

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

August 3, 2011 – 5:30 PM - City Hall – 2nd Floor Conference Room

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| Present: | David Allbritton | Chairman |
| | Dennis Bosi | Vice-Chairman |
| | Thomas Wright | Treasurer |
| | Paris Morfopoulos | Member |
| | Tony Starova | Member |
| | Andrew Winkler | Member |
| | Sean Belanger (via phone) | Member |
| 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 |
| | Courtney Orr | 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

Dave Wagenvoord, WTAN radio representative, stated that he was there to discuss the renewal of the DDB contract which expires the end of August. Clearwater's Cleveland Street District Update currently plays on WTAN as well as their sister radio station. WTAN also contracts with the music supplier 'Music of Your Life' and has arranged for them to give the radio station one hundred advertisement spots which would benefit the DDB. He also stated that the radio show sounds great, he likes the music introduction and they get a lot of feedback about show.

Vice-Chairman Bosi asked what kind of feedback does their show get to which Mr. Wagenvoord responded that people call to ask what time the show airs and to inquire about events taking place in downtown Clearwater. Lola Wagenvoord, WTAN Radio, stated that WTAN is another medium for the getting word out about the events in the district.

Vice-Chairman Bosi stated that the only problem is getting people to call in to which Mr. Wagenvoord responded that only one percent of people listening will call in and only if they have a reason to. He felt they would get a better response if they ask people to give their opinions on the topics being discussed. Ms. Wagenvoord stated that they have had at least fifty people call the radio station and inquire about Tony's Pizzeria.

Chairman Allbritton stated that he had fun doing the shows but the problem is spreading them out. It is hard to do the show every week and due to this a taped show was played during the scheduled show time for the past few weeks. Mr. Wagenvoord stated that by doing the radio show the DDB sets themselves apart from the other cities that do not have a radio show.

Chairman Allbritton stated that another problem they are facing is not being able to get the merchants to participate in the show to which Mr. Wagenvoord responded that he can have people lined up to be on the show if Chairman Allbritton would give him a list of the merchants

that he would like to see participate. He also stated that if the merchants cannot make it in person they can call in during the shows air time.

Vice-Chairman Bosi asked when the DDB's contract was up to which Mr. Wagenvoord responded August 29, 2011.

Mr. Wagenvoord stated that talk radio is the most popular type of radio right now and WTAN is the only local radio station in town.

Vice-Chairman Bosi stated that he did not see the radio station as a budget line item to which Ms. Fogarty France responded that it was not included in the proposed budget.

Chairman Allbritton thanked Mr. and Mrs. Wagenvoord for attending the meeting and asked if they station could do contracts for less than one year and the response was that the board could be billed monthly.

Vice-Chairman Bosi asked if they can do the show every other week to which Mrs. Wagenvoord responded that it does not work that way because people will not know when to tune in to listen to the show.

2. Approve Minutes from the July 6, 2011 Regular Monthly Meeting

Member Wright moved to approve the minutes from the July 6, 2011 meeting. The motion was duly seconded and carried unanimously.

3. Adopt June 2011 Financial Statement for Filing

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

4. DDB Retail & Restaurant Recruitment Grant Program Discussion

Courtney Orr stated that the Retail & Restaurant Recruitment Grant is a financial incentive that applicants can apply for to help them with the cost of improving the internal space of their store front. They review this grant every year to see if any changes need to be made.

Ms. Orr stated that they will not discuss the grant at this meeting and asked the board to review the grant program so that they can discuss it at the September meeting.

Ex-Officio Councilmember Doran noted that there was a requirement of the grant to have an audited financial statement. An audited financial statement is a five to six thousand dollar expense and he feels that there are other financial statements that will be sufficient as a condition for the grant. The second level financial statement is called a review where the accountant looks at the company's financial statements and makes sure that they are filed according to the standards. The lowest level financial statement is the compilation which he feels would be an adequate requirement for the grant program. If the board feels that they need more financial information they can then ask for a review financial statement. This would make it a lot easier for potential restaurants to acquire the grant.

Chairman Allbritton stated that he agreed with Ex-Officio Councilmember Doran and that he did not want to put road blocks up for potential restaurants who are trying to open up show in downtown Clearwater.

Member Wright asked how much the compilation financial statement costs to which Ex-Officio/Councilmember Doran stated that it is less expensive than a review financial statement.

Member Wright asked Ex-Officio/Councilmember Doran what he would recommend the DDB ask for in terms of financial statements to which Ex-Officio/Councilmember Doran responded that he would recommend asking for a review financial statement.

Vice-Chairman Bosi asked out of all the people that have shown an interest in moving to Cleveland Street District, have any of them shown interest in the grant program to which Ms. Orr responded that the companies that have shown interest are primarily startups and they do not have the one year experience that the grant requires. These businesses are looking for capital to help them start their company.

