

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

Members Present:	David Allbritton	Chairman (arrived at 5:31 p.m.)
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer (arrived at 5:31 p.m.)
	Paris Morfopoulos	Member
	Thomas Wright	Member (present until 5:45 p.m.)
Also Present:	John Doran	Ex-Officio/Councilmember
	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development and Housing
	Anne Fogarty France	Board Administrator

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

1. Citizen Comments – Items Not on the Agenda

Vice-Chairman Fernandez announced that he had attended the Clearwater Jazz Holiday sponsor reception at Crabby Bill's on Clearwater Beach and accepted the framed poster on behalf of the Downtown Development Board (DDB). He presented the framed Jazz Holiday poster to the DDB on behalf of the Jazz Holiday Foundation. The poster will be hung in the DDB office at City Hall.

2. Presentation to Clearwater Marine Aquarium CMA

Chairman Allbritton asked Frank Dame of the CMA to come forward. He announced that the DDB sponsored a 35th anniversary screening of Jaws on August 27, 2010 at the Capitol Theatre which was completely sold out. During this event there was a presentation about Winter the dolphin, the star in the movie 'Dolphin Tale' that is being filmed in Clearwater. Phinley, the Clearwater Threshers mascot, as well as Wrestlers Brian Knobs and the E-Liminator also made appearances. The screening of Jaws was memorable to many attendees who were present at the original screening of the movie in 1975 at Capitol theatre.

Chairman Allbritton stated that the proceeds from the event, after expenses, benefited the Clearwater Marine Aquarium and totaled \$1,250. He also stated that he wanted to share this good news with the viewers and requested Mr. Dame come forward and accept the check for \$1,250 on behalf of the Clearwater Marine Aquarium.

Mr. Dame stated that he would like to thank the DDB for their involvement and support in putting this event together. He also mentioned that the taping of 'Dolphin Tale' is in full swing.

Chairman Albritton stated that the Jaws screening was a great event and they should look into doing an event like this again.

3. Presentation to Friends of the Clearwater Library (FOCL)

Chairman Allbritton asked George Beech of the FOCL to come forward. Chairman Allbritton stated that the DDB sponsored the Inaugural Cleveland Street District Book & Wine Festival on September 11, 2010. A large used book sale was held and author Tim Dorsey was featured along with Kathy Carmichael and Kim Llewellyn. The event included poetry readings, live entertainment, wine tasting, unique gourmet food and merchandise for sale.

Chairman Allbritton stated that this event was a fundraiser for the FOCL and the sales of books, merchandise, wine and other beverages raised \$1,400 for them. He also stated that he wanted to share this good news with viewers and presented Mr. Beech with a check for \$1,400 on behalf of the Friends of the Clearwater Library.

Chairman Allbritton also asked that the volunteers who assisted on this event as well as the Jaws event come up to the lectern so that the DDB and the attendees can applaud their efforts. Ms. Lisa Mansell and Ms. Shelley Jaffe came up to the lectern and stated that they are members of the Clearwater Downtown Promotions Committee.

Mr. Beech stated that he would like to thank the DDB for their involvement and support with this great event. He also mentioned that he was actively involved in putting the event together but unfortunately he could not attend the event because he was on a cruise with his wife for their fifty-fifth wedding anniversary but he heard that the event was a huge success and that everyone had a good time.

Chairman Allbritton stated that he attended the event and there was a really good turnout. He also mentioned that Station Square Park is a really good venue to host events.

4. Approve the Minutes from the October 6, 2010 Meeting

Vice-Chairman Fernandez moved to approve the minutes of the October 6, 2010 meeting. The motion was duly seconded and carried unanimously.

5. Adopt September 2010 Financial Statement for Filing

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

6. DDB Election Results – David Allbritton

Chairman Allbritton stated that the DDB had an election last month and the results from that election are in. Mr. Tony Starova and Mr. Sean Belanger are the newly elected members of the board and Member Morfopoulos has been re-elected for another term. The new members will all be sworn in on January 5, 2011.

Chairman Allbritton requested Ms. Fogarty France to inform the new members that he would like them to attend next month's meeting. Ms. Fogarty France stated that she will send an e-

mail requesting their presence at next month's meeting. She also stated that she will send an e-mail next week stating the location of next month's meeting along with some questions for the board as to goals and issues they might want to address in the coming year for downtown Clearwater.

