

## **CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

October 5, 2011 – 5:30 PM - City Hall – 2<sup>nd</sup> Floor Conference Room

**Members Present:** David Allbritton  
Dennis Bosi  
Thomas Wright  
Paris Morfopoulos  
Tony Starova  
Andrew Winkler  
Sean Belanger

**Chairman**  
**Vice-Chairman**  
**Treasurer**  
**Member**  
**Member**  
**Member**  
**Member**

**Also Present:** John Doran  
Paul Gibson  
Geri Campos Lopez  
  
Anne Fogarty-France  
Courtney Orr

**Ex-Officio/Councilmember**  
**Ex-Officio/Councilmember**  
**Director of Economic**  
**Development and Housing**  
**Board Administrator**  
**Downtown Manager**

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 comments.

### **2. Approve the Minutes from the September 7, 2011 Meeting**

Member Wright moved to approve the minutes from the September 7, 2011 meeting. The motion was duly seconded and carried unanimously.

### **3. Adopt August 2011 Financial Statement for Filing**

Member Belanger moved to adopt the August 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.

### **4. Approve Funds for Informational Message Board Signs – David Allbritton**

Chairman Allbritton stated that board members attended a special meeting with City Manager Bill Horne to discuss the informational message board signs. The request by the Downtown Development Board (DDB) to have the informational message boards in the former North and South Ward school locations was approved with the condition that they had to have a public safety message to it.

Member Belanger stated that he noticed that the sign for the Super Boat Races read ‘Super Boat Races –traffic ahead.

Chairman Allbritton stated that the installation of both boards is going to cost between nineteen thousand dollars and twenty-five thousand dollars.

Paul Bertels stated that the price is dependent on whether they want the high-end or the low-end message board. The high-end board allows for graphics. It does not affect the number of characters that can be displayed. The low-end board costs five thousand five hundred dollars per board.

Member Morfopoulos asked if they would lose a lot of features with the high-end board due to the restrictions to which Mr. Bertels responded that he recommends going with the low end board because it will get the job done. The board has to convey a message and help people driving.

Member Belanger asked if the high-end board have color and allows for scrolling images to which Mr. Bertels responded yes.

Chairman Allbritton stated that graphics is going to be part of the discussion that the City Council is going to have at their next meeting regarding Business Task Force recommendations. They do not want the sign to distract people who are driving.

Vice-Chairman Bosi stated that he thinks they should take into consideration the high-end board for the future.

Member Belanger asked if the difference in price between the low-end and high-end board was six thousand dollars to which Mr. Bertels responded yes and that the cost to lay the foundation for the boards is eight thousand dollars.

Member Belanger asked if the cost for labor was fixed to which Mr. Bertels responded yes.

Member Winkler asked if the nineteen thousand dollars to twenty-five thousand dollars included everything to which Mr. Bertels responded yes.

Member Belanger stated that he does not think they should go for the low-end sign when there might be a possibility of using the additional features in the future. Member Morfopoulos stated that he does not think the board should spend the additional six thousand dollars. If the low-end signs serve the purpose they should go with them because they are more economical especially since the additional features of the high-end signs might not be used. Vice-Chairman Bosi stated that he would hate to go with the low-end signs and have something go wrong with them. He hopes that they will use these signs for a long time. Member Morfopoulos stated that the high-end sign has nothing to do with longevity, it just has more features. Mr. Bertels stated that both signs are the same as far as longevity is concerned. The high-end sign has graphics that cannot be used anyway.

**Member Belanger moved to approve funding in the amount of twenty-five thousand dollars for the informational message board signs with funds from the Retail and Restaurant Recruitment line item. The motion was seconded and discussion ensued.**

Chairman Allbritton stated that he does not think they should take the funds from the Retail and Restaurant Recruitment line item as it was a new budget year and feels they should take it from the beginning fund balance.

Vice-Chairman Bosi asked if funding for the Super boat Races came from last year's budget or this year's budget to which Ms. Fogarty France responded that funding came from last year's budget.

Member Belanger asked if the low-end sign displays one color only to which Mr. Bertels responded yes and that the high-end sign displays multiple colors.

Member Belanger stated that from a technological point he would go with the high-end sign that displays multiple colors and Member Starova agreed with funding the high-end sign as well.

