

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 9, 2013 – 5:30 PM – City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Paris Morfopoulos	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	Thomas Wright	Member
	Tony Starova	Member
	John Herndon	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Geri Campos Lopez	Director, Economic Development & Housing
	Anne Fogarty France	Board Administrator

1. The Chairman called the meeting to order at 5:30 PM at City Hall.

2. Oath of Office – Craig A. Rubright, Thomas Wright

Anne Fogarty France administered the Oath of Office to Craig A. Rubright (new Member) and Thomas Wright (Re-elected).

3. Election of Officers

a. Treasurer

Members Paris Morfopoulos and Craig Rubright were nominated for the office of Treasurer. Current Treasurer Thomas Wright and Member John Herndon were also nominated, but stated that they would be unable to serve. Member Rubright was elected Treasurer, receiving four of seven votes by secret ballot.

b. Vice-Chairman

Vice-Chairman Dennis Bosi and Member Paris Morfopoulos were nominated for the office of Vice-Chairman. Member Morfopoulos was elected Vice-Chairman, receiving four of seven votes by secret ballot.

c. Chairman

Current Chairman David Allbritton and Vice-Chairman Dennis Bosi were nominated for the office of Chairman. Chairman Allbritton was re-elected Chairman, receiving four of seven votes by secret ballot.

4. Approve the Minutes from the November 7, 2012 Regular Monthly Meeting

Member Wright moved to approve the minutes from the November 7, 2012 meeting. Ms. Fogarty France requested the motion be amended to include Member Morfopoulos as being present (his name was erroneously left off the attendance). Member Wright amended his motion to include the noted change. The motion was duly seconded and carried unanimously.

5. Approve the Minutes from the December 5, 2012 DDB Meeting

Member Wright moved to approve the minutes from the December 5, 2012 meeting. The motion was duly seconded and carried unanimously.

6. Adopt October 2012 Financial Statement for Filing

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

7. Adopt November 2012 Financial Statement for Filing

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

8. Discussion on Summary from 12/5/12 Joint CRA/DDB/CDP Meeting

Chairman Allbritton reviewed the summary of subjects from the meeting and asked for discussion. He stated that additional items to the list provided to the board will be forwarded to Rod Irwin, Executive Director of the CRA.

Member Herndon felt that it was important to support the downtown merchants in light of the fact that the Capitol Theatre renovations will be taking place and thought it should be added to the list.

Chairman Allbritton requested that this item be added to merchant collaboration and communication.

Member Starova stated that the board needed to help the merchants with entertainment and advertising by matching their budgets. He felt that signs were needed that stated "Welcome to Downtown Clearwater" or "Sparkling Clearwater". He added that the DDB and the City shouldn't do all the events and the merchants could also coordinate them.

Member Morfopoulos stated that the joint discussion was interesting but felt that the group was too big to get meaningful work done. An item he felt should be on the list was the progress with the Homeless.

Ex-officio/Councilmember Gibson also noted the absence of the Homelessness Initiative from the summary. The city has created ordinances and some progress has been seen.

Ex-officio/Councilmember Polglaze noted that Phase II of the Homelessness Initiatives includes urging faith based organizations to give money to Safe Harbor and Metropolitan Ministries.

Director Geri Campos Lopez said that the Homeless Initiatives are being addressed as part of her department's work program.

Ex-Officio/Councilmember Polglaze agreed that the Blast Friday brand was successful. He advised that Capitol Theatre was opened for 400-500 people to hear Molly Hatchet when rain cancelled the December event. Blast Friday is ten events, one day a month and he feel that there is room for more than one event operator.

Members discussed other participants such as Farmer's Market having a monthly event on a Friday evening along Cleveland Street, but suggested that one lane of traffic be kept open.

Vice-Chairman Bosi felt that the board needed to focus on promoting the Cleveland Street District and drawing in new people from Dunedin, Largo, and other surrounding cities. He felt that signage was needed to identify where people are and promote it.

Ex-officio/Councilmember Gibson suggested writing a letter to the City Manager requesting an increase signage for the Cleveland Street District businesses and for the Parking Garage.

Ex-officio/Councilmember Polglaze agrees that branding is important and continued collaboration is encouraged. However, the worst fear is that it won't go farther than this meeting and that nothing will get done. He felt that there should be quarterly meetings and two different stakeholders should be invited to the meetings to bring fresh ideas.

