

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

June 3, 2009 – 5:30 p.m.

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

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

Vice-Chairman Fernandez announced the death of Chairman Allbritton's father a retired circuit judge – a well respected judge who had an excellent reputation.

2 – Citizen Comments – Items Not on the Agenda

3 – Approve the Minutes of the May 6, 2009 Regular Meeting.

Member Goudreault moved to approve the minutes of the May 6, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4 - Adopt the April 2009 Financial Statement for Filing.

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

5 - Adopt Preliminary FY 2009-2010 Budget – Member Aranjo

Vice Chairman Fernandez advised the board that the budget represented the fiscal year from October 2009-September 2010. Member Aranjo, DDB Treasurer reviewed each line of the Preliminary Budget. Vice Chairman Fernandez advised the board that this is a preliminary budget and not set in stone.

Anne Fogarty-France advised that the by-laws required that the treasurer present a preliminary budget to the DDB at their June meeting. She noted that the City's Finance Department suggested using last year's figures for Property Taxes and Interlocal

Agreement Revenue as the preliminary budget numbers until the Property Appraiser's Office submits new figures just prior to the July meeting.

Ms. Fogarty France stated that there will be a budget work session in July and questioned if the board wanted to have the organizations requesting funds address the board during that meeting.

Vice Chairman Fernandez stated that having these organizations represented at a work session has been helpful in the past.

Member Bosi inquired to the difference compared to last year's budget.

Ms. Fogarty France advised the board will receive revenues from an increase of property values. Currently that increase is thirty-six percent higher than last year but that number is being analyzed and should change per the documentation provided to the board. The new construction value is one hundred thirty million dollars.

Geri Campos Lopez advised that last year's figures created good news for this year. The figures for retained earnings will go down which is also good news.

Member Goudreault had a question about 4th Friday, she did not think that \$25,000 was enough to fund this event series. Bill Sturtevant was unable to comment at this time. He was not sure of what the real needs are as of yet.

Ms. Fogarty France pointed out to the board the annual audit number of \$10,000 was placed there due to having the RFP for audit services released today, June 3. Real value for these services should be ready for the July budget work session.

She reminded the board that any changes or additions will be made at the budget work session meeting in July.

Member Goudreault moved to adopt the Preliminary Budget FY 2009-2010. The motion was duly seconded and carried unanimously.

6 – Jolley Trolley Presentation – Robert Longenecker.

Mr. Robert Longenecker provided a presentation to the board. He shared results he had from previous presentations conducted since his last meeting with the DBB.

He advised their new tag line," Leave your car where you are....ride the Jolley Trolley."

Member Goudreault asked the cost of the Jolley Trolley. Mr. Longenecker advised it was two dollars per ride.

He advised the board that they had received commercial support for the Jolley Trolley from the following businesses: Crabby Bills, Frenchy's, Island Way Grill, Shepard's, Starlight Majesty, Hooter's, Clearwater Beach Chamber of Commerce, Clearwater Regional

Chamber of Commerce, Angelo's Pizza, Sheraton Marriott, Sand Pearl Resort, and the Hilton.

Mr. Longenecker felt that if the DBB can come up with twenty five thousand dollars to thirty five thousand dollars for support they would be a third of the way funded and they could provide four hours of service. He stated that they had major breakthrough to connect downtown yesterday with PSTA agreeing to a reciprocal agreement meaning their taxes work for us and our taxes work for them.

Member Goudreault wanted to know if the board had ever sponsored the Jolley Trolley.

Ms. Campos Lopez stated that in the past the CRA gave fifty thousand dollars to the Jolley Trolley.

Member Lykes wanted the Jolley Trolley to identify their stops and hoped they were somewhere near parking garages.

Mr. Longenecker advised that PSTA receives a million dollars from the beaches and hotels and felt they really need to step up and help.

Vice Chairman Fernandez praised Mr. Longenecker on the good job he is doing.

Vice Chairman Fernandez also advised that the Jolley Trolley needs to give the DBB a proposal.

7 – Clearwater Downtown Partnership (CDP)

Bill Sturtevant, Clearwater Downtown Partnership Chairman gave an update on the 4th held in May 2009 and stated that the rains kept people away although everyone who attended really enjoyed themselves.

Mr. Sturtevant introduced Jenny Esno, Jay Polegaze and Eleanore Lyda, who run the 4th Friday events, and praised them for their outstanding work.

Vice-Chairman Bob Fernandez questioned Mr. Sturtevant about noting the other sources of income, such as other sponsors on the spreadsheet provided to the board.

