

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

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi (6:15 p.m.)	Treasurer
	Charles Lykes	Member
	Paris Morfopoulos	Member
	Jay Polglaze	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
	Anne Fogarty France	Board Administrator

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

1. Citizen Comments – Items Not on the Agenda

Bill Sturtevant, Chairman of the Clearwater Downtown Partnership wanted to recap the May 4th Friday event. It was a good event where they celebrated Memorial Day with a parade and a Coast Guard flyover. There was a good crowd although it did not measure up to what they had hoped. Suite Caroline was a great entertain and everyone had a good time and it also was a great evening for store owners.

Member Wright asked what the estimated attendance was. Mr. Sturtevant stated that approximately one thousand to one thousand five hundred people showed up for this event. He also stated that there was a great article about the event in the paper. The journalist stated that the parade started at 7:00 p.m. but it looked like people mistook that the event started at 7:00 p.m. so that's when the crowd started rolling in. All-in-all the event wasn't a disappointment and Jenny Esno did a great job as usual.

Chairman Allbritton stated that he saw lots of people attend this event that hadn't attended a 4th Friday event before. Mr. Sturtevant stated that there were lots of things for kids to do and this helped bring more people to the event.

2. Approve the Minutes from the May 5, 2010 Regular Monthly Meeting

Member Wright moved to approve the minutes of the May 5, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

3. Adopt April 2010 Financial Statement for Filing

Member Wright asked if the budget workshop would be scheduled. Chairman Allbritton responded that there will be a preliminary discussion about the workshop during this meeting.

Ms. Fogarty France stated that according to the bylaws, the treasurer must submit a preliminary budget at the June meeting. Historically all organizations requesting funds will present their events to the board at the July meeting and there will be an additional meeting in July for the budget workshop.

Ms. Fogarty France asked the board if they would like to schedule a budget meeting for July or combine the meeting with the regular August monthly meeting. Chairman Allbritton stated that he would like to combine the budget meeting with the regular August monthly meeting.

Member Polglaze asked if all the sponsorship requests that come in July will be reviewed along with the amended budget at the August meeting. Ms. Fogarty France responded yes.

Vice-Chairman Fernandez moved to adopt the April 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

4. Clearwater Police Update on Downtown - Chief Tony Holloway

Chief Tony Holloway stated that there have been a couple of issues with transients downtown. It seems like more transients are being seen in the afternoon. Feedings are being held downtown that are being monitored. Chief Holloway stated that they are monitoring this situation and besides that there are not other issues.

Chairman Allbritton asked what days the feedings are being held. Chief Holloway stated that he only knows that the Police Department holds their feedings on Mondays, Wednesdays and Fridays.

Member Morfopoulos asked what the policy was on where the transients can sleep. Chief Holloway stated that as long as they are just walking around and not committing any crimes, the Police can't do anything about it. But if they are on private property and a complaint has been made, they can issue a trespass notice.

Member Morfopoulos stated that there are twenty or more transients sleeping at the Convention Center. Chief Holloway stated that he will look into that issue tonight.

Ms. Lopez stated that she got an e-mail regarding activity around the Steinmart area. Transients have been seen using the bathrooms in that area and the complaints regarding this matter are increasing. Chief Holloway stated that he will make sure they move out of that area tonight.

Member Morfopoulos asked where the transients go once they get moved from one area. Chief Holloway stated that they are currently looking into what they can do to help the transients out. They are charging the transients if they are committing a criminal act, but they are getting released right away because the city jail is full.

Member Lykes asked if the officers are allowed to take them to a homeless shelter. Chief Holloway stated that if the transient wants to go to a homeless shelter, then the officers can take them there. He also stated that officers could call around and see if there are shelters available.

Ex-Officio Councilmember Doran asked if there was a quota for Pinellas Hope? Chief Holloway responded that there was not.

Member Morfopoulos stated that this is not a solution and that these transients are not trying to commit a crime. They just don't have any place to go.

