

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
January 8, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Thomas Wright	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	John Doran	Member
	Stu Sjouwerman	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department
Absent:	Tony Starova	Member

1. **Acting Chairman Morfopoulos called the meeting to order at 5:33 p.m.**
2. **Oath of Office**

Anne Fogarty France administered the Oath of Office to Dennis Bosi, John Doran, Paris Morfopoulos and Stu Sjouwerman.

3. **Election of Officers –**

a. **Treasurer**

Acting Chairman Morfopoulos called for nominations for the office of Treasurer. Member Doran nominated Craig Rubright. The motion was duly seconded and carried unanimously. Member Rubright was appointed Treasurer for 2014.

b. **Vice-Chairman**

Acting Chairman Morfopoulos called for nominations for the office of Vice-Chairman. Member Bosi nominated Thomas Wright. The motion was duly seconded and carried unanimously. Member Wright was appointed Vice-Chairman for 2014.

c. **Chairman**

Acting Chairman Morfopoulos called for nominations for the office of Chairman. Member Rubright nominated Paris Morfopoulos. Member Bosi nominated John Doran. Members were asked to vote by secret ballot and pass the votes to Ms. Fogarty France.

Upon vote count, Acting Chairman Morfopoulos was appointed Chairman for 2014, receiving four of six votes by secret ballot.

4. **Citizen's Comments – Items not on the Agenda. None Received.**

5. Approve the Minutes from the November 6, 2013 Meeting

Member Doran moved to approve the minutes from the November 6, 2013 meeting. The motion was duly seconded and carried unanimously.

6. Approve the Minutes from the December 4, 2013 Meeting

Member Bosi moved to approve the minutes from the December 4, 2013 meeting. The motion was duly seconded and carried unanimously.

7. Adopt October 2013 Financial Statement for Filing

Member Wright moved to adopt the October 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

8. Adopt November 2013 Financial Statement for Filing

Member Bosi moved to adopt the November 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

9. CRA/DDB/CDP Roles Matrix Discussion

Ms. Campos Lopez gave a summary of Rod Irwin's discussion, continued from the December 4, 2013 meeting, regarding the Downtown Leadership Roles Matrix draft, which defined the organization's roles and responsibilities. She said that the goal was to have a joint meeting once the new council members had been elected and was on board in April.

Members questioned what "marketing" actually meant, if it was up to the Downtown Development Board (DDB) to come up with a marketing plan.

Ms. Campos Lopez said that when the VaughnWedeem Communications and Brand Strategy was done in 2006, the overall desire was that they needed to market, promote events and businesses, and create a "brand" for downtown that would change the perception of the downtown area. This strategy resulted in the Cleveland Street District brand and logo. There was a three to five year Action Matrix that included planned activities, most of which have been implemented. She suggested an update to this matrix be reported on and was needed due to new projects such as the renovated Capitol Theatre, the completed boat slips, the new residential projects and the Information Technology strategies that were currently underway in the district.

Members agreed that an updated plan was needed to promote what we have now.

Members asked who decides what "strategic" events were for the board to support as noted in the first bullet.

Ms. Fogarty France stated that the board supported events that took place on Cleveland Street are "strategic", e.g., Blast Friday and the Blues Walk, and the Super Boat kickoff were strategic events.

Ex-officio Councilmember Polglaze advised that there will be a new city council in April and the matrix could be revised. He felt that when looking to expand the Cleveland Street District brand, an important piece that will stand out will be the Technology district initiative with almost 1,000 employees. We will need to evaluate what has changed since the last plan. There has been a lot of development happening throughout the district and beyond.

Member Doran said that he was curious as to why the downtown chamber was not involved.

Ms. Campos Lopez said that they weren't initially invited to the Joint meeting but that the Chamber President was sitting in on the Joint Coordination Committee.

Member Doran felt that the Chamber recently supported the CMA referendum; they gave up their lease for the Capitol Theatre and kept their office downtown to support the area. He added they would like to participate, they have an interest that should be recognized and be included as part of the conversation.

Chairman Morfopoulos suggested that the board members review the items on their own, and then discuss them at the next meeting.

Member Wright moved to continue the CRA/DDB/CDP Roles Matrix Discussion item to the next meeting and asked members to submit comments to Ms. Fogarty France for discussion at the next meeting. The motion was duly seconded and carried unanimously.

10.DDB Mission Discussion

Chairman Morfopoulos discussed his proposal to formalize and put in writing a sequence of goals, purposes, policy, plans and projects that that board was interested in. He added that if something doesn't fit within what will be approved then the board wouldn't support it. The DDB had certain functions as noted in the city code, the interlocal agreement and the CRA/DDB/CDP roles matrix.

Members wanted more information as to what the current DDB mission statement was and asked to review the organizing document before moving on.

Ms. Fogarty France read the Mission Statement and Objectives and eight functions of the board from the DDB's webpages. She advised that she would provide the code of ordinances to members prior to the next meeting.

Member Bosi stated that according to the Board's mission statement, they should be more involved with landlords to see what they need and go to the city to assist. He added that the DDB assumed the merchants wanted events.

Chairman Morfopoulos stated that this was why he felt we needed to discuss the goals so that the board could have guidelines and strategies.

Member Doran reminded members that it was their objective to determine what the goals were and what board members hoped to achieve.

Chairman Morfopoulos felt that the board needed to look at the legal description and do some homework. The board could determine what needs to be accomplished and work on this for the next four to five years. He felt the board shouldn't outside of whatever doesn't get the goals done.