Chairman Allbritton stated that Vice-Chairman Fernandez has served downtown Clearwater for more than ten years and has given the city a lot of support. He thanked Vice-Chairman Fernandez for all his effort and service to the board.

7. Appoint DDB Member to Board to Serve Until Next Election

Ms. Fogarty France stated that she confirmed that Member Lykes has moved his office outside the DDB boundaries and therefore he no longer qualifies for service on the board. The DDB has to recommend a new member for appointment to the board. This new member will be sworn in at next month's meeting and will have to run again in the October 2011 election. She also stated that it would be beneficial for the board to recommend a new member at this meeting since the yearly Strategic Planning Session will be held on December 1, 2010.

Member Wright moved to nominate Mr. Andrew Winkler for appointment to the board. The motion was duly seconded by Member Bosi.

Member Bosi asked if Mr. Winkler was the next highest vote getter in last month's election to which Ms. Fogarty France responded that Vice-Chairman Fernandez was the next highest vote getter followed by Dawn Shannon, Louie Leousis, Shelley Jaffe, and Andrew Winkler. She also stated that she is not sure if Vice-Chairman Fernandez would like to be appointed again as a DDB member to which Vice-Chairman Fernandez stated that he would have to decline the nomination.

Member Morfopoulos moved to nominate Ms. Shelley Jaffe for appointment to the board. The motion was duly seconded by Vice-Chairman Fernandez.

Vice-Chairman moved to close all nominations. The motion was duly seconded and carried unanimously.

Member Morfopoulos asked if they should make sure that the two nominees were interested in running for appointment to the board. Ms. Fogarty France responded that they were interested in running for the board at election time.

Ms. Fogarty France stated that all board members have paper in front of them and requested that they all vote for one of the two nominees to become the new board member. Members passed their votes and Ms. Fogarty France counted the votes. She stated that Mr. Winkler had three votes and Ms. Jaffe had two votes so Mr. Winkler will be the new member pending his acceptance of the position.

Member Bosi asked if Mr. Winkler does not accept the position than does the position

automatically go to Ms. Jaffe to which Ms. Fogarty France responded yes.

Member Wright moved to accept Mr. Andrew Winkler as the new board member pending his approval. The motion was duly seconded and carried unanimously.

8. Jolley Trolley Update – Bob Fernandez

Vice-Chairman Fernandez stated that the funding for the Jolley Trolley from each community has been approved and the contract itself is approved in all cities except Dunedin. The DDB's portion of the funding has been prorated to \$14,667 due to the start date being delayed. The service was supposed to start on October 1, 2010 but is now anticipated to start on November 19, 2010. The DDB's attorney has reviewed the Jolley Trolley contract and approved it. The contract still includes a draft route and is awaiting Bob Longenecker's final approval of the route.

Vice-Chairman Fernandez stated that the Jolley Trolley board members have a problem with clause 2.8, which requires that they get approval from all communities to make a change on the route in any community. They feel that this requirement is setting them up for failure and this clause could delay the start date since the Jolley Trolley Board is not approving it. They will be meeting next Monday to further discuss this issue.

Vice-Chairman Fernandez stated that upon resolution of clause 2.8 they plan on hosting an inaugural event for this new route on November 17, 2010 and starting the new route on November 19, 2010. They received a new trolley last week.

For viewers that are not aware of the new route, Vice-Chairman Fernandez stated that beginning November 19, 2010 the Jolley Trolley will connect Downtown Clearwater with Clearwater Beach and extend the route to Dunedin, Palm Harbor and Tarpon Springs. This route will be an hourly service on Fridays, Saturdays and Sundays. Daily passes can be purchased on board for unlimited rides on both Jolley Trolley and PSTA, as the passes are interchangeable. He also stated that if anyone wants more details they can visit the Jolley Trolley's website, www.thejolleytrolley.com, or they can call the Jolley Trolley at (727) 445-1200.

