A. Meeting Called to Order and Roll Call.
   Invocation and Pledge to the Flag of the United States of America.

B. Approval of Agenda with Additions and Deletions.

C. Awards and Presentations
   1. St. Pete's Promise
   2. Recognition of the 2017 JSG Leadership Ambassadors
   3. Water Conservation Month Proclamation
   4. Distracted Driving Awareness Month Proclamation
   5. Landscape Architecture Month Proclamation
   6. Tall Ships Challenge 2018 Presentation
   7. 96.7 FM Music Tampa Bay Presentation
   8. Sunshine Street Team Presentation
   9. Earth Day Proclamation

D. Legal

E. Adjournment
April 4, 2017

TO: The Honorable Members of City Council

SUBJECT: Sunshine Ambassador Certificate Presentation in Recognition of the 2017 JSG Leadership Ambassadors

Paula Parra, JSG Leadership Ambassador
Julia Mitchem, 1st Runner Up
Veronica Clanzy, 2nd Runner Up

PRESENTER: Darden Rice, Council Chair

SCHEDULE FOR COUNCIL ON:
Agenda of April 13, 2017

Darden Rice, Council Chair
District 4
March 28, 2017

TO: The Honorable Members of City Council

SUBJECT: ‘Distracted Driving Awareness Month’ Proclamation

PRESENTER: Mayor or Deputy Mayor or City Administrator

SCHEDULE FOR COUNCIL ON:

   Agenda of April 13, 2017

   

   

   

   Rick Kriseman
   Mayor
March 30, 2017

TO: The Honorable Members of City Council

SUBJECT: ‘Landscape Architecture Month’ Proclamation

PRESENTER: Mayor or Deputy Mayor or City Administrator

SCHEDULE FOR COUNCIL ON:

Agenda of April 13, 2017

Rick Kriseman
Mayor
DATE: March 17, 2017

TO: The Honorable Members of City Council

SUBJECT: Tall Ships Challenge® 2018

PRESENTER: Patricia Lock, Special Projects Director
Tall Ships America/Tall Ships Challenge®

SCHEDULE FOR COUNCIL ON:
April 13, 2017

Ed Montanari, Council Member
District 3

Attachment
TALL SHIPS AMERICA AND THE TALL SHIPS CHALLENGE® AT A GLANCE
A summary description of a proven success

TALL SHIPS AMERICA is the hub for tall ships activity, information, and expertise in North America, and is commended by the United States Congress as the national sail training organization representing the United States. As a national membership organization, TALL SHIPS AMERICA supports the people, ships and programs of sail training and tall ships through professional development grants, sail training scholarships, conferences, education, publications, regulatory and licensing information, public events and advocacy.

Founded in 1973, now with more than 200 vessel members around the nation and the world, our mission is to encourage character building through sail training, promote sail training to the North America public, and support education under sail.

Our membership is diverse and worldwide, sharing a common commitment to the idea that life at sea strengthens character through authentic challenge.

The TALL SHIPS CHALLENGE® is an annual series of races, cruises in company, and public maritime festivals organized by Tall Ships America (formerly known as the American Sail Training Association, or ASTA) in cooperation with Host Port Organizers and participating Vessels. It is a three-way cooperative enterprise and a proven success since 2001, generating an impact of over $1.5 billion in the local economies in the U.S. and Canada.

Tall Ships America’s role: Tall Ships America arranges the master schedule of races and port events, manages the overall movement of the assembled fleet, coordinates documentation, permits and activation with the United States Coast Guard and Transport Canada (both nationally and locally), works well in advance to publicize the series and promote the participation of foreign national Class A ships as well as foreign and domestic civilian Class A, B, and C ships, manages the individual races and awards ceremonies, works to put together national sponsorship to support sail training, coordinates communications between all participants, and consults with and supports each port organizer in their planning, marketing and event logistics, etc.
Host Port Organizers’ role: Each Host Port Organizer is responsible for production of their local event. This includes local permitting and interaction with local authorities for crowd safety and security, local publicity and marketing, securing local sponsorship, providing safe berthing and other certain necessary services to the vessels and their crews, funding and fiscal management, recruiting volunteers, arranging for on-site programming and vendors (as desired), etc.

Vessels’ role: The ships sail in the races between Ports, provide a Parade of Sail into or out of each Port (if desired by the Port), and interact with the festival’s visiting public by providing deck tours, private receptions, sailing excursions, educational demonstrations, etc.

