

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
July 14, 2010 – 5:30 PM - City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi (5:35 p.m.)	Treasurer
	Jay Polglaze	Member
	Paris Morfopoulos	Member
	Charles Lykes	Member
	Thomas Wright	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development
and		
	Courtney Orr	Housing Downtown Manager
	Anne Fogarty France	Board Administrator

The Chairman called the meeting to order at 5:30 p.m. at City Hall

1. Citizen Comments Items Not on the Agenda

There were no citizen comments.

2. Approve Minutes from the June 2, 2010 Regular Monthly Meeting

Member Morfopolous requested a correction to the June 2nd, 2010 minutes and requested that his statement at the end of section eight be changed from *‘Member Morfopoulos stated that landowners should be made aware of where to find the information they need’* to *‘Member Morfopoulos stated that landowners should be made aware of where prospective tenants can find the information.’*

Ms. Fogarty France stated that she will make the change as requested.

Member Wright moved to approve the minutes of the June 2, 2010 meeting as amended by Member Morfopoulos. The motion was duly seconded and carried unanimously.

3. Adopt May 2010 Financial Statement for Filing

Vice-Chairman Fernandez moved to adopt the May 2010 Financial Statement for filing.

Member Morfopoulos stated that he didn’t understand how there was a negative expense of \$631 in the Notice of Meetings Year to Date column under Staff & Office Administration.

Ms. Fogarty France stated that she will have to take a look at the figures and get back to Member Morfopolous with the answer.

Chairman Allbritton stated that they will table this item until the next meeting.

Vice-Chairman Fernandez rescinded his motion to adopt the May 2010 Financial Statement for filing.

4. FY 2009-2010 Budget Request, Capitol Theatre Movie Night, August 27 – Jay Polglaze

Member Polglaze stated that the 4th Friday events are taking a break in July and August so Ruth Eckerd Hall approached the Clearwater Downtown Partnership with the idea of using the Capitol Theater to maintain continuity of events on Cleveland Street but they decided not to take advantage of that offer. Ruth Eckerd Hall then approached the DDB Promotion Committee to see if they would be willing to pursue that same offer.

Member Polglaze stated that the DDB Promotions & Business Visitation Committee came up with the idea to hold an event in Capitol Theatre to engage the citizens of Clearwater and the surrounding areas. Originally they were going to hold two events, one event in July and one in August, but because of the minimal time frame the committee decided to hold only one event in August and use the little time they have to market the event and make it really successful.

Member Polglaze stated that there was some difficulty in getting the movie ‘Grease’ so the committee decided to put on an anniversary showing of ‘Jaws’ and the benefitting non-profit organization for this event will be the Clearwater Marine Science Center. This will allow the committee to add an educational component to the event which will also include the movie, popcorn, and soda. To minimize cost there will be no street closures. Instead sidewalk space in front of Capitol Theater as well as parking space will be utilized.

Member Polglaze stated that the total cost to put on this event is \$1,600 and gave a breakdown of these costs.

Vice-Chairman Fernandez asked if the money would be coming from the balance remaining from the pet festival. Member Polglaze stated that the money will be coming from the remaining balance of the pet festival and that the funding for this request will come out of this year’s budget. The event will be held on August 27th, 2010 at 7:30 p.m.

Ms. Fogarty France suggested the funding come from the \$1,799 remaining in the Pet Festival line item.

Member Bosi asked Member Polglaze if they had come up with a name for this event yet. Member Polglaze responded no but it will be a paid event and they are still trying to work out how much to charge to attend.

Member Bosi asked if they were planning on offering free popcorn & soda during this event to which Member Polglaze replied that they are still working the details out.

Member Wright asked if the goal was to give the money earned back to the charity. Member Polglaze stated that the amount earned from the tickets after expenses will go back to the charity. There are four hundred twenty-five seats available for this event and if they consider having the ticket price at \$20 per family, it would be a substantial gain for the charity.

Member Wright asked if they considered having a second showing if the first show sells out and was advised they didn't consider that option.

Chairman Allbritton asked if walk-in tickets will be available as well. Member Polglaze stated that if the tickets are not sold out by the day of the event then walk-in tickets will be available.

Vice-Chairman Fernandez asked if this event will be a DDB Promotions Committee event to which Member Polglaze responded yes.

Member Polglaze moved to fund the Capitol Theatre Movie Night event in the amount of \$1,600 with funds being moved from the Pet Festival line item. The motion was duly seconded and carried unanimously.