**Member Belanger amended his motion to approve funding for the informational message board signs in the amount of twenty-five thousand dollars to be taken from the beginning fund balance line item. The motion was duly seconded and carried with Member Morfopoulos opposing.**

Chairman Allbritton asked what the time frame was for getting the signs installed to which Mr. Bertels responded that he will try to get them installed before the end of the year but since they are entering the holiday season he cannot guarantee that it will be done by then.

## **5. Request for Funds for Clearwater Marine Aquarium – Frank Dame**

Frank Dame thanked the board for considering funding the Clearwater Marine Aquarium. He stated that Dolphin Tale was a major success and that it was number three in the box office on opening weekend and was number one during the second weekend. The movie has made a very positive impact on the aquarium. They had over four thousand people come to the aquarium last weekend.

Mr. Dame showed a slide show presentation of their upcoming plans for the aquarium. Board members had some questions.

Member Belanger asked what a typical weekend was for them last year to which Mr. Dame responded an average of two hundred forty people per day came to the aquarium in 2009.

Mr. Dame stated that they were given four stars in the Charity Navigator last year and they have received four stars again this year which is really hard to achieve. Vice-Chairman Bosi asked what the four stars were based on to which Mr. Dame responded that it was based on management, revenues, surpluses, and how well you stick to your mission. It has to do with how well the company has progressed and stuck to their plans. The rating helps them raise funds and give them credibility.

Mr. Dame stated that several years ago they switched their business model and changed a lot of their board members. They expected more attendees in 2010 but they did not reach that number due to the Gulf Coast oil spill as well as having to close for filming of Dolphin Tale. If they had hit their target number of attendees the economic impact would've been forty point one million dollars. They projected that if the movie did well they could hit two hundred seventy-five thousand visitors which would have an economic impact of sixty-seven point one million dollars. Last Saturday was a record-breaking day for the aquarium. Attendance increased the weekend that the movie was released.

Mr. Dame stated that they began a twelve million dollar expansion at the same time the movie was released so the east side of the building was half torn up. They are building a parking lot to accommodate the higher number of attendees. They are trying to negotiate a lease on another land to park employees because if guests cannot find parking or cannot see a presentation they will not visit the aquarium and they will tell other people not to visit as well.

Ex-Officio/Councilmember Gibson asked when the parking lot is going to be completed to which Mr. Dame responded that they hope to have it completed on or before November 15, 2011. They have tents and activities set up outside for people before they enter the aquarium to make their wait easier for them. They have also contracted with the Calypso Queen Day cruise ship to offer meal services to guests as well as a one and a half hour cruise to help minimize the crowd.

Mr. Dame stated that they are planning to open the Clearwater Marine Aquarium Movie Adventure at Harborview Center. If they succeed, this will have a very positive impact for downtown Clearwater as it will bring an estimated one hundred eighty thousand people to the city and to Cleveland Street.

Mr. Dame stated that repairs and refurbishment costs to occupy the Harborview Center is estimated to be between one hundred twenty-seven thousand dollars and one hundred fifty thousand dollars. They have agreed to reimburse the city for all expenses incurred. Capital investment is estimated to be between three hundred and fifty thousand dollars and four hundred fifty thousand dollars. They are going to offer a combo pack for attendees to visit both facilities. They estimate the annual attendance is estimated to be: worst case of one hundred twenty six thousand seven hundred, best case of two hundred seventy one thousand five hundred, and likely case of one hundred eighty-one thousand people.

Mr. Dame stated that they have an eight hundred million dollar bond from the county but it can only be used for construction on the Clearwater Marine Aquarium and nothing else so they have to depend on donations and sponsors for the renovations to the Harborview Center. They have a credit line which helps them get through the slow months but they do not want to incur more debt by dipping into the funds for this project.

Member Winkler asked if they have any long term projections to which Mr. Dame responded that they do not have any long term projections at this time. He also stated that the funding that the DDB gives them is not just for a weekend event. The DDB would be spending sixty thousand dollars to support the Clearwater Marine Aquarium which will operate every day of the year except Thanksgiving and Christmas.

