

Downtown Development Board, DDB

Discussion Questions for Board Members

1. Does the DDB want to modify its current workplan to change the goals?
 - Current Workplan is in place from October 2020-September 2021
 - **Marketing Goal:** Increase awareness of Downtown as a fun destination for Clearwater's residents, employees, and visitors
 - **Business Assistance Goal-** Retain current business and attract new businesses
 - **Policy and Project Goal-** Create a more welcoming Downtown
2. Should the DDB adopt minimum and maximum grant funding amounts?
3. Should the DDB institute some type of matching requirement or other financial Requirements for Funding Request?
4. Should the DDB incorporate diversity and equity considerations into its funding process?
5. Is the DDB comfortable with the current funding policy?
6. Are there types of activities or projects the DDB does NOT want to fund?