

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
February 5, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Thomas Wright	Vice-Chairman
	Craig Rubright	Treasurer
	John Doran	Member
	Stu Sjouwerman	Member
	Tony Starova	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Denise Sanderson	Assistant Director, Economic Development & Housing Department
Absent:	Dennis Bosi	Member

1. **Chairman Morfopoulos called the meeting to order at 5:30p.m.**
2. **Citizen's Comments – Items not on the Agenda.** None received.
3. **Oath of Office.**

Anne Fogarty France administered the Oath of Office to Tony Starova.

4. **Approve the Minutes from the January 8, 2014 Meeting**

**Member Doran moved to approve the minutes from the January 8, 2014 meeting. The motion was duly seconded and carried unanimously.**

5. **Adopt December 2013 Financial Statement for Filing**

**Member Doran moved to adopt the December 2013 Financial Statement for filing, with correction of line item #5 Year To Date column. The motion was duly seconded and carried unanimously.**

6. **Miracle on Cleveland Street Post Event Report**

Mr. Jeff Hartzog, General Manager of the Capitol Theatre, reported that this year's Miracle on Cleveland Street event was the most successful with about 7,500 people in attendance. They had a Capitol Theatre sign lighting ceremony with elected officials and Ruth Eckerd Hall CEO Zev Buffman, who flipped the switch. There was a play area for children and more activities such as a snow slide, ice skating rink, bouncy house, along with food and beverage vendors. They went over budget by about \$20,000, for the additional cost of the snow, police, and for the closing of Cleveland Street and Ft. Harrison Avenue. He added noted that he would not be coming back to the board for additional funding. The total was approximately \$32,000 to \$35,000.

Member Wright asked if there were any traffic issues.

Mr. Hartzog replied that there weren't any issues. He added that they met with traffic and police departments and came up with an event structure to cover all street closings, so everyone was aware of the changes.

Chairman Morfopoulos stated that his grandchildren enjoyed the event and asked who staffed the event.

Mr. Hartzog said there were volunteers primarily from Ruth Eckerd Hall. A committee of 20-25 brought it all together with about 100 volunteers.

Member Starova asked how the parking went for 7,500 people and if they could put out parking signs if provided.

Mr. Hartzog said there were no complaints about parking and they would be able to mitigate signage.

Mr. Hartzog also reported on Blast Friday events. He said they have been going along well, but have had two rain dates. The first was at the end of December and it was decided to move the event inside the theatre. He mentioned that there were some unhappy people who were unable to get a seat, but added that they put speakers out on the street and 400-500 people were able to enjoy the show.

During the January event last week they had a similar issue with rain but they still had to pay the band. The Ruth Eckerd Hall venue and the Capitol Theatre both had shows already scheduled. The decision was made to have Pure Prairie League play inside the Capitol Theatre at 10:00 pm after the original show ended. There were about 400 in attendance.

## 7. Cleveland Street Business Alliance (CSBA) Update.

Mr. Jeff Hartzog, President of CSBA, said it was going along well. They have a good meeting format and their officers were Tony Starova as Vice President, Elaine Mann as Secretary and Jason Stanard as Treasurer. The meetings are moved around to different locations each month. At the October meeting it was decided to write a letter of endorsement for the Clearwater Marine Aquarium referendum. Typically there is a happy hour from 5:00-5:30 p.m., a business meeting from 5:30-6:30 p.m., a guest speaker, and then discussion of topics of interest to the businesses and upcoming events in the district.

Treasurer Rubright asked about the status of the Capitol Theatre.

Mr. Hartzog said they opened on December 18, 2013 with a Michael McDonald concert. Their grand re-opening would be Sunday, February 9, 2014. They created the Cruisin' at the Capitol event with 100 classic cars, a band on the street, food vendors. Over 700 people were expected to attend. He said they had been working diligently on their punch list items and only had a few remaining. Mr. Hartzog complimented Creative Contractors for their work. He said that since the December opening they have had seventeen shows, ten of them were sell outs, a wide variety of programming and 10,459 guests were brought to the district.

