

City of Clearwater

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



Meeting Minutes

Monday, October 1, 2018

9:00 AM

Council Chambers

Community Redevelopment Agency

Roll Call

Present 5 - Chair George N. Cretekos, Trustee Doreen Caudell, Trustee Bob Cundiff, Trustee Hoyt Hamilton, and Trustee David Allbritton

Also Present – Micah Maxwell – Assistant City Manager, Pamela K. Akin – City Attorney, Rosemarie Call – City Clerk, Nicole Sprague – Official Records and Legislative Services Coordinator, and Amanda Thompson – CRA Executive Director.

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 9:03 a.m. at City Hall.

2. Approval of Minutes

- 2.1 Approve the minutes of the September 4, 2018 CRA Meeting as submitted in written summation by the City Clerk.

Trustee Caudell moved to approve the minutes of the September 4, 2018 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. Director's Report – Given.

- 4.1 Discuss 18-month action plan for the CRA.

CRA Executive Director Amanda Thompson provided a PowerPoint presentation.

In response to questions, Ms. Thompson said staff anticipates talking to developers about the available housing units in May 2019. The apartments to be constructed in Downtown will address the 24-7 Downtown resident. The marketing campaigns will target

residents who feel disconnected from Downtown. The targeted social media and print campaigns aim to provide these individuals with experiences they will not have in their neighborhoods. She said staff will ask the Trustees to adopt the Strategy at the October 29 meeting.

4.2 Discuss Food and Drink Incentive Grant.

CRA Executive Director Amanda Thompson provided a PowerPoint presentation and an overview of the comments received.

In response to questions, Ms. Thompson said there is a perception that the City has a hard time completing its projects. The property owners, nor the tenants, want to bare the investment risk because of the low foot traffic and brand. The property owners want the City to bare the risk; they want the City to provide them the money for their tenants. She said some property owners may invest as the investment risk decreases. Tenants are unlikely to invest in this market unless they have the experience and financial resources, such as Clear Sky.

Discussion ensued with support expressed for the revised incentive plan. It was suggested that consideration be given to implement a tiered rent subsidy program in which the property owner and tenant negotiate a price, with the CRA providing a percentage, and to lessen the timeframe for the loan forgiveness. Comments were made that when property owners invest and build a quality product, such as Clear Sky, the people of Clearwater will support it. Support was expressed for the proposed 5-year loan forgiveness program.

In response to a concern, Ms. Thompson said as part of the marketing campaign, staff will be able to provide merchants a URL that will inform their customers of nearby available public parking. Results of the parking study will be presented to the Trustees on October 29.

Trustee Caudell departed Chamber at 10:00 a.m. and returned at 10:01 a.m.

In response to questions, Ms. Thompson said the proposed plan requires property owners to identify what they are willing to invest and improvements that will stay with the building. The CRA's funds will go towards improvements that provide lasting public benefit and help

implement the Downtown vision. As of August 28, the per square-footage rental rates in the Tampa Bay area are as follows: \$10.47 in Clearwater, \$32.20 in St. Petersburg and \$19.03 in Tampa.

There was no consensus to consider the tiered rent subsidy program.

5. Adjourn

The meeting adjourned at 10:08 a.m.

Attest

Chair
Community Redevelopment Agency

City Clerk