

Clearwater Downtown Development Board

March 6, 2013 – 5:30 PM – City Hall – 2nd Floor Meeting Room

Members Present:	David Allbritton	Chairman
	Craig Rubright	Treasurer
	Thomas Wright	Member
	Dennis Bosi	Member
	Tony Starova	Member
	John Herndon	Member
	Paris Morfopolous	Member

Absent: None absent

Also Present: Anne Fogarty-France Board Administrator

1. The Chairman called the meeting to order at 5:29 p.m. at City Hall.
2. Citizen Comments – Items not on the Agenda.

Bill Sturtevant, Chairman, Clearwater Downtown Partnership, addressed the board stating that moving to smaller events such as the Blues Walk should be the new focus. Smaller events could be held as often as wanted with very little expense and the missing link was promotion. Mr. Sturtevant said that he sought board involvement in events to be held every weekend which the merchants were also interested in pursuing. He advised that merchants also wanted to revive the merchants association.

3. Clearwater Jazz Festival Post Event Report

Gary Hallas reported that last year was the first time the Clearwater Jazz Festival charged a nominal fee of \$10 per person per night admission because artist's costs were up and sponsorship funds were down. Although the attendance dropped to about 8,000-9,000 per night, they were able to break even and they stretched the genre with the Avett Brothers on Sunday night.

Mr. Hallas indicated that one in two people were new attendees this year.

Member Wright asked if they planned to keep an admission charge.

Mr. Hallas responded yes, but to keep it nominal. He did add that if they contracted with a big name artist the charge might increase.

Member Wright indicated he heard feedback that the fee eliminated the presence of an unwanted element.

Mr. Hallas commented that people qualified to be there by paying the fee and spent money while at the event.

Member Starova asked of the possibility to have a Jazz Walk before or after the party. He commented that there were interested restaurant owners with bars that would have their own bands.

Member discussion also included whether the attendees would be able to come and go during the day.

Mr. Hallas responded that the attendees are not able to leave once they are inside the gates.

4. Achieva Credit Union Box Car Rally Post Event Report –

Chelsey Wilson reported that the third annual event was successful with an estimated attendance of 1,200. The addition of a starting ramp so that “pushers” were not needed allowed them to increase the number of races. The addition of an automated starting system also allowed for quicker and more accurate starts.

Ms. Wilson stated that \$35,000 was raised for Pinellas County Schools, with eight high schools and one elementary school participating in the event. She also thanked Tony’s Pizzeria for donating pizza for volunteers.

Ms. Wilson said that some of the changes they were considering for next year included: adjusting the layout of the starting area and the vendors, discontinuing the “dunk tank” due to expense and low participation, and separating homemade vs. kit cars.

The next event will be held October 5, 2013.

Member Wright requested confirmation that the amount raised was \$35,000.

Ms. Wilson confirmed this amount and also indicated that amount was up from the \$25,000 raised in the previous year for Pinellas County Schools.

Member Starova asked if Cleveland Street had been closed and Ms. Wilson advised that it was and also suggested making an arch of balloons by Starbuck’s.

Member Morfopolous asked how much the event cost.

Ms. Wilson responded that it cost just over \$22,000 and this included the ramp. Last year it cost \$25,000 because the signage was new, but could be reused in upcoming years.

5. Approve the Minutes from the February 6, 2013 Regular Monthly Meeting

Member Wright moved to approve the minutes from the February 6, 2013 meeting. The motion was duly seconded and carried unanimously.

6. Adopt January 2013 Financial Statement for Filing

Member Wright moved to adopt the January 2013 Financial Statement for filing.

Member Morfopoulos asked whether the downtown street maintenance included pressure washing.

Ms. Fogarty-France responded yes, and that next time the CRA would cover the cost, and pressure washing would increase to three times per year.

The motion was duly seconded and carried unanimously.

7. Chairman's Report

- a. The Chairman advised that the meeting was shortened so that members could attend the presentation by the Clearwater Marine Aquarium.
- b. The next meeting was scheduled for April 3, 2013 and the meeting agenda included a Sign Discussion with Planning and Development Director and a discussion of the DDB roles/responsibilities regarding Joint CRA/DDB/CDP Committee.
- c. The Chairman advised that there was a need to move the May 1, 2013 meeting back one week due to a Council Meeting conflict and asked members to mark their calendars.
- d. The Chairman stated that the Joint Meeting with CRA/DDB/CDP most probably will be held in May. Ms. Fogarty-France advised that don't have a date for the joint meeting yet. Member Starova commented that he would like to have a separate DDB meeting. Ms. Fogarty-France responded that she would request to have two separate meetings. Ms. Fogarty-France also said that Geri Campos Lopez, Director Economic Development & Housing, asked that members save the date of April 29, 2013 for a meeting with the Mayor and City Councilmembers . The council wanted input from the business community on the council's visioning session. The meeting was planned from 5:30 – 7:30 p.m. and this meeting will probably be held at the Main Library.

8. Final Comments

Member Starova commented on the informational signs used for the Farmer's Market on Saturdays and Wednesday and the Wild Splash event did not have any additional information.

Ms. Fogarty-France responded that Paul Bertels, advised that the current rolling cycle was approved by Rod Irwin and that the board was limited on what could be included on the sign.

Member Starova also commented that the board had 16 events last year and should have the signage put out about "Free Parking" and suggested that all event coordinators be required to place these signs around the downtown.

Chairman Allbritton mentioned the Star Spectacular event on April 20, 2013. The event is themed Blues Bikes & BBQ with 12 bands in restaurants along Cleveland Street and one band in the street. He stated that they expected 200-300 bikes.

9. The meeting was adjourned at 5:59 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, March 6, 2013 - 5:30 pm

03.06.13.01

Member Wright moved to approve the minutes from the February 6, 2013 meeting. The motion was duly seconded and carried unanimously.

03.06.13.02

Member Wright moved to adopt the January 2013 Financial Statement for filing. The motion was duly seconded and questions ensued. Upon call for vote the motion carried unanimously.