



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

October 1, 2008 – 5:30 PM – City Hall – 2nd Floor Conference Room

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Josee Goudreault	Member
	Geri Aranjo	Member
	Dean Nichols	Member
	Charles Lykes	Member
Absent:	Dennis Bosi	Member
	Carlen Petersen	Ex-Officio/Councilmember
Also Present:	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator/Downtown Programs Coordinator
	Jim Donnelly	Assistant Director of Economic Development & Housing

1. **The Chair called the meeting to order at 5:32 p.m. at City Hall.**
2. **Citizen Comments - Items Not on the Agenda**

Pat Fernandez, President of the Clearwater Downtown Farmer's Market Board, suggested that the Farmer's Market move to the Cleveland Street in the 500 block in order to help make the downtown more visible. She had acquired a few hundred signatures from merchants, employees, and residents approving the move of the Farmer's Market. The City Council asked that petitions be provided to them to show that there was consensus on moving the market to Cleveland Street. The Chairman wanted her to make sure that everyone was agreeable in the 500 block in order for the board to go forward and request the city council to allow the move of the market. Geri Campos Lopez asked Mrs. Fernandez to ensure that all the merchants have submitted petitions by marking them on a spreadsheet. The Chair asked for comments from the board and members agreed they would like to have the Farmer's Market on Cleveland Street.

Armand DeBerzzinae of Fun Ride Rentals advised the board that he was originally from Clearwater and moved back here to start a business on Clearwater Beach. He advised that he had worked with Anne Fogarty and thanked her for her help in starting his business. He sees a need for transporting people around the downtown area from the beaches. He wants to give back to the community. Mr. DeBerzzinae also does

networking with an antique milk truck with digital screens on the sides promoting businesses on the beaches. He would like to do some promoting for the downtown area as well. He announced two web sites, www.directmediaconnection.com and www.funriderentals.com for board members to view and asked them to contact him if they had any further questions and concerns.

Pedro Cordovez, 515 Park Street, advised the board that he had a medical practice downtown. He noted that he and Terry Tsafatinos discussed how to bring customers to downtown to promote the area. He suggested putting ads in the newspaper to direct people to downtown and using the radio as media and felt that would be a big hit.

3. Approve the Minutes of the September 3, 2008 Regular Monthly Meeting.

Vice-Chairman Fernandez moved to approve the minutes of September 3, 2008 as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4. Approve the Minutes from the September 8, 2008 Special Meeting and Final Millage and Budget Hearing.

Member Aranjó moved to approve the minutes from the September 8, 2008 Special Meeting and Final Millage and Budget hearing as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

5. Adopt August 2008 Financial Statement for Filing

Member Goudreault moved to Adopt the August 2008 Financial Statement for filing. The motion was duly seconded and carried unanimously.

6. Downtown Boat Slips Presentation - Bill Morris, Harbormaster and Margie Simmons - Finance Director

Bill Morris, Harbormaster for the City of Clearwater gave an overview of the Downtown boat slips. He discussed how there would places for people to tie-up their boats and enjoy the downtown area. He discussed the protected habitat for sea grass that boats will not be able to enter. The final design will have approximately 127 slips.

Margie Simmons, Finance Director, discussed the schedule of marketing and advertising the Clearwater boat slips. She announced a new website www.myclearwatermarina.com to learn more about the boat slips. She discussed the lottery rules and costs for the rental of boat slips. Ms. Simmons discussed the construction cost and operating revenues of the downtown boat slip project and the funding sources. The boat slips are built to hurricane specifications.

The board thanked Bob Morris and Margie Simmons for their presentation.

7. October 14, 2008 Election – Bob Fernandez

Ballots were sent out on September 15, 2008 and were due back October 14 at the Supervisor of Elections office where the canvassing committee will count the ballots at 3:00 p.m. At 5:30 p.m. the results will be announced at a short meeting held at City Hall. Anne Fogarty France will e-mail all to advise of the results of the voting.

8. Chairman's Report – David Allbritton

Chairman David Allbritton requested that everybody sign up for the Jazz Holiday booth and passed around a clipboard with a schedule. He stated that the artists for the Clearwater Jazz Festival art banners were recently chosen. Ten artists were chosen to display their artwork on the 30 banners sponsored by the DDB. Courtney Orr advised that the banners would be installed during the week of October 6.

