

## CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

August 4, 2021 – 5:30 PM – City Council Chambers

1. **Call to Order.** Chairman Morfopoulos called the meeting to order at 5:30 pm.

**In attendance:** Vice Chairman Keanan Kintzel  
Treasurer Festus Porbeni  
Ray Cassano  
Shahab Emrani  
Terri Novitsky  
  
Mayor Frank Hibbard  
Ex-officio Member Mark Bunker  
  
CRA Director Amanda Thompson  
CRA Program Specialist Anne Lopez  
CRA Business Assistance Administrator Howard Smith  
CRA Public Relations and Programs Manager Eric Santiago  
DDB Attorney Elise K. Winters

**Absent:** Chairman Paris Morfopoulos  
Secretary Caitlein Jammo

2. **Approve minutes of the July 14, 2021, meeting.** Upon motion duly made by Member Cassano, seconded by Member Emrani, and carried, the minutes of the July 14, 2021, meeting were approved unanimously.
3. **Citizens to be heard regarding items not on the agenda.**

Scott Sousa, DCMA, thanked the DDB for their support, stated that the DCMA would return to the September board meeting with an update regarding their DDB funding, and suggested the DDB hire a full-time marketing person, nominating Sheila Neisler for the position.

Beth Daniels, Clearwater Arts Alliance, thanked the DDB for their funding which allowed murals and signal box wraps to be possible, and encouraged participation in art walks and the Sip 'n' Stroll every third Saturday.

Carolyn Bradham, DCMA, thanked the DDB for their support as honorary sponsors of recent Sip 'n' Stroll and assistance creating a 'more welcoming downtown', and invited Board to Chiang Mai for Thai One On celebration and various events in coming weeks.

### 4. **New Business Items**

- 4.1. **June 2021 Financial Statement for Approval.** Upon motion duly made by Member Porbeni, seconded by Member Cassano, and carried, the June 2021 Financial Statement was approved unanimously.
- 4.2. **Resolution 21-03 recommending adoption of City of Clearwater's Investment Policy.** Upon motion duly made by Member Novitsky, seconded by Member Cassano, and carried, adoption of Resolution 21-03 was approved unanimously.
- 4.3. **Preliminary Budget for DDB Fiscal Year 2021 - 2022.** Director Thompson presented the proposed budget in the first of three hearings on the matter. Upon motion duly made by

Member Porbeni, seconded by Member Cassano, and carried, the Preliminary Budget for DDB Fiscal Year 2021 - 2022 was approved unanimously.

**4.4 Interlocal Agreement with the Community Redevelopment Agency (CRA) for Management Services for Fiscal Year 2021-2022.** Director Thompson reviewed the agreement, the various responsibilities of the CRA and its staff members, time spent staffing DDB, and conversations going forward. The subject of the full-time marketing staff member was raised, with questions including that person's primary objective and who they would report to. Attorney Winters reminded the Board of their responsibility to the DDB area rather than individual businesses. Director Thompson reminded the Board that businesses have the right to pursue their own vision. Mr. Sousa commented that a full-time marketing staff member would 'lighten the load' of the CRA and benefit everyone. The Board requested a new item on September agenda to continue addressing that topic.

Upon motion duly made by Member Emrani, seconded by Member Novitsky, and carried, the Interlocal Agreement with the CRA for Management Services for Fiscal Year 2021-2022 was approved unanimously.

## **5. Old Business**

**5.1. Update by Clearwater Jazz Holiday (CJH) Foundation on Wanderlust event grant.** Steve Weinberger thanked the Board for their support of CJH, noting that the five most recent events in downtown were sold out with over 1,000 attendees, that they are excited for this year's move to BayCare Ballpark as Imagine Clearwater continues to grow on the waterfront, and everyone is looking forward to the Holiday Extravaganza downtown.

**5.2. Nominating Committee and Election Updates.** Ms. Lopez stated that voter designation forms went out a week earlier than anticipated, noting there are 905 parcels within the DDB, 768 eligible to vote. One submission received for election from Scott Sousa.

**5.3. Downtown Coordination Committee Update.** Mr. Santiago stated that the downtown organizations had met to create a list of objectives including, need for downtown business recruiter, outreach diversity, shared calendar, development of innovation week, enhanced marketing, and need for a facilitator; SPC Collaborative Labs was recommended and will attend the next meeting August 17 with a half-day workshop at Collaborative Labs on October 7.

**5.4. Equity Committee update.** Update postponed due to Member Jammo's absence.

**5.5. CRA update.** Mr. Santiago noted that Market Marie will continue 9am-2pm the second Saturday of each month through August and September, the new Hispanic Farmers Market will be the third weekend of each month at Court & Myrtle beginning October 16-17, Storywalk continues with the final booked ending in August, Streetscape Phase III 'office hours' are 10am Fridays at Nature's Food Patch on Cleveland Street, Subway opening at Court & Myrtle on Wednesday, and new mural "After Awhile" completed on Franklin Street.

**6. Chairman's Report.** Vice Chairman Kintzel welcomed Director Thompson back with congratulations on the birth of her second child, and stated that it's exciting to see everything happening in downtown.

## **7. Board Members to be heard**

Member Cassano said it's exciting to see the town square coming in near the Shell Station.

Member Emrani thanked the Mayor for his visit to their building, said the Sip 'n' Stroll was well-attended even in the rain, and sees an exciting future coming to downtown.

Member Novitsky thanked the DCMA for all they're doing to keep downtown growing.

Member Porbeni said the Sip 'n' Stroll was amazing even in the rain, welcomed Director Thompson back, and thanked the CRA for their help.

Mayor Hibbard stated that Imagine Clearwater is 'really underway' since the last meeting fully funded the project and is excited to see it going forward with no changes. Water's Edge partitions will move further west. The mayor thanked CJH and DCMA for their efforts downtown.

Ex-officio Member Bunker welcomed Director Thompson back after maternity leave and stated that he very much enjoys seeing the artwork around town.

**8. Adjourned at 6:29 p.m.**