Ms. Campos Lopez said the Mayor asked each group to make a list of the large items to be able to create a list of what needs to be done by each organization. This information would be discussed at the February 4, 2013 CRA meeting.

Member Bosi asked who will decide the priorities and move forward with the collaboration. He suggested that we do one thing, get it done, and then move on to the next and felt that everyone wanted downtown to succeed.

Member Rubright agreed that it was a good meeting and felt that banners are needed. He likes "Sparkling Clearwater" because that's what we are. He also felt that the status of the Harborview Center is an important issue.

Member Wright suggested that the Joint CRA/DDB/CDP group meet twice yearly to begin some accountability and felt that quarterly was too much. He felt that the City should engage Marketing/Public Relations professionals to better brand the district. For capital improvements, progressive cities have Wi-Fi hotspots and suggested a comprehensive Wi-Fi network in the Cleveland Street District.

Member Starova suggested special rules for a special district that would facilitate businesses coming into the district.

Member Morfopoulos made a motion to send a letter to the City Manager for a comprehensive review of signage, addressing all of the sign issues at one time. The motion was not seconded.

Ms. Lopez recommended she schedule a workshop with the Planning Department to discuss realistic options in regard to the board's signage issues and concerns. The CRA will have a February workshop to discuss what the CRA wants to prioritize.

Member Morfopoulos listed signage items to address: 1) Entrance signs to say you are entering downtown; 2) where free public parking is; 3) signage ordinance suggestions for individual businesses; 4) what the DDB can do to have banners, 5) banners for events and 6) expanded use of the informational message board signs.

9. Citizen Comments – Items Not on the Agenda

Angelo Protesopoulos, 601 Cleveland Street, is opening "The Loft" and requested that backlit awnings be added to the list as they are not allowed in the district. He felt there should be diversity allowed versus having all vanilla awnings. He would like to see a packet available to businesses before they open. He also sees homelessness as an issue that needs to be addressed.

10. Blast Friday Event Report

James Raulerson, Blast Friday Coordinator, stated that the December event was a little wet due to inclement weather, but they moved the concert into the Capitol Theatre and were at full capacity.

He reported that the Miracle on Cleveland Street event had 7,200 people in attendance. This year they used the area going down the hill from Osceola.

On January 25, 2013 the scheduled entertainment at Blast Friday is Candlebox with the rescheduled fireworks taking place after the show.

11. Downtown Dolphins Update – Dennis Bosi, Anne Fogarty France

Member Bosi reported that the designs of five artists were selected for the dolphins. The sixth dolphin will have children's fingerprints as its theme. Once painted, they will be sent to be clear coated and hopefully by the end of the month they will be ready for display. There will be signage directing those who view them to the other downtown dolphins. He suggested a scavenger hunt be held that required a stamp from surrounding merchants to qualify for a trinket.

Ms. Fogarty France reviewed the dolphin locations with the board.

12. Chairman's Report

Chairman Allbritton welcomed Craig Rubright and the new officers. He stated that the joint meetings would continue a couple of times during the year.

13. Final Comments

Member Rubright stated that it was a pleasure to be on the board and that it was good to see that we are moving forward.

Member Bosi welcomed the new business owner and Craig Rubright to the board.

Member Morfopoulos stated that as a long term business owner he welcomed the new business owner to the Downtown. He also felt that the joint meeting was valuable.

Member Starova welcome Craig Rubright and welcome to sparkling Clearwater. He stated that he had a good fantasy for the board and that was to imagine no cars on Cleveland Street just tables, chairs and a pedestrian mall. He wants downtown to be unique.

Member Herndon stated that this meeting was the best and most informative that he had attended. He felt that the board needs to come up with one idea from the meeting and implement it and noted that there were a lot of little things that could be done.

Director Campos Lopez stated that the February meeting would have a Technology Council presentation by our Assistant Director. She also noted the opening of the Gateway Farmers Market on January 12, 2013.

14. The meeting was adjourned at 7:13 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, January 9, 2013 - 5:30 pm

01.09.13.01

Member Wright moved to approve the minutes from the December 5, 2012 meeting. The motion was duly seconded and carried unanimously.

01.09.13.02

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

01.09.13.03

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