

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

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Jay Polglaze	Member
	Thomas Wright	Member
	Charles Lykes	Member
	Paris Morfopoulos	Member
Also Present:	Carlen Petersen	Ex-Officio/Councilmember
	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development and
Housing		
	Courtney Orr	Downtown Manager
	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

There were no citizen comments.

2. Approve the Minutes from the February 3, 2010 Regular Monthly Meeting

Member Bosi moved to approve the minutes of the February 3, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

3. Adopt January 2010 Financial Statement for Filing – Dennis Bosi

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

4. Sponsorship Request – Miles for Hope – Robert & Barb Gibbs

Bob Gibbs thanked the board for sponsoring the Miles for Hope event last year and stated that last year's event brought in 600 participants, 25% of which were from out of state. Miles for Hope is using Contera registration which is currently open to participants. The number of participants is doubling every year with this year bringing in 1,200 participants. Bright House Network has agreed to sponsor the advertising for this year's event and will be advertising in Pinellas & Hillsborough counties. Mr. Gibbs stated that Miles for Hope received \$500 in sponsorship from the board last year and would like to request \$2,000 in sponsorship this year.

Vice-Chairman Fernandez asked when the event will be taking place and Mr. Gibbs stated that it will be taking place on September 25th, 2010.

Member Bosi asked where the running and walking events will be taking place. Mr. Gibbs stated that last year they took place around Coachman Road but he would like to talk to Sergeant Slaughter to see if they can drive the event through downtown Clearwater this year. Last year's cycling routes went down the beach with two routes coming through Cleveland Street. They propose on keeping these cycling routes the same as it was last year.

Member Wright asked how many cyclists will be attending this year. Mr. Gibbs stated that 750 cyclists will be attending the event this year and they are estimating 500 to 1,000 runners to attend as well.

Vice-Chairman Fernandez asked what sponsorship level Miles for Hope is requesting from the board. Mr. Gibbs stated that if they sponsor \$2,000 it will be considered a gold sponsorship.

Member Bosi asked how Miles for Hope will incorporate 4th Friday into this event since it's being held only a day after 4th Friday. Mr. Gibbs stated that they're using different things like tying in packet pickup to the event so that people will stay and attend.

Member Wright asked what the contribution to charity was last year. Mr. Gibbs stated that \$16,250 was contributed last year, \$16,000 of which they managed to retain.

Member Polglaze asked if there was going to be any walking course downtown for this event. He said since there is plenty of time to plan for the event this year he would like to be able to get merchants involved during that time.

Chairman Allbritton stated that he was out of town last year but is looking forward to attending the event this year.

Vice-Chairman Fernandez moved to sponsor Miles for Hope in the amount of \$2,000. The motion was duly seconded and carried unanimously.

5. Chairman's Report – David Allbritton

a. Downtown Coordinating Committee Update.

Chairman Allbritton stated that a meeting was held a couple of weeks ago in which they discussed events for 4th Friday and other happenings downtown.

b. Sea Blues Festival

Chairman Allbritton stated that the Sea Blues festival was a great event. It was a little chilly but there was still a good turnout. The blues bands were good and he hoped that they could host this event every year because it is a great event to have in Clearwater.

c. Deaf & Hard of Hearing Day

Chairman Allbritton stated that he was pleasantly surprised at the amount of people that attended the Deaf & Hard of Hearing Day, an event at which he gave a speech. They are planning to host this event every year. A section of the street was closed off this year but next

year they hope to close off 2 streets and make this an even bigger event as it brings lots of people downtown.

6. Downtown Clearwater Merchants Association Update – Dennis Bosi

Member Bosi stated that the Downtown Clearwater Merchants Association had their first official meeting in which 12 business were represented. Vik Patel, the owner of Dunkin Donuts/Baskin Robbins and Kim Benedettini of Pickles Plus took the lead and got things started at the meeting. They discussed establishing goals for merchants. Currently there is signage displayed off Court Street & Chestnut Street but they would like to make the signs more visible to traffic as well as change the wording on the signage to read 'Food & Shopping' or 'Retail & Restaurants'. The signs will be changed in 2 weeks. They received positive feedback from Mr. Irwin at the meeting.

