



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

September 7, 2016 – 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 03-16 – Treasurer Chelsea Allison
4. First Public Budget Hearing – Resolution 04-16 – Treasurer Chelsea Allison
5. Approve the Minutes from the August 3, 2016 Meeting
6. Adopt July 2016 Financial Statement for Filing
7. Pinellas County Bike Share Feasibility Presentation – Rodney Chatham, Planning Division Manager
8. PSTA/Jolley Trolley Downtown Loop Agreement – Anne Fogarty France, Downtown Development Board Administrator
9. Funding Request – The Cleveland Street Project, Lina Teixeira, Studio 617
10. Funding Request – Facilitation of Clearwater Innovation Center (CLIC), Elaine Mann, Florida Business Incubator
11. Discussion on Branding Downtown Clearwater – Seth Taylor, Community Redevelopment Agency Director
12. Nominating Committee Report – Vice-Chairman Dennis Bosi
13. Chairman's Report – Chairman Paris Morfopoulos
14. Final Comments
15. Adjournment

**Reminder – Second Public Hearing – September 19, 2016, 5:30 p.m.,
City Hall, 3rd Floor Council Chambers**

**MILLAGE RESOLUTION
RESOLUTION NO. 03-16**

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, 2016, AND ENDING SEPTEMBER 30, 2017, 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, 2016 and ending September 30, 2017, from ad valorem taxes in the amount of \$262,815

WHEREAS, based upon the taxable value provided by the Pinellas County Property Appraiser, .9651 mil is necessary to generate \$262,815

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 .9651 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, 2016.

Section 2. The levy of .9651 mil constitutes a 5.60 percent increase from the rolled back rate of .9139.

Section 3. This resolution shall take effect October 1, 2016.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

Paris Morfopoulos, Chairman

Witness:

Dennis Bosi, Vice-Chairman

**BUDGET RESOLUTION
RESOLUTION NO. 04-16**

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, 2016, AND ENDING SEPTEMBER 30, 2017 FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, on September 7, 2016 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 2016/17 in the amount of \$452,415.

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 \$452,415 is adopted for the fiscal year beginning October 1, 2016 and ending September 30, 2017.

Section 2. The resolution shall take effect October 1, 2016.

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

August 3, 2016 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Dennis Bosi Chelsea Allison Zachary Thorn Thomas Wright Tony Starova	Chairman Vice-Chairman Member Member (arrived 5:33 p.m.) Member (arrived 5:32 p.m.) Member
Also Present:	Bill Jonson Anne Fogarty France Seth Taylor	Ex-Officio/Councilmember Board Administrator CRA Director
Absent:	Stu Sjouwerman Doreen Caudell	Member Ex-Officio/Councilmember

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 13, 2016, Regular Monthly Meeting

Member Bosi moved to approve the minutes from the July 13, 2016, meeting. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

4. Adopt June 2016 Financial Statement for Filing

Member Allison moved to adopt the June 2016 financial statement for filing. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

5. Adopt Resolution 02-16 and the City of Clearwater, FL Investment Policy Per Florida Statute Requirement—Monica Mitchell, City of Clearwater Finance Department Assistant Director

Monica Mitchell, Assistant Finance Director, addressed the Board concerning the Florida Statutes requirement concerning the adoption of an investment policy by the Board. The Board must adopt

an investment policy once a year during the budget process. In the past the Board has adopted the City's investment policy to satisfy this requirement. Member Thorn read Resolution 02-16 into the record.

Member Wright moved to adopt Resolution 02-16 and the City of Clearwater Florida Investment Policy. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

6. Approve CRA/DDB FY 2016-2017 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.

Member Wright moved to approve the CRA/DDB FY 2016-2017 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

7. Adopt Aggregate Millage Rate of 0.9551 mil for FY 2016-2017 and set public hearing dates on the budget for September 7, 2016, and September 19, 2016—Anne Fogarty-France, Downtown Manager

Member Wright moved to adopt an aggregate millage rate of 0.9651 mil for FY 2016-2017 and set public hearing dates on the budget for September 7, 2016 and September 19, 2016. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: **None.**

Motion carried.

8. Finalize and Adopt FY 2016-2017 DDB Budget—Chairman Paris Morfopoulos

The Board reviewed the budget line item by line item.

When the advertising line item was discussed Member Starova wanted to go on record that the DDB not consider advertising on another radio show.

Member Starova moved to increase the advertising budget from \$5,000 to \$10,000. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

The Board discussed the Achieva Box Car Rally budget item.

Member Thorn moved to increase the Achieva Box Car Rally budget from \$1,000 to \$2,000. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Allison, Member Thorn, and Member Wright.

“Nays”: Member Morfopoulos, Member Bosi, and Member Starova.

