

City of Clearwater

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



Meeting Minutes

Tuesday, September 5, 2017

9:00 AM

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, Micah Maxwell – Assistant 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 9:07 a.m. at City Hall.

2. Approval of Minutes

- 2.1 Approve the minutes of the July 31, 2017 CRA Meeting as submitted in written summation by the City Clerk.

Trustee Jonson moved to approve the minutes of the July 31, 2017 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 2017-2018 in the amount of \$68,624 and refund the CRA tax increment fee of \$210,441.

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 \$210,441 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 nineteenth 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 \$68,624 for the services agreed to in the Interlocal Agreement.

The DDB approved the Interlocal Agreement at their meeting on August 2, 2017.

Trustee Caudell moved to approve the Interlocal Agreement with the Downtown Development Board (DDB) to provide personnel, administrative and management services during Fiscal Year 2017-2018 in the amount of \$68,624 and refund the CRA tax increment fee of \$210,441. The motion was duly seconded and carried unanimously.

- 4.2** Approve an Interlocal Agreement between the Community Redevelopment Agency (CRA) and the City of Clearwater (City) 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.

As per Section 163.387, Florida Statute, 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. The Clearwater Downtown Redevelopment Plan establishes that funds received by the CRA through the use of Tax Increment Funding (TIF) may be for certain redevelopment activities. The CRA agrees to provide TIF funding in a total amount not to exceed \$421,340.00 for this contract year to provide staffing for the CRA.

This total amount includes \$22,080 for Information Technology Services and \$1,370 for telephone services. These amounts are subject to adjustment and approval in the CRA budget each year.

Trustee Cundiff moved to approve an Interlocal Agreement between the Community Redevelopment Agency (CRA) and the City of Clearwater (City) 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.

- 4.3** Approve an Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2017-2018 in the amount of \$174,928.74 to underwrite the cost of additional Community Policing services by the Clearwater Police Department in the East Gateway District, Town Lake District, and Downtown Core District, encompassed by the CRA (Community Redevelopment Area) to address quality of life issues, drug dealing, prostitution, and homelessness, and authorize the appropriate officials to execute same.

Quality of life issues, drug dealing, prostitution, and homelessness, all negatively impact re-development plans. Additional community policing resources are needed to effectively address these issues above and beyond the level provided by routine road patrol functions.

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.

APPROPRIATION CODE AND AMOUNT:

Funds are available in capital improvement project 388-94849, Downtown Gateway, to fund this contract.

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 2017-2018 in the amount of \$174,928.74 to underwrite the cost of additional Community Policing services by the Clearwater Police Department in the East Gateway District, Town Lake District, and

Downtown Core District, encompassed by the CRA (Community Redevelopment Area) to address quality of life issues, drug dealing, prostitution, and homelessness, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.

- 4.4** Approve a Renewal Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2017-2018 in the amount of \$97,890 to underwrite activities in the Clearwater Main Library that support community learning in the areas of Science, Technology, Engineering and 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 provided from 388-94887 Library Activation Project

Trustee Jonson moved to approve a Renewal Interlocal Agreement between the Clearwater Community Redevelopment Agency (CRA) and the City of Clearwater to provide CRA funding in Fiscal Year 2017-2018 in the amount of \$97,890 to underwrite activities in the Clearwater Main Library that support community learning in the areas of Science, Technology, Engineering and 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.

- 4.5** Approve a conceptual plan, as prepared by consulting group Project for Public Spaces Inc., for a public market/mercado in the Downtown Gateway neighborhood, and authorize city and CRA staff to proceed with project implementation.

The City of Clearwater's vision for a Downtown Gateway mercado, or public market, began in 2011 with the East Gateway Vision Plan, a comprehensive plan prepared by consulting firm Gensler. In this plan, Gensler called on the City to strive to do the following in the Downtown Gateway neighborhood:

- Energize the community
- Create a greater sense of pride
- Attract businesses
- Attract people
- Become a destination

Gensler's revitalization strategy for the Gateway was reinforced in June 2014 with the Urban Land Institute's (ULI) report called Clearwater Florida: A New Vision for Downtown. In the report, ULI proposes a "community market," which can "...take the form of a *mercado*, a traditional fixed market in Mexico...with numerous stands...rented by individual merchants to sell produce and other basic food staples." ULI states that "...the Mercado would form the civic core of the neighborhood where people could gather in the evening to stroll and chat while enjoying delicious food from local eateries."