Member Bosi asked what the clause that the problem was about was. Chairman Albritton stated that he believes that the Jolley Trolley has to have approval from every community along the route before making changes to the route and they feel that this could hinder their service. Ms. Fogarty France stated that the clause requires that the Jolley Trolley get approval from all communities to make a change in the route in any community. For example, if Tarpon Springs wants to make a change in the route everyone would have to approve the change for it to take place.

Vice-Chairman Fernandez stated that the Jolley Trolley had a very bad year last year and they brought in a new executive director who turned things around. He put together a new business plan that proved to be successful. Chairman Allbritton stated that Mr. Longenecker has done a great job with the Jolley Trolley since he took over the position of executive

director.

9. Major League Solutions Inc. Update – Kevin Carlon

Kevin Carlon stated that Blast Friday was a great event on October 29, 2010. He showed several pictures to board members so that they could see the turnout for the event. The streets were packed, restaurants were completely booked and vendors sold out of merchandise.

Mr. Carlon stated that the first Operation Five Star event will be held Saturday, November 6, 2010 from 11:00 a.m. to 5:00 p.m. and is a tribute to veterans in the Tampa Bay and Clearwater area. They will be using the same layout that they use for Blast Fridays with the main stage being at the intersection of Cleveland Street and Osceola Avenue. There will be military exhibits on Cleveland Street as well as a flyover. Paratroopers will also be parachuting down at the end of Cleveland Street.

Chairman Allbritton stated that they were originally talking about using Coachman Park for this event and asked if they have now moved the location to Cleveland Street. Mr. Carlon stated that they have moved the location to Cleveland Street. Congressman Bilirakis will be in attendance. There will be a number of military dignitaries honoring wounded warriors and returned veterans as well as a swearing-in ceremony for new recruits. This ceremony will take place on Cleveland Street while the rest of the activities will take place on the four hundred block of Cleveland Street.

Chairman Allbritton asked what the dates of the upcoming Blast Fridays were for the rest of the year. Mr. Carlon stated that the next Blast Friday event is going to be Black Friday Blast Friday which will be held on November 26, 2010. The December 3, 2010 Blast Friday will coincide with the third annual Miracle on Cleveland Street event to kick off the holiday season and is the only Blast Friday event that will not be held on the last Friday of the month. They are planning on making this a tremendous event.

Member Bosi asked if there would be any tanks on display for the Operation Five Star Event to which Mr. Carlon responded yes. He also stated that a Black Hawk helicopter will be landing on Cleveland Street around 8 a.m. on Saturday for anyone who was interested in seeing it.

Member Bosi asked if the Black Hawk helicopter will be landing in the parking lot on Cleveland Street to which Mr. Carlon responded yes.

Member Morfopoulos stated that he would like to thank the volunteers for their efforts with the last Blast Friday event. They worked very hard and put in a lot of hours to make this event a success. Mr. Carlon stated that it was a big effort for everyone to put the event together and they all showed amazing teamwork. He also stated that the success of Major League Solutions, Inc. was generated through their new partnership with the St. Petersburg Times, WQYK, and the Hyatt Regency on Clearwater Beach. Due to the partnership with these companies, entertainers have become very interested in the events that Major League Solutions organizes.

10. Downtown Clearwater Merchant's Association (DCMA) Update – Dennis Bosi

Member Bosi stated that the DCMA board members just had a meeting. They are currently in the process of negotiating with the company that makes the maps that are distributed at the beach and are working with Ms. Fogarty France to get approval for extending the map to include the Cleveland Street District. There are four vendors that have paid to be included on the map. The new map will show that the Jolley Trolley goes through the Cleveland Street District. They plan to have the Cleveland Street District logo on the map as well as the businesses that are advertising.

Member Bosi stated that they are also moving forward with posters that participating merchants are going to have to help support the Cleveland Street District.

Member Bosi stated that the DCMA is happy about the time extension on the parking meters and are moving forward with that to see how it works out.

Vice-Chairman Fernandez asked what was going on with the parking meters. Member Bosi responded that they have extended meter time from one hour to two hours and this will be done on a six month trial period.