Motion failed. Further discussion ensued.

Chairman Morfopoulos moved to increase the Achieva Box Car Rally budget from \$1,000 to \$1,500. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

The Board discussed the Bright House Superboat Festival line item. It was suggested that the Board approve \$10,000 and if the sponsors come back with a strong Cleveland Street entertainment component they can request the additional funds from the Board.

Member Starova moved to decrease the Bright House Clearwater Superboat National Festival budget from \$15,000 to \$10,000. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

Member Bosi moved to approve the Clearwater Celebrates America budget of \$2,500. The motion was duly seconded and upon roll call, the vote was:

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

“Nays”: None.

Motion carried.

Member Wright moved to approve the Fun 'n Sun Festival budget of \$5,000. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Bosi, Member Allison, Member Thorn, Member Wright, and Member Starova.

"Nays": None.

Motion carried.

Members decided that if a line item amount did not change, a motion would not be required.

The Board discussed the Pierce Street Market. The sponsor is requesting \$15,000. Discussion ensued regarding reducing the amount funded by the Board. Although the market does bring a different demographic to downtown Clearwater, it does not have a direct impact on Cleveland Street. Further discussion ensued.

Member Bosi moved to reduce the Pierce Street Market budget from \$15,000 to \$5,000. The motion was duly seconded and discussion ensued.

Chairman Morfopoulos suggested \$7,500 would be a good compromise. Member Bosi does not feel that the market impacts Cleveland Street. Ex-Officio Councilmember Jonson stated the goal of the Board is to increase the vitality of the downtown area not just help business owners.

Member Bosi amended his motion to reduce the budget for this event from \$15,000 to \$7,500. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Bosi, Member Allison, and Member Starova.

"Nays": Member Thorn and Member Wright.

Motion passes.

Member Wright stated this was sending a bad message that the Board is not in support of the market. Chairman Morfopoulos said the Board would entertain a higher number if the sponsor can show the Board ways to handle its concerns regarding Cleveland Street.

Staff is recommending that "Unallocated Funds" be changed to "Future Endeavors."

Member Wright moved to adopt the FY 2016-2017 DDB budget as amended. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Member Morfopoulos, Member Bosi, Member Allison, Member Thorn, Member Wright, and Member Starova.

"Nays": None.

Motion carried.

9. Chairman's Report

Chairman Morfopoulos advised the Board of upcoming events.

10. Final Comments

Member Bosi complimented everyone stating he appreciates everything that is done for the Board and felt that the events have grown over the years.

Member Starova stated that not every event that happens on Cleveland Street has succeeded. Those in Coachman Park succeed but we have underutilized sites. Station Square Park is a downtown site that is underutilized. He stated if residents don't use the downtown neither will visitors. He read a statistic that "Overnight visitors spend the night where there are things to do after 6:00 p.m. 70% of all consumer retail spending, including that of visitors, now takes place during the evening hours."

Member Allison stated that the board just approved a lot of events and suggested that Cleveland Street businesses need to stay open when there are things going on downtown.

Ex-Officio Councilmember Jonson read the goal of the DDB and said that Imagine Clearwater has had some tremendous ideas and the DDB should be the cheerleader.

Chairman Morfopoulos agreed with Ex-Officio Councilmember Jonson's comments. He said he attended the Imagine Clearwater event at the Countryside library and it was heartwarming to see the interest and hear the comments. Chairman Morfopoulos stated there is a fine group of partners that present events downtown and congratulated them all on the funds the Board approved.

Anne-Fogarty-France, Downtown Manager, advised the Board that she has put together a card listing the different types of food available downtown. The cards will be distributed on the beach so people know what is available in the downtown.

11. The meeting was adjourned at 7:13 p.m.

ITEM 6

A	B	C	D	E	F	G	H	I
1	Downtown Development Board Statement of Revenues & Expenditures For the Period June 1thru June 30, 2016						9/1/16 11:21 AM	
6								
7								
60		Budget		July		Year to Date		Difference
61	Fixed Payments							
62	Officers & Directors Insurance	700				640		60
63	Liability Insurance (Dolphins)	1,422				1,246		176
64	Annual Audit	7,000				7,000		0
65	CRA Increment Payment	173,273				178,662		(5,389)
66	State Special District Fee	175				175		0
67	Property Appraiser Fee	2,364				2,330		34
68	Total Fixed Payments	184,934		0		190,053		(5,119)
69	Total Expenditures	425,429		8,351		390,667		34,762
70	Revenues in Excess of Expenditures	-		0		34,157		
71	Expenditures in Excess of Revenues	\$ -		0		0		
72	Ending Fund Balance	\$ -		0		34,157		34,157
73	Beginning Fund Balance 10-1-15	89,716						
74	Minimum Reserves Approved by Board 11-6-13	71,465						
75	Cash in Bank as of 9/1/16	\$107,138						

