

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
July 21, 2010 – 5:30 PM - City Hall – 2nd Floor Conference Room

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Charles Lykes (6:10)	Member
	Dennis Bosi	Treasurer
	Jay Polglaze	Member
	Paris Morfopoulos	Member
	Thomas Wright	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development and Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

The Chairman called the meeting to order at 5:32 p.m. at City Hall.

1. **Citizen Comments – Items Not on the Agenda.** There were no citizen comments.
2. **Adopt May 2010 Financial Statement for Filing.** Member Morfopoulos asked if Ms. Fogarty-France found out why 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 the negative amount was the result of the reversal of several expenditures that were accrued to fiscal year 2009 because they related to services provided in September 2009.

Member Wright moved to adopt the May 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

3. **WTAN Downtown Show Discussion – Charles Lykes & Lola Wagenvoord -** Member Lykes stated that the board has been talking about doing a WTAN downtown discussion show for some time now and he asked Mrs. Wagenvoord attend so that she may answer any questions. Mrs. Wagenvoord gave an example of how their radio station works.

Member Lykes stated that when they started talking about this opportunity over a year ago, there was a one hour program available each week for \$125. As the DDB contemplated this idea, they realized that they won't be able to guarantee supporting this air time with manpower. Member Lykes stated that the board is looking to accomplish several objectives. They would like to promote downtown Clearwater businesses and events in a cost effective manner.

Mrs. Wagenvoord was asked what regular time options currently available and responded that the board does not have to come in during that time. They can come to the studio between 4:00 p.m. and 6:00 p.m. any day and pre-record the show. Thirty second promos

will be provided to the DDB every week where they can promote various events and happenings in the downtown area.

Member Lykes asked what are the timing and pricing options available. Mrs. Wagenvoord stated that they will get fifty-four minutes at \$125 a week which will include fifteen thirty second promos. They can do five minute pre-recorded shows that will be aired three times a day at 9:00 a.m., 12:00 p.m. and 5:00 p.m. They could also divide the hour fifteen minute shows. They cannot move another show that has been pre-scheduled but all available times are represented in black on the schedule so shows can be done during any of those time slots. This schedule is available on WTAN's website.

Member Lykes asked what commitment besides financial is necessary to do these radio spots if they agree to do the fifty-four minute shows. Mrs. Wagenvoord stated that all they would need is whoever the DDB would like to put on the air that has enough information for a fifty-four minute show. If there is no one available to do the show, a generic show can be done where two or three people from the board come to the station and do a pre-recording of events and happenings in the downtown Clearwater area.

Member Lykes stated that when they first discussed this idea, there were two one hour blocks available and the board could choose which one they wanted. He asked if those options were still available to which Ms. Wagenvoord stated that the schedule has changed.

Member Lykes asked if they can selectively have the hour show at different times each week. Ms. Wagenvoord stated that the show time will be consistent every week but they can use the five minute spots at different times for promos.

Chairman Allbritton asked if the show will be fifty-four minutes for one block to which Ms. Wagenvoord responded yes.

Ex-Officio/Councilmember Doran stated that it seems like the board is concerned about being able to talk for fifty-four minutes and that Downtown Dave Wagenvoord has been around a long time and will make the guest speaker talk for fifty-four minutes if he has to so that shouldn't be an issue. The issue is if the board is willing to make that kind of commitment.

Mr. Wagenvoord stated that right now they are getting very good feedback for the 4th Friday events. He also stated that if the board can provide WTAN with two guests each week, they will be able to put on a fifty-four minute show. The whole idea is to promote the events and happenings in the downtown Clearwater area and to get people excited about coming to the city.

Ex-Officio/Councilmember Doran reminded the board that Mrs. Wagenvoord said that they can put on the program live but it is not necessary to do so. The show can be pre-recorded and a generic show can be put on as well. Pre-recording can be done anytime the studio is free.

Mr. Wagenvoord stated that they can take an event like the Farmer's Market and make a couple of commercials to promote it and run these commercials during the DDB show.

Mrs. Wagenvoord stated that when they promote an event they can even mention other places that customers can visit while in the downtown Clearwater area.

Member Bosi asked what the obligation is for doing the show. Mrs. Wagenvoord responded that the contract is for fifty-two weeks with a two week cancellation notice.

Chairman Allbritton stated that putting on a radio show sounds really exciting but in the beginning when they were discussing this opportunity, he was a little nervous about the commitment they would have to make.

Mrs. Wagenvoord stated that all the shows are also on the internet and the DDB's shows can be put on their own website. When people want to know what's taking place in Clearwater they can go to the city's website and the shows that the DDB have done on WTAN can be viewed on that website.

Mr. Wagenvoord stated that the DDB can even have the members of the Merchants Association call into the radio show to do a quick promotion on their business.