Member Wright asked who the last business was to receive the grant to which Ms. Orr responded that they have not yet given any grant money away.

Member Starova stated that every startup business that has opened up in downtown Clearwater has failed and that in the past two months six businesses have closed. Member Morfopoulos asked if they were all restaurants to which Member Starova responded that they were mostly restaurants.

Vice-Chairman Bosi moved to change the wording of the Retail & Restaurant Recruitment Grant agreement to state that they will require a review financial statement instead of an audited financial statement. The motion was duly seconded and carried unanimously.

5. CRA/DDB FY 2011-2012 Interlocal Agreement – Geri Campos Lopez

Ms. Lopez stated that the Community Redevelopment Agency (CRA) and the DDB have had the interlocal agreement in place for twelve years. The Interlocal Agreement lays out the mission of the DDB and how the CRA will work collaboratively with them to achieve their goals. It also lays out the management fee compensation for the staff to provide services to the DDB. All the DDB and the CRA responsibilities are laid out in the Interlocal Agreement. The agreement also includes the funding the board provides for the boat slips.

Ms. Lopez stated that they need the board to approve the agreement at this meeting. The administrative cost did not change this year, the only change to the agreement is the increment payment for this year.

Member Wright asked who the CRA was to which Ex-Officio/Councilmember Doran responded that he and Ex-Officio/Councilmember Gibson represents the CRA. Ms. Lopez stated that the city council sits as the CRA.

Ex-Officio/Councilmember Doran asked why there was almost a twenty thousand dollar difference between the 2010-2011 CRA revenue and the CRA increment payment to which

Ms. Lopez responded that when they were initially doing the budget the increment payment was what they originally anticipated but when they received the actual numbers, it was less than what they predicted.

Member Wright moved to approve the CRA/DDB Interlocal Agreement for year 2011-2012. The motion was duly seconded and carried unanimously.

6. Appoint Nominating Committee for October 11, 2011 Election – David Allbritton

Chairman Allbritton stated that elections are coming up in October and that there are three members who are up for re-election. Chairman Allbritton, Vice-Chairman Bosi and Member Winkler all have terms ending in December 2011. With exclusion of those members, the remaining members will comprise the nominating committee.

Ms. Fogarty France stated that all members should talk to people who they feel are qualified to run for office. They need to have the names of potential candidates for the September meeting.

Chairman Allbritton stated that the slate of candidates will close on September 7, 2011.

Member Wright asked if Chairman Allbritton and Vice-Chairman Bosi planned on running again to which they both responded yes.

7. FY 2011-2012 DDB Budget Line Item Review and Adoption –

a. Introduction – Treasurer Thomas Wright

Member Wright stated that with the decrease in property values, the DDB does not have a large amount of money for sponsorship this year so some non-profits are going to be disappointed. The staff takes a close look at what would directly benefit the Cleveland Street District and he feels the board should listen to their recommendations. The board should look at each event and ask themselves if they would write their own personal check to sponsor the event.

Member Wright stated that they are not receiving feedback for some of the events and feels that it would be wise to do their own due diligence by attending the events and observing the turnout. Event organizers will say it is a good event and turnout has been great because they want more sponsorship money.

Member Wright stated that they are facing a seven point two percent decrease in the property values for the special taxing district. As a result they do not have an excess amount of cash to give away. The board might want to consider looking at retained earnings and see if it is wise to continue putting money aside for the retail and restaurant recruitment grant.

Chairman Allbritton felt that every sponsorship request looked good and all the presentations were great. Although these are all great causes, the board needs to look at what gives the DDB the best return on investment.

Vice-Chairman Bosi asked if the condos at Station Square will go onto the tax roll as they are being sold to which Ex-Officio/Councilmember Gibson responded that they are already on the tax roll but the condos are selling for less than what they actually estimated so the DDB is seeing a decrease in taxes.

b. Staff Recommendations – Geri Campos Lopez

Ms. Lopez stated that they went through the staff recommendations at the last two meetings. She did a presentation on the preliminary budget and the staff recommendations for the board at this meeting and the board members had some questions.

Vice-Chairman Bosi asked what the marketing plan implementation was to which Mr. Orr responded that it covers printing expenses and any marketing they do for downtown Clearwater.

Vice-Chairman Bosi asked if they spend that much money in one year on marketing to which Mr. Orr responded that marketing expenses can be high and the fund depletes fairly quickly.

Member Wright asked why they are recommending cutting the streetscape line item amount in half this year to which Ms. Fogarty France responded that they are using a new pressure company that charges less than anticipated therefore the expenses have been reduced.

Member Winkler asked if the restaurant recruitment funds go into retained earnings if they are not used to which Ms. Lopez responded yes.

Chairman Allbritton asked when the loan for the Atrium will mature to which Ms. Fogarty France responded that 2014 is the last year they will have to pay the loan.

c. Open Discussion

Ms. Lopez stated that they need to prioritize the events taking place on Cleveland Street such as Blast Friday, Jazz Holiday and the Farmer's Market.