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																N/30/16 5:34 PM
2																
3																
4																
5																
6																
7																
8	Income															
9	Ad Valorem (Property) Taxes	251,056	17,187.89	138,895.99	52,183.98	5,156.51	5,150.61	7,380.69	13,139.65	8,647.78						247,743.10
10	Ad Valorem Taxes Prior Yr	100	46.45													109.05
11	Interest Income	500		146.85												876.26
12	CRA Interlocal Agreement Rev	173,273														173,218.43
13	Misc Revenue	500	1,721.85	1,155.00												2,876.85
14	Total Income	425,429.00	-	18,956.19	140,197.84	52,183.98	5,156.51	178,621.85	7,380.69	13,139.65	9,124.38	62.60	-	-	-	424,823.69
15	Expenditures															
16																
17																
18	Promoting District															
19	Funding Advertising -Mall/ BVIC	1,345.00														1,345.00
20	Banner Installation & Maintenance	600														680.45
21	Downtown Streetscape Maintenance	3,200														-
22	Boatlift Construction & Maint	50,000														50,000.00
23	Holiday Lighting	14,500	327.00	6,979.59	3,156.00	3,478.00										14,612.59
24	Total Promoting District	69,645.00	327.00	6,979.59	3,156.00	53,478.00	-	160.00	336.00	1,865.45	-	336.00	-	-	-	66,638.04
25																
26	Promoting Merchants															
27	Graphic Design and Printing	3,000														3,000
28	Advertising	3,000														3,000
29	Jolley Trolley Downtown Loop	9,220														9,220.00
30	Total Promoting Merchants	15,220.00	-	2,305.00	441.96	-	-	-	2,305.00	2,305.00	828.32	2,305.00	-	-	-	10,490.28
31																
32	Promoting Events															
33	Pierce Street Market	15,000														15,000.00
34	Clw Corner Art - "Thinking Outside of Box"	5,450														5,450.00
35	6th Annual Achieva Box Car Rally	1,000														-
36	Art in the Park	4,800														4,800.00
37	Clw Superboat National Championships	10,000														-
38	City/Clw Celebrates America	2,500														2,500.00
39	City/Fun 'n Sun Festival	2,500														2,500.00
40	City/Sea Blues Festival	7,500														7,500.00
41	Miracle on Cleveland @ Cap/ Blast Fri	25,000														25,000.00
42	Clearwater Jazz Festival/Jazz Walk	5,000														5,000.00
43	Santa & Suds Race/Walk For ASL & Deaf	3,500														3,500.00
44	Total Promotions	82,250.00	9,800.00	25,000.00	-	3,500.00	-	20,450.00	10,000.00	-	2,500.00	-	-	-	-	71,250.00
45																
46	Unallocated Funds	33.00														
47																
48	Staff & Office Administration															
49	Downtown Meeting & Event Support	200	6.43													65.53
50	Office Expenditures	750	5.83													261.61
51	Dolphin Sign Replacement	150														-
52	Public Meeting Notices	2,000	40.00													480.00
53	Legal Fees	3,500														1,450.00
54	CRA Mgt & Admin Fee	65,317	5,443.08													54,430.80
55	DDB Minutes Preparation	1,430														990.00
56	Total Staff & Office Admin	73,347.00	5,483.08	5,845.34	6,160.39	5,833.94	5,443.08	6,168.08	5,703.08	5,536.19	5,694.72	5,710.04	-	-	-	57,677.94

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																8/30/16 5:54 PM
2	Statement of Revenues & Expenditures															
3	For the Period Oct. 1, 2015 thru September 30, 2016															
4																
5																
6																
7	Budget	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	August	September		Year to Date	
57																
58	Fixed Payments															
59	Officers & Directors Insurance	700														640.00
60	Liability Insurance (Dolphins)	1,422														1,246.32
61	Annual Audit	7,000														7,000.00
62	CRA Increment Payment	173,273														173,218.43
63	State Special District Fee	175	175.00													175.00
64	Property Appraiser Fee	2,364	586.20	571.39												2,329.98
65	Total Fixed Payments	184,934.00	761.20	-	179,289.82	2,746.32	-	586.20	-	640.00	586.19	-	-	-	-	184,609.73
66																
67	Total Expenditures	425,429.00	16,371.28	40,129.93	189,048.17	65,558.26	5,443.08	27,364.28	18,344.08	10,446.64	9,609.23	8,351.04	-	-	-	390,665.99
68																
69		-		56,501.21	245,549.38	311,107.64	316,550.72	343,915.00	362,259.08	372,705.72	382,314.95	390,665.99	390,665.99	390,665.99	390,665.99	

Fogarty-France, Anne

From: Elise K. Winters [ewinters@elisekwinters.com]
Sent: Tuesday, August 16, 2016 3:00 PM
To: Fogarty-France, Anne
Cc: Taylor, Seth
Subject: Re: FW: Revised Draft: Jolley Trolley Coastal MOU & Exhibit

Anne,

The structure of this agreement has changed. In the past the DDB, Dunedin, Pinellas County and Tarpon Springs (the "Partners") were parties to the agreement with the Jolley Trolley. Now, PSTA is the only party contracting with the Jolley Trolley. The Partners are entering into an agreement with PSTA to provide funding for the Coastal Route.