Chairman Allbritton asked if he and Member Polglaze wanted to put a show together how they would communicate about the contents of that show. He also stated that he doesn't think a committee can be formed for this. Member Polglaze responded that they are going to be promoting already scheduled events so he doesn't think that organizing a committee will come up for vote.

Member Polglaze stated that he liked the idea of having links to their show on the city's website. The DDB already has a link on the city's website but to be able to link from there to the shows that the DDB have done would be very beneficial for the city as well.

Ms. Orr stated that the CRA will soon have a website dedicated to the Cleveland Street District.

Member Wright asked what the demographic was for WTAN. Mr. Dave responded that the demographics are primarily people between the ages of thirty and sixty, the average age is between forty-five and fifty.

Mr. Dave stated that the DDB will actually be on two stations. They have another station in the Wesley Chapel area which covers Plant City, Brooksville and the surrounding area. Between the two stations, they cover the entire market area from Sarasota to twenty miles north of Port Richey. There are four million people that can hear the two signals.

Mr. Dave stated that Talk Radio is the most listened to format there is on radio. Sixteen percent of people listen only to Talk Radio and forty-three percent listen at least some of

the time to Talk Radio. The second most popular format on radio is Country Western. Rock n' Roll is the third most popular format on radio and there are eleven stations dividing the Rock n' Roll audience with their listeners being under twenty-five years of age.

Member Wright asked out of the four million people in the market, how many people WTAN actually reaches. Mr. Wagenvoord responded that their station alone reaches two hundred sixteen thousand different people each week. Approximately ten thousand people are reached every fifteen minutes at their station and about five thousand are reached every fifteen minutes from the Wesley Chapel station. The average listener listens to the radio for approximately forty-one minutes at a time so there is need to be repetitious in a program. The station has run their commercial for ten years and has not had to change their ad copy in five years. This advertisement plays every hour and has resulted in two calls per day, ten leads a week, and \$7,000,000 in sales during the last five years.

Member Morfopoulos asked what time slot will be made available to the DDB. Ms. Wagenvoord stated that the time slots currently available are Mondays at 9:00 a.m., Thursdays at 11:00 a.m. and Tuesdays at 7:00 p.m.

Mr. Wagenvoord stated that the Monday at 9:00 a.m. was the best time slot to air the show because the lead-in to the show is Don Imus and he has the biggest audience. Also, on Monday the DDB will be able to talk about all the happenings in downtown Clearwater for the entire week.

Member Bosi asked if they can do mobile call-ins in the middle of an event. Mrs. Wagenvoord stated that they can do cut-ins. A board member can call the station and do a two minute remote promo.

Mrs. Wagenvoord asked if the Capitol Theatre has brought more people to Clearwater. Member Morfopoulos responded that more people come downtown when there are events held at the Capitol Theatre.

Member Wright asked if the \$125 includes everything. Mr. Wagenvoord responded that they do not charge for production.

Member Wright asked if they can break the show into two half hour slots to be aired on Monday and Thursday. Mrs. Wagenvoord responded if the slot is available the DDB can break the show into two half hour slots.

Ex-Officio/Councilmember Doran asked if the fifteen thirty second spots can be changed to make it longer or shorter as the DDB sees fit. Mrs. Wagenvoord stated that the duration of the promo spots can be changed.

Ex-Officio/Councilmember Doran asked if they station does promo spots on behalf of the customers. Mrs. Wagenvoord stated that they do promo spots for their customers if asked to do so.

Ms. Lopez asked if this funding will come out of this year's budget or next year's budget. Vice-Chairman Fernandez asked if the DDB has money left in this year's budget to which Ms. Lopez responded yes. Chairman Allbritton stated that the funding will be taken from this year's budget.

Member Bosi asked if they did any mural repairs this year. Ms. Fogarty-France responded that some mural repairs were done this year.

Ms. Wagenvoord suggested that the DDB could also rent show spots or advertisement spots to merchants.

Member Bosi suggested that the board might want to consider forming a committee to handle the radio show.

Member Lykes agreed with Member Bosi in that a committee should be formed to get the radio show rolling because it will make it a lot easier to manage.

Chairman Allbritton asked if they should advertise if they are going to have a meeting. Ms. Fogarty-France responded yes.

Member Bosi stated that they need someone to spearhead the committee. Chairman Allbritton stated that he will spearhead the committee.

Ms. Fogarty-France stated suggested that the members of this committee could decide what needs to be done for each show.

Member Bosi stated that they could come up with three or four criteria on what to do for the show.

Chairman Allbritton asked Ms. Fogarty-France to advertise for the committee meeting. Ms. Fogarty-France stated that she will take care of the advertisement.

