

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

November 7, 2012 – 5:30 PM – City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Thomas Wright	Treasurer
	Tony Starova	Member
	John Herndon	Member
	Paris Morfopoulos	Member
Absent:	Sean Belanger	Member
	Dennis Bosi	Vice-Chairman
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 p.m. at City Hall.**
- 2. Citizen Comments – Items Not on the Agenda**

Bill Sturtevant, Clearwater Downtown Partnership (CDP) Chairman addressed the board. He stated that he, along with Rod Irwin and Grant Wood recently attended a seminar conducted by the Urban Land Institute in Tampa. They met speaker Peter Kageyama, a noted Urban Planner and author of *For the Love of Cities*. They invited Mr. Kageyama to Clearwater to discuss how his program might be helpful here, specifically, how to get businesses and property owners more engaged and taking ownership in their community.

Mr. Sturtevant stated that a continuous challenge and one of the larger concerns of CDP is how to get property owners more involved. The CDP engaged Peter Kageyama to do a luncheon, January 23, 2013 and a workshop, where he will present his program. Details will be forthcoming within the next week and will include a budget. Thus far the luncheon guest list consists of approximately 100 stakeholders (business and property owners, public and private sectors) who have all expressed interest in getting involved downtown. The workshop is estimated to have approximately 150 in attendance (stakeholders from luncheon and/or designated employees). Plans for follow up after the workshop will include meeting with the CDP to get greater involvement.

Mr. Sturtevant stated that the CDP will be requesting financial assistance from the CRA and DDB to meet budget requirements. He estimated the total would be \$6,500, and would request approximately \$3,000 - \$3,500 each.

- 3. Approve the Minutes from the September 10, 2012 Meeting**

Member Wright moved to approve the minutes from the September 10, 2012 meeting. The motion was duly seconded and carried unanimously.

4. Approve the Minutes from the October 3, 2012 Meeting

Member Herndon moved to approve the minutes from the October 3, 2012 meeting. The motion was duly seconded and carried unanimously.

5. Adopt September 2012 Financial Statement for Filing

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

6. Dolphins Project Update

Anne Fogarty France addressed the board with the latest status. Ms. Fogarty France stated that City staff were asked for installation methods for the dolphins. Christopher Hubbard was unable to attend this board meeting however, Ms. Fogarty France stated that staff proposes that two of the six dolphins are to be anchored heavily in prominent landscape beds and four dolphins will be on sidewalks with a concrete base atop another concrete base. She also stated that conversations with City Risk Management indicated it was too dangerous to have mobile dolphins on wheels. Each dolphin will have a sign with the dolphin's name, artist's name, recognition that the DDB sponsored the dolphin project along with the Board's logo, and a note "Please do not climb on dolphin". Ms. Fogarty France requests approval for project as listed in the memo provided to the board.

Ms. Fogarty France stated that a call to artists was sent out (referenced attachment in packet). The artwork is due to be received November 16, 2012. She is requesting that one board member be appointed to serve on the selection committee along with Chris Hubbard (Cultural Affairs) and herself to help choose the artist. Chairman Allbritton nominated Vice-Chairman, Dennis Bosi.

Board Members questioned when this would take place and what line item funding would come from? Ms. Fogarty France responded that the Selection Committee would meet December 3, 2012 and a decision would be made then. The dolphins could be picked up on December 7, 2012 and returned to the Board in about 3 weeks, December 28, 2012. Installation could begin the first part of January. The Selection Committee could bring to the Board ideas for unveiling the dolphins, making it a media event to create public awareness of what the Board has sponsored and securing good representation on the dolphin map. It was recommended that funds be taken from reserves.

Member Morfopoulos offered his services in the selection of the artist, if needed.

Members asked if each artist will send their conceptualizations and if artists could still submit their applications to which Ms. Fogarty France responded that they should have them on November 16, 2012 and that viewers could contact her if interested in participating.

Member discussion about the concrete bases and Ms. Fogarty France commented that they were semi-permanent, the bases would be placed on top of the pavers, but could be moved to different locations if the Board chooses. Treasurer Wright and Chairman Allbritton complimented Ms. Fogarty France on a good job.

Member Morfopoulos moved to fund the Dolphin project in the amount of \$8,268 with funds from reserves. The motion was duly seconded and carried unanimously.

7. Homeless Initiatives Update

Ekaterini Gerakios, Community Redevelopment Manager provided an update on the homeless initiatives. To date 112 signs have been distributed with 34 signs being provided to those in the Downtown by Anne Fogarty France. They are continuing to engage business and property owners by educating them on how they can work together.

Ms. Gerakios stated that initially there were over 100 homeless in the downtown area during the daytime and now there are 50 - 60 counted during the day. All homeless people have been approached and offered services, however those still on street have declined help. The City will continue to engage and offer services to them. She also stated that there may be an expected increase in the numbers this time of year due to people coming from the north.

Ms. Gerakios stated that as of October 15, 2012 the City approved \$225,000 in funding for five agencies providing comprehensive services for homeless individuals and families.

Members asked whether signs have been used and/or had any effect when used and if there were any statistics regarding this subject. Ms. Gerakios responded that the signs have been useful on private property. When affidavits are signed the police are able to do something regarding offenders. She also stated that while there has been significant improvement, she didn't have detailed information available at the meeting, but would provide that to Ms. Fogarty-France for the Board.

Members asked if there were any organizations or churches that declined to put up "No Trespassing" signs. Ms. Gerakios responded yes, some business owners as well, for various reasons.