Member Morfopoulos asked how the Jazz Festival takes number one in priority to which Ms. Lopez responded that it has had an art walk component that takes place on Cleveland Street and it is also marked as a number two priority because it is a signature event.

Vice-Chairman Bosi asked if the outcome for the Jazz Walk was that they are not doing it this year and that they will refund the money to the DDB to which Ms. Fogarty France responded they would not receive these funds. Vice-Chairman Bosi asked if they are not doing the Jazz Walk next year as well to which Ms. Lopez responded that they are doing the Jazz Walk next year. Vice-Chairman Bosi asked why they are not doing the Jazz Walk this year but they are doing it next year to which Ms. Fogarty France responded that they talked about doing the Jazz Walk at a different time of year. Chairman Allbritton stated that they are going to have two different dynamics for the Jazz Walk next year. This year they were having trouble getting enough artists to participate in the event on Cleveland Street

Member Belanger asked what the Jazz Walk's proposal was to which Ms. Fogarty France responded that they requested fifteen thousand dollars for the Jazz Holiday Festival itself and another five thousand dollars for the Jazz n' Art Walk.

Member Belanger stated that he feels they did a terrible presentation and they should not approve funding when people do not have a definite plan.

Vice-Chairman Bosi asked if they reduced funding for the Jazz Holiday Festival by seven percent to which Ms. Lopez responded that they calculated funding based on the seventeen thousand six hundred dollars they requested last year. Basically they kept them at the same funding level as last year. They are revamping the festival for this year and are moving it into Capitol Theater. Their plan for next year is to do the Jazz n' Art Walk which is going to be held at a different date from the Jazz Holiday. Ms. Fogarty France stated that they will still have an event at Capitol Theater this year.

Member Belanger asked if they are going to approve the five thousand dollars for the Jazz N' Art Walk why would it not be moved to non-budgeted items. Member Wright responded that they have a proposal for this event and Ms. Fogarty France noted that it was provided at last month's meeting.

Member Morfopoulos stated that the volunteers that have been involved with coordinating the Jazz n' Art Walk have been good volunteers. The committee could not get enough artists to come this year so instead of wasting the money they decided they should plan to do it next year instead and he feels that they should not be penalized for this.

Vice-Chairman Bosi asked if the art walk with a one day event to which Ms. Fogarty-France responded that she does not have this information.

Chairman Allbritton stated that he thinks that moving the Jazz n' Art Walk to a different day is a great idea. This way there will not be any conflict with the events.

Ex-Officio/Councilmember Gibson stated that the first question the DDB needs to ask themselves is how they are going to spend the money. There are certain events that need to be a priority. He felt that having a radio station that airs their show in Arkansas is not going to help the district. The board has to promote downtown Clearwater in areas where they will reach people. Bright House Networks, as well as the Jazz Holiday event are nationally known. All they need is a small mention and there will be lines of people waiting to attend the event. These are the kind of events they are looking for. He feels that the radio show was a waste of money and that he would rather put the sixth thousand dollars into the Jazz Holiday or the Super Boat races because the payout is huge.

Vice-Chairman Bosi stated that the Jazz Holiday only promoted its event and Clearwater and the Cleveland Street District promotion was minimal. Ex-Officio/Councilmember Gibson stated that the DDB needs to cut a deal with them to advertise Cleveland Street District. Maybe they can show pictures of downtown Clearwater at the event.

Member Starova stated that he agrees with Vice-Chairman Bosi that they should not sponsor any event that is not on Cleveland Street.

Chairman Allbritton stated that even if any of those people do not visit Cleveland Street the advertising is priceless. Member Starova stated that they can buy the advertising to which Ex-Officio/Councilmember Gibson stated that you cannot buy advertising like that.

Vice-Chairman Bosi stated that he thinks that Member Starova is saying that it is cheaper to buy advertising during the event then to sponsor the whole event.

Member Belanger stated that he agrees with Ex-Officio/Councilmember Gibson and that in the end it is all about negotiation. They need to say that they are going to sponsor the event at a certain level but they want them to do something in exchange for downtown Clearwater. The committee might even come up with better ideas than the DDB has.

Ex-Officio/Councilmember Gibson stated that they are talking about the reach of Bright House Networks and the Jazz Holiday event in that they will get incredible exposure. Member Starova stated that the exposure will be for Coachman Park to which Ex-Officio/Councilmember Gibson responded that they have to make it valuable for the Cleveland Street District.

Member Starova stated that they can use the fifteen thousand dollars wisely to buy big screen advertising to which Chairman Allbritton asked why the DDB should reach fifteen thousand people when they can reach two hundred thousand people instead.

