

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
March 7, 2012 – 5:30 PM – City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Vice-Chairman
	Paris Morfopoulos	Member
	Tony Starova	Member
	John Herndon	Member
 Also Present:	 Paul Gibson	 Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic
		Development and Housing
	Courtney Orr	Downtown Manager

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

Chairman Allbritton stated that Ms. Fogarty-France is on leave due to surgery but will return to work next month. He thanked Ms. Orr for taking on Ms. Fogarty-France's responsibilities in addition to her own.

1. Citizen Comments - Items Not on the Agenda

There were no citizen comments.

2. Approve the Minutes from the February 1, 2012 Regular Monthly Meeting

Vice-Chairman Bosi moved to approve the minutes from the February 1, 2012 meeting. The motion was duly seconded and carried unanimously.

3. Adopt December 2011 Financial Statement for Filing

Vice-Chairman Bosi moved to adopt the December 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.

4. Adopt January 2012 Financial Statement for Filing

Member Starova moved to adopt the January 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.

5. Final Tax Role Numbers for Fiscal 2011-2012 - Geri Lopez

Ms. Lopez stated that Pinellas County gave the Board an estimate tax roll amount of \$144,252.38 at the beginning of the fiscal year. The actual tax role amount is \$141,719.95. The Board paid an excess of \$2532.43 to the Community Redevelopment Agency (CRA). The CRA will reimburse the DDB the overage amount of \$2532.43. Ms. Lopez requested a motion to reflect these changes in the financials.

Vice-Chairman Bosi asked if this amount goes toward their bottom line to which Ms. Lopez responded yes.

Vice-Chairman Bosi moved to amend the final tax role numbers to reflect the difference of \$2532.43 from the City of Clearwater Community Redevelopment Agency to the Downtown Development Board. The motion was duly seconded and carried unanimously.

6. Achieva Credit Union Box Car Rally Post Event Report - Dawn Dixon

Danielle Byrd stated that she is the Marketing and Media Specialist for Achieva Credit Union and participated in promoting the 2011 Box Car Rally. She thanked the board for sponsoring them last year. They had one 1,200, which is a significant increase from the 1,000 they had in 2010. Twenty different cars entered the competition with some taking part in multiple races, which resulted in a total of 70 cars racing. They incurred \$25,000 in expenses and another \$25,000 was donated to Pinellas County Classrooms for 2011.

Ms. Byrd stated that they had stadium seating last year that was not popular due to the sun and heat. They are also going to have a shorter timeframe between races and increase the number of races so that more people can participate. The food placement was at the bottom of the hill last year but they are considering spreading the vendors out this year because spectators want to watch the races. Vendors were not getting as much business as they should have last year.

Ms. Byrd stated that they are putting a time chip on the race cars this year because there were complaints on how the races were being timed last year. They are also changing to a traditional box car race this year and are working with PTEC to build a starter ramp. Their goal is to raise \$35,000 for Pinellas County Classrooms this year and they are hoping to have 1,500 attendees.

Chairman Allbritton stated that this is a great event for downtown Clearwater and that everyone was having fun last year. Ms. Byrd stated that they had 700 working the event to make sure that everything ran smoothly.

Vice-Chairman Bosi asked how they liked the stage location at the top of the hill last year to which Ms. Byrd responded that everyone liked it and that it kept the energy going. She asked Vice-Chairman Bosi if he approved of where the stage was last year. Vice-Chairman Bosi responded that he thought the layout was great but he thinks that if they kept the vendors on Cleveland Street they would have more people visiting them.

Vice-Chairman Bosi stated that they had two runs per heat last year and asked if they were planning on doing more runs or increasing the number of classes. Ms. Byrd responded that they are considering doing three runs per heat this year because people spend a lot of money putting their cars together. They also want to have the ability to have more cars enter the races.

Vice-Chairman Bosi recommended that the board get involved with the events and stated that he would like to volunteer with the Achieva Credit Union Box Car Rally event to represent the DDB.