Mr. Sturtevant advised the board that he did not have that information and that all the expenses are paid through the funding the board gave.

He stated that the Partnership had to cover liability insurance, which cost five thousand dollars, with a one thousand dollar deposit and the remaining balance being made by installment payments for the next 10 months.

Member Goudreault stated that the board has seen what is going on with the 4th Friday event and felt that the board should fund the fifteen thousand requested by Mr. Sturtevant.

Member Aranjó advised it could be taken from the Retail and Restaurant Recruitment Grant line item which has not been used this fiscal year.

Member Lykes asked if the board could take these funds from retained earnings and Member Aranjó advised that the grant line item could be replenished if needed.

Member Bosi inquired with how many events the funds will cover.

Mr. Sturtevant replied that the CDP are very close to getting a hold on a steady figure for each event.

Vice Chairman Fernandez stated that it seems to him that they should already have a handle on the costs required for each event. He stated that the Farmer's Market knows exactly how much is the needed each week.

Mr. Sturtevant advised that 4th Friday is different with the various components of the event every month and it is hard to know what is needed. There are too many variables going on with each event. The costs are varying every month but they are meeting with Rod Irwin and Kevin to work these costs out.

Jenny Esno advised the board that every month her job is to sit down with Mr. Schmidt and decide what is needed for city resources and what he has available; one month it may cost five hundred and fifty dollars the next three hundred and fifty dollars.

Member Goudreault moved to fund 4th Fridays in the amount of \$15,000 and take these funds from the Retail and Restaurant Recruitment Grant line item. The motion was duly seconded and carried unanimously.

Vice Chairman Fernandez stated that it would be good for the board to have a better income statement from the 4th Friday events.

Ms. Fogarty France asked Mr. Sturtevant to submit an invoice to the board.

8 – Vice-Chairman's Report

Vice-Chairman Bob Fernandez asked the board if they had seen the letter from Joanie Sigal regarding a fund raiser for the film festival.

Discussion ensued and the recommendation was made not to fund a table per Ms. Sigal's request. This donation would be better if done by each individual.

9- DDB Promotion Committee Report – Josee Goudreault.

Anne Fogarty France gave the report for Member Goudreault. She advised the board that the DDB Promotions Committee coordinated the May 9, 2009 Clearwater Pet Festival.

The event consisted of forty-two vendors and rescue groups. Attendance was estimated at three hundred to three hundred and fifty people and their animals.

A pet parade, led by a costumed Cleveland the Cat, was held and followed by awards for Best in Show, Smallest & Largest Pet and Most Unique Pet. Puppy races were held and a presentation on Dog Friendly Dog Training took place.

Favorable comments were received with suggestions to hold the event earlier in the year due to the hot weather. Committee members suggested holding event earlier in 2010 and a meeting to share feedback on the Pet Festival will be held later this month.

Ms. Fogarty France noted a new event was included in the preliminary budget for Event & Meeting Support. The DDB Fall and Spring lunch time concerts, as was successfully done in the past, was a new line item. The plan is to hold concerts in Station Square Park, for eight weeks in the fall and eight weeks in the spring.

The goal is to get the employees in surrounding buildings out in the park.

The committee is discussing the day of the week to hold the concerts knowing the Farmer's Market is on Wednesdays.

10 - DDB Business Visitation Committee Report – Geri Aranjo.

Member Aranjo advised that the DDB Business Visitation Committee met on 6/1/09. They discussed the parking validation program. Clearwater Travel and Peter Gillham's Nutrition Center recently signed up for the program. Block captains were asked if the merchants had any feedback on the 4th Friday events and the Farmer's Market. A parking map will be enlarged and provided to merchants will be provided so customers can see where to park in relation to their stores. Block captains were asked to see if merchants had any feedback on 4th Friday and Farmer's Market events. The next meeting is Tuesday, June 30th, 2009 at 5:30 p.m. at Pangea Café.

11 - Final Comments

Member Bosi stated that he thought they were pretty fortunate to have all these events. He was happy with the events going on but was concerned that everyone benefit from them.

Member Lykes stated that he thought 4th Friday events were a good idea and that since it is new, eventually word will spread. He noted that he went to the last one and had a good time; He thought it was a pleasant and inexpensive way to spend the evening. The Jolley Trolley could be something like San Francisco's people cars but on Cleveland Street and people could jump on the Jolley Trolley and go to the beach and restaurants and vice versa.

Member Aranjo agrees the Jolley Trolley would be an asset, especially with a downtown shopping guide. She likes being able to tell people about the Trolley and having a stop would be beneficial to downtown. She ended by saying she was sorry the Farmer's Market is closed for the season and felt it was going to be better when it starts back up again next season.

