

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
July 12, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member
	Zachary Thorn	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

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 June 7, 2017, Meeting

Member Wright moved to approve the minutes from the June 7, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Adopt May 2017 Financial Statement for Filing

Member Allison moved to adopt the May 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 Sjouwerman, Member Allison, Member Wright, and Member Thorn.

“Nays”: None.

Motion carried.

5. Second Reading—Approve funding for the Sidewalk Sales/Downtown Clearwater Merchants Association in the amount of \$3,000 on second reading from the Advertising line item—
Lina Teixeira, President

Chairman Morfopoulos stated that a lot of work went into organizing the sidewalk sale. He wanted to acknowledge those volunteers who made the event a success. Ms. Teixeira said the core team consisted of Camille Hebling, Clearwater Ferry; Brianna Hartigan, Capitol Theatre;

Carolyn Bradham, Kara Lynn's Kitchen; and Anne Fogarty-France, CRA. She stated that the Downtown Clearwater Merchants Association has an event planned for every month.

Member Wright moved to approve funding for the Sidewalk Sales/Downtown Clearwater Merchants Association in the amount of \$3,000 on second reading from the Advertising line item. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

6. Funding Request—Clearwater Downtown Partnership (CDP) Membership—Jay Polglaze, CDP Executive Director addressed the Board regarding the request for the DDB to fund membership in the CDP. Mr. Polglaze briefly reviewed his PowerPoint presentation outlining the purpose of the CDP. He stated that by joining the CDP, the DDB would expand its reach to businesses and create economic opportunities to bring businesses to downtown Clearwater.

Member Sjouwerman stated that since he is a member of the CDP's Executive Board, he would need to recuse himself from voting on this request. It was noted that several Board members serve on its Advisory Board. Before considering this request, it was determined that the Board needed to seek a legal opinion from its attorney as to any conflicts that may exist, including the members serving on the CDP Executive Board and the Advisory Board. Chairman Morfopoulos had a concern with the Board approving funding requests for events the CDP is involved in if the Board is also a member of the CDP. This item was continued until the next meeting pending receipt of the attorney's opinion.

7. Budget Discussion

- a. Certification Taxable Value from Property Appraiser—Seth Taylor, Community Redevelopment Agency Director, presented the Board with the certified property taxable value from the Pinellas County Property Appraiser. The preliminary amount shows an increase from last year to just under 7%.
- b. Funding Requests/Programs & Events—Organizations requesting DDB funding were each given 3 minutes to present their request to the board.
 - 1) Spectrum Clearwater Super Boat National Championship Festival—Frank Chivas addressed the Board regarding the Super Boat Festival. Changes have been made for 2017 that will bring some of the events from Coachman Park to Cleveland Street. They include 1) the Black Honkeys will be performing on a stage in Downtown Clearwater rather than Coachman Park, 2) the VIP party is being moved to Cleveland Street from the pavilion, 3) the organizers are also planning a beer fest for Friday night, and 4) the outdoor market will be brought into Coachman Park on Saturday during the boat races.
 - 2) Mural Projects—Siobhan Nehin and Beth Warmath addressed the Board concerning the request for funding a mural project in Downtown Clearwater. Ms Nehin stated that they have a unique proposal that would involve painting murals reflecting themes that the City is known for such as the Jazz Holiday Festival. She advised the Board that her group would

approach the building owners to get permission to paint the murals and request matching funding from the owners equal to the DDB funding. Discussion ensued.

- 3) Jolley Trolley North Coastal Route/PSTA—Cassandra Borchers, Chief Development Officer for PSTA, addressed the Board on the request for funding for the Jolley Trolley's north coastal route. The DDB has been helping to fund the Jolley Trolley since 2011. With the combination of several routes, the service to downtown and the beach has increased from three days to seven days. There has been an increase in ridership. There is a new transit stop that is under construction that will eliminate the need for riders to transfer at Island Estates to go to the beach. Automatic passenger counters are being installed in the trolleys. For a three-day period that the Trolley measured in the last year, there was a 25% increase in ridership.

Members asked if it would be possible for the drivers to be given information about the downtown area so they can provide this to riders. Ms. Borchers said that would be fine.

