

# City of Clearwater

*City Hall  
112 S. Osceola Avenue  
Clearwater, FL 33756*



## Meeting Minutes

**Monday, September 12, 2016**

**1:00 PM**

**City Hall Chambers**

**Community Redevelopment Agency**

## Roll Call

**Present** 5 - Chair George N. Cretekos, Trustee Doreen Caudell, Trustee Bob Cundiff, Trustee Hoyt Hamilton, and Trustee Bill Jonson

**Also Present** – William B. Horne – City Manager, Jill Silverboard – Deputy City Manager, Pamela K. Akin – City Attorney, Rosemarie Call – City Clerk, Seth Taylor - CRA Executive Director, and Nicole Sprague – Official Records and Legislative Services Coordinator

To provide continuity for research, items are listed in agenda order although not necessarily discussed in that order.

Unapproved

### 1. Call To Order – Chair Cretekos

*The meeting was called to order at 1:07 p.m. at City Hall.*

### 2. Approval of Minutes

- 2.1 Approve the minutes of the August 15, 2016 CRA Meeting as submitted in written summation by the City Clerk.

**Trustee Cundiff moved to approve the minutes of the August 15, 2016 CRA Meeting as submitted in written summation by the City Clerk. The motion was duly seconded and carried unanimously.**

### 3. Citizens to be Heard Regarding Items Not on the Agenda - None

### 4. New Business Items

- 4.1 Approve the Interlocal Agreement with the Downtown Development Board (DDB) to provide personnel, administrative and management services during Fiscal Year 2016-2017 in the amount of \$66,950, refund the CRA tax increment fee of \$188,500, and authorize the appropriate officials to execute same.

Florida Statutes 163.387 requires all taxing authorities, which includes the DDB, to make an annual appropriation in an amount equal to the incremental increase in the ad valorem revenue within the CRA area. The DDB's increment payment is \$188,500 according to the Pinellas County Property Appraiser's office. In a spirit of cooperation to further the downtown redevelopment plan, the CRA Trustees executed the first Interlocal Agreement in Fiscal Year 1999-2000 to provide personnel, administrative and management services to

the DDB and to refund the difference between the increment payment and the management fee. This is the eighteenth fiscal year that the CRA would enter into the agreement.

Pursuant to Florida Statute 163.01, the CRA and DDB can enter into this agreement in which the DDB agrees to perform certain responsibilities and functions including funding projects and programs consistent with the downtown redevelopment plan. The intent of this agreement is for the DDB and the CRA to work collaboratively on projects and programs that further downtown goals and objectives. The management of the DDB by CRA staff enables the CRA and the DDB to utilize the public dollars more efficiently. The DDB shall pay the CRA \$66,950 for the services agreed to in the Interlocal Agreement.

The DDB approved the Interlocal Agreement at their meeting on August 3, 2016.

**Trustee Hamilton moved to approve the Interlocal Agreement with the Downtown Development Board (DDB) to provide personnel, administrative and management services during Fiscal Year 2016-2017 in the amount of \$66,950, refund the CRA tax increment fee of \$188,500, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

- 4.2** Approve an Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2016-2017 in the amount of \$100,270 to underwrite activities in the Clearwater Main Library that support community learning in the areas of Science, Technology, Engineering, Math, Entrepreneurship and small business growth and development pursuant to the recommendations of the Urban Land Institute report on economic enhancement of the downtown Clearwater area and authorize the appropriate officials to execute same.

The Clearwater Main Library is a partner in the Clearwater Business SPARK ecosystem of organizations working to support the development of entrepreneurship and small businesses throughout Clearwater. This partnership was prompted by the ULI report recommending public/private partnerships to encourage business growth in this area. The Main Library has a prominent position in the CRA area, and will provide education and training in the Business and STEM areas through research opportunities, STEM maker space areas, classes and tutorials and meeting accommodation. The CRA funding will pay one staff member to oversee these functions, assist with additional library hours to make the facility available when needed by the

business community and provide educational and training opportunities.

**APPROPRIATION CODE AND AMOUNT:**

Funding will be from 388-94887 Library Activation budget.