To advance the mercado project, the CRA hired consulting firm Project for Public Spaces (PPS) in January 2017. PPS visited Downtown Clearwater in February 2107 to conduct site visits, host public workshops, meet with stakeholders, and develop a more defined concept for the mercado. In addition, PPS and CRA staff surveyed community members as well as potential vendors to better understand the demand for a mercado.

PPS' conceptual plan is a community-based plan whose implementation will integrate with the Cleveland Streetscape Phase III project, as well as the larger 'festival core.'

CRA Executive Director Seth Taylor provided a PowerPoint presentation. In response to questions, Mr. Taylor said \$600,000 has been allocated for design and construction; Bellomo and Community Solutions Group still need to provide more accurate estimates. He said Bellomo-Herbert worked on the original master plan twelve years ago and is

currently working on the Cleveland Streetscape Phase 3 project. Approximately two years ago, Frank Bellomo joined Community Solutions Group. Mr. Taylor said although the new Downtown Gateway logo does not include "Clearwater," it exudes sunshine, palm trees, Bright and Beautiful. CRA capital project funds will be used for the design and construction of the Mercado and approximately \$527,000 in county TIF funds

The City Attorney requested that the motion be amended to accept the conceptual plan as prepared by Community Solutions Group.

Trustee Caudell moved to amend Item 4.5 to read, "Approve a conceptual plan, as prepared by consulting groups Project for Public Spaces Inc. and Community Solutions Group, for a public market/mercado in the Downtown Gateway neighborhood, and authorize city and CRA staff to proceed with project implementation. The motion was duly seconded and carried unanimously.

Trustee Caudell moved to approve Item 4.5 as amended. The motion was duly seconded and carried unanimously.

- 4.6** Approve an Agreement between the Community Redevelopment Agency and Ruth Eckerd Hall, Inc., a Florida non-profit corporation, to produce Downtown Clearwater's festival series (Blast Fridays, Miracle on Cleveland Street, Cruisin' at the Capitol) in an amount not to exceed \$100,000 for Fiscal Year 2017-2018, and authorize the appropriate officials to execute same.

The Community Redevelopment Agency proposes to contract with Ruth Eckerd Hall, Inc. to produce a downtown festival series that includes seven events, tentatively scheduled as follows:

- December 2, 2017 - Miracle on Cleveland Street
- January 26, 2018 - Blast Friday
- Mid-February - Cruisin' at the Cap
- February 23, 2018 - Blast Friday
- March 30, 2018 - Blast Friday
- April 27, 2018 - Blast Friday
- May 25, 2018 - Blast Friday

The festival series continues to gain popularity from local residents and visitors, and it has become an important economic generator for downtown businesses. With support and participation from various entities, including the CRA,

Downtown Development Board, and Downtown Clearwater Merchant's Association, the festival series is improving in quality and impact each year.

Downtown Clearwater's 2017-2018 festival series will showcase and celebrate Downtown Clearwater's assets, as well as promote the area's potential for future growth and activity.

The Downtown Development Board has allocated \$30,000 to help fund the festival series, subject to CRA favorable action.

CRA staff recommends approval of the Fiscal Year 2017-2018 Agreement between the CRA and Ruth Eckerd Hall, Inc.

APPROPRIATION CODE AND AMOUNT:

\$100,000 09311-581000

Funds are available in cost code 0188-09311-581000, payment to other agency, to fund this agreement.

In response to questions, CRA Executive Director Seth Taylor said at this point, staff only has anecdotal information from the merchants, who rely on the many individuals who attend the festival series to patronize their businesses. Many of the merchants are staying open during the events. Staff will be working on the quantitative data.

Concerns were expressed regarding the city investment to support the programming versus the lack of metrics for merchant participation and event participants.

Mr. Taylor said the festival series attracts thousands to Downtown but many do not return until the next series because the area currently lacks destinations to bring them back and the reason why the Anchor Tenant Program is critical.

Trustee Cundiff moved to approve an Agreement between the Community Redevelopment Agency and Ruth Eckerd Hall, Inc., a Florida non-profit corporation, to produce Downtown Clearwater's festival series (Blast Fridays, Miracle on Cleveland Street, Cruisin' at the Capitol) in an amount not to exceed \$100,000 for Fiscal Year 2017-2018, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.

- 4.7** Approve the Amended and Restated Clearwater Business SPARK Memorandum of Understanding (MOU), and delegate to the City Manager or his designee, authority to

administer, evaluate, market, seek funding for the program, and adapt objectives, services, partners and facilities by amendment to the MOU, as may be identified for success of the program from time to time, and authorize the appropriate officials to execute same.