Member Lykes asked if crime was down in city. Chief Holloway stated that crime was down three percent and that currently they are dealing with prescription drug abuse and a few robberies but there are no major crimes.

Bill Sturtevant commended the police officers who attend 4th Friday events.

5. WTAN Downtown Show Discussion – Charles Lykes

Member Lykes stated that he had brought the WTAN show proposal to the board a few times but was asked to check out several aspects of the program so he decided that it would be better to have Ms. Lola Wagenvoord of WTAN attend the meeting to answer any questions. Unfortunately Ms. Wagenvoord had an out of town emergency so she couldn't attend the meeting but she agreed to answer any question via speaker phone during the meeting.

Member Lykes attempted to call Ms. Wagenvoord but unfortunately she did not answer the calls. He left a message requesting she call the board during their meeting if possible. No return call was received and Member Lykes requested that they board hear this item at their next meeting.

6. Jolley Trolley Downtown Loop Presentation – Robert Longenecker

Mr. Robert Longenecker thanked the board for allowing him to make the presentation. He stated that he had attended meetings in the past to talk about the accomplishments of the Jolley Trolley and possibly establishing a downtown connection which was felt to be too expensive at the time. He has been having discussions with the city of Dunedin who approached the PSTA and the Jolley Trolley to evaluate connecting Clearwater Beach and Downtown Dunedin.

Mr. Longenecker stated that at the first meeting with Dunedin it was apparent that Dunedin didn't know how much this project will cost. At the second meeting, they tried to convince Dunedin to scale back the project by decreasing the number of days, the frequency as well as the distance to reduce cost. At the third meeting, the city of Dunedin agreed to scale back the project. He stated that he suggested to them that they potentially have a partner in downtown Clearwater and that if they were going to connect Clearwater Beach with Downtown Dunedin, it would make sense for them to do a loop in Clearwater, then in Dunedin, and then back to Clearwater Beach. He also suggested that this loop be done on an hourly frequency.

Mr. Longenecker stated that anyone who has a PSTA pass or a Jolley Trolley pass will be allowed to get on the trolley.

Mr. Longenecker stated that the current operating cost for the Jolley Trolley is \$52 per hour so the cost to implement this project will be approximately \$126,000 per year. The operating cost

of this transportation loop will be recovered in the fares. In the beginning the number of fares might be low but as time goes on more people will ride the Jolley Trolley and the number of fares will increase. They estimate a 12% return on investment in the first year of running this new route, which amounts to \$15,000. PSTA has committed to reimbursing \$40,000 to the Jolley Trolley for providing this service. Mr. Longenecker also stated that they estimate advertising on the Jolley Trolley will bring in approximately another \$18,000.

Mr. Longenecker stated that Dunedin would like to know if the Clearwater Downtown Development Board would be interested in splitting the cost with them and contribute \$26,500 to this project. That amount will provide service to Clearwater for forty hours per week at \$12.74 per hour. He feels that the PSTA might be able to contribute more than \$40,000 which would lower Clearwater's contribution to this project. He also stated that Dunedin's research and grants might assist the Jolley Trolley by allowing them to further reduce the operating cost.

Mr. Longenecker stated that they don't have much time to put this project in motion. The City of Dunedin would like that have the Jolley Trolley route in effect by October 1, 2010 but he needs at least ninety days to secure another trolley for this project.

Mr. Longenecker asked if it was possible to get funding from the DDB or even partial funding from the DDB and they would request partial funding from the city.

Member Lykes asked how much the fare will cost. Mr. Longenecker stated that PSTA regulates the fares so they have identical fares as PSTA. The cost of a one day pass will be \$1.75 for seniors and \$2.00 for everyone else.

Member Lykes asked what the rates are for advertising. Mr. Longenecker stated that the Jolley Trolley rates are probably higher than PSTA.