9. Main Street Report – Anne Fogarty France

Ms. Fogarty France thanked the board for funding the sponsorship for Main Street volunteers to attend the annual Florida Main Street conference in Venice. She advised the board that Clearwater Main Street was presented with a 10 year Anniversary plaque, Tony Starova of Tony's Pizzeria and Ristorante won an award for Merchant of the Year, Tony and Jimmy Starova both attended the dinner thanks to the board's generous sponsorship and Clearwater Economic Development and Housing won an Honor Award for the Cleveland Street Streetscape Project in the Outstanding Public Improvement category.

Ms. Fogarty France announced the events taking place this winter:

- The Beatlemania concert will be held on Cleveland Street on Friday, October 10, 2008
- The downtown cleanup will be held on Saturday, October 25, 2008, 8:00 a.m. starting at City Hall
- The Brighthouse/MTV digital arts Connex event on Saturday, November 1, 2008 with an admission of \$5.00.
- The Summertime Marketplace on October 29 in front of City Hall and the Farmer's Market regular season begins on November 19.

Ms. Fogarty France advised the board that due to budgetary reasons, the Holiday Parade was cancelled along with the Holiday Festival. She requested that the allotted monies for the Holiday Festival be left in the budget for a future event. Board members asked that a presentation be made to them so they could approve the event that these funds were used for.

Vice-Chairman Fernandez commented on the funds allotted to the Jazz and Art Walk. Ms. Fogarty France advised that this year the Jazz and Art Walk had a small budget and next year's 30th anniversary of the Jazz Festival is expected to include a larger Jazz and Art Walk. This year it is one block long and they anticipate having the event on two or three blocks next year.

10. Final Comments

Member Lykes advised that he had met with Mr. Bowman regarding his parking concerns and after speaking to him, he realized he should walk around downtown more. Having the Jazz Holiday Festival made him realize that the key is to get foot traffic on Cleveland Street. He noted that he has gone to the Jazz Festival almost every year and people drive to the nearest place that they can to park their cars which is usually south of the festival and this doesn't do Cleveland Street merchants any good. Member Lykes questioned if parking should be provided in walking avenues for people to get to Cleveland Street.

Member Goudreault advised that she was closing the boutique and having a big sale and invited attendees to come to the sale that will go on for another month.

Member Aranja stated that she had gone to the Rio Grande Restaurant the night before the meeting. Rio Grande is next to Tony's Pizza and they have been open only 2 days. She suggested that everyone check it out, as the interior restoration was really beautiful. She said it was not good to hear about anybody closing, but it's good to drive down Cleveland Street and see the exciting things happening. Member Aranja was excited about the upcoming Jazz Festival.

Member Nichols stated that the stock market was falling but he was thrilled about the boat slips. He felt there were good things coming to downtown.

Vice-Chairman Fernandez discussed the parking validation program that he had worked on with the City Parking manager several months ago. This program provided the merchants with stamps to give to their customers for the parking garage. He stated that he needed to get out to speak with the merchants again with so many merchants coming and going. Vice-Chairman Fernandez stated that Ms. Fogarty France came up with the idea of getting signs at the entrance of the parking garage.

Chairman Allbritton stated that he wished he would be in town for the Beatlemania, Grand Funk and Village People concerts. He noted that he was very excited about the Jazz Festival.

11 **Adjournment**

Vice-Chairman Fernandez moved to adjourn the October 1, 2008 regular monthly meeting at 6:55PM. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, October 1, 2008 – 5:30 p.m.

- 10.01.01 Vice-Chairman Fernandez moved to approve the minutes of September 3, 2008 as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**
- 10.01.02 Member Arango moved to approve the minutes from the September 8, 2008 Special Meeting and Final Millage and Budget hearing as submitted in written summation to each board member. The motion was duly seconded and carried unanimously**
- 10.01.05 Member Goudreault moved to Adopt the August 2008 Financial Statement for filing. The Motion was duly seconded and carried unanimously.**