In May of 2015, the City Council and the Community Redevelopment Agency approved a non-binding MOU detailing the spirit and intent of the Clearwater Business SPARK Consortium to collaborate to provide a variety of programs, services, education and networking opportunities to support entrepreneurs and small business throughout Clearwater, as well as to define the roles and responsibilities of the Partners.

The Consortium seeks to amend the MOU to add additional Partner performance metrics, roles and responsibilities, add/remove Partners, and going forward, allow amendments to the MOU without seeking Council/CRA approval. In addition, the MOU extends the date to achieve sustainability from three to five years from the original executed MOU (May 7, 2015).

Funding requests shall be considered as part of the city's annual budget process.

APPROPRIATION CODE AND AMOUNT:

Requests for City and/or CRA financial support of Clearwater Business SPARK will continue to be considered as a part of the annual budget process.

Economic Development and Housing Director Denise Sanderson said the performance data shows Clearwater Business SPARK continues to grow its reach and impact. Thus far, the Department has made 197 referrals to partners within the consortium, social media followers continue to grow, website hits continue to expand, earned media throughout the entire Tampa Bay region, as well as earned media and additional marketing through various publications. There are eight partners, with Pinellas County Score and Prospera recently joining the organization. Ms. Sanderson said Tampa Bay Black Business Investment Corporation and St. Petersburg College will be joining October 1, 2017. Prospera held four workshops with approximately 240 attendees.

Trustee Hamilton moved to approve the Amended and Restated Clearwater Business SPARK Memorandum of Understanding (MOU), and delegate to the City Manager or his designee, authority to administer, evaluate, market, seek funding for the program, and adapt objectives, services, partners and facilities by amendment to the MOU, as may be identified for success of the program from time to time, and authorize the appropriate officials to execute same. The

motion was duly seconded and carried unanimously.

4.8 Approve the Fiscal Year 2017-18 Community Redevelopment Agency Preliminary Budget and adopt CRA Resolution 17-03.

The major highlights of the Fiscal Year 2017-18 proposed preliminary budget are as follows:

Tax Increment Revenue increased by \$327,094 over the Amended 2016-17 budget, reflecting an increase in taxable value of approximately 7.93% in the original CRA area, and an increase in taxable value of approximately 9.19% in the expanded (East Gateway) CRA. These compare with citywide 8.39% increase in value.

Operating expenditures have increased by \$29,561 or 7.2% largely due to the increase in Information Technology charges as per City/CRA Interlocal Agreement and the pass through revenues to the Downtown Development Board (DDB). CRA is also including funding of \$100,000 to Ruth Eckerd Hall for Blast Friday.

Two new project codes are being proposed; 388-94895 Gateway Mercado, \$527,190 is being allocated towards the upcoming Mercado/Festival Core. Also, 388-94896 CRA Wayfinding with \$250,000 is being allocated towards the CRA wide wayfinding initiative.

Transfers Out to various projects have been designated in the CRA Plan.

In response to questions, CRA Executive Director Seth Taylor said the operating budget includes \$25,000 for Downtown beautification, which includes pressure washing the sidewalks and supplemental landscaping. He is contemplating giving Garden Avenue, between Court Street and Drew Street, a distinctive look and feel as it is the area's midtown office district. Mr. Taylor said a future Trustee discussion is needed since there are funds budgeted for the project. The County TIF funds can be used for capital improvements, property acquisition and environmental remediation. Mr. Taylor said County TIF funds could be used for streetscape capital improvements.

A concern was expressed that the City may be missing an opportunity in the short-term for making incremental improvements in the larger Downtown Business District by not budgeting for those improvements. It was stated that the Cleveland Street streetscaping needs to be completed before other improvements are pursued.

The City Manager said staff understands Trustee Jonson's emphasis on making steady improvements throughout the city; staff cannot pursue everything at the same time. The CRA Executive Director is engaged in a number of things and should not be distracted by low hanging fruit.

Trustee Caudell moved to approve the Fiscal Year 2017-18 Community Redevelopment Agency Preliminary Budget. The motion was duly seconded and carried with the following vote:

Ayes: 4 - Chair Cretekos, Trustee Caudell, Trustee Cundiff and Trustee Hamilton

Nays: 1 - Trustee Jonson

CRA Resolution 17-03 was presented and read by title only. Trustee Cundiff moved to adopt Resolution 17-03. The motion was duly seconded and upon roll call, the vote was:

Ayes: 4 - Chair Cretekos, Trustee Caudell, Trustee Cundiff and Trustee Hamilton

Nays: 1 - Trustee Jonson

Motion carried.

5. Adjourn

The meeting adjourned at 10:03 p.m.

Attest

Chair
Community Redevelopment Agency

City Clerk