Despite the fact that there is no contract between the Jolley Trolley and the Partners, the funding is acknowledged and the Jolley Trolley will still indemnify and hold the Partners harmless and include them as additional insureds in required insurance.



The substantive revisions affecting the DDB are:

- 1. The DDB is committing to provide its proportionate share (16.17%) of any shortfall if the Jolley Trolley does not get \$20,880 in advertising revenue during the contract year. The maximum exposure to the DDB, if no advertising is obtained, is \$3,376.30. I don't believe this additional financial commitment was approved. *See attached pages from document. File attached*
- 2. The DDB will be billed monthly instead of quarterly. *Staff requested quarterly billing + PSTA will provide quarterly billing.*
- 3. There is no requirement that the DDB receive any reports or records other than invoices from PSTA. *If additional funding requests are submitted, applicants are required to provide information from previous year to the DDB.*

On 8/16/2016 10:37 AM, Anne.Fogarty-France@myClearwater.com wrote:

From: Sangita Land [mailto:SLand@psta.net]
Sent: Tuesday, August 16, 2016 10:24 AM
To: Cassandra Borchers; 'Hutchens, Doug (DHutchens@DunedinFL.Net)'; 'Ironsmith, Robert (RIronsmith@DunedinFL.Net)'; "sswarenjen@co.pinellas.fl.us" (sswarenjen@co.pinellas.fl.us); "clanford@co.pinellas.fl.us" (clanford@co.pinellas.fl.us); "Judy Staley" (jstaley@ctsfl.us); Fogarty-France, Anne; 'Celeste, Merry E (mceleste@co.pinellas.fl.us)'; Brad Miller
Cc: Rita Hoffman; 'Rosemary Windsor'
Subject: RE: Revised Draft: Jolley Trolley Coastal MOU & Exhibit

All,

There is one last update to the PSTA/JT Agreement as follows (inserted language in red which was in last year's agreement):

For purposes of this indemnification provision, Jolley Trolley hereby waives its entitlement, if any, to immunity under Chapter 440, Florida Statutes. Nothing in this Section shall be construed as a waiver of any immunity that PSTA, Clearwater DDB, Pinellas County and the cities of Clearwater, Dunedin, and Tarpon Springs, may be entitled to under the doctrine of sovereign immunity or Section 768.28, Florida Statutes.

Thank you,

Sangita

From: Cassandra Borchers
Sent: Monday, August 15, 2016 5:49 PM
To: 'Hutchens, Doug (DHutchens@DunedinFL.Net)'; 'Ironsmith, Robert (RIronsmith@DunedinFL.Net)'; 'sswearengen@co.pinellas.fl.us' (sswearengen@co.pinellas.fl.us); 'clanford@co.pinellas.fl.us' (clanford@co.pinellas.fl.us); "Judy Staley" (jstaley@ctsfl.us); 'Anne Fogarty France (Anne.fogarty-france@mylearwater.com)'; 'Celeste, Merry E (mceleste@co.pinellas.fl.us)'; Brad Miller
Cc: Sangita Land; Rita Hoffman; 'Rosemary Windsor'
Subject: RE: Revised Draft: Jolley Trolley Coastal MOU & Exhibit

Attached is an update (and I really believe FINAL) version of the funding agreement and exhibit.
Not changes were made to the primary agreement since the last email I sent to you.
Changes to the exhibit (contract between PSTA and JT) since Friday attached.

Cassandra
(727) 540-1802 office
(727) 260-1177 mobile

From: Cassandra Borchers
Sent: Friday, August 12, 2016 1:21 PM
To: 'Hutchens, Doug (DHutchens@DunedinFL.Net)'; 'Ironsmith, Robert (RIronsmith@DunedinFL.Net)'; 'sswearengen@co.pinellas.fl.us' (sswearengen@co.pinellas.fl.us); 'clanford@co.pinellas.fl.us' (clanford@co.pinellas.fl.us); "Judy Staley" (jstaley@ctsfl.us); 'Anne Fogarty France (Anne.fogarty-france@mylearwater.com)'; 'Celeste, Merry E (mceleste@co.pinellas.fl.us)'; Brad Miller
Cc: Sangita Land; Rita Hoffman; 'Rosemary Windsor'
Subject: RE: Revised Draft: Jolley Trolley Coastal MOU & Exhibit

CORRECTION: This item will be heard by the PSTA FINANCE Committee on August 17, 2016 at 9AM.