Vice-Chairman Fernandez asked what hours the Jolley Trolley will be operating. Mr. Longenecker stated that the proposed Jolly Trolley operating times are from 10:00 a.m. to 12:00 a.m. on Friday and Saturday and from 10:00 a.m. to 11:00 p.m. on Sunday.

Vice-Chairman Fernandez stated that he would prefer that the Jolley Trolley operated on Thursday instead of Sunday. Mr. Longenecker stated that he will inform the City of Dunedin and he is sure that they will accept this change.

Vice-Chairman Fernandez stated that Dunedin should incur more transportation costs than Clearwater. Mr. Longenecker stated that he agreed with Vice-Chairman Fernandez's statement since Dunedin's route covers longer transportation miles.

Member Lykes asked what will the route of the Jolley Trolley will be. Mr. Longenecker stated that the Trolley will do a ten to twelve minute loop in each downtown area and they will be able to go down Cleveland Street.

Member Morfopoulos asked if there was currently any trolley service in Clearwater. Mr. Longenecker stated that there is no trolley service in Downtown Clearwater at the moment.

Vice-Chairman Fernandez asked how many riders Clearwater lost when the Jolley Trolley

pulled out of the city. Mr. Longenecker stated that they lost approximately forty to fifty thousand riders per year.

Mr. Longenecker stated that all the funding agreements that they will have with Dunedin, Clearwater and PSTA will be annual agreements. Each committee would have to approve renewal of the agreement prior to the end of the fiscal year.

Mr. Longenecker stated that in the state of Florida, twenty-three percent of transportation expenses are covered by fares.

Member Polglaze asked how the Trolley is subsidized now. Mr. Longenecker stated that currently \$150,000 is funded by the City of Clearwater and \$122,000 is funded by PSTA. He estimates that the Jolley Trolley will transport 140,000 passengers this year.

Member Polglaze asked if Mr. Longenecker can estimate the new ridership that this new route will bring. Mr. Longenecker responded that new ridership doesn't necessarily mean new money.

Ex-Officio Councilmember Gibson asked if the \$52 per hour operating cost was variable or fully loaded. Mr. Longenecker stated that the operating cost is fully loaded.

Member Lykes asked if there can be rate exceptions for special trips. Mr. Longenecker stated that it would be difficult to provide rate exceptions and that the rate is really low already. He also stated that a monthly pass for seniors is \$35 which is a really good value.

Ms. Lopez stated that the board thinks that the funding requested is not a fair split and asked how Dunedin plans to fund the remaining cost of the project. Mr. Longenecker stated that he is not sure if Dunedin Merchant's group has money to put up the remaining funds but it looks like PSTA is the best funding option right now. He also stated that the way the loop works in Downtown St. Petersburg is that one-third is funded by the Downtown Partnership, one-third is funded by PSTA and one-third is funded by the city. Downtown St. Petersburg only gets five percent recovery on their fares.

Vice-Chairman Fernandez asked what the next steps are for moving forward with this project. Mr. Longenecker stated that he would like to see someone from the DDB attend the next meeting in Dunedin. Vice-Chairman Fernandez responded that he would attend this meeting.

Member Morfopoulos stated that he's trying to get an idea of how many people this new route will bring to Downtown Clearwater. He asked if the route will bring approximately 7,000 people per year to Clearwater. Mr. Longenecker stated that he doesn't have any experience with Dunedin but he thinks that people from Dunedin will come to Clearwater once this new route is in place.

Member Polglaze stated that the City of Dunedin would have more desirability to put this project in motion than Clearwater will. He asked Mr. Longenecker to see what deal they can get from PSTA. Mr. Longenecker stated that he is pretty sure that PSTA will be very willing to match the funding for this project.

Ex-Officio Councilmember Gibson stated that they should be talking to the businesses on the beach to see what their reaction is to this new route. He said that they might have a different perspective and feel like more customers are leaving the area than coming to the area.

