

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
January 7, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Thomas Wright	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	Stu Sjouwerman	Member
	Tony Starova	Member
	Chelsea Allison	Member

Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. The Chairman asked to take items 4 and 5 out of order until all board members arrived. Chairman Morfopoulos asked Downtown Development Board (DDB) members to introduce themselves and continue with item 2.
2. The Oath of Office was administered to newly elected members Chelsea Allison and Dennis Bosi by Anne Fogarty France.
3. Chairman Morfopoulos announced that each January the DDB votes on board officers to fill the position of Treasurer, Vice-Chairman and Chairman. If motions for more than one nomination are heard for an office, a secret ballot between the nominated members will take place.

Chairman Morfopoulos called for nominations for the office of Treasurer. Member Wright nominated Member Rubright. The motion was duly seconded and carried unanimously. Member Rubright was appointed Treasurer for 2015.

Chairman Morfopoulos called for nominations for the office of Vice-Chairman. Member Wright nominated Member Bosi. The motion was duly seconded and carried unanimously. Member Bosi was appointed Vice-Chairman for 2015.

Chairman Morfopoulos called for nominations for the office of Chairman. Member Wright nominated Member Morfopoulos. The motion was duly seconded and carried unanimously. Member Morfopoulos was appointed Chairman for 2015.

4. Citizen Comments – Items Not on the Agenda – There were no citizen comments
5. Post Event Report – Santa & Suds 5K Run/Walk. Sean Belanger, CEO of ZVRS addressed the board and stated the event had 1,017 participants and 200 hundred people signed up the day of the race. The winner was a student at Michigan University. The event couldn't have taken place without the help of the DDB. Their goal next year is to have 2,000 runners/walkers and they will request that half of the bridge be closed for the event. This year goals were met and approximately \$15,000 was raised for the Deaf Literacy Center. The event

broke even with the help of the DDB and a few independent sponsors. In the future, Mr. Belanger would like to see 10% of the profits coming back to the DDB.

Member Starova thanked Mr. Belanger and the DDB. He encouraged DDB members to attend next year. Rob Powers from the City of Clearwater was also thanked by Member Starova and Mr. Belanger for his assistance.

6. Approve the Minutes from the November 5, 2014 DDB Meeting

Member Wright moved to approve the minutes from the November 5, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

7. Approve the Minutes from the December 3, 2014 DDB

Member Wright moved to approve the minutes from the December 3, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

8. Adopt October 2014 Financial Statement for Filing

Member Bosi made a motion to adopt the October 2014 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

9. Adopt November 2014 Financial Statement for Filing

Member Wright made a motion to adopt the November 2014 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

10. Discussion Regarding Purchase of District Piano from Pianos in Pinellas

Ms. Fogarty France referred to the memo provided to the DDB in their agenda packet. Staff was not in support of this piano purchase for the DDB to own. She noted that Jazz Holiday Foundation was interested in the piano. They requested that the DDB purchase the piano for \$500 prior to the auction and the Jazz Holiday Foundation would reimburse the DDB.

Member Starova advised that he was approached by Mr. Hallas regarding the storage of the piano in one of his establishments.

Member Rubright made a motion to purchase the piano that the DDB sponsored with the understanding that they will be reimbursed by the Jazz Holiday Foundation and that the board have first right of refusal if the Jazz Holiday Foundation decides to sell the piano in the future. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

11. Budget Discussion Regarding Appropriation of Additional 20K from Cancelled Star Spectacular Events (i.e. advertising, marketing, more events with Ruth Eckerd Hall or other replacement events for Star Spectacular events) (continued from December 3, 2014 meeting)

This item was discussed at length with some of the following suggestions:

- Place money in the reserve fund
- Hold money until a viable project is presented
- Build a data base of e-mail addresses to advertise upcoming events
- Hire an intern to put together an event
- Hire a recruiting firm to bring more businesses downtown

Chairman Morfopoulos stated that the DDB was not ready to appropriate any funds on this day. Member Rubright asked that this item be discussed under Item 14, “Topics for Future Meetings”.