Additionally, they just produced a brochure for 75 upcoming events at Ruth Eckerd Hall and Capitol Theatre.

## **8. CRA/DDB/CDP Roles Matrix Discussion – Chairman Morfopoulos**

Chairman Morfopoulos announced that Rod Irwin asked that this matrix be reviewed by the board. Members agreed that they should acknowledge that the CRA is the lead and that the Clearwater Regional Chamber of Commerce should be involved in the planning per the code.

A discussion on the Cleveland Street District (CSD) brand ensued with some members feeling that the brand has failed. Others felt that the CSD is just a name, it's a place and that it was what we had and we should work with it.

Denise Sanderson, Assistant Director of Economic Development & Housing advised that the City Council will be asked to consider the release of an RFP for the Branding of the City as recommended by the City Vision. She added that the process includes 4 months of research and a full year to implement.

The board discussed each bullet and approved the following:

- Provide Annual Sponsorship and Financial Participation in Events Strategic to the Cleveland Street District and Downtown Redevelopment.
- Promote and market our district's brand.
- Partner with City, CRA, CDP, CRCC and Other Cleveland Street District Organizations, as Appropriate and Feasible, to Support Strategic Redevelopment Projects, e.g. Clearwater Harbor Marina.
- Cooperate with and Support Cleveland Street Businesses, the Cleveland Street Business Alliance, and Other Relevant Cleveland Street Organizations, in Advocating and Representing the Needs of Businesses to Create a Healthy and Prosperous Business District.
- Advocate for the DDB Taxpayers.

**Member Doran moved to approve the changes to the DDB Roles Matrix as noted. The motion was duly seconded and carried unanimously.**

## **9. DDB Mission Discussion – Chairman Morfopoulos**

**Chairman Morfopoulos advised that the continuing discussion on the DDB's Mission would be better to do at the next meeting.**

**Member Doran moved to continue the DDB Mission Discussion at the next meeting. The motion was duly seconded and carried unanimously.**

## **10. Chairman's Report**

Due to time constraints, the Chairman did not give a report.

## **11. Final Comments**

Treasurer Rubright suggested that members read the code to be better able to discuss the board's mission at the next meeting.

Member Starova thanked voters for giving him another chance. He said there needed to be a better form of communication to the merchants from the board. Also, he feels there should be a booklet for each person interested in investing in a downtown business as to what to do and who to call. He stated that the CSD brand has failed because there is no sign to welcome people to the district as in other areas of the city.

Member Sjouwerman had no final comments.

Member Doran said that it was a lively and productive discussion. He added that we have to establish where we want to go before we can figure out how to get there.

Ex-officio Councilmember Polglaze advised that he misstated during his earlier comment regarding branding. Instead of the Florida League of Cities, the organization should be the Urban Land Institute.

Member Starova asked about having a mobile meeting to visit the merchants and ask what they want.

Ex-officio Councilmember Gibson said that a mobile meeting would be a problem; meetings are supposed to be accessible to the public at any time.

Chairman Morfopoulos thanked Ms. Sanderson for attending.

**12.** The meeting was adjourned at 7:10 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
ACTION AGENDA  
Wednesday, February 5, 2014

2.05.14.01

**Member Doran moved to approve the minutes from the January 8, 2014 meeting. The motion was duly seconded and carried unanimously.**

2.05.14.02

**Member Doran moved to adopt the December 2013 Financial Statement for filing, with correction of line item #5 YTD column. The motion was duly seconded and carried unanimously.**

2.05.14.03

**Member Doran moved to approve the changes to the DDB Roles Matrix as noted. The motion was duly seconded and carried unanimously.**

2.05.14.04

**Member Doran moved to continue the DDB Mission Discussion to the next meeting. The motion was duly seconded and carried unanimously.**