Member Starova stated that they need to make a banner that reads 'sponsored by the DDB' bigger as it was too small last year.

Member Herndon asked if this event has ever been done alongside the Soap Box Derby cars to which Ms. Byrd responded that in order for them to be sanctioned as a Soap Box Derby more work would have to be

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put into it and then the company would want to run the show. That is why they separated from them and are calling it the Box Car Rally.

Member Herndon asked if there was an event like that in the area to which Ms. Byrd responded that she does not know of any event like that.

Ms. Byrd stated that the tentative date for the Box Car Rally is October 6, 2012 to which Ms. Lopez responded that the Superboat Championship is held around that time so they need to make sure that date is not yet booked.

Chairman Allbritton asked for any citizens comments to which Howard Warshauer stated that this is a great event to bring to downtown Clearwater and that it definitely has the potential to grow. They might want to consider making this a weekend event where they distribute the awards on Sunday on Cleveland Street.

7. Blast Friday Report - James Raulerson

James Raulerson stated that the last Blast Friday was a great event and the bands were a tremendous success. They have been averaging about 3,000 people per event. They have decided to add a Blast Friday on March 16 for Spring break instead of having one in June. They will have the regularly scheduled Blast Friday on March 30. It will be held on the 400 block of Cleveland Street.

Vice-Chairman Bosi asked what kind of music they will have for the Spring Blast Friday to which Mr. Raulerson responded that they will be having pop music which will be perfect for the younger crowd.

Chairman Allbritton asked if the Spring Blast Friday would be any less of an event than the regular Blast Friday to which Mr. Raulerson responded that both events are going to be held at the same capacity.

Member Herndon asked where the stage will be placed to which Mr. Raulerson responded that it will be located on the East corner of Osceola Avenue and Cleveland Street. The sunset will make for a great background as the bands are playing.

Member Starova asked if they thought about putting a sign on the Causeway to inform people at the beaches of the event to which Mr. Raulerson responded that they do not have the budget for that but they are working with the hotels at the beaches to get the message to people in that area.

Member Starova asked if an electronic sign could be installed on the Causeway to the beaches to which Ex-Officio/Councilmember Polglaze responded that the message on the sign would have to be traffic relevant so it would be out of the question to install a sign for promotions.

Ex-Officio/Councilmember Polglaze stated that he is glad to hear that 98.7 will be a part of the Blast Friday events. He asked if they can get colored signs posted in the hotels at the beaches to which Mr. Raulerson responded that they are planning on doing that.

Ex-Officio/Councilmember Polglaze asked if Mr. Longenecker will be involved because using the Trolley will be great for the spring event. Member Starova stated that if they have extra flyers they should give it to the Jolley Trolley to distribute.

Vice-Chairman Bosi stated that he is concerned about the last few events being geared more toward the older crowd instead of the family crowd. He does not know if it has anything to do with the music but it feels like the events have a more adult concert atmosphere to them. They do not want these events to steer away from the family atmosphere where parents are uncomfortable to bring their kids. Mr. Raulerson responded that they are trying to bring vendors in that will appeal to kids like face painters and magicians but there are so many events going on around this time of year and the vendors tend to go where the money is. They are encouraging vendors to come out for the events and they keep passing the work around. Their goal is to make Blast Friday an event that not only the community wants to attend but that the vendors want to attend as well.

Vice-Chairman Bosi stated that they might want to see about getting Suite Caroline to perform sometime. She was a great performer for the kids. Mr. Raulerson responded that he will look into it.

Member Starova stated that they need to put two 10' by 3' signs up to let people know about the Blast Friday event. One sign should read Blast Friday and the other should mention the type of event that is going on. He asked if Mr. Raulerson would be able to take care of that to which he responded that all the money has been exhausted but he can incorporate the signs into the budget for next year.