Geri Campos Lopez suggested that the name on line item 43 be changed from Star Spectacular to “Unallocated”.

Member Bosi made a motion to change the name of the Star Spectacular line item to “Unallocated Funds”. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

12. Holiday (Palm Tree) Lighting – Member Starova (Continued from December 3, 2014 meeting)

Member Starova stated that the power at the foot of each palm tree no longer works. Ms. Fogarty France provided the history concerning the status of the outlets at the base of the palm trees and advised that she obtained an estimate to add lights to the trees upon the request by a former board member. The cost to add one light for each of the 48 palm trees was a total of \$12,720.

She added that there currently is no receptacle at the base of the trees although the electric service is still available in the conduit. When events take place there is a power box that is brought out before each event which is then removed afterwards.

Geri Campos Lopez stated that from the City's perspective, they did not want anyone to be able to plug into the outlets.

The DDB requested that staff responsible for the electric service address the board regarding what is currently available.

13. Brainstorm Session – General (Continued from December 3, 2014 meeting)

Member Morfopoulos stated that he would like to limit the length of meetings to allow members to leave at 6:45 p.m.

Councilmember Jonson gave a report on Miracle on Cleveland Street.

Councilmember Polglaze offered a suggestion for the DDB to participate in the Centennial Celebration being presented by the City. Anne Fogarty France advised that she had alerted all event organizers being sponsored by the DDB of the opportunity to participate.

Member Starova suggested running Christmas lights on Ft. Harrison next holiday season as well as adding banners on the light poles in the downtown.

Member Rubright suggested that it was important to bring youth to downtown.

Member Bosi suggested trying to attract youth event promoters rather than wait for events to come to the DDB.

Member Starova made a motion to recommend to City Management that the City of Clearwater that the Holiday Light Pole decorations be extended on Ft. Harrison Avenue from Drew to Court streets. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Allison, Member Bosi, Member Starova and Member Sjouwerman.

“Nays”: None.

14. Topics for Future Meetings

Member Sjouwerman asked to have the Harborview Center Status added to a future agenda. He noted that he was concerned about what happens to the land when it is demolished.

Councilmember Jonson invited the DDB to attend the meeting regarding the Urban Land Institute (ULI) report on Wednesday, January 21, 2015 at 6:00 P.M.

Member Starova asked to have Blast Friday banners on the light poles added to a future agenda. Staff agreed to look into the cost for additional banners.

Member Starova asked about the programming of Station Square Park and if the Parks and Recreation Department could do this. Geri Campos Lopez advised that if the DDB wanted to fund this they could do it.

Member Bosi suggested the DDB talk to promoters to get them to bring their events here.

15. Final Comments

Member Rubright had no final comments.

Member Wright welcomed new board member, Chelsea Allison and returning member, Dennis Bosi. He noted that he would like to see the DDB under promise and over deliver.

Member Starova welcomed Member Allison and thanked her in advance for her future assistance in creating a better downtown

Member Sjouwerman welcomed Member Allison.

Member Allison wished everyone a Happy New Year and noted that she was happy to be elected to the board.

Ex-Officio/Councilmember Jonson welcomed Member Allison.

Ex-Officio/Councilmember Polglaze noted that he liked the phrase “under promise and over deliver”, but would like to remove the word “under”

Member Bosi welcomed Member Allison and noted that the board was all here for the same purpose, to see the downtown thrive. He added that he understood the frustration of the business owners but felt that there was a lot of people that are here to help make things happen.

Geri Campos Lopez reminded the DDB of Councilmember Jonson’s invitation to attend the Council’s meeting to discuss the ULI report on Wednesday, January 21, 2015 at 6:00 p.m. in Council Chambers.

16. The meeting was adjourned at 7:20 p.m.