5. FY 2009-2010 Budget Request, Book & Wine Festival, September 11, 2010, 600 Block of Cleveland Street and Station Square Park – Lisa Mansell

Ms. Lisa Mansell, Co-Chairperson for the DDB Promotions Committee, stated that they are looking to host a Book & Wine Festival in downtown Clearwater which will take place in Station Square Park and the 600 block. She stated that they have a lot of good resources in the downtown area including good restaurants. This event will highlight the downtown restaurants plus bring raise funds Friends of the Library Foundation.

Ms. Mansell stated that the event will consist of a used book sale as well as a wine tasting and gourmet food sampling. She also stated that they will be working with the Downtown Clearwater Merchant's Association and we envision they will be handling the food and wine portion of the event. The DDB Promotions Committee will be responsible for the marketing, promotion and entertainment portion of this event as well as assisting the library with the setup of the book sale. Apart from the book sale, there will be two entertainment stages with entertainment including music and local authors reading excerpts from their books.

Ms. Mansell stated that she would like to request \$1,150 in funding to cover the promotional cost of this event which includes advertisement in the St. Pete Times as well as posters, flyers and the labor to create them. The funding will also cover the moving of chairs, tables and books for the event.

Vice-Chairman Fernandez asked if this event was a DDB Promotional Committee event to which Ms. Mansell responded yes.

Ms. Fogarty France informed Ms. Mansell that the actual amount on the request form shows \$1,450 because an additional \$300 was needed for entertainment.

Chairman Allbritton asked Ms. Fogarty France what line item the funding for this event will come out of. Ms. Fogarty France stated that \$1,200 will come out of non-budgeted events and \$250 will come out from the holiday lighting line item.

Member Wright asked what day this event will be held on and if it will be completely open to the public. Ms. Mansell stated that the event will be held on a Saturday from 4 p.m. to 9 p.m. and that it is completely open to the public. She envisioned that the Merchant's Association would sell wrist bands for the gourmet food sampling but everything else will be free.

Chairman Allbritton asked if they estimated that 400 to 600 people were going to attend this event to which Ms. Mansell responded yes.

Chairman Allbritton asked if there were any citizen's comments.

Mrs. Pat Fernandez asked where the event is actually taking place. Ms. Mansell responded that the wine tasting as well as the book sale will be held in Station Square Park.

Vice-Chairman Fernandez moved to fund the Food and Wine Festival in the amount of \$1,450 with funds of \$1,200 from the Non-budgeted Event line item and \$250 from the Holiday Lighting line item. The motion was duly seconded and carried unanimously.

6. FY 2009-2010 Budget Request, Annual Florida Main Street Conference Attendance, September 15-17, 2010 – Anne Fogarty France

Ms. Fogarty France stated that the DDB has been generous in funding her attendance at the Annual Florida Main Street Conference for a number of years. Although Clearwater is no longer a Main Street community, Ms. Fogarty France feels that it will still be beneficial for her to attend the conference due to the nature of their topics plus the networking potential and is asking if the DDB will fund her attendance up to \$500 for this year from the conference line item. The conference will take place from September 15th to September 17th, 2010.

Vice-Chairman Fernandez stated that for all the years that Clearwater was considered a Main Street City he attended all the conferences. When Clearwater was no longer considered a Main Street City the DDB was informed that if they ever wanted to attend a conference they would really benefit from the board as well as their administrator. Vice-Chairman Fernandez also stated that it has been a couple of years since he has attended any

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of the conferences and he would like to request that the board fund his attendance to the same conference and since he will be riding with Ms. Fogarty France, funding for him will only be \$350.

Member Wright asked if this is the same conference that Vice-Chairman Fernandez will be attending. Vice-Chairman Fernandez responded no.

Ms. Fogarty France stated that the estimated car rental cost including gas is \$101.75 so the cost for Vice-Chairman Fernandez to attend will be approximately \$350.

Ms. Fogarty France stated that a motion was made in last month's meeting to fund Vice-Chairman Fernandez's attendance to the Florida Festival and Events Association Trade Show up to \$700 which still leaves \$1,300 in the conference line item.

Member Morfopolous suggested that the DDB adopt a policy in the future that would require all funding requests be provided in writing before any presentations are made. He feels that this policy will only make it fair for everyone.

Member Wright moved to fund Ms. Fogarty France and Vice-Chairman Fernandez's attendance to the Annual Florida Main Street Conference at an expense not to exceed \$850 with funds from the Conferences line item. The motion was duly seconded and carried unanimously.