Member Bosi moved to approve the funding of the WTAN Downtown Show on Mondays at 9:00 a.m. for a period of fifty-two weeks in the amount of \$6,500 to be taken from the Retail and Restaurant Recruitment line item. The motion was duly seconded and carried unanimously.

4. DDB Budget Philosophy Discussion

a. **Introduction** – Member Bosi stated that he would like to give the board a quick summary of how they got where they are today budget wise. Before the Streetscape started, the DDB was concerned about helping the businesses on Cleveland Street. It was

decided that it would be better to work on that strategy after the Streetscape project was completed. After the project was completed, the DDB decided that the best way to help businesses downtown was to make a destination within downtown, similar to Bay Walk and Channelside. That is how Cleveland Street District was born and that is why the DDB is getting a lot of requests to put on events in Clearwater and Cleveland Street District.

Member Bosi stated that what they needed to do was to promote Cleveland Street Districted but they weren't informed on how to rebrand downtown Clearwater to Cleveland Street District so that it will bring more people to the city. The right businesses needed to be brought in to promote the area and make it busy with customers so that they could eventually expand to Main Street.

Member Bosi stated that they are bringing a lot of promotions into Clearwater but they haven't really been promoting the Cleveland Street District. What board members need to ask themselves before funding an event is will the proposed event have a positive impact on the Cleveland Street District and generate excitement about the area.

Member Bosi stated that all DDB members received a copy of the budget and the shaded areas show movement of money to make the budget fit. There was a twelve percent cut in revenues last year because of the drop in property values. One of the options that the DDB can do to compensate for the decrease in revenues is to cut the budget for each event by twelve percent.

Member Bosi stated that the first couple of 4th Friday events were great but then the attendance dropped. The Cleveland Street brand is not being recognized as it should be. He suggested that a certain amount be set aside for Coachman Park events and with exception of Jazz Holiday; a \$5,000 cap should be set on all other events. Any other events that the board decides to support should be events that benefit the Cleveland Street District.

Chairman Allbritton stated that he has been on the board when there was nothing going on in downtown Clearwater but now he can see a difference with the many events organizers approaching the board to request funding. Property owners are taxed by the DDB and it's our role to make sure that these funds add value to the area. He also stated that he agrees with Member Bosi that events that the DDB supports should concentrate on promoting the Cleveland Street District. All the events that were presented to the board sounded great but they are not being held on Cleveland Street.

Member Bosi stated that it is great that events are being held in downtown Clearwater but they need to question how these events are promoting the Cleveland Street District. He also stated that the board needs to ask themselves if the people responsible for these events are only interested in putting on their events or are they also interested in forming a partnership to help the Cleveland Street District grow.

Member Polglaze stated that Coachman Park is a great venue and has the ability to attract masses. At this time Cleveland Street does not have the ability to attract people to the area. He also stated that they need to make sure that the Coachman Park events will tie into the Cleveland Street District before funding for the events are approved. For example, coupons can be handed out for restaurants located in the Cleveland Street District or a block party can be held in that area.

Member Bosi asked Member Polglaze what his plan was for promoting Cleveland Street during the 4th Friday events.

Member Polglaze stated that the 4th Friday committee has switched over to a consultant to help them take the events to a whole new level. The consultant will be doing major marketing to promote Cleveland Street District. There will be ten signature events held this coming year and they won't be mediocre events.

Member Bosi asked Member Polglaze if these events will be promoted as Cleveland Street District events. Member Polglaze responded that since these events will be taking place in Cleveland Street District they will be promoting the District.

Member Bosi stated that he feels that even though the Coachman Park events are not on Cleveland Street they should still promote the area.

Member Polglaze agreed with Member Bosi and stated that he thinks promoting Cleveland Street District should be a requirement before funding is approved for any events. He also stated that the Fun 'n Sun Festival has put on a few events at Coachman Park but those events had low attendance and he is not sure what went wrong in the promotion campaigns. He feels that the board should still support Coachman Park events but they should decide what criteria should be met before funding for these events are approved.

Vice-Chairman Fernandez stated that he agrees with Member Bosi on what needs to be done. The board is running out of money because all events presented to the board are being approved regardless of whether they support the Cleveland Street District and that needs to change.

Member Morfopoulos stated that maybe request for funding applications can be changed in the future to request how the event supports Cleveland Street instead of how many freebies do board members get.

Member Bosi stated that maybe the word downtown should be changed to Cleveland Street District on the application. Ms. Fogarty-France stated that she will make note of the change requests for the application.

Member Morfopoulos asked how they would notice if any changes were taking place in the Cleveland Street District and how would they gauge their success.

Chairman Allbritton stated that this is a big puzzle because there are many facets to calculating measurement of improvement.