Vice-Chairman Fernandez stated that the Jolley Trolley was going to go out of business one year ago but Mr. Longenecker turned the company around when he came on board and made it successful again. Mr. Longenecker stated that he is trying to make sure that revenue keeps coming in.

Member Wright asked if Mr. Longenecker can show the DDB the route that the Jolley Trolley will take through Downtown Clearwater at the next meeting so that they can see how the Jolley Trolley will benefit downtown. Mr. Longenecker stated that he will show the DDB the Downtown Clearwater route for the Jolley Trolley at the next meeting.

Member Polglaze asked if Thursday can be added to the days of operation and Sunday be removed operation days. Vice-Chairman Fernandez stated that the DDB doesn't have to comply with what Dunedin wants. Mr. Longenecker stated that he will discuss this matter with the City of Dunedin and will inform the DDB of their decision.

Chairman Albritton requested Mr. Longenecker to come back with more information after their meeting with Dunedin.

7. Preliminary Budget FY 2010-2011 – Treasurer Dennis Bosi

Member Bosi stated that he sent an e-mail to the board regarding the preliminary budget for FY 2010 to 2011. The DDB's income on property taxes is projected to be nine percent less than last year.

Member Bosi stated that he wanted to bring up a few issues regarding the DDB's retained earnings/savings and where they can be in a couple of years. He informed the board that if they keep heading in the direction they are now, the budget will end up dictating what they can and cannot do for Downtown Clearwater.

Member Bosi stated that the current budget does not reflect funding of the Jolley Trolley. Another group will be approaching the board and requesting funding to conduct a show at Coachman Park and this funding is also not reflected in the budget.

Member Bosi stated that as the budget stands right now, they will have used approximately \$20,000 from retained earnings. City staff did some categorizing regarding the events and he feels that some of these events have had direct impact on Cleveland Street District while some events have had no impact at all. He informed the board that he is looking for them to have some kind of direction because as of right now they have funded a lot of events that have resulted in the DDB going over their budget for this year and \$30,000 over for next year.

Member Bosi requested that a committee be put together to decide on whether the DDB would like to invest in a few big events or a number of small ones. He asked the DDB how they would like to proceed with 2010 to 2011 budget.

Vice-Chairman Fernandez stated that it would be a good idea to start with funding the Cleveland Street events.

Chairman Allbritton stated that the DDB's job is to promote downtown and when people start asking for funding it is the board's job to decide on which events should be funded. He stated that he agrees with Vice-Chairman Fernandez that the funding should support events that affect downtown.

Member Bosi stated that he felt that the same events shouldn't necessary be supported every year.

Chairman Allbritton stated that they should look at the outcome of each event during the first year and then decide on whether it should be supported again the following year.

Member Bosi stated that there are too many holes in the budget so he's not sure how much money will be spent next year and that the more money they take out of retained earnings means that there will be less money made on interest.

Vice-Chairman Fernandez stated that he thinks it would be a good idea for the entire board to be involved in making the decisions on how the budget should be spent.

Member Wright stated that the budget meeting is scheduled for August and he volunteers to be on the committee.

Member Polglaze asked how the retained earnings should be handled. He stated that they can't exceed retained earnings and that not all the events held at Coachman Park affect downtown so they need to set up some kind of structure for funding events that are not beneficial to Downtown Clearwater.

Member Morfopoulos stated that the board should have a meeting before the line by line discussion to come up with some ideas on how to deal with line by line items. He also stated that it doesn't matter how worthwhile the event might be, they need to make sure that the event will positively affect Downtown Clearwater.

Chairman Allbritton agreed that the whole board should be involved in the budget committee and asked to set a separate meeting for this.

Ms. Fogarty France asked if July 21st would be a good day for this meeting. Members responded that this date would be good.

Ms. Lopez stated that she attempted to estimate the budget. She used a different base and calculated the budget by using a nine percent decrease in values. She stated that they are still waiting to see what the tax increment payment and the condo evaluation will be before they can give the board exact numbers but by July they should have a better idea of what their revenues will be.