*In response to a question, Economic Development and Housing Director Denise Sanderson said TAFFIE is the for-profit incubator/accelerator and a partner in the Clearwater Business SPARK program. Clearwater Business SPARK is comprised of six partners: CRA, TAFFIE, Economic Development and Housing, Clearwater Main Library, Florida Small Business Development Center, and the Clearwater Regional Chamber of Commerce. The Clearwater Main Library is the first stop for one to determine if one's hobby is a business. TAFFIE provides business incubator services, while the Chamber of Commerce provides business networking and advocacy services. Ms. Sanderson said Economic Development and Housing can assist with office location needs.*

**Trustee Jonson moved to approve an Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2016-2017 in the amount of \$100,270 to underwrite activities in the Clearwater Main Library that support community learning in the areas of Science, Technology, Engineering, Math, Entrepreneurship and small business growth and development pursuant to the recommendations of the Urban Land Institute report on economic enhancement of the downtown Clearwater area and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

- 4.3** Approve an Interlocal Agreement with the Community Redevelopment Agency (CRA) to provide staffing, Information Technology services and telephone services for the CRA, provide for the reimbursement of certain expenses by the CRA to the City, and authorize the appropriate officials to execute same.

On May 16, 2016, the Community Redevelopment Agency approved the City Manager's hiring of a CRA Director as a city employee. The City will provide additional staff to assist the CRA Director, for which the CRA agrees to reimburse the City.

Section 163.387, Florida Statutes, allows that moneys in the redevelopment trust fund may be expended from time to time for undertakings of a community redevelopment agency, including providing for staff, as described in the community redevelopment plan and the Clearwater Downtown Redevelopment Plan establishes that funds received by the CRA through the use of Tax

Increment Financing (TIF) may be used for certain redevelopment activities. The CRA agrees to provide TIF funding in a total amount not to exceed \$408,181.00 for this contract year to provide staffing for the CRA. In addition, the City will charge the CRA \$11,790.00 for Information Technology Services and \$1,250.00 for telephone services. These amounts are subject to adjustment and approval in the CRA budget each year.

*In response to a question, the City Attorney said the Trustees are entering into this Interlocal Agreement for the first time.*

**Trustee Caudell moved to approve an Interlocal Agreement with the Community Redevelopment Agency (CRA) to provide staffing, Information Technology services and telephone services for the CRA, provide for the reimbursement of certain expenses by the CRA to the City, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

- 4.4** Approve an Agreement between the Community Redevelopment Agency and the Florida Business Incubator, LLC (formerly TAFFIE, LLC), a Florida corporation, to provide monthly educational programs to support entrepreneurship and small business development in the CRA in the amount not to exceed \$25,000 for Fiscal Year 16-17, and authorize the appropriate officials to execute same.

The Provider will deliver a Monthly Educational Program within the boundaries of the CRA. Florida Business Incubator, LLC's Monthly Educational Program includes topics not otherwise available within the CRA and is part of a collaborative, coordinated initiative to deliver services to pre-venture individuals, startup and small- to medium-size businesses.

In consideration for Florida Business Incubator, LLC's monthly educational program, the CRA will pay Florida Business Incubator, LLC a fixed price of \$2,083.33 for each event. Payment will be made in quarterly payments in an amount not to exceed \$6,250.00 and will be made after January 1, 2017, April 1, 2017, July 1, 2017, and October 1, 2017, following receipt of invoice and quarterly report.

Support for these entrepreneurship and small business development programs is provided by the Community Redevelopment Plan, Economic Development Strategic Plan, Urban Land Institute Advisory Services Panel Report (ULI Report), and Memorandum of Understanding (MOU) establishing a partnership by and between the CRA, City of Clearwater, Florida Small Business Development Center at Pinellas County, Clearwater Regional Chamber of Commerce and Florida Business Incubator, LLC.

The plans, report and MOU state the following

- Community Redevelopment Plan (2004) -
  - Objective 1E: “A variety of businesses are encouraged to relocate and expand in Downtown to provide a stable employment center, as well as employment opportunities for Downtown residents.”
- Economic Development Strategic Plan (2011)
  - Goal 1, Strategy 1.2, Action 2: “Support the development and attraction of software firms to Clearwater.
  - Goal Four: Business Development: Support an entrepreneurship and innovation ecosystem and collaborate with regional partners to market Clearwater to target industries.
- Urban Land Institute Advisory Services Panel Report (“ULI Report”) (2014)
  - Recommends the city “attract and support new entrepreneurial small businesses by investing in a technology innovation center or business incubator.”
- MOU (2015)
  - Encourages the parties to support collaborative and coordinated approaches to serve pre-venture, startup and small business enterprises in the City of Clearwater and the greater Clearwater area.

Staff recommends approval of the agreement.