7. FY 2009-2010 Budget Request, Downtown Directory Signs for Pinellas Trail – Anne Fogarty France

Ms. Fogarty France stated that she submitted a request for the downtown directory signs for the trail based on the suggestion of a couple of board members at a past meeting that it would be worthwhile to have directory signs so that the users of the trail would be aware of what merchants are downtown.

Ms. Fogarty France stated that they are working with the Engineering Department to determine the location for the signs. She also stated that they have two sign estimates. The first estimate includes signs similar to those on Cleveland Street of which a separate sign will be placed at the boat slips and will be funded by the boat slip project. The cost of these signs will be \$18,920. She stated that similar directory signs were found that were made of maintenance free plastic at a much lower cost. These signs are designed for trail atmosphere and will cost \$3,548.50 for two signs which includes installation and shipping costs.

Chairman Allbritton asked where the funding for these signs will be coming from. Ms. Fogarty France suggested that funding come from the Sidewalk Café & Furniture line item. The only funding amount charged to this line item was \$703.

Member Polglaze moved to fund the Downtown Directory Signs for the Pinellas Trail at an amount up to \$3,600.

Member Bosi stated that it would be a good idea to put up directories with brochure racks. Ms. Fogarty France stated that the only problem with brochure racks is that they need to be weather proof and replenishing them can be very time consuming but she can look into it and supply the board with information on the brochure racks at the next meeting.

Vice-Chairman Fernandez asked if Ms. Fogarty France had stated that they could put brochures at the boat slips. Ms. Fogarty France stated that the boat slips office has quite a few brochures with information on the Cleveland Street District Merchants as well as Cleveland Street District Directory brochures.

Ms. Lopez asked if the price includes installation and if the city's own department will be doing the installation to which Ms. Fogarty France responded yes.

Member Bosi stated that he feels that they should have at least one sign near Cleveland Street. Ms. Fogarty France stated that it was also suggested that one sign be installed on Turner Street to cover the trail going out to the beach.

Chairman Allbritton stated that he would like to defer this funding request until more information is provided at next week's meeting.

Member Morfopolous asked if Ms. Fogarty France can find out if a three slot brochure rack can be added to the directory later on. Ms. Fogarty France stated that she will find out and get back to the board with the information.

Member Polglaze rescinded his motion to fund the Downtown Directory Signs for Pinellas Trail up to \$3,600.

8. FY 2010-2011 Preliminary Budget Discussion

Discussion Items:

a. Taxable Value from Property Appraiser – Geri Campos Lopez

Ms. Lopez stated that in last month's meeting she presented a preliminary budget to the board and had estimated a nine percent decrease in property value. They received the values from the property appraiser's office and there has actually been a twelve percent decrease in property value so the budget estimation was off by \$10,000. They were estimating receiving \$280,000 but the actual number was \$283,702 and they only budget for ninety-five percent of that amount.

Ms. Lopez stated that as the board looks at all the budget requests at next week's meeting they should keep in mind that the income for next fiscal year is \$10,000 lower than

originally estimated. She also stated that the board might consider either cutting \$10,000 from budgeted items or possibly taking some money from retained earnings to fill in the \$10,000 decrease in income.

Ms. Lopez stated that she will present some options to the board at next week's meeting and since the meeting will be held in the second floor conference room there is a computer that can be used to project the budget on the wall to show how the line items are affected.

b. Budget Requests

Chairman Allbritton requested that all members of the board take notes on the budget requests so that they can discuss them at next week's meeting.

1) Public Art/Sculpture360

Mr. Brian Craig presented the request for funding of the Public Art/Sculpture360 on behalf of Mr. Christopher Hubbard. A copy of the sponsorship request was previously provided to board members.

Chairman Allbritton requested Mr. Craig describe the Sculpture360 program. Mr. Craig stated that the Sculpture 360 Program includes public art along Cleveland Street in downtown Clearwater and brings high-quality public artwork to residents and visitors.

Member Bosi asked if they were adding a fourth piece of art at the boat slips this year to which Mr. Craig responded that they are trying to put art both at the boat slips and the promenade areas but that this was not part of Sculpture360.

Chairman Allbritton asked if this program gives artists exposure for one year. Mr. Craig stated that this is a year to year project and new artists will be recruited next year to create new sculptures for display in the downtown area.

Member Morfopolous asked if the Public Art & Discretionary fund is part of the Clearwater fund. Mr. Craig stated that he was not sure.

Ms. Lopez stated that the city has an ordinance for public art. With every new development one percent is contributed into the Public Art & Discretionary fund so the public art at the boat slips will be funded from money that has been collected over the years. She also stated that the sculptures that are on the medians will rotate out each year but the sculpture at the boat slips will be permanent.