Member discussion ensued regarding tracking retail vacancies, attendance at DDB sponsored events, sales taxes collected, Capitol Theatre attendance and Jolley Trolley ridership.

Member Sjouwerman stated that that you can't manage what you can't measure and felt that there needs to be a feedback loop in place.

Member Wright felt that they board shouldn't get away from funding events and stated that it was the type of events that were in question.

Chairman Morfopoulos stated that members were moving towards the goal. If the board can review what will be sent to them and provide comments, these items can be discussed at the next couple of meetings.

Ex-officio Councilmember Polglaze commented that what was done in the past might not work today. He agreed with Member Doran about getting the Chamber of Commerce involved and added that downtown is unique and it would be helpful to the CRA to get their input. He also stated that he liked the idea of setting goals and policies, and the strategy to not just fund events but to be involved in the outcomes as well.

Ms. Campos Lopez said that from the CRA's perspective the big picture originally started with: Infrastructure to support growth such as road improvements, Main Library, storm water and sewer; Attraction of residents to live here (Water's Edge, Station Square and coming soon – Prospect Lake and Skyview); to be a destination and to encourage more employment (Information Technology (IT) and software companies). They have invited the tech council to give feedback and they have taken initiatives that can be reported on at a future meeting.

Member Sjouwerman said that there are many downtown IT companies now and this offers a safer decision for others to relocate here. Another aspect is that the high tech group promotes itself.

Ms. Campos Lopez added that marketing is communicating our product. They need to segment it a bit more and target some of the employment to see what amenities they are looking for.

Councilmember Polglaze said that young professionals were considered when the Prospect Lake project was developed. He added that they should gather some of the 800 IT employees together and ask them what's missing downtown.

Members commended the Chairman Morfopoulos for his efforts.

Member Wright moved to continue the DDB Mission Discussion item to the next meet and asked member to provide comments to Ms. Fogarty France for the next meeting. The motion was duly seconded and carried unanimously.

11. Final Comments

Treasurer Rubright stated that it was an interesting meeting. He felt if the board gets the structure in place it will make it easier to move forward. He added that whatever the board decides, they needed to involve young people.

Member Wright welcomed new board members. He thanked everyone for his new role as Vice Chairman. He also thanked Chairman Morfopoulos for his presentation and felt it will help them get off to a good start.

Member Bosi thanked Chairman Morfopoulos for getting them focused and hoped it would get more property owners and merchants involved. He welcomed new board members.

Member Sjouwerman stated that it was good to be on the board and that he was there for the duration. He felt that it might take a while, but the board was headed in the right direction.

Member Doran stated that Chairman Morfopoulos did a good job in pointing them in the right direction. He said that at one time the board had a lot of money in the bank and now they don't. One thing he hoped the DDB would do is to counteract the claim that the glass is half empty. More stores were open than closed. People needed to have a reason to come downtown, but if we don't tell them they won't know. It's ok to talk about events, but taxpayers don't generally get much back from events. He felt that they should accentuate the positive and stop talking about the negative. The best kept secret is all these people working here with high paying jobs. The newspaper doesn't talk about that and we need to spread the word.

Ex-officio Councilmember Polglaze said that he likes the new direction that the board is going in and felt that it was great to have new members on the board.

Chairman Morfopoulos said that his store was next door to Capitol Theatre and the theatre was open for business and bringing people downtown with world class events. He felt it will put the downtown on the map with added publicity that the entertainment was bringing us. He added that there was added depth to the bench with our new members. He reminded everyone to send their comments to Ms. Fogarty France, who will forward them to members.

12. The meeting was adjourned at 7:19 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
ACTION AGENDA
Wednesday, January 8, 2014

1.08.14.01

Acting Chairman Morfopoulos called for nominations for the office of Treasurer. Member Doran nominated Craig Rubright. The motion was duly seconded and carried unanimously. Member Rubright was appointed Treasurer for 2014.

Acting Chairman Morfopoulos called for nominations for the office of Vice-Chairman. Member Bosi nominated Thomas Wright. The motion was duly seconded and carried unanimously. Member Wright was appointed Vice-Chairman for 2014.

Acting Chairman Morfopoulos called for nominations for the office of Chairman. Member Rubright nominated Paris Morfopoulos. Member Bosi nominated John Doran. Members were asked to vote by secret ballot and pass the votes to Ms. Fogarty France. Upon vote count, Acting Chairman Morfopoulos was appointed Chairman for 2014, receiving four of six votes by secret ballot.

1.08.14.02

Member Doran moved to approve the minutes from the November 6, 2013 meeting. The motion was duly seconded and carried unanimously.

1.08.14.03

Member Bosi moved to approve the minutes from the December 4, 2013 meeting. The motion was duly seconded and carried unanimously.

1.08.14.04

Member Wright moved to adopt the October 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

1.08.14.05

Member Bosi moved to adopt the November 2013 Financial Statement for filing. The motion was duly seconded and carried unanimously.

1.08.14.06

Member Wright moved to continue the CRA/DDB/CDP Roles Matrix Discussion item to the next meeting and asked members to submit comments to Ms. Fogarty France for discussion at the next meeting. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
ACTION AGENDA (CONT'D)
Wednesday, January 8, 2014

1.08.14.07

Member Wright moved to continue the DDB Mission Discussion item to the next meet and asked member to provide comments to Ms. Fogarty France for the next meeting. The motion was duly seconded and carried unanimously.