Ms. Fogarty France stated that they will be marketing the Cleveland Street District logo this year. One of the requirements for sponsorship is that they have to use the logo in their advertising and that they have to report back to the DDB after the event.

Chairman Allbritton stated that he liked the comment of getting pictures of Cleveland Street out there so that people can see how the area has changed.

Vice-Chairman Bosi stated that the board should have a set promotion that they would want them to run so that it is consistent across the board.

Ex-Officio/Councilmember Gibson stated that they should have a strategic message that they want to get out to the public.

Ms. Lopez stated that back in 2007-2008 they worked with a company to help them with branding strategy and they had originally talked about doing a commercial or a video. Vice-chairman Bosi asked if this was the same company that handled Ybor City's branding strategy to which Ms. Orr responded yes and that they had decided to put the commercial on the back burner then but now they might want to consider doing it.

Member Starova asked if the commercial can be done by the city of Clearwater to which Ex-Officio/Councilmember Doran responded probably not due to lack of staff.

Ms. Lopez stated that she had a conversation with the Mayor and he will be proposing the Tourist Development Council (TDC) fund elite events such as this one. They are going to ask the TDC for fifty thousand dollars in funding. They will keep the DDB informed.

Ex-Officio/Councilmember Gibson stated that if the DDB is a substantial contributor for events they will have a right to specify their terms for funding to the different committees.

Chairman Allbritton asked if Bright House Networks will be able to do the advertisement for them to which Ex-Officio/Councilmember Gibson responded that if they ask them they might agree to do it. He also stated that he does not understand why fifty thousand dollars is being kept aside for restaurants that are never opening. They are into their fifth year of trying to fund restaurants without success.

Member Belanger stated that he agrees with Ex-Officio/Councilmember Gibson and that maybe they can reduce that amount to zero so that they can be pragmatic about what they really have and what really happens with the money.

Member Morfopoulos stated that he feels that they should have the money set aside in case they want to consider retail and restaurant funding.

Ms. Lopez stated that if they are going to spend money on something there needs to be a budget line item.

Member Belanger asked if they have already committed to the funds and if it is too late to give them funding contingent upon the DDB's requirements to which Ex-Officio/ Councilmember Gibson responded that they can still tell them what the DDB's requirements are in order for them to receive funding.

Jay Polglaze, 522 Richards Court, Clearwater Downtown Partnership (CDP) member, stated that he understands the considerations that the DDB has to make in trying to create a destination for the Cleveland Street District and he is in complete agreement that events taking place on Cleveland Street District should be number one on the list. But it is not the responsibility of signature events to create a destination for the district. Ultimately it is the responsibility of the DDB and the people within the district. Most of the stores are closed during the Blast Friday events. The DDB cannot afford to lose signature events. The Jazz Holiday and the Super Boat races are million dollar events and they are not asking for much of funding.

Vice-Chairman Bosi stated that a lot of these events are city events and the DDB represents downtown Clearwater. He feels that it is the board's responsibility to spend the money on events that will help the district create a destination that people will want to visit. He also stated that he would like to see Blast Friday promoting themselves as the Cleveland Street District Blast Friday in downtown Clearwater. The DDB had been building other brands over the years but they have not been building their own brand. Blast Friday events are not keeping the stores open but they still need it because it brings exposure to the Cleveland Street District.

Ex-Officio/Councilmember Gibson stated that the board has not done a good job in promoting what they want to promote. Event committees end up doing what they think the DDB wants them to do because they are not being given any guidelines by the board.

Member Wright asked if the board needs to approve the design expenditures to which Ms. Lopez responded that she needs to get verification from the board so that they know that everything is set. They do not have money set aside for the commercial part of it. That was something that has been in discussion for a while.

Member Starova asked if they can increase the amount for design expenditures to which Chairman Allbritton responded that they do not know if they will need it yet. He thinks that Brian Aungst can do the promotion for the DDB as part of the deal.

Vice-Chairman Bosi stated that they can ask the committee how they plan to implement promotion of the Cleveland Street District.

Member Winkler stated that they should approach the Jazz Holiday and do the same thing.

Ex-Officio/Councilmember Gibson stated that the DDB is not the typical advertiser in that it is a variation of the city.

Ms. Lopez stated that she thinks they will get a more positive outcome if the board talks to them directly as opposed to the staff talking to them. Chairman Allbritton responded that they are already doing that.

Chairman Allbritton stated that they need to go through each line item and make a motion.

Vice-Chairman Bosi moved to approve funding for the Design portion of the budget in the amount of twenty-four thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Vice-Chairman Bosi moved to approve funding for the economic development portion of the budget in the amount of one hundred twenty thousand dollars as recommended by the staff.

Member Belanger asked if they should zero out the retail and restaurant recruitment grant program since it is coming out of retained earnings anyway. That way they can add it later on if they need it.

Chairman Allbritton stated that they are already dipping into retained earnings by ninety thousand dollars.