Member Herndon commended that the benches being removed from in front of the Capitol Theatre has made a tremendous difference. He stated that it did appear that there has been some homeless migration to the Harborview Center and Water's Edge. Member Herndon also commented about the location across from the library with the canopied parking, which seemed to be an area of congregation. Ms. Gerakios responded that they have already spoken with the property owner who has agreed to sign an affidavit.

Treasurer Wright thanked Ms. Gerakios for her help and was pleased with the progress made so far in Station Square.

Ms. Gerakios thanked Ms. Fogarty-France for her help and the Board for their support.

8. Blast Friday Update - James Raulerson, Blast Friday Coordinator was not present to address the board.

9. Joint CRA/DDB/CDP Meeting December 5, 2012

Geri Campos Lopez advised the board that the joint meeting is being held at the request of the Mayor and the DDB and CDP chairmen to discuss strategy and big picture collaborations, ideas and concerns. Although she was not sure what will be on the agenda at this time, the Mayor was collecting information regarding agenda items and is specifically looking at downtown and the roles of the three organizations working together. The meeting will be held December 5, 2012 at 5:30 p.m. at the Main Library.

Member Morfopoulos would be interested in ideas regarding the future of the Harborview Center.

Ex-Officio/Councilmember Polglaze stated that the Council is holding a series of visioning workshops to come up with a strategic plan and the number one priority has been Economic Development. Council is discussing what economic development Economic Development looks like and how council should direct staff. The council wants to engage the private sector and other elected bodies to see if they've missed anything.

Treasurer Wright stated that he expected to receive a retail grant request and the DDB may need to meet for a half hour before the next meeting.

Geri Campos Lopez stated that they are still in beginning stages of the Information Technology (IT) component. They would like to have the CDP involved in the discussions. After the IT Council meets, the DDB will also be updated.

Member Morfopoulos asked if the committee included infrastructure companies like Verizon and Knology.

Geri Campos Lopez responded that they have received information from them.

10. DDB Election Results

Chairman Allbritton advised viewers that Thomas Wright was reelected to the board and Craig Rubright was elected to the board.

11. Chairman's Report

Chairman Allbritton advised the board that the total income from the Star Spectacular event would be forthcoming. All bills have been paid with the exception of the bill from the City Special Events division which had not yet been received. He noted that he would like to present a check to the Clearwater Marine Aquarium by the end of the year.

Chairman Allbritton advised the board that he attended the monthly Downtown Coordinating Committee meeting, representing the DBB, along with the Chamber President, the CDP Chair and Assistant City Manager Rod Irwin. There was discussion about new businesses coming in, remodeling of the Chamber building, and the IT Incubator Program.

12. Final Comments

Treasurer Wright thanked Ms. Fogarty-France for her assistance to a new business with a sign problem.

Member Starova anticipates a dramatic change in the Downtown area with the Capitol Theater expansion, the Jolley Trolley and Winter's Dolphin Tale Adventure. He likes the idea of putting the dolphins around the district as it will be attractive and good for taking pictures. He thinks the 400 block is where we want to be with Blast Friday but feels there is a need to help the 500 block. He suggested expanding Blast Friday to spread over two blocks (400 and 500) and to write a letter to the City Council requesting they move. Another suggestion is to use banners to promote the Downtown area at scheduled events. He added that the board has the authority to do it but felt they were not taking any action and the Republican National Convention, the Farmer's Market and the Capitol Theatre have had banners.

Chairman Allbritton added that these things have been brought up in the past; do we want to write a letter and request more signs along Ft Harrison.

Member Morfopoulos commented that the last Blast Friday event was very successful, and commended Ruth Eckerd Hall for doing a very good job with this.

Member Herndon commented that since the City tore down the police substation they put in grass and removed the benches to help solve the homeless problem. With this work being done, now there is no place to sit for people wanting to enjoy the tennis courts and he feels there should be a place for the tennis players to congregate.

Ex-Officio/Councilmember Polgaze agrees that Blast Friday has grown and it's time for expansion however he doesn't think they can expand to two blocks at this time.

Ex-Officio/Councilmember Gibson is concerned that Ft. Harrison is too busy of a road, and he would not support closing this intersection. Regarding the benches near the tennis courts, he advised that we cannot control who sits on the benches. They are problematic and were removed to help the homeless situation and this initiative needs their continued support.

Ex-Officio/Councilmember Polgaze is optimistic about the ongoing process with the homeless initiatives. This situation will never completely go away and felt that amenities for the tennis courts for the tennis courts could be addressed in the future.

Ex-Officio/Councilmember Gibson stated the substation was torn down because it was being used as a place to hide illegal activity such as drug use. The situation was out of control and the problem had to be solved in a way that did not require a lot of manpower. The Council has to weigh taxpayer's money with services and there is pressure to keep taxes down. The majority of voters are listening and the two amendments that were needed narrowly passed because the City did a great job of getting the word out.

13. Adjournment

Chairman Allbritton adjourned the November 7, 2012 regular meeting of the Clearwater Downtown Development Board at 6:26 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, November 7, 2012 - 5:30 pm

11.07.12.01

Member Wright moved to approve the minutes from the September 10, 2012 meeting. The motion was duly seconded and carried unanimously.

11.07.12.02

Member Herndon moved to approve the minutes from the October 3, 2012 meeting. The motion was duly seconded and carried unanimously.

11.07.12.03

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

11.07.12.04

Member Morfopoulos moved to fund the Dolphin project in the amount of \$8,268 with funds from reserves. The motion was duly seconded and carried unanimously.