

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 7, 2009 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Geri Aranjo	Treasurer
	Dennis Bosi	Member
	Charles Lykes	Member
	Mike Riordon	Member
Absent:	John Doran	Ex-Officio/Council member
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
Also Present:	Carlen Petersen	Ex-Officio/Council member
	Anne Fogarty France	Board Administrator

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

2 – Citizen Comments – Items Not on the Agenda. There were no citizen comments.

3 – Approve the Minutes of the August 5, 2009 Regular Meeting.

Member Bosi moved to approve the minutes of the August 5, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4 – Approve the Minutes of the September 9, 2009 Regular Meeting.

Vice Chairman Fernandez moved to approve the minutes of the September 9, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

5 – Approve the Minutes of the September 14, 2009 Special Meeting and Final Mileage & Budget Hearing.

Member Aranjo moved to approve the minutes of the September 14, 2009, Special Meeting and Final Mileage & Budget Hearing as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

6 - Adopt the August 2009 Financial Statement for Filing.

Member Lykes moved to adopt the August 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

7 – Approve DDB Sponsorship Request Form

Chairman Allbritton stated that board members asked for this form to be created to assist the board in making decisions when funds are requested. He felt that the Sponsorship Request Form should be given out before the application is submitted.

Member Arango would like a time frame for the form to be turned in, for example, two months before the event or maybe twice a year,

Vice Chairman Fernandez also feels there should be a due date, possibly a month before the event.

Member Riordon wanted the application a week before the meeting so he can go over the application and be able to either give a decision at the meeting or a future meeting. He also hoped that the request for DDB sponsorship was only a small component of their budget.

Ex-officio Councilmember Petersen feels that the applications should be accepted once or twice a year. All major events that she has been involved in are planned at least a year in advance. She would like to see more information about the financials of the organization on the form such as their last year's budget and how they plan to finance the event and detailed information regarding their media plan. Events that are re-occurring are ones that would be good for the district and she would like the form at least two weeks before DDB meeting. She noted that a contact person's information along with their signature and title was important and had samples of forms that could be used as examples.

Member Lykes feels the form must be submitted so committee members have time to review overall funding plan and sponsors and amounts.

Member Bosi would like to have a budget for the event presented with application during a regular meeting with a decision given at the following meeting.

Member Riordon would like to be able to give a yes, no, or pending response when the application is first submitted

Chairman Allbritton tabled the discussion until a following meeting pending submission of a revised form.

Anne Fogarty France asked Ex-officio Councilmember Petersen for copies of sample forms.

8 – October 13, 2009 Election Canvassing Committee Reminder

Chairman Allbritton advised that the Canvassing Committee would meet at the Courthouse at 3:00 p.m. on Tuesday, October 13 to count the votes. A meeting is scheduled for 5:30 p.m., on the same date, at City Hall to announce the election results

9 – Chairman's Report

Chairman Allbritton stated that the 4th Friday events are an overall success and upcoming themes include 10/23 Disco Fright Night on Cleveland St, 11/27 Shake Your Money Maker with a Blues Brothers Tribute Band and 12/04 Miracle on Cleveland St with twice as much snow,

Chairman Allbritton also stated that the beer truck was going to be moved south on Garden Avenue for a better flow of event attendees.

Member Bosi felt that the lights should be on in Station Square Park during 4th Friday events.

Chairman Allbritton discussed the Lunchtime Concert Series and Ms. Fogarty France said flyers were distributed on Monday and Tuesday

Vice Chairman Fernandez gave out handbills to information centers and Jolly Trolley

10 – DDB Business Visitation Committee Report

Member Arango advised the board that the committee had met and stuffed Cleveland Street District eco-friendly bags to provide to downtown employees with event information.

She stated that the merchants were reminded to give incentives for "goody bags" such as coupons, items, etc.

Ms. Fogarty France sent out emails to merchants and is getting a good response back

11 – DDB Administrator's Report on Florida Main Street Conference

Ms. Fogarty France reported on the Florida Main Street Annual Conference held in Melbourne and said it was good event. The Main Street Manager in Melbourne used to be a volunteer for Clearwater Main Street. She heard a

lecture from Mayor Joe Riley of Charleston, South Carolina and was impressed. He feels that details are important as well as designs that honor the street. He remarked that when you are designing something, you need to think about its purpose. Everyone must work hard to make a city special. If you build the businesses, the residents will follow.

The use of social networking sites such as Facebook and Twitter were discussed. Experts feel that a website is not enough, you must use cross promotion.

Ms. Fogarty France thanked the board for sponsoring her attendance at the conference. She advised the board that due to an error in accounting for mileage, she went over budget for the conference and asked that the overage of \$85.10 be covered by the board.

Vice Chairman Fernandez moved to fund the \$85.10 overage for Anne Fogarty France's conference costs. The motion was duly seconded and carried unanimously.

12 – Final Comments

Member Riordon noted that Anne Fogarty France was acknowledge for her work in getting the historical plaque installed at Station Square Park

Member Bosi remarked that the Super Power Boat Show was a success with approximately 50,000 in attendance. The beach party was good on Saturday but on Friday night after attending the Coachman Park event, there were not too many people on Cleveland Street.

Vice Chairman Fernandez stated that the Jolley Trolley had its best day during the Super Power Boat Races with 2,000 passengers on Saturday. He noted that the Farmers Market is opening on October 21 and has a full winter season planned with events. The market would also use Station Square Park as well as the 500 block of Cleveland.

Ex-officio Councilmember Petersen stated that events were what everyone was waiting for and the pieces are falling into place – we need to prove the naysayers wrong.

Member Lykes felt that event application forms are a good idea. The 4th Friday events are extraordinary and advised that the city be ready to help the new businesses when the recession clears up.

Member Arango was excited about the Farmer's Market and it is a good event for retirees and locals. The 4th Friday events are growing and she is proud to be a sponsor.

Chairman Allbritton has good feeling about coming into the cooler season and feels the partnership with the businesses is working.

12. Adjournment

Member Lykes moved to adjourn the October 7, 2009 Regular Meeting of the Clearwater Downtown Development Board at 6:45 p.m. The motion was duly seconded and carried unanimously.

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
ACTION AGENDA
Wednesday, October 7, 2009 – 5:30 p.m.**

10.7.09.01

Member Bosi moved to approve the minutes of the August 5, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

10.7.09.02

Vice Chairman Fernandez moved to approve the minutes of the September 9, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

10.7.09.03

Member Aranja moved to approve the minutes of the September 14, 2009, Special Meeting and Final Millage & Budget Hearing as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

10.7.09.04

Member Lykes moved to adopt the August 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

10.7.09.05

Vice Chairman Fernandez moved to fund the \$85.10 overage for Anne Fogarty France's conference costs. The motion was duly seconded and carried unanimously.