Member Morfopoulos asked how the board would determine if they are continuing in the right direction from year to year as far as promoting the Cleveland Street District.

Member Wright stated that they could probably see what the taxes look like and if people are able to have a thriving business. He also stated that if they are going to spend half a million dollars per year, it would be nice to pinpoint what improvements were accomplished in the Cleveland Street District each year.

Chairman Allbritton stated that they have to start somewhere to spark people's interest. If the activity on Cleveland Street increases, the property value of that area will go up.

Member Bosi stated that the 4th Friday committee has been putting on their events for one and a half years and when you ask businesses how they feel about the event they say that it is great and they should keep up the good work. That is a gauge that can be used to evaluate the improvements being made. He suggested that the board should attend all the events that they fund to see how much return they are getting on their investment and to talk to people to find out their likes and dislikes regarding the event.

Vice-Chairman Fernandez stated that he has worked on events when there was nothing to do in the downtown area and one shouldn't look at the number of people attending because most of the time people leave right after the event. They do not wander around to see what other activities are there to do in downtown Clearwater. Each event should measure their own success. It is not always about numbers.

Member Wright stated that many times people don't come to a place if they don't know the area. But if they attend an event they might realize how great it was and will look forward to attending the event again. He feels that the success of an event should be measured by the number of return customers for the particular event.

Vice-Chairman Fernandez stated that they should figure out how to estimate crowds. Bright House Network might be willing to share the information on how they estimate the number of viewers they have per area. They have a system in place and were able to tell almost precisely how many people attended the boat parade.

Member Polglaze stated that Bright House uses a computer program that takes a shot of the crowd and then calculates the number of people in attendance by square foot. He also stated that as some of the board members mentioned there are several different ways to measure success but the measurement has to be a compilation of all these different ways. The idea is to get retailers, merchants and corporations to notice that people are coming downtown for a reason. This cannot be done by only holding events on Cleveland Street. Events need to be held in Coachman Park as well and be supported by the DDB. Having events in Coachman Park will help bring people to Cleveland Street but there has to be an effort from everyone to make this happen. Right now there are a lot of small events that

take place on Cleveland Street. Member Polglaze feels that if there are signature events being held on Cleveland Street, they might not need as much help in funding like the small events do.

Chairman Allbritton stated that he doesn't think there is a given formula to help in following guidelines. What he noticed last year was that he listened to the presentations that were made and if he thought that the event will be a good thing for downtown Clearwater it might be worth funding. For example, he thought that the Lunch in the Park event was a good idea but it wasn't successful as they hoped it would be possibly because the timing of the event was off.

Ex-Officio/Councilmember Gibson stated that an example of success is having thousands of people come onto Cleveland Street. He added that he doesn't think the Coachman Park events are doing much for the DDB and that the Powerboat National Championship event will bring thousands of people onto Cleveland Street.

Member Polglaze stated that the Powerboat National Championship event sounds great but they are also asking for \$10,000 in funding and their main event takes place on the beach and in Coachman Park. He asked what criteria will be used to decide how funds will be allocated for this event.

Ex-Officio/Councilmember Gibson stated that as long as the Powerboat National Championship event is going to be held for two days, it will bring lots of people to Cleveland Street.

Member Bosi stated that the Powerboat National Championship event is a great event but asked how it will promote Cleveland Street.

Ex-Officio/Councilmember Gibson suggested that maybe they can put the boat displays on Cleveland Street.

Member Bosi asked if the merchandise sold for the Powerboat National Championship event will be on Cleveland Street or in Coachman Park.

Chairman Allbritton stated that if the event is self contained at Coachman Park, people who are attending the event will have no reason to walk up the hill to Cleveland Street.

Member Morfopoulos stated that if the Cleveland Street element is not part of an event held in Coachman Park then it shouldn't be funded by the DDB.

Chairman Allbritton stated that if a committee is asking for any kind of funding from the DDB, they should bring their event to the Cleveland Street District.

Member Bosi stated that the Art 'n JazzWalk was great. The first year they held the event on one city block but the second year they had to expand to two city blocks because it was very successful and it benefitted Cleveland Street.

b. Staff Recommendations – Geri Campos Lopez

Ms. Lopez stated that she got the final certification values from the property appraiser last week and there was a twelve percent decrease in value. The actual number is \$10,000 less than was projected.

Ms. Lopez stated that she met with Member Bosi and came up with some suggestions on how next year's budget should be handled. There are several options on how to deal with the \$10,000 decrease. First, the board could make some adjustments in the funding amount for the various events. Second, they could consider taking \$10,000 from retained earnings and adding it to next year's budget. Third, they could consider raising the millage rate to 1.0 instead of the current .9651. Raising the millage rate will add \$8,000 to next year's budget.