Member Belanger moved to table funding for the economic development portion of the budget until later on in the meeting. Vice-Chairman Bosi rescinded his motion to approve funding the economic development portion of the budget in the amount of one hundred twenty thousand dollars. The motion was duly seconded and carried unanimously.

Member Morfopoulos moved to fund the 2nd Annual Achieva Box Car Rally in the full amount of one thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to fund Blast Friday in the amount of fifty thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Bill Sturtevant, CDP chairman stated that they commenced discussion to transfer events to Ruth Eckerd Hall and the discussion went really well. They were not sure if Ruth Eckerd Hall would accept the events since it is different from the events that they normally do but they are all on board. In the next couple of weeks they will make a proposal. As they did last year, they will be requesting a twenty thousand dollar advance for the September Blast Friday event from this year's budget and this amount will be deducted from the fifty thousand dollar sponsorship in next year's budget in October.

Mr. Sturtevant stated that logistics was a problem going forward because Mr. Polglaze could not provide these services anymore. Mr. Polglaze stated that Ruth Eckerd Hall has shadowed him for the last three months and they can manage the event but labor is a big problem. With budget cutbacks they have worked out a solution. If this is agreed to, they will hire part-time people and will come up with a ten month schedule of events. City staff will know which events are taking place and will fund part-time college students at the events.

Vice-Chairman Bosi asked who is actually running the Blast Friday events to which Mr. Sturtevant advised that James Raulerson and Megan Byrne of the Capitol Theatre will do it.

Vice-Chairman Bosi asked who is getting the check from the DDB to which Mr. Sturtevant responded that Clearwater Downtown Events is getting the check and they will transfer funds Ruth Eckerd Hall. He also stated that if the DDB had issues with this arrangement they need to let him know.

Vice-Chairman Bosi asked who they would need to talk to if they want to have the name changed to Cleveland Street District Blast Friday. Mr. Polglaze responded that they will need to talk to Ruth Eckerd Hall and that he does not see them having a problem with promoting the Cleveland Street District.

Member Morfopoulos stated that he thought that when they funded Blast Friday last year it was for the full year and asked why they are asking for more money before the end of the fiscal year. Ms. Lopez responded that they needed an advance because the September event takes place prior to the beginning of the fiscal year.

Member Morfopoulos stated that they gave them an advance in funding for Blast Friday for the previous fiscal year and then gave them additional funding at the beginning of the following fiscal year to which Mr. Sturtevant responded that they subtracted the advance funding from the original funding amount.

Member Morfopoulos stated that he thought that when they approved the budget for the last fiscal year it was going to be the last time that Blast Friday asked for funding from the DDB. Vice-Chairman Bosi responded that they were going to reduce the funding amount requested every year until they were self funded. Mr. Polglaze requested the board to give the same consideration as they had before Ruth Eckerd Hall would be taking over the events.

Member Morfopoulos asked what Blast Friday's plan is moving forward to which Mr. Polglaze

responded that Ruth Eckerd Hall is looking for sponsors so that they can stop requesting private funding. Mr. Sturtevant stated that in the event of a shortfall, Ruth Eckerd Hall is committed to covering the balance of the expenses. Mr. Polglaze stated that he feels Ruth Eckerd Hall is a great brand to help promote the Cleveland Street District.

Chairman Allbritton stated that Clearwater Celebrates America has requested funding in the amount of three thousand dollars and the staff recommends not sponsoring this event.

Vice-Chairman Bosi asked why the staff recommended not supporting this event to which Ms. Lopez responded that given where they were with funding and that the dollar amount that would be coming out of retained earnings to fund events, staff recommended not sponsoring this event. She added that it was also a one day event that is going to be held at Coachman Park. Member Wright stated he felt that this was not a successful event this year.

Member Morfopoulos moved not to fund Clearwater Celebrates America as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to approve funding for the third annual Clearwater Fashion & Arts Week in the amount of three thousand three hundred eighty seven dollars as per staff recommendations. The motion was duly seconded and carried unanimously.

Member Morfopoulos moved to fund the Jazz Holiday Festival in the amount of twelve thousand six hundred dollars as per staff recommendation contingent upon them accepting the DDB's marketing plan. The motion was duly seconded and carried unanimously.

Ms. Fogarty France asked who is going to recommend if the marketing plan is viable or not to which Member Starova responded that he thinks the board should come up with their own marketing plan.

Vice-Chairman Bosi moved to table the Jazz N' Art Walk until they come up with a better proposal.

Member Wright responded that it is the same event they are doing as before and the only difference is that they are changing the date. Chairman Allbritton stated that he likes that the Jazz N' Art Walk is going to be held on a different day.

Member Wright stated that they are going to continue their efforts to create a block party on Cleveland Street and they are not going to ask for extra funding to make this happen.