- 4) 9th Annual Achieva Credit Union Box Car Rally—Chelsey Wilson advised the Board that the box car rally is 13 weeks away. This event brings about 2500 people to the downtown area with 67 cars and 262 racers. They have raised \$150,000 in classroom grants for Pinellas County schools funded through the Achieva Foundation.
- 5) Blast Friday Festival Series, including Miracle on Cleveland Street & Cruisin' at the Capitol Post Event Report followed by Funding Request—Susan Crockett gave a post event report. She stated there were seven events—five Blast Fridays, Miracle on Cleveland Street, and Cruisin' at the Capitol. These events brought approximately 29,000 people to Downtown Clearwater. This year they had Bank of America and two smaller sponsors. They also did a lot of partnering with local merchants. Ms. Crockett said the group has increased its funding request for next year. They want to make Cruisin' at the Capitol a weekend festival. They want to include a bike night. There are additional expenses incurred as they try to expand.

Members asked questions regarding possible change of name of Blast Friday to Last Friday, an increase in the marketing and if the musical offerings could be diversified. When questioned why the intersection of Ft. Harrison rather than Osceola was used, Ms. Crockett advised that this was done for financial reasons.

- 6) City of Clearwater—Post Event Report/Clearwater Celebrates America, Sea Blues Festival, and Fun 'n Sun Festival and Funding Request 2017 Clearwater Sea Blues Festival, Bay 2 Beach Festival, and Clearwater Celebrates America—Kris Koch, City of Clearwater Special Events Manager, addressed the Board. He was accompanied by Justin Kristich who was hired to work directly with all the sponsors for the events. Mr. Koch briefly went through the post-event handout provided.

They discussed next year's Sea Blues Festival and noted they plan to have the Friday evening event as part of the three-day festival. The street will be closed and live music provided. Fun 'n Sun has been rebranded to the Bay 2 Beach Music and Arts Festival with

four days of music including a stage at Station Square Park. Clearwater Celebrates America will stay the same.

When asked if they were trying to bring a comedy act back Mr. Koch stated that it is hard to get comedians because they don't like the distractions involved in performing outside. They may look at getting some national touring DJ's.

The Sea Blues event will take place on Blast Friday so there will be multiple events on the same night. A member questioned whether or not the Board wanted to fund two events on the same night.

- 7) Clearwater Jazz Downtown Party—Gary Hallas addressed the Board concerning the request for funding for the Jazz Downtown Party to be held on Wednesday, October 18, from 6 p.m. to 9 p.m. which will make the Jazz Festival a five-day event. There will also be a concert at the Capitol Theatre that night which will draw people to the downtown establishments.
- 8) Downtown Clearwater Merchants Association (DCMA) Yearly Events—Downtown Funk, Sidewalk Sales, Supplement to Blast Friday, BBQ Block Party, and Supplement to Miracle on Cleveland Street—Lina Teixeira, DCMA President, addressed the Board on the request from the Downtown Clearwater Merchants Association for funding its yearly events. She stated that holding these events is essential to promoting downtown Clearwater. Some of these events will expand the Blast Fridays and allow events to be held year-round. Helping fund these events sends a strong message that the DDB believes in its downtown merchants. Discussion ensued concerning how the DDB's funding was used and how the Board can assist the merchants. A funding report will be provided to the Board at the next meeting.
- 9) Downtown Clearwater Monthly Art Events—Lina Teixeira addressed the Board regarding monthly art events that are held at Studio 617. She said her patrons come from Tampa and St. Petersburg and continue to experience Downtown Clearwater after visiting the gallery. Her events are held the last Friday of every month, and she gets between 80 and 150 people at each event. She surveyed her patrons and found that 95% of them will have a meal in one of the restaurants after leaving the gallery. She provides free wine and hors d'oeuvres and is looking for assistance to alleviate some of the financial burden.

Member Allison asked if she would be willing to move the event out to the street. Since the art is hung on the walls, it would be difficult to do that. Ms. Teixeira doesn't feel the artists would do this with their art. Ms. Teixeira said they have held eight events so far and are asking for funding assistance for an additional five.

- 10) Cleveland Street Jeeps & Brews Festival—Stephanie DiPolito addressed the Board on the request for a jeep festival to be held in downtown Clearwater. The event will help raise money for the Clearwater Firefighters Charitable Foundation. This event will be held on October 14 in the afternoon after the box car rally. She said there are expenses involved in

closing down the street, sanitation pick up, etc. The Board asked that she provide a breakdown of her budget and how the DDB funding would be used.