Ms. Lopez stated that if the board feels comfortable with leaving the millage at .9651, the rate needs to be set at this meeting.

Ms. Lopez stated that they have \$269,517 coming in from property taxes and based on that they made some recommendations for keeping a balanced budget. She suggested that the board should be consistent with how they approach this budget issue. The number one focus should be on Cleveland Street and the events being held there. The events being held on Cleveland Street are represented by a one on the preliminary budget sheet handed out to all board members. Signature events are represented by a two and Coachman Park events are represented by a three on the preliminary budget sheet.

Ms. Lopez mentioned that even by prioritizing this way, they were still short of money based on the budget requests and so they had to decide what priority to make the recommendation based on the amount requested. For example, in the design category they know what the cost of the holiday lighting has been based on past years so they have reduced that amount to \$14,000.

Ms. Lopez stated that the architectural services line has been reduced to \$1,000 because that amount should allow for one building to come in. With the furniture program they will be able to have two businesses come in.

Ms. Lopez stated that the promotions have been numbered by priority and either full or partial funding is recommended depending on the importance of the event. She also stated that she feels it would be a good idea to put a budget cap on Coachman Park events.

Ms. Lopez stated that they have give the 4th Friday event a high number but they recommend that the board should make an agreement similar to the CRA and state that all money used for 4th Friday should go towards events on Cleveland Street.

Ms. Lopez stated that they left retained earnings at \$70,000 in order to balance the budget. She also stated that Member Bosi suggested that since revenues have decreased by twelve percent, the board might want to consider reducing funding for events held in previous years by twelve percent across the board.

c. Open Discussion

Member Morfopoulos asked if the \$70,000 in the retained earnings line means that \$70,000 will be taken out of the retained earnings. Ms. Lopez responded yes.

Member Morfopoulos asked if taking the \$70,000 from retained earnings will reduce the balance sheet amount. Ms. Lopez responded that taking the amount of retained earnings will reduce the balance sheet amount but she doesn't think they will touch retained earnings just yet. If \$70,000 is needed for next year, it will be taken out of the estimated ending fund balance of \$316,988. The true balance will be known at the beginning of next fiscal year.

Member Morfopoulos asked if the parenthesis around the ending fund balance number means that the number is an estimated amount. Ms. Fogarty-France responded yes.

Member Morfopoulos asked if the entire budget plus the \$70,000 is used from retained earnings, will the end of the year balance for next year be reduced to \$250,000. Ms. Lopez responded that if the entire budget along with the \$70,000 is used, then the ending balance will be reduced to approximately \$250,000.

Member Wright asked how long the board has been carrying retained earnings. Ms. Lopez stated that retained earnings have been at the same mark for a while. For the past four or five years, they have been above the \$300,000 mark.

Member Bosi stated that if the board decides to take the \$70,000 out of retained earnings they need to consider what would happen next year to events that they might want to fund. They have three big events that they fund each year – 4th Friday, the Jazz Festival and the Farmer's Market.

Member Morfopoulos asked Member Bosi what his suggestion would be. Member Bosi responded that they should reduce funding for the three big events by twelve percent which will give the board more money to promote other events that haven't been done yet in the downtown Clearwater area.

Member Polglaze asked if they have looked at retained earnings to see why a large balance is being carried over each year. He feels that the Powerboat National Championships would be a good event to fund

Member Bosi stated if they take out \$100,000 out of retained earnings each year to support all the events that are presented to the board, then in subsequent years there will not be any money left in retained earnings.

Member Polglaze stated that this amount is carried over every year and they have worthy projects that they need to consider. Member Bosi stated that the reason they have retained earnings is because they have had leftover budgeted money in the past and that any money they needed was taken out of the grants they were dealing with at the time.

Member Polglaze asked why they are maintaining a large amount in retained earnings to which Member Bosi replied that he does not think that \$316,000 is a large amount to keep in retained earnings.

Member Polglaze stated that he feels \$316,000 is a lot of money to keep in retained earnings and that he does not see any more major initiatives coming down the pipe in the next few years.

Member Morfopoulos stated that \$316,000 is a large amount. He feels that maybe the board can discuss the idea of having some money on reserve but reducing the amount of money they keep in retained earnings. They would need to decide what would be a good number to keep in retained earnings and not fall below that amount. For example, the board could decide to have either fifty or seventy-five percent of their annual budget in reserve as long as they stick to whatever guideline they come up with.

Member Polglaze asked Ms. Lopez what the reason was for keeping such a large amount in retained earnings and what big projects does she foresee coming up in the near future.