Cassandra
(727) 540-1802 office
(727) 260-1177 mobile

From: Cassandra Borchers
Sent: Friday, August 12, 2016 1:05 PM
To: 'Hutchens, Doug (DHutchens@DunedinFL.Net)'; 'Ironsmith, Robert (RIronsmith@DunedinFL.Net)'; 'sswearengen@co.pinellas.fl.us' (sswearengen@co.pinellas.fl.us); 'clanford@co.pinellas.fl.us' (clanford@co.pinellas.fl.us); "Judy Staley" (jstaley@ctsfl.us); 'Anne Fogarty France (Anne.fogarty-france@mylearwater.com)'; 'Celeste, Merry E (mceleste@co.pinellas.fl.us)'
Cc: Sangita Land; Rita Hoffman; 'Rosemary Windsor'
Subject: RE: Revised Draft: Jolley Trolley Coastal MOU & Exhibit

Partners –
Whew – ALMOST THERE!
Based on all your comments, here are the final versions of our funding agreement and the exhibit (contract between PSTA and JT).
This contract will be heard at the PSTA Planning Committee on Wednesday, August 17 and recommended for final approval at our board meeting August 24, 2016 – with the contingency of your involvement. If there are additional PSTA board comments on Wednesday, I will let you know, but I am confident that the PSTA board will be pleased with our arrangements.

If for some reason you have additional comments, please contact me as soon as you can –preferably before COB Tuesday next week.

Please let me know if there is anything I can do to help you get this approved at your council, commission, or board. (Yes, Bob, I will be in Dunedin on August 25 ☺).

Cassandra

(727) 540-1802 office
(727) 260-1177 mobile

From: Cassandra Borchers
Sent: Monday, August 08, 2016 11:32 AM
To: Hutchens, Doug (DHutchens@DunedinFL.Net); Ironsmith, Robert (RIronsmith@DunedinFL.Net); 'sswearengen@co.pinellas.fl.us' (sswearengen@co.pinellas.fl.us); 'clanford@co.pinellas.fl.us' (clanford@co.pinellas.fl.us); 'Judy Staley' (jstaley@ctsfl.us); Anne Fogarty France (Anne.fogarty-france@myclearwater.com)
Cc: Sangita Land; Rita Hoffman; Rosemary Windsor
Subject: Revised Draft: North Coastal MOU & Exhibit

Partners -

We have a few additional edits we have been negotiating with Jolley Trolley and will send you a revised of these agreements soon. Specifically, we are working on adding in the 7day/week service cost estimate for the Coastal Route and a revised end date for the Safety Harbor Route. While this does not affect your contribution, it does affect the exhibit.

I have attached an interim version of the exhibit and our revised funding agreement with the partners so that you and staff may review, with the understanding that references to exhibit 1 may change. Please also note the change to the public records section of the Exhibit in compliance with a change in state law effective July 1.

Cassandra
(727) 540-1802 office
(727) 260-1177 mobile

PSTA is subject to the Florida Public Records laws. All information contained in an email sent to a PSTA employee or official, unless specifically exempt from disclosure by law, is subject to disclosure. If you do not want your email address or other information contained in your email released in response to a public records request, please do not send electronic mail to a PSTA employee or official.

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This e-mail might contain legally privileged and confidential information. It is intended solely for those to whom it is directed. If you received this e-mail as a client, please hold it in confidence to protect the attorney-client or work product privileges. If the reader of this message is not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it is prohibited and may be unlawful.

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Elise K. Winters, Esq.
Elise K. Winters, P.A.
1006 Drew Street
Clearwater, FL 33755
(727) 442-3888 telephone
(727) 443-6944 fax
ewinters@elisekwinters.com

abide by any regulations PSTA may adopt in the future governing public transit operators in the Pinellas Suncoast Transit area.

2.10 PURPOSE OF AGREEMENT. The purpose of this Agreement is to provide funding which will be used to supplement fares charged by Jolley Trolley to allow service to the Routes. The relationship of the Parties as outlined in this Agreement is that of funding to a provider. No other control or relationship is contemplated by this Agreement.

SECTION 3 CONTRACT TERM

3.1 TERM. This Agreement shall be effective for a twelve (12) month period commencing October 1, 2016 and terminating September 30, 2017 (the "Contract Term").