Mr. Dame stated that on a long term basis if a sequel to the movie comes out or a TV series, it will increase growth so that eventually they will be able to turn the facility into a rehab center. They really need help to open this new facility and would love to have the DDB's support to do this.

Member Morfopoulos asked if there will be any animals at the Harborview Center to which Mr. Dame responded that they are looking to do that in the future. In the movie there is a touch tank and they are looking to reconstruct that. They will also have a hurricane scene, a mini theater, and an educational component at the Harborview Center. One of the walls will look like the aquarium does in the movie but will actually have a flat screen TV.

Mr. Dame stated that they are planning to have a soft opening on November 15 and an official opening on November 18, 2011. Mr. Bertels is working on wayfinding signs to help direct people to downtown Clearwater and the Harborview Center.

Vice-Chairman Bosi asked if there are going to be separate entrance and exit doors to which Mr. Dame responded that they are going to keep both doors for entrances in order to comply with fire codes. They will have two thousand attendees at one time.

Member Belanger stated that this was a very exciting venture and he would love to see a sequel to the movie or a TV series occur. He also stated that this sounds like a done deal and asked if they have funding to open on November 15, 2011 to which Mr. Dame responded that they do not have any funding at this time and if they do not receive any funding they will have to dip into their credit line which is for emergencies and they would prefer not to increase their debt. The debt on eight million dollars amounts to a payment of fifty-five thousand dollars per month.

Member Belanger stated that he would be willing to trade the retail and restaurant budget to support this project.

Member Winkler asked if this was a one-time cost to the DDB to which Mr. Dame responded yes.

Vice-Chairman Bosi asked if the lease agreement with the Harborview Center was for one year to which Mr. Dame responded yes and that after one year they will be able to add six months at a time.

Member Morfopoulos asked if they are paying the city rent for the Harborview Center to which Mr. Dame responded that they are paying a minimum of \$5,753 a month to occupy the center to repay the City's actual capital expenditure cost.

Vice-Chairman Bosi asked how much they have left in retained earnings for next year after funding the message boards, the Super Boat event, and the Blast Friday events to which Ms. Fogarty-France responded that they will have to see what the expenditures were for the end of the year. She estimated that seventy four thousand dollars was not used from this year's budget.

Vice-Chairman Bosi asked if ninety-nine thousand dollars is coming out of retained earnings to which Ms. Lopez responded that this funding comes out of whatever is needed to balance the budget.

Vice-Chairman Bosi stated that if they fund the aquarium they will be dipping into fifty percent of retained earnings to which Chairman Allbritton asked if he feels that this is something that is worth doing.

Vice-Chairman Bosi responded that he feels that this project is worth funding but they cannot keep getting less money in and giving more money out to support causes that do not directly impact the Cleveland Street District because they will not have the funds available to support projects like this that will make a huge impact on downtown Clearwater.

Member Belanger stated that this project comes with a lot of risk but it is worth supporting and if they can meet their attendance goal the outcome for downtown Clearwater will be excellent.

Member Morfopoulos stated that the Dolphin Tale movie is going to be a huge success and will put Clearwater on the map.

Mayor Frank Hibbard stated that the city has made a pretty good investment in the aquarium. One of the producers of Dolphin Tale has been sending him progress reports and this movie has great potential. They have to look at what happens not only in the movie theater but what happens when it comes out on DVD as well. Opportunities like this come along once in a while and Dolphin Tale is not going to come to Clearwater again. He also stated that he sent Ms. Fogarty-France a great article that was published in Huffington Post that featured Winter the dolphin. He encouraged the DDB not to underestimate the power of this film and informed them that they should take advantage of this opportunity.

Member Starova stated that at the last meeting the DDB's priority was to open restaurants but if they fund this project, the aquarium will bring in more people and more businesses to downtown Clearwater. Ex-Officio/Councilmember Gibson agreed with Member Starova.

Member Wright stated that the ticket sales are going to be seven dollars and fifty cents per person and asked what the profit will be on that to which Mr. Dame responded that they do not know what the profit on the tickets will be as of yet. They are going to have to add more staff than what they budgeted for.

Member Wright asked if they expect the Harborview Center to be a profit maker to which Mr. Dame responded that the idea is to keep people happy. They will be satisfied if they break even. They would like to make a profit but that is not the focus. They need to make sure that they are able to cover their costs.