Ex-Officio/Councilmember Doran stated that he would like to respond to that question. He stated that one restaurant grant is \$50,000 and they would like to see four more restaurants come up in the downtown Clearwater area. The total cost of grants to make this happen is \$200,000. He also stated that the board is planning on spending \$70,000 more than their revenues which is not budgeting a balanced budget.

Ex-Officio/Councilmember Doran stated that they are called the Downtown Development Board for a reason. There are two parts to the DDB and that is development and promotions. The mission statement talks about promoting Cleveland Street but they need to take into consideration the development portion that the board is responsible for as well. The reason the board has a reserve is because the economy went down and there was nobody to take the grants. But when the economy starts to improve they will need this reserve if they want to recruit more restaurants. They will have to give restaurants an incentive to open in Clearwater and they will have to grant them the full \$50,000.

Ms. Lopez stated that when the board needs money for development they are really going to ask to use retained earnings.

Chairman Allbritton stated that development is the other piece of the puzzle and that they need to build in order to get people to come to downtown Clearwater.

Ms. Lopez stated that the CRA approved an investment for Tony's Pizza to relocate and expand into the four hundred block last week and that's the type of investment that the DDB needs to think about. Economic development is a long term proposition and cannot be measured year by year. It has to be looked at over time to really see a difference in the numbers. The economy cannot be controlled and that is why it is good to have events to get the city through the next few years until things turn around.

Chairman Allbritton stated that he heard that it cost \$312 per square foot to build out Water's edge and that they will probably sell the property for \$150 per square foot. He asked what taxes they are collecting now versus what they will be collecting once the area is populated.

Ms. Lopez stated that she knows what the total tax payment was for last year and what the CRA portion in tax increment was. She informed the board that she will e-mail this information to them.

Member Polglaze stated that the twelve percent budget decrease holds merit on some of the funding requests that they received at the last meeting.

Member Bosi asked if the events do not get funding from the DDB will this prevent them from taking place altogether. He does not want to jeopardize 4th Friday but will they be able to make up the difference in funding to continue putting on the event.

Ms. Lopez stated that she believes that the CRA's contract is very specific in that their \$75,000 funding for the 4th Friday events is contingent on the DDB's \$50,000 funding. If the DDB wants to change the funding amount they would have to discuss it with the CRA.

Chairman Allbritton stated that in order to be consistent with the twelve percent decrease they would have to include 4th Friday in this funding reduction unless they can strike up an agreement with the CRA.

Member Morfopoulos asked if the \$269,000 tax figure was before the twelve percent property tax reduction. Member Bosi responded that the \$312,000 tax figure was before the twelve percent tax reduction and that \$269,000 was the new tax figure after the twelve percent tax reduction.

Ex-Officio/CouncilMember Gibson asked why the Farmer's Market needs \$15,000 in funding. Member Polglaze stated that the management fee for the Farmer's Market is \$10,500.

Vice-Chairman Fernandez asked Ms. Fogarty-France if a budget for the Farmer's Market was provided to the board. Ms. Fogarty-France stated that the budget for the Farmer's Market is included in the package that was distributed to the board before the meeting.

Ex-Officio/Councilmember Gibson asked how long the Farmer's Market has been operating. Ms. Fogarty-France responded that the Farmer's Market has been operating for fifteen years.

Ex-Officio/Councilmember Gibson asked if the Farmer's Market needs to advertise after being in business for fifteen years. Ms. Fogarty-France responded that special events are included in the Farmer's Market advertisements. She also stated that she believed that the budget for the Farmer's Market was raised to \$15,000 about four years ago. Five years ago funding for the Farmer's Market was \$10,000.

Ms. Lopez stated that if they decrease funding for the Farmer's market by twelve percent, the new funding amount would be \$13,200.

Member Bosi stated that they have been funding the Farmer's Market for a while now and after being in business for so long they should be able to stand on their own by now.

Vice-Chairman Fernandez stated that the Farmer's Market is open once a week for approximately forty weeks while most of these events occurs only once or twice a year.

Member Polglaze asked how many people come to the Farmer's Market during one of the forty week periods. Vice-Chairman Fernandez responded that depending on the events they are having the Farmer's Market averages between five hundred and seven hundred people during one of the forty week periods.

Member Morfopoulos stated that the Farmer's Market is a good value for the money.

Member Bosi asked how is it that the Clearwater Cultural Week asked for \$5,000 in funding last year to put on Fashion week for five days and now they are asking for only \$3,500 to put on multiple events over a course of five days while other events are asking for more money to put on a one or two day event. He stated that he would like to take some money out of the Jazz Holiday funding to give the Clearwater Cultural Week the entire \$3,500 requested instead of reducing it to \$1,500. This way they do not have to scale down their event.