Vice Chairman Fernandez stated that the Farmer's Market would be starting next season a month earlier and ending it in May which would add on an additional two months. They are not doing the market in the summer as it is not cost effective. He advised that they obtained three new vendors that week. He advised that the market has really taken off and they have vendors they have never been able to get before.

Ex-officio Council Member Petersen noted that the Board of County Commissioners approved the boat slip construction so activity will be starting soon on the waterfront. She also noted that Fodor's recently named Clearwater Beach the Best Family Beach and this was good recognition for the whole city.

Member Lykes wanted something in the minutes in memory of Judge Allbritton. He added that he could not say enough nice things about Judge Allbritton.

Vice Chairman added that he had an excellent reputation with everybody he talked to. Chairman Allbritton was his next door neighbor for some years in the past and he used to meet Judge Allbritton when he came to visit. The board mourns the passing of Judge Allbritton; a very good and kind man.

Courtney Orr, Downtown Manager, stated that the Retail and Restaurant Recruitment grant is reviewed on an annual basis. It will be reviewed this year in August and approved in September.

She advised that the owners from Divino, a new restaurant opening at 22 North Fort Harrison Avenue, are interested in coming to the July board meeting to give their feedback on the grant. They were disappointed that the grant was limited to Cleveland Street from Osceola to Myrtle and they are one hundred and eighty feet off Cleveland Street.

Ms. Orr stated that she discussed this with Elise Winters, the board's attorney, who said the restaurant is not on Cleveland Street and they are not eligible.

Ex-officio Council Member Petersen felt that trying to incentivize businesses would dilute the area.

Member Bosi noted that this was brought up last year.

Ms. Campos Lopez advised the board that when they review the grant this year they should bring it up.

Ex-officio Council Member Petersen urged the board to stick with the plan. The economy was bad and next year should be better.

Ms. Orr advised the board that the Regional Chamber of Commerce was holding a Business Expo at Ruth Eckerd Hall on June 9. She asked the board if they would consider sharing a booth with the City's Economic Development & Housing Department and the Clearwater Downtown Partnership. The fee is one hundred and fifty dollars for a table and this cost would be split three ways.

Member Bosi moved to participate in the 2009 Business Expo at a cost of \$50.00 and take these funds from the Downtown Meeting and Event Support line item. The motion was duly seconded and carried unanimously.

Member Lykes stated that last year the board changed the meeting scheduled in July due to the July 4th holiday. He inquired if there would be a similar change this year. Ms. Fogarty France advised that she only received one board member comment about the changing the date and as such, there would be no change to the schedule.

Vice Chairman Fernandez stated that last month there was a presentation about WTAN radio and he agreed to work with Shelly Jaffe. They met a couple of times and there is nothing to bring to the board yet.

He stated that it was again time for the Florida Festivals & Events Association, (FFEA) Conference. This conference is one he has attended for over ten years. This year it will be held August 5-7 at the Hyatt Regency Coconut Point in Bonita Springs. It is a good event that is both enjoyable and where he picks up a lot of tips about events. There are eight sessions every day that you can attend. He noted that he pays his own travel expenses. He requested the board fund the conference registration and lodging fee in the amount of \$695.00.

Member Lykes moved to approval funding Vice Chairman Fernandez attending the FFEA event in the amount of \$700.00 from the Conferences line item. The motion was duly seconded and carried unanimously.

12 – Adjournment.

Member Lykes made a motion to adjourn the June 3, 2009 regular meeting of the Clearwater Downtown Development Board at 7:10 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, June 3, 2009 – 5:30 p.m.

06.03.09.01

Member Goudreault moved to approve the minutes of the May 6, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

06.03.09.02

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

06.03.09.03

Member Goudreault moved to adopt the Preliminary Budget FY 2009-2010. The motion was duly seconded and carried unanimously.

06.03.09.04

Member Goudreault moved to fund 4th Fridays in the amount of \$15,000 and take these funds from the Retail and Restaurant Recruitment Grant line item. The motion was duly seconded and carried unanimously.

06.03.09.05

Member Bosi moved to participate in the 2009 Business Expo at a cost of \$50.00 and take these funds from the Downtown Meeting and Event Support line item. The motion was duly seconded and carried unanimously.

06.03.09.06

Member Lykes moved to approval funding Vice Chairman Fernandez attending the FFEA event in the amount of \$700.00 from the Conferences line item. The motion was duly seconded and carried unanimously.