SECTION 4 FUNDING

4.1 FUNDING. PSTA shall provide funding to Jolley Trolley as set forth in **Exhibit D**.

4.2 BILLING AND PAYMENTS. Jolley Trolley shall provide PSTA with a written request for funding no later than the 10th day of each month for actual service and deadhead hours of the Routes service for the month immediately preceding the invoice. The amount of funding shall be in accordance with the hourly rates set forth in **Exhibit D** attached hereto and the aggregate amounts requested shall not exceed the funding amounts set forth in **Exhibit D** (Section 4.1 above). Upon receipt of a written request for funding from Jolley Trolley, PSTA shall remit funding to Jolley Trolley via mail sent out no later than the 20th of each month.

4.3 FAREBOX RECONCILIATION. Within thirty (30) days of the end of the Contract Term, Jolley Trolley and PSTA shall perform a reconciliation which compares the farebox revenue estimate with the actual farebox revenue (the "Farebox Reconciliation"). If the fares collected exceed the farebox recovery estimate set forth in **Exhibit D** (the "Farebox Recovery Estimate"), no payment shall be due from PSTA to Jolley Trolley. If the fares collected are less than the Farebox Recovery Estimate, PSTA will make payment to Jolley Trolley within thirty (30) days of the Farebox Reconciliation in an amount equal to the difference between the fares collected and the Farebox Recovery Estimate.

→ 4.4 ADVERTISING RECONCILIATION. Within thirty (30) days of the end of the Contract Term, Jolley Trolley and PSTA shall perform a reconciliation which compares the advertising revenue estimate with the actual advertising revenue (the "Advertising Reconciliation"). If the advertising revenue collected exceeds the advertising recovery estimate set forth in **Exhibit D** (the "Advertising Recovery Estimate"), no payment shall be due from PSTA to Jolley Trolley. If the advertising revenue collected is less than the Advertising Recovery Estimate, PSTA will make payment to Jolley Trolley within thirty (30) days of the Advertising Reconciliation in an amount equal to the difference between the advertising revenue collected and the Advertising Recovery Estimate.

4.5 MONITORING. PSTA shall receive all reports required under the Agreement and approve, in its sole discretion, all written requests for funding received from Jolley Trolley.

→ 4.6 PSTA PARTNERS. The Parties acknowledge that subject to the Coastal Route Funding Agreement, certain PSTA Partners (Clearwater Downtown Development Board (DDB), Pinellas County and the cities of Clearwater, Dunedin and Tarpon Springs) will be making contribution to PSTA toward PSTA's financial obligations under this Agreement; and further that PSTA will not enter into this Agreement without the shared contributions of those PSTA Partners.

SECTION 5 EXPENDITURES AND FUNDING REPORTS

5.1 RECORDS. All costs charged against the funding provided under this Agreement, including any approved services contributed by Jolley Trolley, shall be supported by properly executed payrolls, time records, invoices, contracts, or vouchers which shall set forth in detail the nature and propriety of the charges. Jolley Trolley shall, at all times during normal business hours, make available for examination all Jolley Trolley records, books, documents, papers, and data with respect to all matters covered by this Agreement and shall permit the Parties and/or their designated authorized representatives to audit and examine all records, books, documents, papers, data, and any other material related to this Agreement. All such records, books, documents, papers, data and any other material related to this Agreement shall be retained for four (4) years from the termination date of this Agreement. All records that are subject to audit as set forth in Section 5.3 shall be retained for four (4) years in the manner prescribed above or until such audit findings have been resolved, whichever is later. Nothing herein shall be construed to allow destruction of records that may be required to be retained longer by the statutes of the State of Florida.

5.2 REPORTS. Jolley Trolley shall provide monthly reports to PSTA summarizing ridership, miles, hours, free rides, financials, and other statistical information as required. Jolley Trolley reports shall include data of rider surveys on the Routes that are conducted periodically and randomly by Jolley Trolley in accordance with federal regulations. PSTA shall be copied on any reports or correspondence distributed to any of the indirect funding partners. PSTA shall also be notified of any verbal communication with any of the indirect funding partners affecting the service on the Routes.

5.3 AUDIT. Within sixty (60) days of the end of the term of this Agreement, Jolley Trolley shall deliver to PSTA a financial audit, to include findings as to Jolley Trolley's compliance with the terms of this Agreement. The audit report and audited financial statements shall be prepared by an independent CPA licensed to practice in the State of Florida. Jolley Trolley shall also submit within 60 days an NTD audit, in compliance with all required procedures related to the system for reporting and maintaining data in accordance with the National Transit Database (NTD) requirements and definitions set forth in 49 CFR Part 630, *Federal Register*, January 15, 1993, and as presented in the *NTD Reporting Manual*. In addition, all information must be submitted to PSTA that is required for PSTA to prepare PSTA's and Jolley Trolley's annual NTD Report for submission to the Federal Transit Administration.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

FUNDING REQUEST FORM



The Clearwater Downtown Development Board (DDB)'s primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year.)