Members asked how many jeep clubs are in the area. Ms. DiPolito responded that there were seven Jeep clubs and two certified search and rescue teams. She also stated that there are 400,000 jeep owners in the United States and Florida ranks 16th on the list.

- 11) Santa and Suds 5K Race/Walk—Robert Radney addressed the Board regarding the Santa and Suds 5K Run/Walk. Kathryn Pederson from Running for Brews Clearwater also appeared. They are taking over this event from the previous organizers. This event was started by the merchants and has developed over the past four years. The new organizers have more experience with this type of event. They added that it will be held on December 17, 2017.
- 12) Open Air Paint Party & Art Bazaar—Jennie Pearl addressed the Board concerning her request for funding for the Open Air Paint Party and Art Bazaar. The request is for funding from 10/17 to 9/18. She wants to make these events for families with a kid zone and bounce house. She feels Station Square Park is a great venue, but the events need to be moved into the street to generate more foot traffic.

The open air market is held the first Saturday of every month from 5 p.m. to 9 p.m. and she is willing to adjust the hours. Ms. Pearl stated that currently more money is going out than is coming in and she is absorbing a lot of the expenses. The event is more of an artist throw-down where artists compete for prizes.

Members thought that the \$18,000 funding request is high for the small number of attendees the events generate. Ms. Pearl said this was something she was asked to do, but it won't generate more attendees unless it is moved out of the park.

Mr. Taylor stated that Ms. Pearl will be opening a permanent studio at the corner of Osceola Avenue and Cleveland Street. There has been discussion of holding another art zone on the east side of Cleveland at Osceola on Blast Fridays.

Ms. Pearl asked if it was possible to put up a permanent banner advertising the art market so people see it more often than just the day of the event. Members suggested that Ms. Pearl market the event to residents of the condos and the new apartments.

- 13) Second Annual Downtown Clearwater Craft Beer & Music Fest—Mr. Polglaze addressed the Board regarding the request for funding for the Craft Beer and Music Fest. The first event was held in May and was a huge success with about 9,000 attendees. He said it was an incredible collaboration between the CDP and the Dunedin House of Beer. Mr. Polglaze said this event really showed everyone the potential in Downtown Clearwater and that some merchants said they had their best night ever. He said the organizers will be seeking additional sponsors. Discussion ensued. He advised the Board that they are working on holding an Oktoberfest on October 7, 2017.

Mr. Polglaze stated that the CRA and Parks & Recreation staff was very helpful.

Chairman Morfopoulos said the Board will review all these requests and make a decision on the funding.

8. Set Minimum Reserves for FY 2017-18—Chairman Morfopoulos discussed the staff recommendation to set \$74,500 as the minimum reserve for fiscal year 2017-18.

Member Wright moved to accept staff's recommendation. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

9. Appoint Nominating Committee for October 10, 2017, Election—Anne Fogarty-France

All members except Members Allison and Bosi were appointed to the nominating committee for the October 10, 2017 election.

10. **Chairman's Reports** - Chairman Morfopoulos advised the Board of upcoming events. These events are listed on the web site at www.clevelandstreetdistrict.com.

11. Final Comments

Member Wright thanked everyone for keeping their comments brief tonight. He said there were requests for approximately \$166,000 and some people will be disappointed.

Member Bosi said it is great to see everyone working together. He questioned how many more new events the Board wants to fund. He remembers when there was more money than events and now there is the opposite problem.

Member Sjouwerman agreed Member Bosi that this is a problem that we want to have.

Member Allison said it was exciting to see the new ideas. The board should look at the new events as well as the old events.

Ex-officio Member Jonson said he has been exploring the menu at Clear Sky and he hoped they are successful in their great location.

Ex-officio Member Caudell said she has been in meetings since 1 p.m. and is heading to Clear Sky after this meeting. She is sure there will some jeeps in the parking lot.

Mr. Taylor reminded the Board that the Church of Scientology is having a block party on July 15th. He also thanked Anne Fogarty France for organizing all these requests and putting everything together.

12. The meeting was adjourned at 7:53 p.m.