Member Wright moved to fund the Jazz N' Art Walk in the amount of five thousand dollars as per staff recommendation. Vice-Chairman Bosi rescinded his motion to table the Jazz N' Art Walk until they come up with a better proposal. The motion was duly seconded and carried unanimously.

Vice-Chairman Bosi moved to approve funding for the 7th Annual Clearwater Pet Festival in the amount of two thousand five hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Chairman Allbritton stated that the Sea Blues Festival is requesting seven thousand five hundred dollars in funding this year.

Ex-Officio/Councilmember Gibson stated that they are requesting fifty percent more than they did last year and asked if this even is going to be held in Coachman Park to which Ms. Fogarty France responded yes.

Vice-Chairman Bosi stated that they do not have a component on Cleveland Street. Member Wright responded that they are trying to get people to pick up tickets from merchants on Cleveland Street.

Member Bosi moved to fund the Sea Blues Festival in the amount of five thousand dollars contingent upon them accepting the DDB's marketing plan. The motion was duly seconded and carried unanimously.

Chairman Allbritton stated that the Clearwater Super Boat National Championship Festival is requesting funding in the amount of fifteen thousand dollars but the staff recommends funding of five thousand dollars instead.

Member Wright stated that he felt they should fund the Super Boat races for the full amount requested. Vice-Chairman Bosi stated that they are combining this event with the Blast Friday event which means they will be putting thirty thousand dollars into a one night event since they are paying fifteen thousand dollars for Blast Friday to host their event. Mr. Sturtevant stated that Bright House Networks is committed to funding one million five hundred thousand dollars in promotion which will be viewed in two point two million homes. The ultimate goal is to make the Super Boat races a signature event that will rival other signature events.

Mr. Polglaze stated that for the first time ever they will have physical connectivity from Coachman Park to the Cleveland Street District for this event. The extra fifteen thousand dollars is to help keep the Super Boat races in downtown Clearwater.

Vice-Chairman Bosi asked if Clearwater Beach is putting money into this event to which Mr. Sturtevant responded that he does not have that information.

Member Wright moved to fund the Clearwater Super Boat National Championship Festival in the amount of fifteen thousand dollars contingent upon accepting the DDB's marketing plan. The motion was duly seconded and carried unanimously.

Chairman Allbritton stated that the Farmer's Market requested funding in the amount of thirteen thousand five hundred dollars to run the market for thirty weeks. The staff recommended funding the market in the amount of thirteen thousand two hundred dollars.

Ex-Officio/Councilmember Doran stated that there are six to eight restaurants within walking distance of this event and if someone is eating lunch on the street they are not eating at the restaurants.

Vice-Chairman Bosi stated that they are spending less money for thirty weeks than other

single day events.

Member Morfopoulos stated that if they make an exception for restaurants then they will have to make an exception for arts and crafts events as well. He feels that if the event is drawing people to downtown Clearwater then it should be funded. Member Belanger agreed with Member Morfopoulos.

Member Morfopoulos stated that it is events like these that remind people that there is a lot to do in downtown Clearwater.

Member Starova stated that he had asked Mrs. Fernandez if she would consider bringing less food vendors into the market if there were more restaurants in downtown Clearwater.

Member Morfopoulos moved to fund the Farmer's Market in the amount of thirteen thousand two hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved not to fund the Fun n' Sun Toyota Country Concert, the Fun 'n Sun Smooth Jazz Festival and the Fun 'n Sun Qfest events as per staff recommendation. The motion was duly seconded and carried unanimously.

Chairman Allbritton stated that Miles for Hope is a great event but he feels that they should not fund it as it is not benefitting Cleveland Street District.

Member Wright moved not to fund Miles for Hope as per staff recommendation. The motion was duly seconded and carried unanimously.

Chairman Allbritton stated that the Z Festival has requested eleven thousand five hundred dollars in funding but the staff recommending sponsorship in the amount of two thousand five hundred dollars.

Vice-Chairman moved to fund the Z Festival in the amount of two thousand five hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Discussion ensued and Mr. Polglaze stated that the Z Festival is a huge community supporter and they are aiming to do at least two more events and he feels they should not cut down funding that drastically.

Member Wright asked Member Belanger why there was a significant increase in the amount of money requested. Member Belanger responded that they put a lot more money into this event to make it even bigger and suggested the board might want to consider bumping the funding up to three thousand seven hundred fifty dollars and noted that he could not vote due to conflict of interest with this funding decision.

Ex-Officio/Councilmember Gibson stated that three thousand seven hundred fifty dollars is a fifty percent increase.

Ex-Officio/Councilmember Doran stated that the Cleveland Street District name will be everywhere with this event.

Member Wright asked if they have any other sponsors to which Member Belanger responded no.

Vice-Chairman Bosi stated that they are spending fifteen thousand dollars on the Super Boat race but they are only willing to spend three thousand seven hundred dollars on an event that is going to be held directly on Cleveland Street. Ex-Officio/Councilmember Gibson responded that he sees the Super Boat races giving the DDB a larger payback than what the Z Festival can give them.