11. Chairman's Report – David Allbritton

a. **Downtown Coordinating Committee Update** - Chairman Allbritton stated that he was reading athletes' handbook for the Ironman event that will be held on November 13, 2010 and was surprised to see that Downtown Clearwater's Cleveland Street was mentioned in it. It informed athletes to visit the restaurants and other retail businesses on Cleveland Street.

b. **Strategic Planning Session at December 1, 2010 DDB Meeting** – Chairman Allbritton stated that he wanted to remind everyone that the strategic planning session will be held on December 1, 2010 and will last approximately two and a half hours. The location is yet to be determined. Chairman Allbritton also stated that he would like the newly elected members to attend this meeting even though they will not be officially on the board until January 5, 2011 because it will be very beneficial to them.

12. Final Comments

Member Bosi stated that he really enjoyed Blast Friday and his children had a great time as well. He attended the viewing of the movie Ghost Busters and really enjoyed it. He also mentioned that he hosted the radio show two weeks ago and it was an interesting experience. He is going to host the radio show again on November 15, 2010 and he needs a few more people to be on the show. Ex-Officio/Councilmember Gibson as well as some other vendors have already agreed to appear on the show so there will be something for everybody.

Chairman Allbritton stated that the radio show is a fun hour and is broadcast every Monday

from 9:00 a.m. to 10:00 a.m. on WTAN 1340AM.

Vice-Chairman Fernandez announced that he is retiring from the board after eleven and a half years and that the Farmer's Market has a new manager so he is not eligible to be on the DDB. He wished all the board members and viewers' good luck. He also stated that they will see him from time to time since he is not completely retiring.

Ms. Rita Garvey stated that she wanted to thank Bob and Pat. Fernandez for all the hard work they put into the Farmer's Market. The Farmer's Market was started sixteen years ago and she knows that Mr. Fernandez is not going to be inactive but is going to have another role in the market. She also stated that she is glad that the DDB decided to support the Friends of the Library and that it was a fantastic idea and a great event. Ms. Garvey stated that she would like to thank Ms. Fogarty France and her team for making the Book & Wine Festival a success. The people who work at the Book and Gift store are all volunteers. They have no paid staff working there and Ms. Garvey is a volunteer herself. She also stated that they have a new banner up so when people visit the Book and Gift store they will know who they are supporting.

Member Morfopoulos thanked Vice-Chairman Fernandez for being on the board and the Farmer's Market.

Ex-Officio/Councilmember Doran thanked Vice-Chairman Fernandez for his time on the board and stated that his contributions are immeasurable. He also stated that he hosted the radio show on October 8, 2010 and asked Water's Edge to be a guest. He will be hosting the show again on November 22, 2010 and asked Mr. Longenecker to be a guest on that show. The new Jolley Trolley route should be up and running by then so Mr. Longenecker will be able to talk about the Jolley Trolley and the new service they are offering. He also stated that he asked Ms. Peterson to be on the show and talk about her experience with the DDB and he reached out to another merchant to appear on the October 8, 2010 show as well but he has not gotten a response as of yet.

Ex-Officio/Councilmember Gibson thanked Vice-Chairman Fernandez for his contribution to the DDB and stated that he hopes Vice-Chairman Fernandez enjoys all his free time.

Chairman Allbritton thanked Vice-Chairman Fernandez for all his hard work on the board and stated that he was his next door neighbor for years and was always active in the community. He was the person who got Chairman Allbritton involved with the DDB.

13. Adjournment

Chairman Allbritton adjourned the November 3, 2010 regular meeting of the Clearwater Downtown Development Board at 6:10 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, November 3, 2010 - 5:30 pm

11.03.10.01

Vice-Chairman Fernandez moved to approve the minutes of the October 6, 2010 meeting. The motion was duly seconded and carried unanimously.

11.03.10.02

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

11.03.10.03

Member Wright moved to nominate Mr. Andrew Winkler for appointment to the board. The motion was duly seconded by Member Bosi.

11.03.10.04

Member Morfopoulos moved to nominate Ms. Shelley Jaffe for appointment to the board. The motion was duly seconded by Vice-Chairman Fernandez.

11.03.10.05

Vice-Chairman moved to close all nominations. The motion was duly seconded and carried unanimously.

11.03.10.06

Member Wright moved to accept Mr. Andrew Winkler as the new board member pending his approval. The motion was duly seconded and carried unanimously.