Member Wright asked who the artists are for the coming year. Mr. Craig stated that he doesn't have that information at the moment but the process is more of an open call rather than an invitation. The details of the project are sent to a wide group of people and artists who want to be considered send in their ideas.

Chairman Allbritton stated that a committee is put together and they review all the submitted entries and choose the three best designs to be on display in downtown Clearwater.

Member Polglaze stated that last year there was a forum where citizens were invited to give input for the downtown boat slip area artwork. Member Polglaze asked if a direction has been chosen yet for the artwork in the boat slip area. Mr. Craig said that he is not sure if an artwork has been chosen for the boat slip area as of yet.

Ms. Lopez stated that if the DDB would like, they can invite Mr. Chris Hubbard to attend a future meeting and update the board of the Sculpture360 project.

Member Wright asked if local artists are ever exhibited in this area. Mr. Craig stated that he believes that local artists as well as statewide artists are included in the call to artists.

2) Sea Blues Festival

Mr. Brian Craig presented his request for funding of the Sea Blues Festival. A copy of the sponsorship request was previously provided to board members.

Member Wright asked if there was a specific funding request for this festival. Mr. Craig stated that the funding request for this festival is \$7,500.

Member Bosi asked if there were any plans to put any kind of promotions on the street during the festival. Mr. Craig stated that they did a lunchtime kick-off concert last year and tried to hold a scavenger hunt along with it but they faced some challenges in finding people to participate in the scavenger hunt since most of them only get a half hour lunch break. Back stage passes and other giveaways were offered during the concert.

3) Fun 'n Sun Festival

Mr. Brian Craig presented his request for funding of the Fun 'n Sun Festival. A copy of the sponsorship request was previously provided to board members. The funding request for this festival is \$5,000.

Mr. Craig stated that as a promotion for this festival, they had planned on hosting a music series for the first weekend and another event for the second weekend in sequel to the pet festival but these events never took place in 2010.

4) Clearwater Celebrates America

Mr. Brian Craig presented his request for funding of the Clearwater Celebrates America event. A copy of the sponsorship request was previously provided to board members.

Mr. Craig stated that they offered four free booths for merchants to showcase their products at each of the three events and if more space was available they would be offered more

booths. The idea was to get more merchants involved in these events.

Chairman Allbritton stated that since the Merchant's Association is now established they might be able to get more exposure and hopefully more merchants will be interested in taking part in these events. He also stated that whatever Mr. Craig can do to bring Coachman Park into the downtown area will be greatly appreciated.

Vice-Chairman Fernandez asked what the funding request was for this event. Mr. Craig stated that the funding request for this event is \$5,000.

Mr. Craig stated that summer is the slower time so they are trying to create something new to attract more people to downtown Clearwater and that is why they have considered doing an after party for the Clearwater Celebrate America event.

Member Bosi stated that he liked the idea of the after party following the fireworks.

5) Farmer's Market

Mrs. Pat Fernandez presented her request for funding of the Farmer's Market. A copy of the sponsorship request was previously provided to board members.

Mrs. Fernandez stated that the Farmer's Market was now operating year round. Their regular season runs from the middle of October to the end of May and the market is open from 9 a.m. to 2 p.m. during these months. Their summer season runs from June to September and the market is open from 8 a.m. to 12:30 p.m. during these months.

Member Bosi asked how many days are left for running the summer market since the budget requested is the same as last year. Mrs. Fernandez stated that the Summer Market is only open once a month and that is why the budget has remained the same.

Chairman Allbritton asked whether they noticed if the attendance for the Summer Market was increasing. Mrs. Fernandez stated that the attendance has been increasing. She also stated that the attendance at the first opening in June was low but the attendance had increased by almost fifty percent in July.

Chairman Allbritton asked if there were any Citizens Comments.

Ms. Shelley Jaffe stated that she works on the second floor on the 500 block of Cleveland Street so they have a perfect view of the Farmer's Market and it is very pleasurable to see so many people coming and attending the Farmer's Market.

6) 4th Friday

Mr. Bill Sturtevant and Ms. Jenny Esno presented their request for funding of the 4th Friday events. A copy of the sponsorship request was previously provided to board members.

Member Morfopolous asked what the DDB's contribution has been in the past. Mr. Sturtevant responded that the DDB's contribution has been \$25,000 per year.