Check one: Budgeted Request (submitted by May 15) Non-budgeted Request

Date submitted: August 25th, 2016

Name: Lina Teixeira

Title of event: The Cleveland Street Project

Event contact: Lina Teixeira

Organization: Studio 617 in collaboration with the Tampa Bay Society of Photographic Artists

Address: 617 Cleveland Street

City: Clearwater State: FL Zip: 33755

Daytime phone: (727) 409-3604 Cell phone: (727) 409-3604

Fax number: () _____ E-mail address: lina@linateixeira.com

Website address: <http://www.studio617clearwater.com>

501(c)(3) not for profit organization? Yes No

1. Date and time of event/program: August 28, 2016 & October 12, 2016
2. Location and address of event/program: Studio 617 (address above)
3. Projected attendance: 100-300

4. Briefly describe the event/program and its purpose:

On August 28, photographers from the Tampa Bay Society of Photographic Artists will be photographing along Cleveland Street in each of their respective artistic styles. These styles will range from architectural to fine art nudes. Participating vendors may provide their spaces for the setting of these images as well. On October 12, selections from this day will be exhibited at Studio 617 with 1-2 art pieces displayed at vendor locations along Cleveland Street, providing visitors with a large exhibit that spans the entire district.

The goal of The Cleveland Street Project is to promote the culture and scenery of downtown Clearwater as well as the talent and perspective of the artists represented in the exhibit.

5. How does this request help achieve the goals of the DDB?

It will celebrate Cleveland street through fine art images and draw the fan base of the respective artists to reexamine downtown Clearwater. It will also demonstrate the viability of download Clearwater as a home for art and culture to local residents and visitors.

6. What kind of activities will take place during your event and what activities will take place on Cleveland Street?

On August 28, the photographers will be photographing throughout the Cleveland Street area, inside and outside of the shops. On October 12, the grand showcase will be held at Studio 617, which will include live music and entertainment.

7. How long has this event/program been in existence?

This is a new project birthed from the wonderful reception we had on July 29th, when the Tampa Bay Society of Photographic Artists held it's art show at Studio 617. The Society has been in existence for 7 months and has over 100 members.

8. Is this event/program a fund-raiser? Yes No If yes, for whom?

No.

9. Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? Yes No

If yes, what size? 4'x6'

10. Will you include the DDB and CSD logos and web url on all marketing materials for your event?
 Yes No

11. Please list other participating media sponsors and corporate sponsors:

None at this time. This event is done in partnership with the Tampa Bay Society of Photographic Artists.

12. Attach detailed budget that includes expenses and income.

Supplies: \$400

Staffing: \$ 500 (crew to transport, build up, take down and transport walls back.)

Rentals: exhibit walls: \$300

Transportation of exhibit: \$300

Frames & Prints: \$400

Refreshments: \$800

Entertainment:\$300

If a recurring event, attach last year's budget. N/A

13. What is the number of attendees expected at your event? 200-300

If this is a recurring event, what was the number of attendees at your event last year? N/A

14. Specifically, what are you asking the DDB to provide as a sponsor?

Promotion as well as \$3,000 in grant funding.

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date.

15. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL:** If DDB funds are granted, I understand that when promoting my event I must:

- a. Use the description "Cleveland Street District" or "Cleveland Street District in downtown Clearwater" AND the url www.ClevelandStreetDistrict.com in all collateral material and social media. Copies of promotional material must be provided with Invoice for reimbursement.
- b. Each organization is responsible for placing Event Parking Signs directing event attendees to parking garage before the event and for returning these signs to the Garden Avenue Parking Garage after the event. (Parking Sign location map attached.) **Photos that show use of these parking signs are required to be part of your post event report to the DDB at the end of your event/event season.** To schedule your pick-up of the signs contact Robert "Mike" Skinner via email at Robert.Skinner@myclearwater.com within 24

hours of your event, Monday through Thursday. Signs must be removed and returned to the garage after the event.

- c. Purchase two banners, minimum size 2' x 6', announcing event that is taking place to be installed on barricades on each end of the event. Photos that show the location of the banners are required to be part of your post event report to the DDB at end of your event/event season.
- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

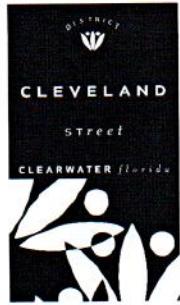
 Please initial that you agree to comply with these requirements.

Applicant Signature: Lina Teixeira Date: Aug 25th, 2016
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/6/16)



CLEARWATER DOWNTOWN DEVELOPMENT BOARD



FUNDING REQUEST FORM

The Clearwater Downtown Development Board (DDB)'s primary purpose is to promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. Events that meet this purpose will be considered for sponsorship.