Member Wright stated that their organization is a unique 501(c)3 and he proposes that the fifty thousand dollars be a no interest loan. Mr. Dame stated that they are offering a return on investment by increasing the number of people that visit downtown Clearwater. Member Wright stated that he was concerned about tax payer money.

Ex-Officio/Councilmember Gibson stated that if they burden them with more debt it will be hard to increase the number of people that come to downtown Clearwater.

Member Morfopoulos stated that they have spent money on events that have been unsuccessful and events that have been successful do not create momentum as they take place for one weekend only. With this project they will be bringing a larger number of people to downtown Clearwater on a regular basis. This will create the kind of attraction that anchors other businesses to come. He supports using the Retail and Restaurant Recruitment Grant funds for this project.

Vice-Chairman Bosi asked what plans they have to dress up the exterior along Osceola Avenue and Cleveland Street to which Mr. Dame responded they are talking about doing landscaping as well as installing signs.

Vice-Chairman Bosi asked if the promotions were going to be labeled 'downtown Clearwater' or 'Cleveland Street District' to which Mayor Hibbard asked the DDB what they would like it to be.

Vice-Chairman Bosi responded that they would like it to read Cleveland Street District. Mr. Dame stated that people from out of state will not know where Cleveland Street District is.

Member Wright asked if people will have to go through the exhibit or can they go directly to the gift shop to get Winter T-shirts to which Mr. Dame responded that he does not have a solid answer but they are trying to get people to go through the exhibit and exit through the gift shop. People have been upset about not being able to get to the gift shop so they have been directing them to their online gift shop.

Member Starova asked if they have contracted with the Jolley Trolley to which Mr. Dame responded that they are committed to having the trolley service and that they are not sure what the route will be as of yet but they will probably have the service run every twenty minutes.

**Member Morfopoulos moved to reallocate fifty thousand dollars from the retail and restaurant recruitment line item to fund the Clearwater Marine Aquarium and fund the balance of ten thousand dollars from retained earnings. The motion was seconded by Member Belanger with Vice-Chairman Bosi and Members Wright, Starova, and Winkler opposing. Motion Failed**

Ms. Lopez asked what the board felt staff should do for restaurant recruiting to which Member Morfopoulos responded that they are not going to recruit any new restaurants for this year. Ms. Lopez stated that they will have no budget for restaurants to which Member Wright responded that they will look at it on a case by case basis. Member Belanger stated that they do not want to focus on restaurants.

Member Belanger stated that by leaving the Retail and Restaurant Recruitment Grant program funds in the budget line item they do not want to give an impression that the board wants to continue their recruiting efforts. He asked if they have some potential businesses that are interesting in the grant to which Ms. Orr responded that they are currently working with a couple of businesses. Ms. Lopez stated that from a staff perspective they are working on recruiting and from an audit point of view they need to market the program. She recommends leaving the retail and restaurant grant as is and take the entire funding amount from retained earnings. Member Belanger stated that they would rather see the staff spend their time talking to businesses downtown and get feedback on how they like being in the area.

**Member Wright moved to approve funding of the Clearwater Marine Aquarium in the amount of sixty thousand dollars with funds from the beginning fund balance line item. The motion was duly seconded with Members Allbritton, Bosi, Wright and Winkler voting “Aye” and Members Belanger and Morfopoulos voting “Nay”. Motion carried.**

## **6. Proposal for Friday Nights on Cleveland Street Events – Tony Starova**

Member Starova stated that at the last meeting he suggested that they hold small events on Friday nights on the four hundred block of Cleveland Street when there are no other events taking place. The board requested more information. He is proposing that the street remain open to traffic and merchants would offer specials and be responsible for keeping customers who purchase alcohol from roaming the streets with their drinks. They would have entertainment plus a few artists set up at tables on sidewalks during the event.

Member Starova stated that he would like the board to consider funding this event for fifteen weeks on a trial basis to determine if these events will bring more people to downtown Clearwater. He did a little research and the estimated budget needed to put on this event for fifteen weeks is five thousand two hundred dollars which covers insurance, signs and promotional materials as well as the entertainment.