Member Morfopolous asked if the DDB contributed more than \$25,000 last year. Mr. Sturtevant stated that last year the DDB contributed an additional \$17,700 for the 4th Friday event.

Member Morfopolous asked if the contribution this year was \$40,000. Mr. Sturtevant stated that the DDB contributed \$25,000 in the first year, and \$42,700 last year.

Member Wright stated that during Ms. Esno's presentation she mentioned that they will be organizing nine signature events for next year but the written proposal that was given to the board states that there will be ten signature events for next year. Member Wright asked how many actual signature events they will be organizing next year. Ms. Esno apologized for her mistake and stated that they will in fact be organizing ten signature events.

Member Bosi asked if they were looking at an operating budget of \$200,000 for next year. Mr. Sturtevant responded yes.

Member Wright asked if the CRA was committed to sponsoring \$75,000 for the events. Mr. Sturtevant stated that the CRA has committed to \$75,000 contingent upon the DDB funding them at \$50,000. The balance will be raised from corporate sponsorship.

Chairman Allbritton asked if the plan was to eventually rely solely on corporate sponsorships for funding. Mr. Sturtevant stated that the plan is to ultimately raise funds entirely from the private sector instead of asking for funding from the public sector.

7) Jazz Holiday

Mr. Gary Hallas presented his request for funding of the Jazz Holiday event and noted that surveys showed there was \$4M economic impact to the area. A copy of the sponsorship request was previously provided to board members.

Member Bosi asked if they plan on keeping the Art Walk. Mr. Hallas responded yes.

Vice-Chairman Fernandez asked if Mr. Hallas was requesting \$25,000 in funding for the Jazz Holiday event. Mr. Hallas responded yes.

Vice-Chairman Fernandez stated that the amount of funding requested keeps going up each year. Mr. Hallas stated that the funding request did not go up last year or this year but it is going up by \$5,000 for next year.

Member Morfopolous asked what the economic impact means. Mr. Hallas stated that the economic impact number came from a survey that was taken by an independent research

company.

Member Bosi asked if the economic impact was broken into regions. Mr. Hallas stated that the clearwaterjazz.com sponsors link shows the breakdown of economic impact by region.

Chairman Allbritton stated that he has always loved Jazz Holiday and the best part was having the Art Walk included in the event. Mr. Hallas stated that the Jazz Holiday is another opportunity to bring more people to downtown Clearwater.

8) Deaf & Hard of Hearing Day

Mr. Chris Wagner presented his request for funding of the Deaf & Hard of Hearing Day. A copy of the sponsorship request was previously provided to board members.

Chairman Allbritton asked if this event will be timed with the Tampa event again this year since a lot of people came over from the Convention Center for the last event. Mr. Wagner stated that this year they will be doing the event on their own. They are bringing in a national entertainer from California and they will do heavy marketing throughout the country so they don't need to piggyback on Tampa's event. The event will take place during the day instead of the evening on the 500 and 600 blocks of Cleveland Street.

Chairman Allbritton asked how many people were anticipated to attend this event. Mr. Wagner stated that they are estimating five thousand or more people to attend this event.

Member Polglaze stated that Mr. Wagner's company is located right on Cleveland Street in the Bank of America building. He also stated that he hopes that Mr. Wagner does not have any plans of leaving Clearwater with the tremendous growth his company is experiencing. Mr. Wagner stated that he has no intentions of leaving Clearwater.

Mr. Carlon informed the board that Mr. Wagner is also trying to get the National Convention to come to Clearwater in 2014 which will bring thousands of people to the city.

9) Clearwater Poetry & Art Festival

Ms. Shelley Jaffe and Mr. Larry Jaffe presented their request for funding of the Clearwater Poetry & Art Festival. A copy of the sponsorship request was previously provided to board members.

Chairman Allbritton asked if there will be and street closures for this event. Ms. Jaffe stated that they will need to close the 500 and 600 blocks of Cleveland Street for this event. A tent will also be put up in Station Square Park where seminars will be held including youth outreach programs. The festival will start on Friday with an Art of Food event where people can buy wristbands that will allow them to sample food from different restaurants.

Vice-Chairman Fernandez asked if they are filing non-profit form. Ms. Jaffe responded

that they have already filed non-profit form 501C3 but haven't received a letter of approval yet.

Vice-Chairman Fernandez asked if they have several sponsorship levels to which Ms. Jaffe responded yes.

Member Polglaze stated that he is aware that Ms. Jaffe is very active in the Downtown Merchants Association and asked if the merchants are okay with closing the street for two and a half days. Ms. Jaffe responded that this festival will bring more people to the streets than normal so the merchants are ok with closing the streets for two and a half days.

