

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
April 1, 2009 – 5:30 p.m.

Members Present:

Bob Fernandez	Vice-Chairman
Geri Aranjó	Treasurer
Josee Goudreault	Member
Dennis Bosi	Member
Charles Lykes	Member
John Doran	Ex-Officio/Councilmember

Absent: David Allbritton Chairman

Also Present:	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Director, Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

The Chair called the meeting to order at 5:42 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

3 – Oath of Office – Michael Riordon

Anne Fogarty France administered the Oath of Office to Michael Riordon

4 - Approve the Minutes of the March 4, 2009 Regular Meeting.

Member Goudreault moved to approve the minutes of the March 4, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

5 - Adopt the February 2009 Financial Statement for Filing. - Treasurer Geri Aranjó

Member Lykes moved to adopt the February 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

Adopt the Mid – Year Budget Amendments as Submitted.

Member Aranjó gave an overview of the budget amendments to the Financial Statement for Filing.

Member Lykes moved to adopt the Mid-Year Budget Amendments as submitted. The motion was duly seconded and carried unanimously.

Member Bosi inquired about remaining events for this year as budget amendments reduced the line item for downtown events. Anne Fogarty France stated that the remaining events for the year would be covered in the budget. She also stated that we would be using downtown event funds for the Lantern Festival Riddle Game prizes.

Member Lykes asked if the board would still be able to take from retained earnings if needed. Ms. Fogarty France advised if an event came up the committee would come back to the board and request funds.

Member Bosi inquired about the Holiday Lighting line item and its reduction by \$5,000. He wanted to know if that was due to the construction going on downtown. Ms. Fogarty France advised that this line item was originally funded in the budget for \$15,000 and the money, as Member Aranjó stated, was for storage of lighting materials, new materials and labor. She stated that we would have been under budget but when the line item was reduced, all receipts had not been received at the time that the board voted. The line item was reduced and placed in the line item to fund the Conference Center Feasibility Study.

Member Bosi inquired about the extra funds for legal fees and if the overage was due to review of the Caliyogurt grant request. Member Aranjó advised it covered that and the revisions to the Restaurant and Retail Recruitment Grant.

Vice Chairman Fernandez asked for a vote for approval of the February 2009 Financial Statement for Filing.

Member Lykes moved to adopt the February 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

6 – Conference Center Feasibility Study Update – Martin Smith, Conference Center Task Force

Doug Linder, CEO of the Clearwater Regional Chamber of Commerce was standing in for Martin Smith who was unable to attend. He stated that they were happy to report that they had raised the funds needed to do the feasibility study and signed the contract with Hunden Strategic Partners the day before. Mr. Linder requested the funds that were allocated by the board be released and advised that an invoice was submitted.

Mr. Linder introduced Rob Hunden, president of Hunden Strategic Partners. Mr. Hunden advised the board that they have started the study and would be having a kick-off meeting with the task force to start the process and sign the contract. He noted that they were introducing themselves to everyone involved. The firm will make sure that they talk to all the stakeholders. They are just getting started and have a time line of 8-12 weeks.

Member Bosi questioned if they were doing any other projects on the same scope as this one and how the market looked from the last projects that they had been working on. Mr. Hunden stated that they are constantly doing convention and conference center feasibility studies that are relevant to larger markets. Clearwater is a smaller entity within a larger one. He further stated that they project as the market fluctuates. They will be looking at the long-term feasibility.

Member Arango asked if the Clearwater Conference Center would be smaller than compared to Tampa and if St. Petersburg had a convention center. Mr. Hunden stated that there research was just getting started but would probably not suggest building a bigger building than in Tampa. He added that all the factors needed to be taken into account and noted that St. Petersburg had hotel facilities and that they don't have a convention center.

Member Arango stated that the board's concern would be to attract more countywide business since Tampa has the only convention center. Mr. Hunden stated Clearwater could be competing with the shows that may go to Tampa or Orlando.

Member Riordon inquired if this will be coupled with a hotel. Mr. Hunden stated you couldn't have one without the other.

Mr. Linder stated that there are a lot of businesses that Clearwater has had to turn away because they don't have any place to host them. This study is for downtown Clearwater only.

The Vice-Chairman thanked Mr. Linder and Mr. Hunden and added that the board looked forward to the finished study.