Please submit the completed form to: Anne Fogarty France, Downtown Development Board (DDB) Administrator, email: anne.fogarty-france@myclearwater.com, (727) 562-4044 / Fax (727) 562-4075. (Completed forms are due to DDB Administrator by May 15 of each calendar year.)

Check one: Non-budgeted Request

Date submitted: August 26, 2016

Name: Florida Business Incubator (formerly TAFFIE)

Title of event: Facilitation of Clearwater Innovation Center [CLIC]

Event contact: Elaine Mann

Organization: Florida Business Incubator

Address: 1499 Gulf to Bay Blvd

City: Clearwater State: FL Zip: 33755

Daytime phone: (727) 270-7971 Cell phone: (727) 945-4118

Fax number: () E-mail address: Elaine@TAFFIE.net

Website address: www.TAFFIE.net

501(c)(3) not for profit organization? Yes APPLICATION PENDING

1. Date and time of event/program: Q4 2016

2. Location and address of event/program: Downtown Clearwater

3. Projected attendance: Current Mailing List 800+

4. Briefly describe the event/program and its purpose:

Facilitation of Clearwater Innovation Center. Coworking space open to public participation located in the heart of downtown Clearwater designed to catalyze small business participation in Downtown Clearwater. Emerging and small business owners will be provided pro-active, value-added support services involving critical tools, information, education, contacts, resources and capital that might otherwise be unaffordable, inaccessible, and unknown. These services include business and strategic planning, comprehensive business

training and education programs for startup, strategic growth and success leverage, financial management, sales and marketing, government procurement, research and development, legal services and capital infusion. Funding by the DDB would allow the incubator to establish the downtown location and expand programming; ultimately encouraging innovation and business expansion and retention within the Downtown.

5. How does this request help achieve the goals of the DDB?

The Florida Business Incubator's mission parallels the Clearwater Downtown Development Board in stimulating economic development and diversification in the downtown area. The Clearwater Innovation Center will offer workspace, support services, networking opportunities and training to help launch and grow successful businesses in the downtown core.

6. What kind of activities will take place during your event and what activities will take place on Cleveland Street?

_The facility will utilize area resources to develop comprehensive training programs as well as offer business basics, networking opportunities, strategic partnering, marketing assistance, research and development, financial and legal management, links to higher education resources, access to investment capital, mentoring, technology development and implementation, regulatory compliance, government procurement through Disadvantaged Business Enterprise and HUBzone qualification.

7. How long has this event/program been in existence?

The Florida Business Incubator was originally established as the Technical Arts Facility For Innovation & Entrepreneurship [TAFFIE] in February of 2015. Since that time, the presence has grown to serve over 800 participants on a variety of levels. Today, the Incubator is a proud partner in Clearwater's Business SPARK.

8. Is this event/program a fund-raiser? NO

9. Will your organization prepare a banner or sign including the Cleveland Street District (CSD) and DDB's approved logo? YES Freestanding Rollup Banner 33" x 78"

10. Will you include the DDB and CSD logos and web url on all marketing materials for your event?

YES

11. Please list other participating media sponsors and corporate sponsors:

City of Clearwater CRA; KnowBe4; iDatix/Docuphase;

12. Attach detailed budget that includes expenses and income. If a recurring event, attach last year's budget.
Under preparation. Will submit for consideration prior to final approval.

13. What is the number of attendees expected at your event? Current mailing incubator is at 800+ area entrepreneurs and small business owners and growing daily.

If this is a recurring event, what was the number of attendees at your event last year? N / A

14. Specifically, what are you asking the DDB to provide as a sponsor?

\$25,000 sponsorship with consideration for annual renewal based on performance.

All organizations requesting funds will be required to do a brief presentation about the event at a DDB meeting. Funds that are approved by the DDB will have both a First and Second Reading of the request.

Funds will be provided not more than 30 days prior to the event date.

15. APPLICANT CERTIFICATION:

I hereby certify that I have read this application and that all information contained herein is true and correct to the best of my knowledge, information and belief. **PLEASE READ AND INITIAL: If DDB funds are granted, I understand that when promoting my event I must:**

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- d. I also understand that I must give a final report to the board within three months after the event. Failure to adhere to this condition may jeopardize future sponsorship funding.

 Please initial that you agree to comply with these requirements.

Applicant Signature: _____ **Date:** _____
(Applicant must be 18 years of age or older)

If you have questions, call (727) 562-4044. Upon completion, return to: Clearwater Downtown Development Board, 112 S. Osceola Ave., 1st Floor, Clearwater, FL 33756/anne.fogarty-france@myclearwater.com.
(4/6/16)