Mr. Jaffe stated that this festival is not only important to the artists but it is also important for the youth in the community because it will be very educational for them.

Chairman Allbritton asked if the events will be held on April 16-17, 2011. Ms. Jaffe responded that the events will be held April 15 through 17, 2011.

Vice-Chairman Fernandez asked if they have gone through the procedures necessary prior to putting on a special event. Ms. Jaffe stated that they have gone through all procedures necessary for putting on this event.

Ms. Fogarty France added that she forwarded the information on the special application process to Ms. Jaffe.

Vice-Chairman asked Ms. Fogarty France if the Clearwater Poetry & Art Festival organization will be responsible for insurance. Ms. Fogarty France responded yes.

10) Clearwater Cultural Week

Ms. Laura Clouden and Mr. Craig Taylor presented their request for funding of the Clearwater Cultural Week. A copy of the sponsorship request was previously provided to board members.

Member Bosi asked if this event is going to be a five day event like last year. Mr. Taylor stated that this event will be a four day event held in the first week of February with a different event each day. Ms. Clouden stated that the fashion walk will be held on Thursday, the film screening on Friday, Clearwater City Ballet on Saturday, and fine arts on Sunday. She also stated that the idea is to pull in all the different arts and bring more people downtown. This will also be very advantageous for downtown Clearwater because it starts to set a precedent that downtown is a place for the arts and culture.

Chairman Allbritton asked that in the breakdown of promotion coverage Ms. Clouden and Mr. Taylor stated that they will be promoting this event through radio and press releases and wanted to know if they were planning on using any other form of media to promote this event. Mr. Taylor said that they will be using all media types to promote this event. He

also stated that the \$3,500 that they are requesting from the DDB is for rental of the Capitol Theatre. They will be sending their volunteers to do fundraising and get corporate sponsorship for this event. This will help take care of the advertising and catering for the event.

Mr. Taylor stated that on Thursday there will be two fashion shows and System Productions has offered the use of their studio for that as well as any other fashion events they are planning to put on.

Vice-Chairman Fernandez asked if this event is going to be held in Station Square condominiums like last year. Mr. Taylor stated that they do not plan on holding the event inside Station Square because of high expenses. The fashion show will be held at System Productions. The Clearwater City Ballet and the film screening will be held at Capitol Theatre. Mr. Taylor also stated that he opened his own design studio recently and events will be held there including seminars on how to break into the fashion industry. Also, a map with the locations of the various events will be handed out to people.

Ms. Lopez asked if they have developed a budget yet. Ms. Clouden stated that the money they are requesting from the DDB is to rent the Capitol Theater for two nights.

Ms. Lopez asked if they have developed a budget for the overall event. Ms. Clouden stated that they have put together some numbers and they have to see if it is doable but they also need to know if the DDB is going to support this event so that they can assess how much money they need to raise.

Chairman Allbritton stated that they did such a wonderful job last year in putting on the event at such short notice.

11) Operation Five Star

Mr. Kevin Carlon and Ms. Jenny Esno presented their request for funding of the Operation Five Star event. A copy of the sponsorship request was previously provided to board members.

Member Bosi asked if Mr. Carlon could elaborate on what military displays will be downtown. Mr. Carlon stated that the military displays may include mock setups of military installation, a Humvee, a tank and various other displays that can be brought in from different regions.

Member Bosi asked if there will be any street closures for this event. Mr. Carlon stated that they are trying not to close the street for this event. They are thinking to use the median and parking spaces.

Vice-Chairman Fernandez stated that if they use parking spaces they will have to close the streets for this event. Mr. Carlon stated that they will try their best not to have any street

closures for this event.

Member Wright asked what day of the week November 6 is. Mr. Carlon responded that November 6 is a Saturday.

Member Morfopolous asked if they are anticipating a total cost of \$300,000 for this event. Mr. Carlon stated that the numbers were very high when they were doing the initial budgeting so to bring the cost down to a reasonable number they had to scale back from a two day event to a one day event.

Member Morfopolous asked what the revised reasonable cost for this event is. Mr. Carlon stated that the cost of this event is now \$140,000.

Ms. Lopez asked if they will hold any activities on Cleveland Street or will they all be held at Coachman Park. Mr. Carlon stated that the displays will be the only thing happening on the Cleveland Street. To avoid street closures they won't be holding any festival on the street.

12) Powerboat National Championship

Mr. Brian Aungst and Ms. Frank Chivas presented their request for funding of the Powerboat National Championship event. A copy of the sponsorship request was previously provided to board members.

