starova stated that there would be a merchants meeting next week that he would advise him about. The merchant was not aware of the Parking Validation Program and was advised to speak with Ms. Fogarty France.

Ex-officio/Councilmember Jay Polglaze was glad that Clearwater Downtown Events, in cooperation with David Allbritton and Whirlwind Events have come up with a strategy to benefit the whole Cleveland Street District. I know the east end of the district has been patient waiting for some event activity and event activity brings exposure. They have great plans for the future with all that is taking place in the district.

12. The meeting was adjourned at 7:38 p.m.

Policy:

1. To prioritize the revitalization of Cleveland Street, as its success will then spread to the rest of the district.
2. To fund other groups and events where there is a demonstrable expectation that it will primarily benefit the business climate in the Cleveland Street District.
3. To provide funds and support to event and functions that take place primarily on Cleveland Street.
4. To maintain a reserve fund to be used only in emergencies, which emergencies can't really be predicted in advance.
5. To discourage imprudent use of reserves, a policy requiring a second reading at a subsequent meeting before any funds can be allocated that have not been designated in the annual budget.
6. Petty case expenditures would not have to comply with our general spending rules. For example, a second reading would not be required for allocations of less than \$100. In order to respond in a timely fashion, the Board should be able to direct the purchase of flowers, recognitions and commendation type awards as the occasion arises as long as the expense is limited to the above maximum.
7. To set a maximum grant per budget line item for future requests or a sliding scale depending on how well the proposal furthers DDB goals and purposes. This could be a dollar figure or a percentage of our discretionary budget. Could be a firm rule or just a guideline. Suggest just a guideline until we see how workable it is in practice.

Revised 5/7/14

<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period April 1 thru April 30, 2014</p>

	Budget	April	Year to Date	Difference
Income				
Ad Valorem (Property) Taxes	224,504	7,768	199,015	(25,489)
Ad Valorem Taxes Prior Yr	100	8	30	(70)
Interest Income	1,000		296	(704)
CRA Interlocal Agreement Rev	142,573		141,668	(905)
Misc Revenue	500		1,572	1,072
Total Income	368,677	7,777	342,582	(26,095)
Expenditures				
Promoting District				
Banner Installation & Maintenance	600		320	280
Downtown Streetscape Maintenance	3,200		3,160	40
Boatslip Construction & Maint	50,000		50,000	0
Holiday Lighting	8,000		12,191	(4,191)
Total Promoting District	61,800	-	65,672	(3,872)
Promoting Merchants				
Graphic Design and Printing	2,500		470	2,030
Advertising	2,296		500	1,796
Jolley Trolley Downtown Loop	9,220		4,610	4,610
Total Promoting Merchants	14,016	-	5,580	8,436
Promoting Events				
4th Annual Achieva Box Car Rally	1,000			1,000
BLAST Friday Sponsorship	25,000		25,000	0
Clw Superboat National Championship	10,000			10,000
Farmer's Market Support	5,000		5,000	0
Clearwater Sea Blues Festival/Blues Walk	2,500			2,500
Star Spectacular Spring Fun 'n Sun	2,500			2,500
Z Festival/Deaf & Hard of Hearing Day	3,500			3,500
Star Spectacular-Additional Five Events	6,200		6,200	0
Star Spectacular Superboat Weekend	2,500			2,500
Live After Five	0			0
Total Promoting Events	58,200	-	36,200	22,000

<p style="text-align: center;">Downtown Development Board Statement of Revenues & Expenditures For the Period April 1 thru April 30, 2014</p>