7 – Clearwater Downtown Partnership (CDP) – Bill Sturtevant, Chairman 4th Friday March Madness

Mr. Sturtevant reviewed the expenses paid by the Clearwater Downtown Partnership and gave an update on the event. He stated that it was extremely well attended with approximate showing of 2,100-2,500 people although the event is losing money now.. During this first event, they learned a lot of logistical issues that had to be addressed. Everyone who attended was invited to tour the Capitol Theatre. Mr. Sturtevant advised that the Rays felt they had forgotten upper north county, so they selected Clearwater and 4th Friday to help promote them in a future event. The committee will continue to tweak this to make 4th Friday a better event

Member Riordon questioned the hourly rates the that the city charges back to the event which includes pension, benefits and workman's compensation fees.

Member Riordon was advised that these were fixed costs that the city charges to everyone who requests support for events.

Vice Chairman Fernandez praised the event and stated that both he and his wife attended.

8 - Sculpture360 Presentation – Christopher Hubbard, Recreation Specialist Cultural Affairs Division

Mr. Hubbard gave an update on Sculpture360 and a forecast of what was in store for the future exhibits. He stated that would like doing a rotation of the sculptures in order to compliment the revitalized streetscape. They would use themes of History, Music and

Nature. Mr. Hubbard advised the board of his appreciation of the boards funding and stated that they were in need of another \$2,000 if available.

Member Goudreault restated Mr. Hubbard's request asking for \$2,000 this year. Mr. Hubbard advised that they could pursue other options if not available.

Member Bosi stated that the board had already committed to \$12,000 last year and that the organization stated they would go out and find other sponsors to contribute. Mr. Hubbard advised that they are pursuing other sponsors.

Vice Chair Fernandez wanted to know if Mr. Hubbard's intention was to ask for funding. Mr. Hubbard stated that was not his initial intention, it was a secondary intention, he felt the need to give the board an update.

Ms. Lopez wanted to know where the budget was coming from. Mr. Hubbard stated that it has been coming from the DDB. Member Goudreault stated that the board had already set aside \$10,000 in this year's budget.

Member Bosi made a motion to let Public Art line item stand at \$10,000 and gave the Cultural Affairs Division the opportunity to find the other sponsorship for the remaining \$2,000 with the understand that they could return to the board if they can not raise the funds. The motion was duly seconded and carried unanimously

Vice Chairman Fernandez made a motion to revise the agenda to add 9B for a presentation by Ex Officio-Council Member John Doran. The motion was duly seconded and carried unanimously

9 – Jolley Trolley Presentation – Robert Longenecker, Jolley Trolley Board Member
Ex director of Jolley Trolley.

Vice Chairman Fernandez removed himself from any votes due to his position on the board of Jolley Trolley.

Mr. Longenecker provided a presentation and related his concerns about the future options for the Jolley Trolley. He advised the board of the need for time, funds and redirection. Mr. Longenecker gave a review of the plans that will be taken for the transformation.

Member Goudreault asked if Jolley Trolley had a plan. Mr. Longenecker advised that they are working on it now, moving as fast as they can. The board thanked Mr. Longnecker for his presentation.

9b – Ex-officio Councilmember John Doran Discussion re WTAN

Anne Fogarty France gave the presentation for Councilmember Doran as he had to leave for another meeting. Ms. Fogarty France reminded the board that Ex-Officio/ Councilmember Doran had suggested at a previous meeting that the DDB consider a regular radio segment on WTAN. Pat Leufan of the People Are Talking Show on WTAN visited Mr. Doran's office and requested that the board consider a presentation at the May

6th meeting regarding a radio segment on WTAN. The board agreed and Ms. Fogarty France will call and invite Mr. Leufan to the May DDB meeting.

10 – Vice-Chairman’s Report – Vice-Chairman Robert Fernandez

Vice-Chairman Fernandez stated that the 4th Friday March Madness was very successful.

He noted that the Farmer’s Market has asked to extend their stay throughout the month of May due to its doubling in size since moving to Cleveland Street and the vendors are very pleased.

11 - DDB Promotion Committee Report – Josee Goudreault.

Ms. Fogarty France gave the board the report for Member Goudreault. She advised the board of two new sponsors for the Pet Festival. The Gulf Coast Dog Magazine offered to sponsor the Clearwater Pet Festival and will be running two ads in their magazine and will come to the event and take photos. Insite Real Estate has also agreed to sponsor the festival. The committee is still looking for more sponsors. The Pinellas County Animobile will participate and the Suncoast Animal League will be at the event Micro chipping pets for a small fee of \$15.00. Committee members will be out visiting pet events to secure vendors. Flyers will be available to have at businesses. The committee is working on the design for posters and t-shirts for the volunteers.