Member Bosi asked what kind of events will be held in the downtown portion of Clearwater. Mr. Chivas stated that most of the events will be taking place at Coachman Park but they would like to offer a block party that would be held in downtown Clearwater on Thursday or Friday. He also stated that the board can decide on which day they would like to hold the block party. There will be street closures on the 500 and 600 blocks of Cleveland Street. Mr. Aungst and Mr. Chivas will work on getting the entertainment which may include some boats on display as well as drivers signing autographs. This will help bring more business to downtown Clearwater.

Mr. Chivas stated that Poker Runs America is the largest boaters club and they are going to help in filling up sixty to eighty rooms in the downtown area for this event.

Mr. Chivas stated that they had outstanding weather for the event last year and all the volunteers did a wonderful job in making last year's event successful.

13) Jolley Trolley Downtown Loop

Mr. Longnecker presented the request for funding of the Jolley Trolley Downtown Loop on behalf of the city of Dunedin as a continuation to last month's presentation. A copy of the sponsorship request was recently provided to board members.

In the last meeting Vice Chairman Fernandez felt that Dunedin should incur more transportation costs than Clearwater since they have more transportation miles. Mr. Longnecker stated that he presented that request to the Dunedin board and they agreed to fund \$32,000 and is requesting the DDB fund \$16,000 for the Jolley Trolley Downtown Loop. PSTA will match the total funding amount to run this service.

Mr. Longnecker stated that another issue that was brought up at last month's meeting was if the proposed route can be integrated with Route 66, a PSTA route that runs from Tarpon Springs to Indian Rocks Beach. If this is done, it will cut down the proposed route time from one hour to thirty minutes between the two cities.

Member Bosi asked if there is a route that exists right now. Mr. Longnecker stated that currently there is a route that runs from Tarpon Springs to Indian Rocks Beach. This route is an hourly service that passes through the city of Dunedin and goes to Park Street in Clearwater. Route 66 does not do a loop of downtown Dunedin nor downtown Clearwater. Mr. Longnecker stated that this would be a great opportunity to support all the weekend events that were discussed at this meeting and also the commercial as well as the residential constituencies that exist in both Dunedin and Clearwater.

Member Wright asked how many people can fit on the Jolley Trolley to which Mr. Longenecker replied twenty-eight to thirty people can fit on the Jolley Trolley.

Member Wright asked if the PSTA will match the funding dollar to dollar or will their contribution be based on some ration. Mr. Longenecker stated that the PSTA will match both Dunedin and Clearwater's contribution dollar to dollar.

Member Wright asked if Mr. Longenecker can provide the DDB with a map of the proposed route and how this proposed route will impact the downtown development district. Mr. Longenecker stated that he will bring a map with his proposal at the next DDB meeting.

Member Morfopolous asked what the marketing plan is for the Jolley Trolley's new route. Mr. Longenecker stated that the new route information will be on the PSTA and the Jolley Trolley's websites. Secondly, he feels that the commercial establishments in Dunedin and Clearwater will most likely let their customers know that this service is available. They have also produced a map for Clearwater Beach and have already distributed forty-two thousand maps to the residents and visitors in the city. If the proposed route is approved, they will produce a similar map for distribution to include downtown Clearwater and downtown Dunedin.

Member Polglaze stated that at the last meeting the DDB had mentioned possibly revising the service to include Thursday and to cut service on less popular days. He asked if this new proposal was considered. Mr. Longenecker stated that Dunedin considers midnight early and would like to have the Jolley Trolley service run past midnight. The Jolley Trolley presently cuts off their services at 10 p.m. on Sunday through Thursday and 11 p.m. on Friday and Saturday. He noticed that the rider count drops drastically during the last

half hour. Mr. Longenecker suggested that maybe they can see if Dunedin is willing to reduce the hours on Thursday, Friday and maybe even Sunday since the DDB feels that running the Jolley Trolley on Sunday from 10 a.m. to 10 p.m. is too long.

Member Polglaze stated that he feels it would be better to run the proposed route for four days rather than three. Mr. Longenecker stated that it would cost approximately \$130,000 to run the service for three days and that trimming hours will not reduce the cost by much. If service is added Thursday the cost will increase by thirty percent.

Vice-Chairman Fernandez stated that he attended the Dunedin meeting where Mr. Longenecker made his presentation on the Jolley Trolley's proposed route connecting Dunedin and Clearwater. The Dunedin board members were very excited about this new route and the different passes that will be made available to riders. He suggested that maybe Mr. Longenecker can come back some other time and present the many advantages of working with the PSTA. He also stated that it would be very beneficial to advertise on the trolley.

