

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

June 23, 2020 – 5:30 PM – Main Library – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Ray Cassano	Vice-Chairman
	Venkat “Vincent” Devineni	Treasurer
	Festus Porbeni	Secretary
	Keanan Kintzel	Member
	Shahab Emrani	Member
	Caitlein Jammo	Member
Also Present:	Amanda Thompson	CRA Director
	Anne Lopez	CRA Program Specialist
	Howard Smith	Business Assistance Administrator
	Rosemary D’Amour	Public Relations & Programs Manager

Amanda Thompson called the work session to order at 5:30 p.m.

Ms. Thompson welcomed DDB members and the public who were in attendance and explained the main purpose of the Downtown Development Board, DDB, work session was to generate ideas that would be used to develop an annual work plan for board members with a draft budget. She let the attending public know that this is a work session and there would be no decisions or approvals made so there would be no citizen comment.

Ms. Thompson reviewed the goals with the board that were adopted in the ordinance in February 2020, as well as the current functions of the DDB. Ms. Thompson also reviewed the categories of the FY 19/20 budget; Marketing Assistance, Business Assistance, Policy & Project Work.

Ms. Thompson then went on to discuss Input Session Round 1: Rose, Bud, Thorn by budget categories. Members where to list out things that worked (pink sticky notes); things that seems like they will work and may need changes to work better (green sticky notes); things that were not working (orange sticky notes). Members were given 10 mins to move around the room and provide input. After 10 minutes, Rosemary D’Amour, Public Relations & Programs Manager reported back out the rose, bud, thorn for Marketing Category. Howard Smith, Business Assistance Administrator reported back out the rose, bud, thorn for Business Assistance Category. Anne Lopez, CRA Program Specialist reported back out the rose, bud, thorn for Project & Policy Work Category.

Ms. Thompson went into Input Session Round 2: Insights & Things to Keep, Stop, Start by budget category. Members where to capture insights they have about the DDB’s operations or downtown revitalization (yellow/purple sticky); list an idea, project, program, grant that the DDB should keep doing, funding, or needs slight modification to improve (pink sticky); new ideas that the DDB should start doing or funding (green sticky); ideas, programs, grants that the DDB should stop doing or funding (orange sticky). Members were given 20 minutes to move around the room and provide input. After 20 minutes, Rosemary D’Amour, Public Relations & Programs Manager reported back out the insights for Marketing Category. Howard Smith,

Business Assistance Administrator reported back out the insights for Business Assistance Category. Anne Lopez, CRA Program Specialist reported back out the insights for Project & Policy Work Category.

Ms. Thompson, then asked the members to look at each sticky note and put a #1 on the item that they felt was their top priority item for the DDB in the upcoming year and to also write their name on the item that they would like to serve as lead on. Members were given 10 minutes, after which, Rosemary D'Amour reported out for Marketing, Howard Smith reported out for Business Assistance and Anne Lopez reported out for Project and Policy Work.

Ms. Thompson asked the board to provide their final closing comments. Member Emrani liked this format and set up and thinks that the board should have more brainstorming session like this. Member Porbeni thanked staff for this session and asked that members be provided with materials ahead of time to allow for more thought. Member Jammo stated that the board should have a monthly member breakfast to reach out to those in the DDB area. Member Kintzel also thanked staff for this brainstorming session. Member Devineni agreed that this session was better than the work plan session from the year prior at Collaborative Labs. Member Cassano agreed with prior members that this was better session and that the board must find a way to make downtown fun and find ideas to bring people downtown. Chairman Morfopoulos liked the format of the work plan session. That members need to communicate to the people who live, work, and play in downtown about downtown. They need help and volunteer to bring ideas to the board. Anne Lopez, Program Specialist let members know that at the July 8th DDB to bring calendars as they will be setting their budget hearings.

Ms. Thompson ended the work session at 6:44pm.