

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

December 2, 2020 – 5:30 PM – City Council Chambers

1. **Call to Order.** Chairman Morfopoulos called the meeting to order at 5:30 pm.

In attendance were: Chairman Paris Morfopoulos
Vice Chairman Ray Cassano
Treasurer Venkat “Vincent” Devineni
Keanan Kintzel
Fetus Porbeni
Shahab Emrani

Mayor Frank Hibbard
Ex-officio Member Mark Bunker

CRA Director Amanda Thompson
CRA Program Specialist Anne Lopez
CRA Business Assistance Administrator Howard Smith
DDB Attorney Elise K. Winters

Absent: Caitlein Jammo

2. **Approve minutes of the November 4, 2020, meeting.**

Upon motion duly made, seconded and carried, minutes of the November 4, 2020, meeting were approved.

3. **Citizens to be heard regarding items not on the agenda.** Lina Teixeira presented “Sail Away (Where I Wanna Go)”, the music video created with a song written for and about Clearwater, and supported with funding from the DDB (<https://youtu.be/KYmMimCWBPI>).

4. **New Business Items**

4.1. Adopt October 2020 Financial Statement for Filing

Upon motion duly made, seconded and carried, the October 2020 financial statement was adopted for filing.

4.2. Discuss the conditions of railroad crossing in downtown and Member Devineni’s proposal to provide a letter of recommendation to appropriate organization.

Mayor Hibbard stated that the City is in contact with CRX regarding repair of the crossings and explained some of the difficulties of past negotiations. Member Devineni thanked the mayor and withdrew his request for a letter of recommendation.

4.3. Funding request from DCMA for marketing campaign in the amount of \$68,600.

The DCMA returned with a printed proposal which was reviewed and discussed by the Board. Attorney Winters stated in review that \$34,300 (half the requested amount) had been approved, with the remainder to be approved pending a plan for disbursement, a complete marketing outline, list of DCMA members to be represented, a monthly budget covering four months, and plans for the long-term sustainability of the program.

A motion was made and withdrawn, with motion made to approve \$34,300 paid upon execution of agreement approved by DDB attorney and staff, additional \$34,300 approved with following conditions: acknowledging the waiver of requirements for performance metrics and long-term sustainability plan; funds are payable on reimbursement basis over four months beginning January 1, 2021; and, The District marketing plan and budget by segment will be incorporated as exhibits to the agreement.

Upon motion duly made, seconded and carried, and after discussion amongst Board members supporting the approval and agreement, it was agreed that a funding agreement for \$68,600 would be entered into with the DCMA.

5. Old Business

5.1. Equity Committee Updates. Due to Member Jammo's absence, the update was postponed.

5.2. CRA Updates. CRA Director Thompson thanked Member Devineni for his service on the Board, and noted: there will be more lighting and window art displays going up around The District; the Holiday Extravaganza information is online (downtownclearwater.com): Jazz Holiday begins November 21, 2020, with jazz night series beginning February. DDB marketing plans to continue in January, including Bandwagon to work on marketing and surveys of region regarding downtown. Letters going out to every property owner regarding CRA, followed by CRA letter to commercial property owners. City Council work session on Imagine Clearwater November 30 reached agreement on a park design; utility construction has begun; completion date targeted for fall of 2023. Bluff property draft for proposals in progress for publication in January.

6. Chairman's Report. Chairman Morfopoulos thanked Member Devineni for his service on the Board, and read a formal letter of gratitude

7. Board Members to be Heard.

Vice Chairman Ray Cassano said he's happy with the progress and 2021 is looking good.

Member Emrani wished everyone a happy holiday season and a fantastic 2021.

Member Porbeni thanked everyone for their efforts and wished all a Merry Christmas.

Treasurer Devineni stated that it had been a pleasure to work with the members of the Board, the CRA, and the City staff.

Member Kintzel stated that two more businesses – a Pilates studio and a video-photographer – were joining the 600 block, and wished everyone a happy holiday.

Mayor Hibbard thanked everyone for their hard work and offered wishes for a better 2021.

Ex-officio Member Bunker wished everyone happy holidays and a happy new year with 2021 being better for all.

Chairman Morfopoulos wished everyone a happy holiday and happy new year.

8. Adjourned at 6:52 PM.