Vice-Chairman Bosi stated that Blast Friday was initially supposed to promote the Cleveland Street District brand but all it has ended up doing is build up its own brand. In the future they need to push the Cleveland Street District brand because they are not capitalizing on it. The board really wants the Cleveland Street District brand to have more of a presence. He also stated that he knows that Blast Friday has changed a lot of things because he has seen it on their website but more needs to be done and asked Mr. Raulerson to keep that in mind for next year's budget.

Member Herndon asked if banners are allowed to be installed on the Causeway going out to the beaches to which Ex-Officio/Councilmember Polglaze responded that it has to be regulatory in nature. Member Herndon stated that Dunedin has signs and banners installed in their area and asked why it cannot be done in Clearwater as well to which Ex-Officio/Councilmember Polglaze responded that the sign code does not allow them to do that in the city.

Chairman Allbritton stated that the board has gone over this subject in depth before and everyone has the same idea. The structure to support the banners was expensive so they installed the electronic sign instead. They are aware that the message displayed has to be informative in nature to the traffic situation.

Member Herndon agreed with Vice-Chairman Bosi that there needs to be more things for children to do at the events. Mr. Raulerson responded that they work on trying to get vendors out there for every Blast Friday event.

Chairman Allbritton thanked Mr. Raulerson for giving the board an update and stated that everyone involved has done a nice job in putting the Blast Friday events together.

8. Inaugural Spring Star Spectacular & Classic Car Show Funding Request - Bill Sturtevant

Bill Sturtevant stated that he is representing Clearwater Downtown Events and they are requesting \$2,500 in funding for the Inaugural Spring Star Spectacular & Car Show event which will be held on Saturday, April 28, 2012. This event will be different than the one held last year. It will follow Blast Friday the night before which will bring a lot of exposure to Cleveland Street. They are going to bring in more than

100 classic cars. There are currently between 300 and 400 classic cars in Pinellas County alone. It would be nice to see Cleveland Street lined bumper to bumper with cars.

Mr. Sturtevant stated that the event will be held at Station Square Park and that the 400, 500 and 600 blocks of Cleveland Street will be blocked. Water's Edge has committed \$1,000 to the event. With a budget of \$8,000 to \$10,000 they should be able to raise the money.

Chairman Allbritton stated that they only had three weeks to organize the last event which was a success and that they would like to hold the fall event again in October. This event will be better because they have enough time to plan it. They are going to put a flyer in the Tampa Bay Times, which will bring a lot of interest to the event as well. Bright House Networks is going to do TV spots as well. Most of the funding will come from businesses. Last time the event was held at the bottom of the hill but this year it will be held right in the middle of Cleveland Street. They are going to give Cleveland Street merchants the first pick for vendor spots. He believes that this will be a great event and they are anticipating 2,500 to 3,000 attendees. This is going to be a free family event and they will be giving awards for the classic cars.

Ms. Orr stated that if the board approves funding for this event there is another event in the budget that did not occur. The board approved funding for the 3rd Annual Fashion and Arts Week in the amount of \$3,387 but Craig Taylor expanded his clothing line by 700% so he is very busy and will not have time to organize the event. They can take funding from that line item to fund this event.

Member Herndon asked where the cars are going to be displayed to which Mr. Sturtevant responded that they will be displayed at Station Square Park and on the south lane of Cleveland Street.

Member Morfopoulos asked who is left in the 600 block that would benefit from this event to which Ex-Officio/Councilmember Polglaze responded that the problem with the 400 block is that they cannot close Fort Harrison Avenue and the block is not big enough to hold 100 cars. Part of the strategy is that they are trying to bring attention to the area that needs to be filled with the hope that it will attract new tenants.

Member Starova stated that every time there is an event in downtown Clearwater, the 600 block always benefits from it and suggested that they do smaller events on the 400 block. He also stated that he thinks this event is a good idea.

Vice-Chairman Bosi stated that they have held the Annual Pet Festival on the 500 and 600 blocks and they have done well. The cars lined up on the streets will take away from the vacant stores.