Member Polglaze stated that the \$315,000 in retained earnings will bring in six new restaurants to the downtown Clearwater area. He asked if they were projecting too high at the risk of losing other great events like the boat races. He suggested that maybe the board should consider reducing funding by twelve percent across the board so that they can fund other events.

Member Bosi reminded the board that they just approved funding for the WTAN Downtown Show so they need to keep that in mind when making a decision.

Ms. Lopez stated that they are still under budget so she does not expect the board to dip into retained earnings as of yet. She also stated at the bottom of the monthly budget the ending fund balance shows \$87,000 which is a projected budget. The amount might be

more based on expenditure. The board would have to go through the \$87,000 before they touch the retained earnings.

Ms. Lopez stated that she reduced the Farmer's Market funding by twelve percent which gives them \$13,200. The Jazz Festival was also reduced by twelve percent which gives them \$17,600 in funding. She also stated that she added \$2,000 towards funding the Powerboat National Championships. The total DDB expenditure for next year will be \$508,269 which will leave a \$200 difference in revenues.

5. Budget Line Item Review & Approval

Ms. Lopez stated that they dropped most of the events funding requests more than twelve percent because there was not enough funding. The rest of the funding requests were reduced by twelve percent.

Ms. Lopez made the following funding suggestions:

- 1) The suggested funding for the Sea Blues festival is \$5,000. Member Wright requested that the importance of this festival be changed from a two to a one.
- 2) Since the Fun 'n Sun Festival and the Clearwater Celebrates America event are both Coachman Park events, they should not be funded.
- 3) The Farmer's Market funding was reduced by twelve percent so the funding recommended is \$13,200.
- 4) The 4th Friday event was kept at \$50,000 pending an agreement with the CRA.
- 5) The Jazz Festival funding was reduced by twelve percent so the funding recommended is \$17,600.
- 6) The suggested funding for the 6th Annual Downtown Clearwater Pet Festival is \$2,000. The funding for this event was reduced more than twelve percent. Ms. Fogarty France stated that this year they requested \$3,200 for the Pet Festival. Ms. Lopez changed the funding amount to \$3,200 for the pet festival
- 7) Relay for Life and Miles for Hope have not submitted an application for next year so no funding has been allocated to them.
- 8) They have recommended not funding the Spring & Fall Lunch Time Concerts based on evaluation of better usage of funds.
- 9) They recommend \$300 in funding for the 3rd Annual Wreath Decorating Contest. The funding request for this event went up by \$50 from last year's request.
- 10) The Annual Deaf & Hard of Hearing Day funding was reduced to \$1,584.
- 11) The Cultural Week funding was left at \$1,500.
- 12) The Wine & Book Fair recommended funding is \$2,000.

Ms. Fogarty-France asked if the funding for this event should be reduced to \$1,600 since that was what it was budgeted for. Ms. Lopez responded that this is a DDB event and she believes that they are already operating at a minimum level.

Member Morfopoulos asked if recommended funding for the Wine & Book Fair is \$2,000, would they be jeopardizing the event by reducing the funding amount to \$1,600. Member Polglaze stated that reducing funding to \$1,600 might jeopardize the event.

Member Morfopoulos stated that wouldn't it be best if they did reduce funding for the Wine & Book Fair by twelve percent to be consistent. Ms. Lopez stated that she will change the funding amount for the Wine & Book Fair from \$2,000 to \$1,600.

Chairman Allbritton asked if the Poetry & Art Festival has been reduced to \$1,000. Ms. Lopez stated that since the Poetry & Art Festival is a new event that has not been tested and they were uncomfortable suggesting that the board grant them the full funding request.

Ms. Lopez stated that if the board would like, they can set a minimum funding amount for new events. Member Polglaze stated that he does not think there needs to be a minimum funding amount for new events.

Member Polglaze stated that he thinks that Coachman Park is valuable to the downtown Clearwater area. Member Bosi asked if the motive for putting on events in Coachman Park is because it is a nice venue or it is to help Cleveland Street. Member Polglaze stated that they should not shut the door completely on Coachman Park events.

Ms. Lopez asked what events Member Polglaze is talking about. Member Polglaze responded that he is talking about all Coachman Park events and that he thinks it would be a good idea to fund the Powerboat National Championships event and the Operation Five Star Veterans event.

Member Bosi stated that they cannot sponsor all the events every year. A lot of these events have been around for years and their funding requests keep increasing when they should be able to stand on their own by now.

Member Polglaze stated that they might want to consider polling the board to see whether they think there is a value for first time potential signature events or even second time signature events. He proposes that they should take a bigger percentage off the solid Coachman Park signature events that are already well established.

Member Bosi stated that they need to put a cap for funding future events.

Member Bosi stated that the Powerboat National Championships event does not have a clear idea on how they will incorporate Cleveland Street into their event.