5/28/14 5:43 PM

	Budget	April	Year to Date	Difference
Staff & Office Administration				
Downtown Meeting & Event Support	200		138	62
Office Expenditures	750	89	1,023	(273)
Public Meeting Notices	2,000	50	424	1,576
Legal Fees	3,500		800	2,700
CRA Mgt & Admin Fee	63,724	5,310	37,170	26,554
DDB Minutes Preparation	2,200		505	1,695
Total Staff & Office Admin	72,374	5,449	40,060	32,314
Fixed Payments				
Officers & Directors Insurance	655			655
Liability Insurance (Dolphins)	1,300		1,422	(122)
Annual Audit	8,800		8,800	0
CRA Increment Payment	142,573		141,668	905
CRA Special Programs	7,848		7,848	(0)
State Special District Fee	175		200	(25)
Property Appraiser Fee	2,136		1,590	546
Total Fixed Payments	163,487	-	161,527	1,960
Total Expenditures	369,877	5,449	309,039	60,838
Revenues in Excess of Expenditures		2,327	33,543	
Expenditures in Excess of Revenues		-	-	
Beginning Fund Balance 10-1-13	\$ 80,592			
Current Fund Balance	79,392			
Minimum Reserves Approved by Board 11-6-13	71,465			

Downtown Development Board
Statement of Revenues & Expenditures
For the Period Oct. 1, 2013 thru September 30, 2014

	Budget	Oct.	Nov.	Dec.	Jan	Feb	Mar	Apr	May	June	July	August	September	Year to Date
Income														
Ad Valorem (Property) Taxes	224,504		45,771.70	91,373.72	43,079.09	8,106.87	2,915.56	7,768.42						199,015.36
Ad Valorem Taxes Prior Yr	100					21.95		8.25						30.20
Interest Income	1,000			169.38	(15.21)		141.85							296.02
CRA Interlocal Agreement Rev	142,573						141,667.79							141,667.79
Misc Revenue	500		1,572.38											1,572.38
Total Income	368,677.00	-	47,344.08	91,543.10	43,063.88	8,128.82	144,725.20	7,776.67	-	-	-	-	-	342,581.75
Expenditures														
Promoting District														
Banner Installation & Maintenance	600		160.00				160.00							320.00
Downtown Streetscape Maintenance	3,200						3,160.26							3,160.26
Boatslip Construction & Maint	50,000						50,000.00							50,000.00
Holiday Lighting	8,000		5,641.42	2,660.00			3,478.00		309.00					12,191.42
Total Promoting District	61,800.00	-	5,801.42	2,660.00			56,638.26		309.00	-	-	-	-	65,671.68
Promoting Merchants														
Graphic Design and Printing	2,500	470.19												470.19
Advertising	2,296	500.00												500.00
Jolley Trolley Downtown Loop	9,220				2,305.00		2,304.99							4,609.99
Total Promoting Merchants	14,016.00	970.19	-	-	2,305.00	-	2,304.99	-	-	-	-	-	-	5,580.18
Promoting Events														
5th Annual Achieva Box Car Rally	1,000													-
BLAST Friday Sponsorship	25,000	25,000.00												25,000.00
Ciw Superboat National Championships	10,000													-
Farmer's Market Support	5,000	5,000.00												5,000.00
Clearwater Sea Blues Festival/Blues Walk	2,500													-
Star Spectacular Spring Fun 'n Sun	2,500													-
Z Festival/Deaf & Hard of Hearing Day	3,500													-
Star Spectacular-Additional Five Events	6,200			6,200.00										-
Star Spectacular Superboat Weekend	2,500													-
Live Afer Five	0													-
Total Promotions	58,200.00	30,000.00	-	6,200.00	-	-	-	-	-	-	-	-	-	36,200.00
Staff & Office Administration														
Downtown Meeting & Event Support	200	9.99		128.22										138.21
Office Expenditures	750	388.75	6.31		28.45	155.88	354.16	89.42						1,022.97
Public Meeting Notices	2,000	124.00	50.00	50.00	50.00	50.00	50.00	50.00						424.00
Legal Fees	3,500					800.00								800.00
CRA Mgt & Admin Fee	63,724	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00	5,310.00						37,170.00
DDB Minutes Preparation	2,200	138.00		81.94		284.63								504.57
Total Staff & Office Admin	72,374.00	5,970.74	5,366.31	5,570.16	5,388.45	6,600.51	5,714.16	5,449.42	-	-	-	-	-	40,059.75