Vice-Chairman Fernandez asked if Member Bosi needed any funds for the association. Member Bosi stated that they do not need any money at this time since they are still in the beginning stages and are getting ready to move into the next phase. They are waiting to talk to Elise Winter about becoming a legal entity and once that's taken care of they will talk to the board about receiving funding. Right now they want merchants to be more involved and are always looking for participation.

Vice-Chairman Fernandez stated that he and Member Polglaze attended the meeting and it was very good. He believes this association can be successful but they need to prepare an agenda and have things more organized because the discussion was all over the place. He felt that people needed to get more involved.

Ms. Fogarty France stated that she can advertise the meeting so that more people can attend and she herself can attend the meeting if they would like her to. The next meeting is on March 15th at Divino and she stated that they would need to advertise at least 10 days in advance for the meeting. She told the board that she needed to have their decision about the advertising now so that she can make arrangements.

Ms. Fogarty France also wanted to know if there was interest in more than one board member attending the meeting. Member Lykes asked if anyone can attend the meeting as an observer to which Ms. Fogarty France said yes.

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

Member Polglaze stated that they had their first committee meeting and everyone was very motivated. One of his goals was to engage businesses and get more input from them. They also want to raise awareness of the committee's presence.

Member Polglaze stated that they also discussed the Pet Festival that will be held on March 27. He said that it is a great event and they have a few ideas on how to enhance it this year. One of these ideas is to request the Fire department to bring Dalmatians with them to the event.

Member Polglaze stated that he visited several businesses after the meeting and found that there is a lot of motivation in the businesses to make the events successful.

Member Polglaze stated that he spoke at the Merchants meeting and everyone seemed to be on board with the Promotion and Business Visitation committee being in place. He said that they were trying to figure out what steps to take to get businesses more involved in 4th Friday. He offered them space to do what they want during the event such as displaying large signs or hanging banners up to advertise their business. He's hoping this would get other businesses involved as well.

Vice-Chairman Fernandez asked when the next committee meeting will be held to which Ms. Fogarty France replied that it will be held on March 15 at 4:30 p.m. on the second floor in City Hall right after the Merchants meeting.

8. Discussion on Downtown Show on WTAN - Charles Lykes

Member Lykes stated that there are a variety of programs available for them to choose from on WTAN. They could choose from 1 hour per week at \$125 per week, ½ hour 30 second slots for \$395 per month, or 5 minutes of original programming each week played 5 times for \$100 per week. Member Lykes felt that it would be easier to produce a 5 minute program than a 1 hour program and there would still be enough time to get the message across. He stated that they could present the idea to the Downtown Merchant Association to see if they would appreciate being a part of the program because he wants to make sure he has a lineup for the program before committing financially to WTAN.

Member Lykes suggested that each week a different business could be highlighted on the program with that particular business being allowed to talk for 5 minutes about the products and services they offer. The main focus will be on merchants in downtown Clearwater. They would also use the time spots to inform people of 4th Friday and other events taking place downtown.

Member Lykes stated that the aggressive program of 1 hour per week would require a 1 year commitment but he would have to check with WTAN to see if they will agree to a shorter commitment.

Member Lykes stated that they could do original programming for 1 hour per week. Member Bosi asked if that would be with or without commercials. Member Lykes responded that the 1 hour will include commercials. He said they can call into the station and pre record the program. To be more aggressive they would need Tuesday afternoon spots and Wednesday evening spots at 6 p.m. Chairman Allbritton stated that he thought it was a great idea.

Ex-Officio/Councilmember Peterson asked what time of day will the 5 minute spots be aired to which Member Lykes responded that it's up to WTAN. Ex-Officio/Councilmember Peterson said that they need to check on what time WTAN is going to air the program because airing it at 2 a.m. will defeat the purpose. Member Polglaze agreed and asked if WTAN has a sister radio station that they can piggy back on as well. Member Lykes said that their sister station broadcasts in Hillsborough and they will be airing the program as well.