Member Morfopoulos stated that this is definitely a worthy event.

Vice-Chairman Bosi asked what difference it will make if they display 10 cars on the 400 block to which Mr. Sturtevant responded that it is a safety issue. There is constant traffic flow in that area which might cause concern for the car owners. Vice-Chairman Bosi stated that 90% of the cars are driven to the show so they will be in traffic anyway. He thinks it will be fine to display some of the cars on the 400 block. Mr. Sturtevant stated that if there is any way to include the 400 block in the event they should do it. Member Morfopoulos stated that all signs of life are in the 400 block so it should be included.

Chairman Herndon stated that he would love to see the 400 block closed.

Mr. Sturtevant stated that the event could eventually grow to 200 cars.

Chairman Allbritton stated that they are trying to keep the event in the center of Cleveland Street and not separate it. Station Square Park is a nice venue and all the bands that played in last year's Star Spectacular event will be playing again this year.

Member Starova stated that using Station Square Park for the first time in this magnitude might lead the way to future events being held there as well.

Chairman Allbritton stated that he wants to get merchants involved in this event. Maybe they can give free samples to the attendees. If people like what they taste, they will be likely to frequent the establishment.

Member Starova stated that they should get Capitol Theater involved by maybe having them show movies or documentaries about old cars. Ex-Officio/Councilmember Polglaze responded that they need to check and make sure that there is nothing going on in Capitol Theater that day.

Vice-Chairman Bosi moved to fund the Inaugural Spring Star Spectacular & Car Show event in the amount of \$2,500 to be taken from the Clearwater Fashion and Arts Week line item. The motion was duly seconded and carried unanimously.

9. Winter's Dolphin Tale Adventure Kiosk - Courtney Orr

Ms. Orr stated that the board had asked at last month's meeting if they could relocate one of the Pinellas Trail kiosks to the Jolley Trolley stop outside the Dolphin Tale Adventure at the Harborview Center. Instead of moving the kiosk they are going to keep both kiosks on the trail and install a new one outside Winter's Dolphin Tale Adventure. Installation should be completed within the next two months.

Member Morfopoulos asked what the attendance for Dolphin Tale Adventure was to which Ms. Orr responded that she does not have the exact number. Member Starova stated that he heard as of last week they were receiving 2,000 people per day.

Member Morfopoulos asked if they could put up signs in the parking area informing customers of where the entrance is because many people are having trouble finding it. They try going in through Pickles Plus which is no longer in business and get confused when they cannot get in. He has had to direct them to the right area many times. Ms. Orr responded that she will talk to them and let them know of the problem.

Member Herndon asked if there was a reason for the signs directing people to park in the bottom parking lot when the entrance is on top to which Ms. Orr responded that by design they put most of the handicapped parking near the north entrance so they are intentionally directing customers to the bottom parking lot. Ms. Lopez stated that they are trying to control the amount of cars that go on the Causeway by trying to get the people to take the trolley across.

10. Advertising Committee Report - Tony Starova

Member Starova stated that the advertising committee did not meet. He reported on the meeting of the Downtown Clearwater Merchants Association (DCMA). He stated that DCMA was trying to get the brand name 'Cleveland Street District' recognized by the public. He proposes that all sponsor recipients must display a 10' by 4' banner with the event name by the barricades where the main street is closed.

Member Starova stated that another sign should be made to say 'Cleveland Street District One Block East – Entertainment, Restaurants and Shops'. This banner should also be 10' by 4' in size and must go up during every event held in Coachman Park.

Member Starova stated that the DDB should help merchants on Cleveland Street with their advertisement by offering them reimbursement of up to 50 percent of their total campaign cost not to exceed \$800 per year. Applications will be considered on a first-come, first-served basis and will only be accepted once every quarter. Funding is contingent upon merchants including the phrase 'Located in the Cleveland Street District' in all DDB funded advertisements.