Mr. Longenecker stated that they estimate that this new route will add fifty thousand riders. This doesn't necessarily mean that it will add fifty thousand fares because of the various passes that will be available to the riders. They projected that they will be able to cover twelve percent of their operating cost with the additional ridership. Mr. Longenecker also stated that he doesn't know how many riders they will actually get out of the three days but the numbers will be significant.

Vice-Chairman Fernandez asked if they lost fifty thousand riders when they pulled out of Clearwater several years ago. Mr. Longenecker stated that he believed that ridership was reduced by fifty thousand but the number of riders lost was for a seven day service.

Mr. Longenecker stated that the Jolley Trolley supports all the events taking place in Clearwater. They moved between eight hundred and one thousand people with one trolley for the boat parade last year. He also stated that they received one hundred sixty five phone calls for the upcoming Jazz Festival asking for service to come to downtown Clearwater but they couldn't provide that service because they did not have a charter.

Member Bosi asked if the various events taking place in the city will be advertised in or on the trolleys. Mr. Longenecker stated that they do not have an organized plan to advertise events in or on the Trolley's but they educate their drivers on city events so that they can pass the information to their customers.

Member Morfopolous asked if out of all the spaces available for advertising, ninety percent of it has already been filled and is that amount accounted for in the budget that Mr. Longenecker expects to receive for advertising. Mr. Longenecker stated that they are presently on a five trolley rotation and that the operating plan to cover Clearwater Beach will be seven trolleys for the three days.

Member Morfopolous asked if the trolley is not at one hundred percent utilization for

advertising and the DDB approves the budget, would Mr. Longenecker consider providing some advertising space in the trolley for the DDB to promote the various events that they fund. Mr. Longenecker stated that he will provide advertising space in the trolley to the DDB if they approve the budget for the proposed route.

Chairman Allbritton thanked Mr. Longenecker for doing a great job in turning the Jolley Trolley around and making it successful.

9. Final Comments

Chairman Allbritton thanked everyone who came to attend the board meeting. He stated that in the past they had more money for sponsorships and fewer events to fund but now the situation has reversed so the board will really have their work cut out for them in making a decision next week on which events should be funded.

Chairman Allbritton stated that Anytime Fitness is holding their first anniversary celebration on July 15, 2010 from 11:00 a.m. to 7:00 p.m. and the owners, Ricky & Chelsea Allison, has invited everyone to attend. He stated that Café 421 is now open and features American, Jamaican and Mexican breakfasts or lunches. Chairman Allbritton advised the board that the Blue Dahlia Marketplace was having their Grand Opening on Friday, August 13 from 5 -7 p.m.

Member Polglaze stated that he is glad to see so many people on the same page and that when he first became a member of the board there weren't many sponsorship requests. He is looking forward to the difficult task ahead.

Member Morfopolous stated that he is impressed by the quality of the presentations and the number of volunteers and felt that everyone is doing a wonderful job.

Member Wright stated that Clearwater is becoming the entertainment capital of the West Coast.

Member Bosi stated that the board has a lot of work ahead of them and that all the presentations as well as the variety of the presentations were incredible.

Vice-Chairman Fernandez stated that the board has never had this many requests and that in the past they used to only get three or four requests. It is great to see an increase in the number of sponsorship requests.

10. Adjournment

Chairman Allbritton adjourned the July 14th, 2010 regular meeting of the Clearwater Downtown Development Board at 7:47 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, July 14, 2010 - 5:30 pm

07.14.10.01

Member Wright moved to approve the minutes of the June 2, 2010 meeting as amended by Member Morfopoulos. The motion was duly seconded and carried unanimously.

07.14.10.02

Member Polglaze moved to fund the Capitol Theatre Movie Night event in the amount of \$1,600 with funds being moved from the Pet Festival line item. The motion was duly seconded and carried unanimously.

07.14.10.03

Vice-Chairman Fernandez moved to fund the Food and Wine Festival in the amount of \$1,450 with funds of \$1,200 from the Non-budgeted Event line item and \$250 from the Holiday Lighting line item. The motion was duly seconded and carried unanimously.

07.14.10.04

Member Wright moved to fund Ms. Fogarty France and Vice-Chairman Fernandez's attendance to the Annual Florida Main Street Conference at an expense not to exceed \$850 with funds from the Conferences line item. The motion was duly seconded and carried unanimously.