Member Polglaze stated that he's not sure if he wants to make a commitment until he sees if the program is generating the desired response. Member Morfopoulos suggested that Member Lykes ask Lola if they can do a pilot before they invest for a year. Member Polglaze stated that they really need to get the price structure down because it doesn't seem like there is much price difference in spite of the difference in the allotted timeframes.

Member Wright asked if Member Lykes knew what the range of the listening audience was. Member Lykes stated that he listens to the radio a lot so he knows that the audience will cover all of Pinellas County and can also be heard on the Skyway Bridge all the way to the Pasco County Line going north.

Vice-Chairman Fernandez stated that AM stations have a lot more coverage and therefore is more popular plus the cost is a lot less to broadcast on an AM station than an FM station. He said that the Downtown Farmer's Market broadcasts on an AM radio station.

Chairman Allbritton requested that Member Lykes find out what the demographics are for WTAN and the price rates for the different time segments. He stated that the board will make a decision at the next meeting on whether to invest in broadcasting on WTAN. Member Lykes stated that he will have all the questions answered at the next meeting.

Ex-Officio/Councilmember Doran stated that 5 minutes is too little a time frame to say much. He has done shows with Bob Clark & Dave plus 3 to 4 shows with realtors and he felt that an hour goes by fast. He suggested that maybe they could bring in 2 or 3 people instead of just 1 person to fill in the 1 hour time slot. He said that he likes to talk so he would have no problem filling up a 1 hour time slot but other people might find it difficult to do so. He stated that they would have to bring a lot of people in to fill up the time slots for the 52 weeks.

Ex-Officio/Councilmember Peterson asked if they could do 15 to 20 thirty minute slots instead because she felt that 5 minutes is too short and 1 hour is too long a period to fill. She stated that more research needs to be done before a decision can be made.

Member Lykes stated that he felt it was better to start low on the timeframe because they can always buy more time if they need to but they won't be able to cut down on time.

Ex-Officio/Councilmember Peterson stated that they should check with Bright House Network and see what they have to offer.

Chairman Allbritton stated that doing shows on location has filled him with plenty of ideas and he asked Member Lykes to bring a bigger range of options to the next meeting and to find out what merchants reactions are on doing a program on WTAN.

9. Clearwater Downtown Partnership Update – Bill Sturtevant, Chairman CDP

Bill Sturtevant stated that Suite Caroline performed two 1 hour sets at the 4th Friday Party on the Street on February 26th. He said that she has incredible talent and was a great performer at this event. She will be signing with a big network soon. Her parents are both CCC graduates and were very supportive of downtown Clearwater. There was a good turnout in spite of the bad weather with 900 to 1,000 people attending this event. There was no real reason for anyone to attend the event except to see Suite Caroline's performance. There was a good group of food vendors there. Bright House Network gave the event good coverage with 120 thirty second spots. Riley Productions is also doing some advertising for 4th Friday on a pro bono basis. Miles for Hope was their charity sponsor and he said that they were a great group of people and thanked them for their support.

Mr. Sturtevant stated that the 4th Friday Committee did a great job with this event. They are planning to take 4th Friday to a higher level, hoping to turn this into an event that all Tampa will know about and look forward to. They are also trying to raise the level of entertainment. Mr. Sturtevant stated that if there was any possibility for him to get involved with WTAN he would really like it. He thanked the DDB for their support and stated that major companies are looking to get involved in this event.

Member Bosi stated that the 4D rides and video games were great for the kids. He asked what happened with the Tampa Bay Lightning and last year with the Devil Rays at this event. Mr. Sturtevant stated that the Tampa Bay Lightning had to cancel at the last minute and the last year the Devil Rays got rained out.

Member Morfopoulos stated that he and his 3 year old granddaughter loved the street performers and wondered how much it cost to have them there to which Mr. Sturtevant responded that the cost was \$150.

Mr. Sturtevant stated that Suite Caroline brought lots of young children to this event. He said if they could have it their way, they would start with bringing in activities for children at these events and then work from there because if you get children to attend the parents will attend as well.

Member Morfopoulos stated that Suite Caroline was a great choice for this event. Mr. Sturtevant said that in two years she will be working with some big companies. She is scheduled to perform at the Blue Bird Café in April of this year which is a big stop for her at her age.