Ms. Lopez asked the board to take a look at the preliminary budget by the next meeting so that they can decide if any amendments need to be made. She also stated that the revenue for the

estimated tax increments is reflected in the second column provided by Property Appraiser and that in order to balance the budget they are still taking \$70,000 from retained earnings. If the estimation is off by \$20,000 then they will have to eliminate something or take some money from retained earnings but as of right now they are still under budget.

Chairman Allbritton asked if by law they were supposed to approve the preliminary budget in June. Member Bosi responded with a yes.

Vice-Chairman Fernandez moved to approve the preliminary budget for FY 2010/2011. The motion was duly seconded and carried unanimously.

8. Chairman's Report – David Allbritton

a. Downtown Coordinating Committee Update

Chairman Allbritton stated that he wanted to give a brief overview of the Downtown Coordinating Committee Meeting held in May with Bill Sturtevant and Rod Irwin. This meeting is held once a month to discuss what is going on in different organizations and to make sure that everyone is on the same track and that decisions are not being made in opposition of any organization.

Chairman Allbritton stated that Mr. Sturtevant was looking for a bigger budget for 4th Friday so that the committee can take the event to a whole new level. Instead of asking for funding every couple of months, Mr. Sturtevant is trying to get corporate sponsorships. He is estimating a \$200,000 budget each year and will be requesting some money from the CRA, \$25,000 to \$50,000 from the DDB and approximately \$75,000 to \$100,000 from corporate sponsors.

Chairman Allbritton stated that the committee also discussed the Police memorial which was held at Station Square Park. He also stated that Station Square Park is a great venue for small gatherings and the fact that it is right in the middle of Clearwater is very good for surrounding businesses.

Chairman Allbritton stated that Mr. Irwin noted that there are lots of businesses that are coming to Clearwater and that they are very excited about opening in the Downtown area. But some are having issues when it comes to obtaining a license from the city.

Chairman Allbritton stated that met with the Planning Department on May 26 with chamber members and business owners. They heard how the planning process works for opening a new business. He stated that what people don't realize is that a lot of codes and ordinances have to be met before they are allowed to open a business. He also stated that everyone in the Planning Department was very friendly and that they are doing a great job. He is hoping that more sessions like the one held on May 26 can be conducted and that maybe they would be able to assign someone to help new business owners overcome various obstacles. Chairman Allbritton stated that Downtown is a redevelopment area and needs flexibility so that new businesses can open.

Member Wright asked how the Police Memorial event was advertised because people in his

office had no idea what was going on in Station Square Park. Chairman Allbritton stated that he was not sure how the event was advertised.

Ms. Fogarty France stated that there was a newsletter that gets distributed in the Downtown area and highlights all the events taking place.

Member Morfopoulos stated that Chairman Allbritton brought up an excellent point about the hurdles that new entrepreneurs face. He suggested that maybe the city can create a flowchart that shows the step by step process for each industry in starting a new business.

Ms. Lopez stated that they had started putting together a little pamphlet with information but with budget cutbacks and staff changes they weren't able to complete this project. However portions of this pamphlet are available on the website which will be updated in the next couple of months.

Member Morfopoulos stated that landowners should be made aware of where prospective tenants can find information.

Ms. Lopez stated that once the website is updated and completed she will bring it and show it to the DDB.

Chairman Allbritton reminded the board that the July 7 meeting has been moved to July 14.

9. Downtown Clearwater Merchants Association (DCMA) Update – Dennis Bosi

Member Bosi stated that the DCMA meeting was held on May 24, 2010. Unfortunately he couldn't attend but heard that it was a good meeting. He stated that Mike Rembis from the Film Festival attended to promote the Clearwater Film Festival and was looking to have an opening party in one of the downtown restaurants.

Member Bosi stated that they were working on the Wine and Book Festival with the DDB Promotion Committee and that they are trying to get merchants involved in this event.