Chairman Allbritton stated that Mr. Aungst informed them that if they secure the event this year they are pretty much secured every year.

Member Bosi amended his motion to fund the Z Festival in the amount of three thousand eight hundred dollars instead of two thousand five hundred dollars. The motion was duly seconded. Members Allbritton, Bosi, Wright, Morfopoulos, Starova, Winkler voted "Aye" with Member Belanger abstaining from the vote due to a conflict of interest. The Motion carried.

Member Wright moved to fund the 3rd Annual Wreath Contest in the amount of three hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to fund the 2nd Annual Book and Wine Festival in the amount of one thousand seven hundred sixty dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to fund the Non-Budgeted Events in the amount of one thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to fund the Chamber Community Guide Ad in the amount of six hundred thirty two dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to fund the Welcome Gifts for New Businesses in the amount of five hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Wright moved to fund the Downtown Meeting and Event Support in the amount of one thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

The previously tabled Economic Development section of the budget was brought back to the table. Member Starova asked if they need to use the money from the Retail and Restaurant Recruitment Grant line item can they move that money from there at any time to which Ms.

Lopez responded yes.

Member Wright moved to approve funding for Economic Development in the amount of one hundred twenty thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Vice-Chairman Bosi moved to approve funding for Staff and Office Administration in the amount of eighty one thousand two hundred twenty five dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Ms. Fogarty France stated that the only thing that has changed under fixed payments is the property appraiser's fee.

Vice-Chairman Bosi moved to approve the FY 2011-2012 budget of five hundred one thousand, one hundred twenty-four dollars as amended. The motion was duly seconded and carried unanimously.

8. Adopt Aggregate Millage Rate of 0.9651 mil FY 2011-2012 – Geri Campos Lopez

Ms. Lopez stated that they have to adopt the millage rate for year 2011-2012 at this meeting and the staff recommendation is to leave the rate at 0.9651. They will have the resolution at next month's meeting.

Member Wright moved to adopt the aggregate millage rate of 0.9651 for year 2011-2012. The motion was duly seconded and carried unanimously.

9. Set First Public Budget & Millage Hearing Date for September 7, 2011 – Anne Fogarty France

Ms. Fogarty France stated that the first public budget and millage hearing date is set for September 7, 2011 which coincides with the DDB's regular monthly meeting. The treasurer will read the resolutions for the millage and the budget at the meeting. The second hearing date will be set at that time.

10. Final Comments

Member Belanger stated that he felt everyone was doing a great job.

Member Wright stated that he provided the board with a draft copy of the letter he composed to Mr. Bill Horne. He asked the board to take a look at it and if they have anything they would like to add they need to let him know at the next meeting. He also stated that he appreciates all the work everyone did for the budget discussion.

Ms. Fogarty France requested that the board send a response to her regarding any changes to the letter that Member Wright composed. Ms. Lopez stated that the more specific they are in the letter the better.

Vice-Chairman Bosi stated that he is really glad that Ruth Eckerd Hall is stepping in and taking

over Blast Friday. He felt that the last three Blast Friday events were really good.

Member Starova thanked the board for all their hard work and stated that they have to come up with a long term strategy. Events are significant to downtown Clearwater. He suggested that they should have a budgeted line item for the DDB that will help get Cleveland Street District more exposure. They need to differentiate the area from other cities. They need to have small events every week on Cleveland Street. They can do this without any street closures and it will bring more people to downtown Clearwater.

Chairman Allbritton thanked the board for all their hard work and stated that everyone had great ideas. He also thanked Ms. Orr for all her hard work on the sign issue.

Member Morfopoulos stated that they need to think about their marketing plan since they made funding certain events contingent on that. He thanked the volunteers for everything that they do to make the events successful. He also stated that the budget discussion was made a lot easier because of the staff recommendations and he thanked them for that.

Member Winkler stated that he is excited about all the larger events that they are funding. He would like to see the Retail and Restaurant Recruitment Grant be more flexible. He agreed with Member Morfopoulos that they need to start thinking about the marketing plan and he would be happy to volunteer to help make that happen.

Ex-Officio/Councilmember Gibson had no comment.

Ex-Officio/Councilmember Doran stated that hosting their own radio shop on WTAN was a mistake and he is sorry for recommending it to the board. The reason he suggested funding six thousand five hundred dollars in the radio program was so that merchants would have the opportunity to promote their businesses but since they did not seem to care about taking advantage of this he does not recommend funding the radio show for another year.

11. Adjournment

Chairman Allbritton adjourned the August 3, 2011 regular meeting of the Clearwater Downtown Development Board at 8:35 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, August 3, 2011 - 5:30 pm

08.03.11.01

Member Wright moved to approve the minutes from the July 6, 2011 meeting. The motion was duly seconded and carried unanimously.