Member Bosi asked when the next event will take place. Mr. Sturtevant said the next event will be held on March 26, 2010. They don't have a lineup yet but they should know in about a week.

Member Morfopoulos stated that if they could combine the 4th Friday event with events taking place at Ruth Eckerd Hall it would bring in more opportunities for them. He suggested closing the 400 block and holding the event in the theatre instead of being outside during July and August. That way people can enjoy the party as well as attend events at Ruth Eckerd Hall.

10. New Business

Ms. Courtney Orr stated that the Spring Entertainment Series will begin on March 18, 2010. They have revamped the Lunchtime Concert Series into the Lunchtime Entertainment Series and have added a free food component to the mix. On March 18, 2010 people who attend will get free Strawberry Shortcake. There will be strolling entertainment.

April is 'Soft Pretzel Month' so people will receive a free pretzel on that day. There will also be a swap meet where people can bring in household items they would like to get rid of and swap them for something they would like to have. When a person turns in an item he/she would like to swap out, he/she will receive a ticket with a monetary value for that item. Then he/she will be able to use that ticket to swap out for an item of that same value. On that day people will receive a free pretzel as well.

May is 'National Smile Month' and people who attend on May 20, 2010 will receive free coffee and a donut with a smiley face on it from Dunkin Donuts. There will also be strolling entertainment and background music.

Ms. Orr stated that the Lunchtime Entertainment Series will be held on the third Thursday in March, April and May at Station Square Park from 12 p.m. to 2 p.m. and will start up again in September and run through November of this year.

Vice-Chairman Fernandez stated that the March 18, 2010 event is being held a day before the Farmer's Market Strawberry Festival.

Member Bosi asked if they could have restaurants give out samples during this event and since the board has put aside \$3,000 in funding for this event they could help restaurants cover the cost of food. Vice-Chairman Fernandez stated that it was a great idea but would take a lot of coordination for it to work. Ms. Orr stated that she has already contacted vendors and asked for contributions to help bring people to this event.

Ms. Fogarty France stated that the Annual Pet Festival will be held on March 27, 2010. Entertainment will include a pet parade and several contests including large & small puppy races. The Clearwater Police Department's K9 Team will be doing training demonstrations. Rescue groups will be onsite micro chipping pets for \$15.00. Food vendors will be there so that people can buy snacks & refreshments.

Member Wright asked if the Southeastern Guide Dog was invited to this event. Ms. Fogarty France said that she thought they were but she will make sure they were invited. She asked Member Wright if he had a contact number to reach them. Member Wright stated that he knows someone on the board.

11. Final Comments

Chairman Allbritton stated that this was Ex-Officio/Councilmember Petersen's last meeting due to the upcoming election. He thanked her for all her work.

Ex-Officio Councilmember Peterson stated that she has been on the Downtown Development Board for 6 years and she has enjoyed it so much and will miss everyone.

Member Bosi stated that 4th Friday was a great event and that he will miss Ex-Officio Councilmember Petersen.

Vice-Chairman Fernandez stated that they have not had much on their plate in the past as they do today. He said this is the best year to be on the board but he's not sure if he would run for election again since he is trying to get away from being on a board. He thanked Ex-Officio/Councilmember Petersen for all her legal advice and wished her luck.

Member Morfopoulos stated that this will be a good year for the Downtown Development Board and that it is great to be a part of it.

Member Polglaze requested citizens and local businesses to inform the board if they don't think enough is being done because with the public's help a lot can be accomplished.

Member Lykes stated that he is looking forward to all the projects and he can't imagine being anywhere else. He wished good luck to Ex-Officio Councilmember Petersen.

12. Adjournment

Chairman Allbritton adjourned the March 3, 2010 regular meeting of the Clearwater Downtown Development Board at 6:34 p.m.

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

03.03.10.01

Member Bosi moved to approve the minutes of the February 3, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

03.03.10.02

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

03.03.10.03

Vice-Chairman Fernandez moved to sponsor Miles for Hope in the amount of \$2,000. The motion was duly seconded and carried unanimously.