Member Morfopoulos asked what entertainers is he considering getting to which Member Starova responded that they will be similar to those currently at the Downtown Clearwater Farmer's Market.

Vice-Chairman Bosi asked if he will be moving the entertainers around to which Member Starova responded that this is not going to be like a block party and that the idea is to have entertainers on the streets so that people can enjoy themselves as they are walking down the street or sitting at an outside table of a restaurant.

Vice-Chairman Bosi asked if restaurants will be able to sell beer into the streets to which Member Starova responded that they can only sell beer on their own premises.

Member Belanger asked how the other merchants feel about this to which Member Starova responded that they are on board.

Member Wright asked when the events will be held to which Member Starova responded that they will be held from 6:00 p.m. to 10:00 p.m. on Friday nights.

Member Belanger stated that he feels that other merchants should have been at this meeting to support Member Starova with this proposal.

Member Starova responded that the merchants will be providing more seating outside so that people can enjoy the entertainment.

Member Winkler asked if the merchants will stay open during these events to which Member Starova responded that they have agreed to stay open.

Member Belanger asked if the Clearwater Downtown Partnership will be willing to help out with these events to which Mr. Sturtevant responded that they might be able to help out. These are the small events that they have talked about before and they are heading in the right direction by doing this. It is difficult for them to help out financially but he will be happy to talk to the board about this. He is not sure if they can help much but they will do whatever they can. He feels that small events ought to be financed by local businesses. That is how Dunedin has been doing it all along. He also stated that what Member Starova is recommending is huge for downtown Clearwater but they should not only stage these events, they should promote them as well.

Member Wright stated that he is concerned that this event not be looked at as only supporting Member Starova's business and not other Cleveland Street District merchants. Member Starova responded that this is not only for his business, merchants from Blue Dahlia Marketplace, Capitol Theater, Café 421, and two real estate companies are also on board with these events.



Vice-Chairman Bosi stated that the Downtown Clearwater Merchants Association (DCMA) is meeting this month and suggested Member Starova see if they are willing to put everything together for these events.

Member Morfopoulos stated that it is better to fund this event that will take place on Cleveland Street than some of the other events that they have spent their money on. But they have to promote these events and he does not see that in the proposal. Member Starova responded that they could use banners to advertise 'live bands every Friday night on Cleveland Street'. He feels that all businesses will benefit from these events.

Vice-Chairman Bosi stated that he and Ms. Fogarty-France were trying to get some ads put on the trolleys. These events would be very good to advertise there.

Chairman Allbritton stated that he thinks getting the DCMA involved is a very good thing.

Ms. Lopez stated that she is concerned about the time staff may be expending for these events. It will be good for the DCMA to be involved because the staff will not be able to support these events on a weekly basis.

Member Winkler stated that merchants should put some money towards these events as well because if they do not stay open, putting on these events is a waste of time.

Members stated they would like to fund four or five events at the time instead of funding the full amount up front.

Member Wright stated that it would be nice to see someone from the DCMA attend next month's meeting to give the board some feedback on the events.

**Vice-Chairman Bosi moved to fund Friday Nights on Cleveland Street Events in the amount of five thousand two hundred dollars with funds from the beginning fund balance on the condition that the DCMA coordinates these events. The motion was duly seconded and carried unanimously.**

## **7. Cleveland Street District Print Publication Event Advertising Discussion – Courtney Orr**

Ms. Orr stated that at last month's meeting Member Starova brought up a fact that Largo and Dunedin have advertisements to promote events happening in their cities and he felt that Clearwater should do the same thing. She did some research and put a memo together that was included in the agenda package for the board to consider.

Ms. Orr stated that she and Ms. Fogarty-France worked with Bonnie Walters who put together a two page spread in the current edition of Destination Magazine free of charge. She stated that Ms. Walters would like to get more involved with downtown Clearwater.

Ms. Orr stated that Destination Magazine is currently being mailed out to almost ten thousand businesses on their mailing list. She informed Ms. Walters that the board might be interested in putting one or two advertisements in their Christmas publication.

Ms. Orr stated that she also got quotes from other newspapers. Since pricing for the St. Petersburg Times is a little hard to explain, Ms. Britner-Hild from the St. Petersburg Times was there to give a presentation to show the board what they can offer.