Member Morfopoulos asked what West Allis was to which Member Starova responded that it is a place in Michigan which looked interesting. They also had another program there for signage. They matched 50 percent of the signage costs. Member Morfopoulos stated that they had a program similar to that here as well. Vice-Chairman Bosi asked if that was the façade program to which Member Morfopoulos responded yes.

Member Morfopoulos stated that he feels that it would be better for merchants to participate in a co-op program with the DDB having creative control of the flyers that will distributed in the area. He is less inclined to write a check to an individual business for fear of them not abiding by the full terms of the agreement.

Vice-Chairman Bosi stated that he has a similar thought as Member Starova in that the board should extend an advertising grant to new businesses only. Maybe they can reimburse 50 percent of advertising costs for new business up to six months. This will alleviate some of the financial costs and help them get a decent amount of exposure for their business. They would have to present an advertising plan to the board in order to be approved for the grant.

Chairman Allbritton stated that he agrees with Member Morfopoulos regarding co-op advertising. He feels that they will get a better return on investment this way. Member Starova stated that the merchants can take care of co-op advertising by themselves. The DDB should help each merchant promote their business differently. Member Morfopoulos responded that it will be too expensive to fund each business separately. Advertisements need to be repeated more than once to be effective and \$800 will not be enough to do that. They will be throwing the money away.

Vice-Chairman stated that the DDB needs to look at their budget and figure out where their priorities lie. Funding the Star Spectacular event was ok because it is coming out of another event's budget but there is going to be a decrease in next year's budget again.

Member Morfopoulos stated that they should approach all proposals from the point of view that funds have become scarce. They need to make sure that any funding given has a positive and direct effect on the Cleveland Street District.

Chairman Allbritton stated that maybe they can have another session to determine in which direction the board wants to go. There are certain events that they can still maintain because they are helping improve downtown Clearwater but the board also has to decide how they plan on helping merchants directly. He requested that all board members make a list of ideas they feel are important and bring it with them for discussion at next month's meeting.

Member Starova stated that it is hard to get people to visit downtown Clearwater without a reason. If people see coupons and advertisements they will know that there is something going on in the area. Merchants are struggling and property owners are not making any money because of vacant spaces especially in the 500 and 600 blocks of Cleveland Street. If the board gives them some money to help with advertising it might improve their business.

Member Starova stated that 'Cleveland Street District' is not an established brand and that there is no sign displaying that phrase anywhere in the area. There is not even a sign on Court Street toward the beaches that informs people of where downtown Clearwater is.

11. Chairman's Report

a. E-mail to Past Sponsor Recipients

Chairman Allbritton stated that there was an email sent to past sponsor recipients letting them know that there will be a funding reduction this year and to start planning accordingly should they not receive funding from the DDB this year.

b. Jolley Trolley Route

Chairman Allbritton stated that the board wanted to see if the Jolley Trolley could be rerouted onto Cleveland Street. They received a letter from Mr. Longenecker stating that they cannot reroute the trolley as of right now due to a time issue but they are looking for ways to do that in the near future. Currently the route is entirely financed by the Clearwater Marine Aquarium (CMA) and they are already struggling to handle the volume of people on that route. Also, the wheel base on one of the trolleys is very wide that it cannot get through Cleveland Street.

Vice-Chairman Bosi asked if they are talking about running the trolley all week long or are they still planning on running the route only on the weekends to which Chairman Allbritton responded that he is not sure since they did not mention anything about it.

Ex-Officio/Councilmember Polglaze stated that he took the coastal route and he could not figure out where to catch the Trolley. He found out that the trolley heads East on Cleveland Street and a person can waive for it to stop anywhere on that road.

c. Tree Lighting Analysis

Chairman Allbritton stated that he asked Ms. Fogarty-France to do the tree lighting analysis and since she is currently on leave the topic will be postponed to the April meeting.

d. 7th Annual Pet Festival, March 24, 2012, 10 a.m. to 3 p.m.