Ms. Lopez stated that when deciding on what events they plan to fund the board needs to look at the events that will actually benefit the property owners and the merchants. The funding recommendations for Coachman Park events were decided according to whether they were benefitting the merchants or not. Although Coachman Park events are great, they were hearing that these events were not really helping the merchants as they should be unless they have a component incorporating Cleveland Street.

Chairman Allbritton stated that they can send a message out on what is being voted on tonight and make it clear that events have to include Cleveland Street in order for their funding request to be considered by the DDB.

Ms. Fogarty-France stated that the Sea Blues Festival brought their event to Cleveland Street last year.

Member Bosi stated that he would like to know more about Operation Five Star and what their plans are for Cleveland Street because they were very vague.

Ms. Lopez asked if they would like to give the Powerboat National Championships event funding in the amount of \$5,000 based on what their plan is to include Cleveland Street in their event. Member Bosi stated that they can fund the Powerboat National Championships in the amount of \$5,000 depending on what their plan is on incorporating Cleveland Street. He does not want to only see boats displayed on Cleveland Street but would like to see some activities being held there as well.

Member Polglaze stated that the same person who is putting on the Powerboat National Championships event has contracted with the Clearwater Downtown Partnership to take over the 4th Friday events.

Ms. Orr asked if the Powerboat National Championships is going to do a block party on Cleveland Street, would that be contingent on approving funding in the amount of \$10,000 instead of \$5,000. Member Polglaze stated that he is not sure since he just got the information about the street party on his way to the meeting.

Vice-Chairman Fernandez asked what is going to happen to funding of the Jolley Trolley. He feels that they should fund the trolley.

Member Bosi asked if the trolley can go down East Avenue to Park Street.

Ms. Fogarty France stated that there is an error on the northbound route and that Hendricks Street does not cross over Fort Harrison Street so the trolley cannot go straight on that street.

Member Morfopoulos stated that he had one request. He was wondering if a spreadsheet can be made showing each event, the names of the people asking for funding, the amount they are requesting, the number of people they figure might visit Cleveland Street and the cost per person visiting Cleveland Street.

Ms. Fogarty France stated that she could put the spreadsheet together as long as the organization requesting funding provided the board with their projection on how many people they think they will attract to Cleveland Street.

Member Bosi moved to postpone discussion of the Jolley Trolley funding till the next meeting. The motion was duly seconded and carried unanimously.

Member Bosi moved to have board members look over the budget individually and further discuss it at the next meeting. The motion was duly seconded and carried unanimously.

6. Adopt Aggregate Millage Rate of 0.9651 For Fiscal Year 2010/11 – Geri Campos Lopez

Chairman Allbritton stated and the board agreed that they should not be raising taxes at this time given the climate of the economy.

Member Bosi moved to keep the aggregate millage rate of 0.9651 for fiscal year 2010/11. The motion was duly seconded and carried unanimously.

7. Set First Public Budget & Millage Hearing Date For September 8, 2010 – Anne Fogarty France

Ms. Fogarty-France stated that setting a hearing date for the Millage Rate is the second step in the process and stated that she will give Chairman Allbritton form DR420 to sign.

Ms. Fogarty-France stated that the Millage hearing date has to be set between September 3rd and September 15th and since the monthly meeting for September falls on the first, she proposed that the board's regular meeting be moved to September 8th instead. She also stated that she will send a meeting request to all board members to remind them to revise their calendars.

8. Final Comments

Member Wright thanked the DDB for their patience regarding his rookie questions.

Member Polglaze stated that the funding discussion at this meeting is a great problem to have and that he would like to fund all the events that are presented to the DDB but he knows that they cannot do that. He also stated that he still sees a value in funding the Coachman Park events.

Chairman Allbritton stated that everyone provided great input tonight and thanked them for their comments. He also stated that he was dreading this meeting but it turned out very good.

9. Adjournment

Chairman Allbritton adjourned the July 21st, 2010 regular meeting of the Clearwater Downtown Development Board at 8:21p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
ACTION AGENDA

Wednesday, July 21, 2010 - 5:30 pm

07.21.10.01

Member Wright moved to adopt the May 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

07.21.10.02

Member Bosi moved to approve the funding of the WTAN Downtown Show on Mondays at 9:00 a.m. for a period of fifty-two weeks in the amount of \$6,500 to be taken from the Retail and Restaurant Recruitment line item. The motion was duly seconded and carried unanimously.

07.21.10.03

Member Bosi moved to postpone discussion of the Jolley Trolley funding until the next meeting. The motion was duly seconded and carried unanimously.

07.21.10.05

Member Bosi moved to keep the aggregate millage rate of 0.9651 for fiscal year 2010/11. The motion was duly seconded and carried unanimously.