Ms. Britner-Hild stated that she had been with St. Petersburg Times for a year and a half and during that time had done a lot of business with downtown Dunedin. Last Sunday she put a full page Dunedin advertisement in the Clearwater North Pinellas Times and suggested that this might be something Clearwater would be interested in doing as well. She also placed Dunedin's advertisement online for the entire month. She stated that she would love to do something similar for the Cleveland Street District.

Ms. Britner-Hild presented information about the St. Petersburg Times and the different options the newspaper has to offer the DDB. The board had some questions.

Vice-Chairman Bosi asked if the forty three thousand readerships for the New York Times represented the Tampa Bay area alone to which Ms. Britner-Hild responded yes.

Ms. Britner-Hild explained a little bit about the tampabay.com website and stated that the DDB can have their website link through Tampa Bay's website and that all advertisements on their site are available to broker space. This can be used to pay for their advertisements in the paper or the DDB can pay for it themselves. The benefit of the DDB using Tampa Bay's website is that they will have access to the site's two point one million visitors. The site even has a weekend section for events.

Vice-Chairman Bosi asked who she works with in Dunedin to which Ms. Britner-Hild responded that she works mostly with merchants and that she would love to talk to the merchants in downtown Clearwater as well.

Vice-Chairman Bosi asked how much it would cost for a whole page advertisement to which Ms. Britner-Hild responded that it varies and that she would have to sit down with the board and discuss it with them in more detail.

Member Belanger asked what the price range for a one page advertisement was to which Ms. Britner-Hild responded between three thousand dollars and eight thousand dollars per month if they do not broker any space.

Vice-Chairman Bosi asked if that was the cost for a print ad to which Ms. Britner-Hild responded that it was the cost for an online advertisement for the whole month.

Vice-Chairman Bosi asked what the cost for a print ad was to which Ms. Britner-Hild responded that it varies depending on what they were doing. The advertisement will be in print only once a month.

Ms. Lopez asked what the price for a whole center spread was to which Ms. Britner-Hild responded that she could probably e-mail the price to the board but she does not have that information at the moment.

Member Winkler asked if they have money set aside in the budget for this to which Ms. Lopez responded no.

Ms. Orr stated that Member Starova mentioned trying to get Cleveland Street District brand in people's minds to which Ms. Britner-Hild responded that she will write whatever stories the merchants would like her to.

Ms. Orr asked Ms. Walters to address the board. Ms. Walters stated that she is the publisher for Destination Publications and their mission is to promote existing businesses as well as recruit new businesses. She started Clearwater Capers on pages sixty four and sixty five of the current edition of Destination Magazine. She has a two page spread on Ruth Eckerd Hall and also a story on Capitol Theatre. She tries to cover different events that are going on in the community. She is already working on the November issue and is adding a section about the Miracle on Cleveland Street event. She will be happy to add Clearwater to the spread and thinks that their main goal is to bring more people and more businesses to downtown Clearwater.

Vice-Chairman Bosi asked if Jollimons paid for their print ad to which Ms. Walters responded yes and stated that she has also done advertisements where merchants share a page. She also stated that advertisements are good but it is better to have stories on various businesses and how they like being in downtown Clearwater.

Vice-Chairman Bosi asked how many readers did the magazine have to which Ms. Walters responded that they have thirty five thousand readers.

Vice-Chairman Bosi asked how many magazines do they distribute via direct mail to which Ms. Walters responded thirty thousand and she stated that the rest is distributed to businesses. They distribute their magazine to approximately one thousand locations and the magazine is very locally concentrated so the impact would be greater.

Chairman Allbritton stated that he liked the magazine and thanked Ms. Britner-Hild and Ms. Walters for attending the meeting and giving their presentations.

Member Belanger stated that the magazine looks nice and that he liked Ms. Walters' approach of offering free coverage in her magazine with the hopes of acquiring business at a later date.

## **8. Clearwater Downtown Partnership Update – Bill Sturtevant**

Bill Sturtevant stated that they had a great event last Friday night. The negative aspect of the event was that they experienced a challenge with the vendors. Ruth Eckerd Hall's goal was to have twenty vendors on the street and they wanted to charge seventy-five dollars each vendor. They told Ruth Eckerd Hall that they felt the vendors would not pay that much to participate in the event and this resulted in only seven vendors on the street.