The 2nd Annual Cleveland Street District Poetry Walk is scheduled for Saturday, April 18th and a proclamation will be presented to Artists in Action and the DDB at the City Council meeting on April 15, 2009. The event will start at Station Square Park at 2:00 p.m. and will travel around downtown at different merchant’s locations.

Vice Chairman Fernandez asked if vendors have to pay at the Pet Festival and was advised that there was a \$20.00 fee plus tax, if they want tables and chairs then the fee will be \$120 plus tax

Vice Chairman Fernandez advised he was glad that there was a table charge and asked Ms. Fogarty France if there will be a charge to the rescue organizations and was advised that there would be no fee for the rescue organizations.

12 - DDB Business Visitation Committee Report – Geri Aranja.

Member Aranja stated the committee had met twice since the last meeting and block captains have volunteered for each block of Cleveland Street. The block captains had met with merchants to introduce themselves, find out information and feed back about upcoming events and hear merchant issues. She noted that it was a pro-active way to get out there and talk to merchants and give them a voice. The committee is working on getting more data for the captains so they can be more informed. The visits have helped the merchants to get more involved.

13 – Cleveland Street District Update- Courtney Orr

- a. Image Piece – Courtney Orr gave the board a copy of the image piece to use as a recruitment tool that included some demographics and contact information. It showed what Cleveland Street looks like today. The Information on the map shows where parking is and a blank page has a place for personal notes. The piece can also be used as a mailer.
- b. Retail Design Guidelines – Courtney Orr - the CRA had approved a contract for a firm to do downtown retail design guidelines.

Ms. Orr also announced a new ten-year lease with a fine dining French restaurant that will be locating downtown. They do not want to apply for any grants. Their opening will be August or November.

She also noted that Anytime Fitness will locate at 701 Cleveland Street and will have their grand opening in May. This business will be open twenty-four hours

- c. District Events – Anne Fogarty France – Ms. Fogarty France gave a rundown of the events for April to include the Easter Egg Hunt at Coachman, the April 24th 4th Friday event, and the April 25th Japanese Cultural Lantern Festival. Merchants have been asked to participate in a riddle game that gets people into downtown businesses to find riddles and guess the answers. Prizes will be awarded for the one who correctly answers the most riddles.

14 - Final Comments

Member Lykes felt it was an informative meeting. He suggested that when presentations were made to the board that they should be given a specific amount of time such as 10 minutes.

Ms. Fogarty France advised the board that she would do so in the future.

Member Bosi welcomed Michael Riordon as the new member

Member Arango also welcomed Michael Riordon. She added that regarding the Jolley Trolley coming downtown, she felt that the trolley could be useful to help the downtown by bringing the tourists into the district. She stated that 4th Friday was really successful and that she saw a lot of people that she knew and that it was a great family event.

Member Riordon stated that he thinks 4th Friday is a big event and also in favor of keeping the Jolley Trolley without it being subsidized and mentioned a few options to explore to possibly be profitable.

Vice Chairman Fernandez stated that the DDB could do a lot of things without a large amount of funds.

7 - Adjourn

Vice Chair Fernandez made a motion to adjourn the April 1, 2009 regular Meeting of the Clearwater Downtown Development Board at 7:35 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, April 1, 2009 – 5:30 p.m.

04.01.09.01

**Member Goudreault moved to approve the minutes of the March 4, 2009, meeting as submitted in written summation to each board member.
The motion was duly seconded and carried unanimously.**

04.01.09.02

**Member Lykes moved to adopt the February 2009 Financial Statement for Filing.
The motion was duly seconded and carried unanimously.**

04.01.09.03

**Member Lykes moved to adopt the Mid-Year Budget Amendments as submitted.
The motion was duly seconded and carried unanimously**

04.01.09.04

**Member Lykes moved to adopt the February 2009 Financial Statement for Filing.
The motion was duly seconded and carried unanimously.**

04.01.09.05

Member Bosi made a motion to let Public Art line item stand at \$10,000 and gave the Cultural Affairs Division the opportunity to find the other sponsorship for the remaining \$2,000 with the understand that they could return to the board if they can not raise the funds. The motion was duly seconded and carried unanimously

04.01.09.06

Vice Chairman Fernandez made a motion to revise the agenda to add 9B for a presentation by Ex Officio-Council Member John Doran. The motion was duly seconded and carried unanimously.