#### **FUNDING**

Funding for this agreement provided by CRA funding code 388-94872

Technology District Incentives. As of July 31, 2016, the balance in this fund is \$265,750.08.

*The City Attorney said staff needs clarification from the Florida Business Incubator, LLC; it appears the organization is not currently registered as an LLC. Staff would like to continue the item to October 17, 2016.*

**Trustee Cundiff moved to continue Item 4.4 to October 17, 2016.  
The motion was duly seconded and carried unanimously.**

- 4.5** Approve an Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2016-2017 in the amount of \$171,402.34 to underwrite the cost of additional Community Policing services by the Clearwater Police Department in the East Gateway CRA District, pursuant to the East Gateway Five-Year Action Program for fiscal years 2012-2017, and authorize the appropriate officials to execute same.

On October 15, 2012, the CRA approved the East Gateway District Five-Year Action Program for Fiscal Year 2012-2017. The Action Program responded to public input on the issues of drug dealing, prostitution and street crime by including an action item for the continuation of increased police presence and crime reduction within the East Gateway District.

An allowable funding source of this action item is the use of CRA Tax Increment Financing (TIF) funds. Florida Statutes allows for the use of TIF funds for "community policing innovations" in Community Redevelopment Areas.

The CRA and Clearwater Police Department have reached an agreement on a proposed scope of services and terms as delineated in the Interlocal Agreement. Included in the scope is the delineation of specific, measurable crime reduction targets by which to monitor the success of the initiative as well as providing clear language required by statute assuring that the resources are applied to the CRA/East Gateway area.

Funds in the amount of \$171,402.34 are available in account 388-94849, CRA East Gateway Project, to fund this contract.

*In response to questions, Clearwater Police Major Eric Gandy said the changes made to the agreement are based on the public safety needs in the East Gateway neighborhood. The cost increases are associated with salary adjustments and fuel costs. The outcome measures, which have been included in previous agreements, have been adjusted based on the Police Department's experience in the neighborhood.*

**Trustee Hamilton moved to approve an Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2016-2017 in the amount of \$171,402.34 to underwrite the cost of additional Community Policing services by the Clearwater Police Department in the East Gateway CRA District, pursuant to the East Gateway Five-Year Action Program for fiscal years 2012-2017, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

**4.6 Approve the Fiscal Year 2016-17 Community Redevelopment Agency Preliminary Budget and adopt CRA Resolution 16-02.**

The major highlights of the Fiscal Year 2016-17 proposed preliminary budget are as follows:

Tax Increment Revenue increased by \$181,425 over the Amended 2015-16 budget, reflecting an increase in taxable value of approximately 6.09% in the original CRA area, and an increase in taxable value of approximately 7.8% in the expanded (East Gateway) CRA. These compare with citywide 7.6% increase in value.

Operating expenditures have increased by \$34,422 or 9.5% largely due to the increase in Information Technology charges as per City/CRA Interlocal Agreement. CRA is also including funding of \$100,000 to Ruth Eckerd Hall for Blast Friday. Should the board approve funding for Blast Friday, CRA staff will bring forward at a future date the agreement with Ruth Eckerd Hall. A new project code, Placemaking Activities, is proposed for public space improvement and activation initiatives that will benefit Downtown stakeholders. \$60,000 is being allocated toward this initiative for Fiscal Year 2016-17. Transfers Out to various projects have been designated.

*In response to questions, CRA Executive Director Seth Taylor said branding efforts include a capitol "D" in downtown, which recognizes Downtown Clearwater as a destination and livable community. Station Square Park is ideally situated and provides a great amenity for the Downtown community. He said he looks forward to working with other city departments to attract music, other forms of entertainment, exercise, and other programming. Staff hopes the proposed accessories and programming changes would attract individuals and increase dwell time. Mr. Taylor said there is opportunity for mobile vending, which would require a future discussion on the City's permit policy for mobile vending.*

**Trustee Jonson moved to approve the Fiscal Year 2016-17 Community Redevelopment Agency Preliminary Budget and adopt CRA Resolution 16-02. The motion was duly seconded and carried unanimously.**

**Resolution 16-02 was presented and read by title only. Trustee Caudell moved to adopt Resolution 16-02. The motion was duly seconded and upon roll call, the vote was:**

**Ayes:** 5 - Chair Cretekos, Trustee Caudell, Trustee Cundiff, Trustee Hamilton and Trustee Jonson

**5. Adjourn**

*The meeting adjourned at 1:24 p.m.*

Attest

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Chair  
Community Redevelopment Agency

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City Clerk

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