Business Model: Tall Ships America and Host Port Organizers enter into a contractual agreement that lists in detail the various services and support that Tall Ships America provides, as well as precisely what is required from the Host Port Organizer. Tall Ships America charges a fee to the Host Port Organizer, specified in the contract. Included in the contract is a licensing agreement allowing the Host Port Organizer limited rights to use Tall Ships America trade and service marks to promote their event.

Host Port Organizers, in turn, sign agreements with the visiting ships, or can choose to have Tall Ships America negotiate for them. One of the biggest budget items for tall ship festivals is paying appearance fees to participating vessels. Depending on the size and “crowd appeal” of the vessel, appearance fees can range from $5,000 - $15,000/day/vessel. Most (but not all) large national Class A ships (such as the USCG barque EAGLE) do not require appearance fees, though they often require substantial “in-kind” support. Most (but not all) of the private civilian Class A and B ships do charge an appearance fee for festival attendance, within the range described.

The festivals produced by the Host Port Organizers may have a gated site or an open site, and may charge admission, or sell boarding passes, or both, to underwrite the cost of the event. Host Port Organizers also sell private receptions, sailing excursions, places on board for the Parade of Sail, etc. Most Host Port Organizers secure substantial local sponsorship. A well planned and executed event can earn a significant profit for the Port Organizer, to support their ongoing tourism efforts, public mission, or other programs.

The mission of Tall Ships America is to encourage character building through sail training, promote sail training to the North American public and support education under sail.
DATE: March 24, 2017

TO: The Honorable Members of City Council

SUBJECT: 96.7 FM Music Tampa Bay Presentation

PRESENTER: Rick Crandall, President
Music Tampa Bay, Inc.

SCHEDULE FOR COUNCIL ON:
April 13, 2017

Steve Kornell, Council Member
District 5
DATE: March 30, 2017

TO: The Honorable Members of City Council

SUBJECT: Sunshine Street Team Presentation

PRESENTER: Tami Simms, President, Downtown Business Association
Sharon Fennell Kennedy, Executive Director, Sunshine Street Team

SCHEDULE FOR COUNCIL ON:
April 13, 2017

Karl Nurse, Council Member
District 6
Activities for this period

- Recruited and trained 8 new volunteers
- Attended Central Avenue Council Meetings: 1.10, 2.10 and 3.14
- SST Committee Meeting held: 1.12
- Attended and distributed SST brochures at St. Preservation Forum: 1.25
- Attended and updated membership at DBA Annual Meeting & Installation of Officers: 1.18
- Attended and updated membership at DBA Monthly Meetings: 2.15 and 3.15
- Spoke at St. Pete Sunset Rotary: 2.8
- Created volunteer opportunity on AARP’s “Create the Good” website
- Cerulean Blu news story: 3.1 (Desiree invited SST while episode was being taped)
- Volunteered with Robb Johnson at Grand Prix: 3.11
- Sunset Rotary Community Service: Mini-trained 6 members for one day SST outing: 3.19
- Spoke at St. Peter’s Cathedral Tea hosted by Katie Churchwell: 3.22

Other Happenings

- On 3 separate occasions Volunteers Dj and Joe found & were able to return lost credit cards to rightful owners!
- Saturday, 1.21: Women’s Parade: SST volunteers lost count of the number of interactions!
- One of our newest volunteers, Brittany Poley, did a double shift her first time out and donated blood!
- During this period there were 36 volunteer guide opportunities (Friday, Saturday and Sunday x 12 weeks) Shifts: 11am to 1pm and 1pm to 3pm.
- All weekends covered.
- Approximate number of encounters during this report period: 421
- Observation: Around late January/early February SST volunteers are routinely hearing “I’ve seen you around” by locals (shop keepers, too)

Events/Media for this period

- Featured in January edition of St. Petersburg Downtown Newsletter
- Featured in NE Journal March/April edition
- Vom Fass Appreciation Party for SST volunteers: 2.6
- Guest Speaker at Sunset Rotary Meeting: 2.8

Partnerships/Liaisons

- Downtown Neighborhood Association
- St. Pete Preservation
- Keep St. Pete Local
- St. Petersburg Area Chamber of Commerce
- City of St. Petersburg
**Things to think about in the upcoming months**

- SST Committee: Additional funding sources/sponsorships for next year including AARP
- “Scrapbook” for each volunteer at the end of the program & party - Sharon
- Volunteer input/survey about their experiences – what they liked, what can be improved, etc. – Sharon
- End of project volunteer appreciation party
April 3, 2017

TO: The Honorable Members of City Council

SUBJECT: ‘Earth Day’ Proclamation

PRESENTER: Mayor or Deputy Mayor or City Administrator

SCHEDULE FOR COUNCIL ON:

   Agenda of April 13, 2017

Rick Kriseman
Mayor