Mr. Bosi stated that DCMA President Vik Patel attended his first 4th Friday event and was very impressed and had a good time.

10. DDB Promotion and Business Visitation Committee Report – Jay Polglaze

Member Polglaze stated that he has been busy with three events this past month but he will get together with Ms. Fogarty France and work out a schedule for taking a gift to welcome one new business every week.

Member Polglaze stated that Café 421 had their grand opening the previous week but he couldn't attend the event.

Member Polglaze stated that they will visit new businesses and engage them in events happening downtown. He also stated that the DCMA participated in the 4th Friday event and were placed in a tent that was placed up front and gave them exposure.

Member Polglaze stated that they had a list of approximately a dozen ideas for what events the committee might like to see hosted in Downtown and they decided that the Book and Wine festival would be most beneficial.

Member Polglaze stated that this event will benefit the Friends of the Library as well as major corporate participants. The DDB Promotion and Business Visitation Committee will provide volunteers to help the Library go through their books and see what they might like to donate for the event. They have also engaged the DCMA to get their wine distributors to help out in this event. Member Polglaze stated that this event is perfect to host in Station Square Park. They are considering conducting this event one Saturday in September between 2:00 p.m. and 7:00 p.m.

Member Polglaze stated that there is \$2,500 left over from the pet festival and he would like to make a motion to transfer these funds to the Book and Wine Festival.

Vice-Chairman Fernandez asked Ms. Fogarty France how she felt about the Book and Wine Festival. Ms. Fogarty France responded that book festivals are very enjoyable to go to and this event will be a good way to help the library as well as the downtown merchants.

Member Morfopoulos asked if they should see a proposal before making a motion. Ms. Fogarty France stated that they haven't conducted an event like this before but the money will be used for renting tables and chairs as well as advertising. She also stated that they don't plan on using the whole \$2,500.

Member Polglaze stated that the cost of advertising in the St. Pete Times for two days is \$1,600.

Member Bosi motioned that up to \$2,500 in funds be transferred from the pet festival to the Book and Wine Festival. Vice-Chairman Fernandez seconded this motion.

Member Wright asked if they could get a proposal in writing before they make a decision on funding the Book and Wine Festival. Bosi stated that the funds will be coming out of this year's budget.

Member Morfopoulos agreed with Member Wright that a proposal should be submitted in writing if they are going to make a motion for funding.

Ms. Lopez stated that they will put together a generic proposal to present at the next board meeting.

Member Bosi withdrew his motion to transfer up to \$2,500 in funds from the pet festival to the Book and Wine Festival until a written proposal has been submitted to the board.

11. New Business

Vice-Chairman Fernandez stated that for the past several years he has been attending the Florida Festival and Events Association Trade Show and that the board has funded his

attendance. He informed the board that this is a big event where he meets some of the finest events people and he has made a lot of contacts over the years that have benefitted our events.

Vice-Chairman Fernandez stated that the trade show will be held at the Hyatt Regency Coconut Point Resort. There will be thirty five educational seminars held and he tries to attend most of them. Some other events include an opening seminar, a board's luncheon, a Thursday night dinner and dance, a trade show, and a silent auction.

Vice-Chairman Fernandez stated that he would like to request funding during this meeting because if he makes the reservation for this event now, the cost will be \$399 and he will save the board \$100. He also stated that the cost of stay at the hotel is very reasonable and is only \$109 per night and that they won't be taxed for the room since the city doesn't have to pay any taxes.

Vice-Chairman Fernandez stated that he might need money for one dinner and maybe a couple of breakfasts. He estimated that the DDB's total cost for this event will be between \$675 and \$700.

Member Wright asked if the budget for this event will be covered under the conference line. Vice-Chairman Fernandez replied yes.

Member Wright moved to fund Vice-Chairman Fernandez's attendance at the Florida Festival and Events Association Trade Show at an amount up to \$700. The motion was duly seconded and carried unanimously.