Chairman Allbritton stated that the 7th Annual Pet Festival will be held on March 24, 2012, from 10 a.m. to 3 p.m. in the 500 and 600 blocks of Cleveland Street. He also stated that more people are attending the festival each year and he invited the viewers to bring their pets to the event.

12. Final Comments

Member Starova stated that March is going to be a busy month in downtown Clearwater starting this Friday with live music on Cleveland Street. This should bring a lot of people to downtown Clearwater which will give Cleveland Street District more exposure.

Member Starova stated that they need to put signs up for free parking. He would like events to have their own banners made. Each banner will cost between \$300 and \$400 but they can afford it and they will be able to reuse it.

Member Starova stated that there will be two Blast Fridays this month and that he is excited about the Star Spectacular event.

Vice-Chairman Bosi stated that there are a lot of one time line items in the financials and asked if it was possible for Ms. Lopez to give the board an idea at next month's meeting of what items will not be in next year's budget so they will have a clearer picture of their financials. Ms. Lopez responded that they already did a five year projection with Vice-Chairman Bosi when he was treasurer.

Vice-Chairman Bosi requested that the board give a list of their ideas to Ms. Orr so that she can sort through them and make sure that none are duplicated. He stated that the board needs to consider more events like the Box Car Rally. They need to look at events that do not only come to request funding but come because they know that Clearwater is a good venue to host them. If the board is sponsoring an event they need to emphasize that 'Cleveland Street District' needs to be used on all promotional material.

Vice-Chairman Bosi stated that a lot of things are taking place in the Cleveland Street District which will hopefully bring more people to the area. The Pet Festival is a great event and close to 1,000 people attended last year.

Member Morfopoulos stated that one of his ideas was to use funds to leverage other funds for various events. They can have 15 different types of technology businesses in one store front just until they get their business off the ground. Maybe they can tie it in with education by accommodating 15 to 20 students in a store front and see what they come up with. Chairman Allbritton asked if instead of an art district it will be a tech district to which Member Morfopoulos responded yes.

Member Herndon stated that he agrees with Member Starova that they need to push for free parking signs. They need to compete with the people who are charging \$5 to \$15 dollars for parking. Someone should stand with the free parking sign and waive it around to attract people's attention. He also stated that the future of development lies with Coachman Park. Pickles Plus has closed its doors and the Harborview Center looks bad. Coachman Park is the key to the success of downtown Clearwater.

Ex-Officio/Councilmember Polglaze stated that he is glad to serve on the board in an ex-officio capacity and that he has a long history with the DDB.

Ex-Officio/Councilmember Gibson stated that there has been a lot of talk about banners but the board needs to talk to the planning department to make sure that it can be done. Chairman Allbritton responded that they have been talking about banners for a long time and that they need to have something to inform people of the different events that are taking place in downtown Clearwater. Ex-Officio/Councilmember

Gibson stated that the board needs to put together a program and present it to the planning department to see what will work.

13. Adjournment

Chairman Allbritton adjourned the March 7, 2012, regular meeting of the Clearwater Downtown Development Board at 7:01 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, March 7, 2011 - 5:30 pm

03.07.12.01

Vice-Chairman Bosi moved to approve the minutes from the February 1, 2012, meeting. The motion was duly seconded and carried unanimously.

03.07.12.02

Vice-Chairman Bosi moved to adopt the December 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.

03.07.12.03

Member Starova moved to adopt the January 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.

03.07.12.04

Vice-Chairman Bosi moved to amend the final tax role numbers to reflect the difference of \$2532.43 from the City of Clearwater Community Redevelopment Agency to the Downtown Development Board. The motion was duly seconded and carried unanimously.

03.07.12.05

Vice-Chairman Bosi moved to fund the Inaugural Spring Star Spectacular & Car Show event in the amount of \$2,500 to be taken from the Clearwater Fashion and Arts Week line item. The motion was duly seconded and carried unanimously.