Mr. Sturtevant stated that Ruth Eckerd Hall has landed a contract for promoting the entire Blast Friday season with the Eagle radio station and believes that this is the number one reason that the turnout for this event was great. Approximately two thousand five hundred people were in attendance. This was the best crowd they had ever had short of the Miracle on Cleveland Street event.

Vice-Chairman Bosi asked if the Miracle on Cleveland Street event was a Partnership event or a Ruth Eckerd event to which Mr. Sturtevant responded that the Miracle event is one of the ten events that Ruth Eckerd staff will coordinate.

Vice-Chairman Bosi asked if there was going to be any event on the fourth Friday of December to which Mr. Sturtevant responded yes.

Vice-Chairman Bosi asked if there was not going to be a June event to which Mr. Sturtevant responded no. He stated that they will have their tenth event around March 16<sup>th</sup> and that they are changing the theme and calling it the Spring Break event. He is personally upset about canceling the June event because it gives them a three month break. He also stated that he is very pleased with what they are doing and that they had issues with logistics, but Jay Polglaze was working on this with them.

Vice-Chairman Bosi stated that this year he was disappointed with the setup of the Super Boat races. A lot of people were at the top of the hill but there was hardly any foot traffic where the boats were.

Member Morfopoulos asked Member Starova how business was during that time to which Member Starova responded that it was the busiest day they have had since they opened their doors six years ago. He asked how Member Morfopoulos business was during that time to which Member Morfopoulos responded that there was no change.

Member Starova stated that he asked Green Organix Restaurant, the business next door to him how they did and they responded that they did well. He also stated that one restaurant sold out of beer by 8:00 p.m.

Member Starova stated that they are still not promoting on the gate so people do not know what is going on. There has to be a big banner to let people know of the event that is taking place.

Member Winkler asked how this year compares to the events of years past to which Mr. Sturtevant responded that they started out slow with Mr. Carlon. They always did pretty well but did not know what the next event would be. Now they can advertise for the whole season and feels this would make a huge difference. This last event was better than most Blast Friday events.

Ms. Fogarty-France stated that their website has a list of all the events for the season.

Vice-Chairman Bosi stated that they need to make their branding more uniform because they are sending out too many mixed messages.

## **9. Chairman's Report – David Allbritton**

Chairman Allbritton stated that he wanted to give a final report on the Star Spectacular event. He was pretty optimistic that they would profit from this event. It was a success in that it brought a lot of people to downtown Clearwater and the musicians loved it. This was his first promotion and he learned a lot from it. He had help from a lot of people and artists gave him a discounted rate. The event would have cost a lot more if they were conducting it like Blast Friday.

Chairman Allbritton stated that they did not need police for this event since they were not selling any alcohol. They also had only one handicapped portolet instead of two. Instrument rental, VIP ticket printing, and promotional printing were all donated. Volunteers took care of the logistics. All these helped reduce the cost of the original budget.

Chairman Allbritton stated that they exceeded their budget on the sound system. They did not have enough equipment to cover all the bands that were playing so they had to pay an additional one thousand three hundred dollars to get extra equipment.

Chairman Allbritton stated that he was disappointed that they could not get one word about the event in any newspaper. They partnered with WTAN and gave them VIP tickets to giveaway. They need to be on a radio station like the Eagle to reach the right demographics for these events.

Chairman Allbritton stated that they money on this event due to the fact that they started planning for it too late and did not have time to generate enough sponsorships.

Chairman Allbritton thanked Jay Polglaze, Anne Fogarty-France, Terry Schmidt, Brian Craig, Tony Lenning, Jenny Esno, Frank Chivas, and Brian Aungst for all their help in putting on this event.

Chairman Allbritton thanked Baystar Restaurants, Palm Pavilion, Johnny's Italian Restaurant, Tony's Pizza, and Quality Boats for being cash sponsors.

Chairman Allbritton thanked Jiffy Reprographics, Big Frog T-shirts, Keno Sound & Light, Channel Zero Radio, WTAN radio, City of Clearwater, Tropical Beach Rentals, Jam Junction, Plan B band, and Waters Edge for being their in-kind sponsors.