12. Final Comments

Member Wright stated that he attended the Momentum Awards and wanted to recognize Vice-Chairman Fernandez for receiving the Humanitarian Award. He also thanked Mr. Sturtevant for the incredible job he does with 4th Friday. Member Wright stated that one of the things that he learned that evening was that Station Square Condominiums has closed on over twenty units in the last sixty days.

Member Bosi stated that the Memorial Day 4th Friday event was great and he saw a lot of older residents at this event than at any of the other events. He said that Clearwater felt like a small town again and it was really nice.

Vice-Chairman Fernandez agreed with Member Bosi and stated that the Memorial Day 4th Friday was a signature event. He also stated that the winter season brings snowbirds to Florida and local people usually don't come out much during this time but in spring they start being more active and involved in events.

Ex-Officio Councilmember Doran stated that the Memorial 4th Friday was a great event and that the Veteran's Alliance intends to conduct this event on an annual basis in conjunction with 4th Friday. He also reported that he stopped by Café 421 the other day and the restaurant has a full menu plus the owner has many years of experience since he has been a cook and a chef in the Clearwater area for many years. Ex-Officio Councilmember Doran mentioned that CSX is going to be redoing the railroad crossings around Court Street and Chestnut Street and wanted

to make sure that everyone was aware of that. Ex-Officio/Councilmember Doran commended the group for reminding people that there is a Cleveland Street and a Downtown area and stated that it is very good to see things happening in Downtown. He stated that he noticed a mix of small and large power boats as well as sail boats in the boat slips. He also stated that he is pleased to see that the Downtown Clearwater Merchants Association has started up. He stated that the Government cannot do everything and shouldn't have to do everything by itself and that people have to invest money to make money.

Member Lykes stated that the next few months will be important for the DDB. He also stated that he is sorry that he couldn't get in touch with Ms. Wagenvoord and that he is looking forward to Vice-Chairman Fernandez's report on the Florida Festival and Events Association Trade Show.

Member Polglaze congratulated the City Council for getting a movie theatre back in town and he expressed his disappointment at the fate of Divino's restaurant. He also mentioned that he feels that it is necessary to have a budget meeting so that the board can decide in what direction they would like to go. Member Polglaze stated that he is proud to serve on the board and that he will be bringing someone next week to rent some boat slips even though the person doesn't own a boat.

Member Morfopoulos stated that it is really pleasant to walk around the boat slips and was wondering if they might be able to bring the Jolley Trolley to Downtown for special events. He stated that this might help bring more people to these events. Mr. Longenecker responded that the Jolley Trolley would have to be chartered in order to come to the Downtown area.

Member Wright asked how much does it cost to charter the Jolley Trolley. Mr. Longenecker stated that they would be willing to charter the Jolley Trolley at the operating cost of \$52 per hour and mentioned that they transported eight hundred people for the boat race last year.

Chairman Allbritton congratulated Mr. Sturtevant on the Momentum Awards event and stated that it was a great awards night but he was disappointed that not many people showed up for this event. He also stated that he was so happy that Clearwater has access to the Capitol Theatre because so many events can be conducted there since it is such a nice venue.

13. Adjournment

Chairman Allbritton adjourned the June 2nd, 2010 regular meeting of the Clearwater Downtown Development Board at 7:22 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, June 2, 2010 - 5:30 pm

06.02.10.01

Member Wright moved to approve the minutes of the May 5, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

06.02.10.02

Vice-Chairman Fernandez moved to adopt the April 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

06.02.10.03

Vice-Chairman Fernandez moved to approve the preliminary budget for 2010 to 2011. The motion was duly seconded and carried unanimously.

06.02.10.04

Member Wright moved to fund Vice-Chairman Fernandez's attendance at the Florida Festival and Events Association Trade Show up to \$700. The motion was duly seconded and carried unanimously.