Downtown Development Board
Preliminary Budget
FY 2014-15 for June 5, 2014 Meeting

	FY 2013-14 Budget	FY 2014-15	
Income			
Ad Valorem (Property) Taxes	224,504		231,980 *
Ad Valorem Taxes Prior Yr	100		100
Interest Income	1,000		1,000
CRA Interlocal Agreement Rev	142,573		152,452 **
Misc Revenue	500		500
Total Income	368,677	0	386,032
Expenditures			
		Requested	Staff Recommends
Promoting District			
Banner Installation & Maintenance	600		600
Downtown Streetscape Maintenance	3,200		3,200
Boatslip Construction & Maint	50,000		50,000
Holiday Lighting	8,000		12,000
Total Promoting District	61,800	0	65,800
Promoting Merchants			
Graphic Design and Printing	2,500		2,500
Advertising	2,296		
Jolley Trolley Downtown Loop	9,220		9,220
Total Promoting Merchants	14,016	0	11,720
Promoting Events			
Achieva Box Car Rally - 6th Annual	1,000	1,000	
Bright House Clw Superboat Nat'l Festival	10,000	15,000	
City/Clearwater Celebrates America	0	2,500	
City/Fun 'n Sun Festival	0	10,000	
City/Sea Blues Festival	2,500	10,000	
Clearwater's Blast Friday	25,000	25,000	
Clearwater Jazz Festival	0	15,000	
Farmer's Market Support	5,000	8,000	
Pianos on Main St/PopUp Gallery	0	5,000	
Santa&Suds Race/Walk for ASL&Deaf Awareness	0	5,500	
Z Festival/Deaf & Hard of Hearing Day/cancelled	3,500		
Live after Five (funding moved to Star Spec - 5 events)			
Star Spectacular - 8 events		21,000	
Star Spectacular Spring Fun 'n Sun	2,500		
Star Spectacular-Additional Five Events	6,200		***
Star Spectacular Superboat Weekend	2,500		
Total Promoting Events	58,200	118,000	69,990
Staff & Office Administration			
Downtown Meeting & Event Support	200		200
Office Expenditures	750		750
Public Meeting Notices	2,000		2,000
Legal Fees	3,500		3,500
CRA Mgt & Admin Fee	63,724		63,724
DDB Minutes Preparation	2,200		2,200
Total Staff & Office Admin	72,374	0	72,374
Fixed Payments			
Officers & Directors Insurance	655		700
Liability Insurance (Dolphins)	1,300		1,350
Annual Audit	8,800		9,240 ****
CRA Increment Payment	142,573		152,452 **
CRA Special Programs	7,848		-
State Special District Fee	175		175
Property Appraiser Fee	2,136		2,231
Total Fixed Payments	163,487	0	166,148
Total Expenditures			
	369,877	118,000	386,032
Revenues in Excess of Expenditures			
Expenditures in Excess of Revenues		(118,000)	-
Beginning Fund Balance 10-1-13	\$ 80,592		
Current Fund Balance (as of 6/5/14)	79,392		
Minimum Reserves Approved by Board 11-6-13	71,465		

*- Per Estimate of Taxable Values received from Property Appraiser 5/30/14. Certification of Taxable Values to be delivered on 7/1/14.

**-.Per Finance Department figure received 5/30/14 based on Estimate of Taxable Values received from Property Appraiser.

***- Organizers for Star Spectacular received funding in the amount of \$6,200 for 5 additional events. \$5,000 was transferred from Live After Five and \$1,200 was moved from the Fund Balance. This is also why the Total Expenditures is \$1,200 more than Total Income.

****-. Submittals for RFQ/P for Audit Services due 6/2/14. Figure shown is 5% increase from FY 2013-14.