08.03.11.02

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

08.03.11.03

Vice-Chairman Bosi moved to change the wording of the Retail & Restaurant Recruitment Grant agreement to state that they will require a review financial statement instead of an audited financial statement. The motion was duly seconded and carried unanimously.

08.03.11.04

Member Wright moved to approve the CRA/DDB Interlocal Agreement for year 2011-2012. The motion was duly seconded and carried unanimously.

08.03.11.05

Vice-Chairman Bosi moved to approve funding for Design portion of the budget in the amount of twenty-four thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.06

Vice-Chairman Bosi moved to approve funding for the economic development portion of the budget in the amount of one hundred twenty thousand dollars as recommended by the staff.

Member Belanger moved to table funding for the economic development portion of the budget until later on in the meeting. Vice-Chairman Bosi rescinded his motion to approve funding the economic development portion of the budget in the amount of one hundred twenty thousand dollars. The motion was duly seconded and carried unanimously.

08.03.11.07

Member Morfopoulos moved to fund the 2nd Annual Achieva Box Car Rally in the amount of one thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.08

Member Wright moved to fund Blast Friday in the amount of fifty thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.09

Member Morfopoulos moved not to fund Clearwater Celebrates America as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.10

Member Wright moved to approve funding for the third annual Clearwater Fashion & Arts Week in the amount of three thousand three hundred eighty seven dollars as per staff recommendations. The motion was duly seconded and carried unanimously.

08.03.11.11

Member Morfopoulos moved to fund the Jazz Holiday Festival in the amount of twelve thousand six hundred dollars as per staff recommendation contingent upon them accepting the DDB's marketing plan. The motion was duly seconded and carried unanimously.

08.03.11.12

Vice-Chairman Bosi moved to table the Jazz N' Art Walk until they come up with a better proposal.

Member Wright moved to fund the Jazz N' Art Walk in the amount of five thousand dollars as per staff recommendation. Vice-Chairman Bosi rescinded his motion to table the Jazz N' Art Walk until they come up with a better proposal. The motion was duly seconded and carried unanimously.

08.03.11.13

Vice-Chairman Bosi moved to approve funding for the 7th Annual Clearwater Pet Festival in the amount of two thousand five hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.14

Member Bosi moved to fund the Sea Blues Festival in the amount of five thousand dollars contingent upon them accepting the DDB's marketing plan. The motion was duly seconded and carried unanimously.

08.03.11.15

Member Wright moved to fund the Clearwater Super Boat National Championship

Festival in the amount of fifteen thousand dollars contingent upon accepting the DDB's marketing plan. The motion was duly seconded and carried unanimously.

08.03.11.16

Member Morfopoulos moved to fund the Farmer's Market in the amount of thirteen thousand two hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.17

Member Wright moved not to fund the Fun n' Sun Toyota Country Concert, the Fun 'n Sun Smooth Jazz Festival and the Fun 'n Sun Qfest events as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.18

Member Wright moved not to fund Miles for Hope as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.19

Vice-Chairman moved to fund the Z Festival in the amount of two thousand five hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

Member Bosi amended his motion to fund the Z Festival in the amount of three thousand eight hundred dollars instead of two thousand five hundred dollars. The motion was duly seconded. Members Allbritton, Bosi, Wright, Morfopoulos, Starova, Winkler voted "Aye" with Member Belanger abstaining from the vote due to a conflict of interest. The Motion carried.

08.03.11.20

Member Wright moved to fund the 3rd Annual Wreath Decorating Contest in the amount of three hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.22

Member Wright moved to fund the 2nd Annual Book and Wine Festival in the amount of one thousand seven hundred sixty dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.23

Member Wright moved to fund Non-Budgeted Events in the amount of one thousand dollars per staff recommendation. The motion was duly seconded and carried

unanimously.

08.03.11.24

Member Wright moved to fund the Chamber Community Guide Ad in the amount of six hundred thirty two dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.25

Member Wright moved to fund the Welcome Gifts for New Businesses in the amount of five hundred dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.26

Member Wright moved to fund the Downtown Meeting and Event Support in the amount of one thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.27

Member Wright moved to approve funding for the Economic Development portion of the budget in the amount of one hundred twenty thousand dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.28

Vice-Chairman Bosi moved to approve funding for Staff and Office Administration in the amount of eighty one thousand two hundred twenty five dollars as per staff recommendation. The motion was duly seconded and carried unanimously.

08.03.11.29

Vice-Chairman Bosi moved to approve the FY 2011-2012 budget of five hundred one thousand, one hundred twenty-four dollars as amended. The motion was duly seconded and carried unanimously.

08.03.11.30

Member Wright moved to adopt the aggregate millage rate of 0.9651 for year 2011-2012. The motion was duly seconded and carried unanimously.