Chairman Allbritton thanked David Muse, Bertie Higgins, The Tempests, and Sunrise Productions, Inc. for donating their time and talent by charging a reduced rate.

Member Belanger stated that he applauds Chairman Allbritton's initiative in putting on this event.

Member Wright asked if they are going to wait until the revenue comes in before they adjust the budget to which Chairman Allbritton responded yes. They did not open the bank account until Friday, a day before the event, so he had to use his personal PayPal account to have people buy tickets. Nothing has been taken out of that account which he will turn over to the city of Clearwater for auditing, and then will transfer the revenue to the DDB's account.

Chairman Allbritton stated that they will have the final figures by the next meeting and they can make a motion on it then. He requested that Ms. Fogarty France put it on the agenda for next month's meeting.

Chairman Allbritton stated that next time he would like to do the event in Station Square Park and Capitol Theatre.

**10. Reminder that Canvassing Committee Meets on October 11, 2011 at Supervisor of Elections Office, 315 Court Street, 1<sup>st</sup> floor, at 3:00 p.m.**

Chairman Allbritton stated that he wanted to remind board members on the canvassing committee that they were meeting on October 11, 2011 at 3:00 p.m. at the Supervisor of Elections office. The committee consists of Members Morfopoulos, Wright, Belanger, and Starova.

## **11. Final Comments**

Member Wright stated that the board is moving in the right direction. He knows that they dipped into the Beginning Fund Balance fund that they did not want to touch but it was for a good cause that will benefit downtown Clearwater in the long run.

Member Starova thanked the board for approving funding for the Friday night events and stated that he felt they were moving in the right direction.

Member Morfopoulos stated that he was very impressed by what Chairman Allbritton accomplished with the Star Spectacular event.

Member Belanger stated that this was a great meeting and that they were taking the right risk. He also mentioned that the VIP idea for Star Spectacular was a smart idea and suggested that they have VIP passes for Blast Friday as well. He feels that the Clearwater Marine Aquarium project is the cornerstone for a new and improved Clearwater.

Member Winkler stated that he was impressed by last Friday's event and that he is looking forward to the new aquarium. He also requested that they put the Retail and Restaurant Recruitment program on next month's agenda so that they can discuss it further. Ms. Fogarty - France stated that the board will have a planning session in December and suggested that they discuss the Retail and Restaurant Recruitment program at that time.

12. Chairman Allbritton adjourned the October 5, 2011 regular meeting 8:36 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, October 5, 2011 - 5:30 pm

10.05.11.01

**Member Wright moved to approve the minutes from the September 7, 2011 meeting. The motion was duly seconded and carried unanimously.**

10.05.11.02

**Member Belanger moved to adopt the August 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

10.05.11.03

**Member Belanger moved to approve funding in the amount of twenty-five thousand dollars for the informational message board signs with funds from the Retail and Restaurant Recruitment line item. The motion was seconded and discussion ensued.**

**Member Belanger amended his motion to approve funding for the informational message board signs in the amount of twenty-five thousand dollars with funds from the beginning fund balance line item. The motion was duly seconded and carried with Member Morfopoulos opposing.**

10.05.11.04

**Member Morfopoulos moved to reallocate fifty thousand dollars from the retail and restaurant recruitment line item to fund the Clearwater Marine Aquarium and fund the balance of ten thousand dollars from retained earnings. The motion was seconded by Member Belanger with Vice-Chairman Bosi and Members Wright, Starova voting "Aye" and Member Winkler voting "Nay". Motion Failed**

**Member Wright moved to approve funding of the Clearwater Marine Aquarium in the amount of sixty thousand dollars with funds from the beginning fund balance line item. The motion was duly seconded with Members Allbritton, Bosi, Wright and Winkler voting "Aye" and Members Belanger and Morfopoulos voting "Nay". Motion carried.**

10.05.11.05

**Vice-Chairman Bosi moved to fund Friday Nights on Cleveland Street Events in the amount of five thousand two hundred dollars with funds from the beginning fund balance on the condition that the DCMA coordinates these events. The motion was duly seconded and carried unanimously.**