

**ST. PETERSBURG DOWNTOWN NEIGHBORHOOD ASSOCIATION  
(SPDNA)  
BOARD OF DIRECTORS SPECIAL MEETING  
APRIL 3, 2017  
APPROVED**

In accordance with Article 5, Section 5 of the By-Laws a Special Meeting of the Board was held April 3, 2017 at the Hampton Inn. The purpose of the special meeting was to determine whether the SPDNA was going to take a stance on the additional \$14M from Intown TIF funds being proposed by the Mayor to enhance The Pier District.

**Call to Order:** Gina Driscoll, SPDNA President, called the meeting to order at 7:05 p.m.

**Roll Call:** Board Members present – Gina Driscoll, President; Mark Ferrulo, Vice-President; Paul Carder, Joe Douglas, Steve Phillips, Terry Rimer, John Waechter

**Quorum Established.**

There was considerable discussion of the request for \$14 million from Intown TIF funds to pay for several enhancements to the Pier District, including an itemized review of the cost of different elements proposed.

**Motion:** Mark Ferrulo moved and Steve Phillips seconded a motion to send a letter to the Mayor and Council stating our agreement, with reservations, to the \$14 million request with concerns expressed in four areas: cost, feasibility, capital vs. operational, and the lack of detail on several items. (The authorized letter as approved by the Board is attached.)

**Adjournment:** A motion duly made and seconded adjourned the meeting at 8:01 p.m.

Submitted by Paul Carder  
SPDNA Board Member



April 5, 2017

Mayor and Council  
City of St. Petersburg  
City Hall  
St. Petersburg, FL 33701

Dear Mr. Mayor and Council Members:

Re: Pier District Enhancements

The St. Petersburg Downtown Neighborhood Association Board of Directors supports, with reservations, the need to amend the Intown Redevelopment Plan and Interlocal Agreement in order to re-allocate TIF funds to a series of enhancements to the Pier District.

We believe there is a definite need to make the District more appealing to visitors, to enhance their experience, and to encourage return visits. We support the efforts with clear visitor appeal and those that could positively impact revenue (e.g. the Pavilion, Snack Shack, Playground, Splash Pad, Market Stalls).

However, we are not yet able to endorse the full \$14 million request. There are four areas of concern:

1. Cost: While we understand the TIF funds that had been assigned to the intermodal facility will become available, that does not mean that they should automatically be reallocated to the Pier District without consideration of the specifics included within the \$14 million and the alternative uses of those funds to meet the needs of the Downtown District. We also reject the request for \$1,640,000 in additional contingency funds.
2. Feasibility: Several large ticket items (e.g. Floating Platform, Kayaking) continue to have questions about their ability to function in the Bay environment. (Perhaps this is why an additional breakwater seems to have been added.) The total of \$3.1 million needs further study.
3. Operational Costs: It appears as if some of the requested funds are operational – e.g. property management services -- and if so should not be included.
4. Lack of information: The request includes \$1 million for a signature recreation element, \$1 million for renewable energy, and \$1.39 million for a signature art element/public art contribution. We reserve judgment on these items until such time as more details are forthcoming.

To summarize, we believe that enhancements are needed to improve the attractiveness of the Pier District and to activate the space more aggressively but have concerns with approximately half the requested \$14 million. We would hope that Council would be able to access the full \$14 million but allocate only about half the amount to specific enhancements pending further specific information regarding the remainder.

Sincerely,

Gina Driscoll  
President  
St. Petersburg Downtown Neighborhood Association