

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
October 6, 2010 – 5:30 PM - City Hall – 2nd Floor Conference Room

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Paris Morfopoulos	Member
	Thomas Wright	Member
Absent:	Charles Lykes	Member
	Paul Gibson	Ex-Officio/Councilmember
Also Present:	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development and Housing
	Anne Fogarty France	Board Administrator

The Chairman called the meeting to order at 5:30 p.m. at City Hall.

1. Citizen Comments – Items Not on the Agenda

There were no citizen comments.

2. Approve the Minutes from the August 4, 2010 Meeting

Member Wright moved to approve the minutes from the August 4, 2010 meeting. The motion was duly seconded and carried unanimously.

3. Approve the Minutes from the September 8, 2010 Meeting

Vice-Chairman Fernandez moved to approve the minutes from the September 8, 2010 meeting. The motion was duly seconded and carried unanimously.

4. Adopt August 2010 Financial Statement for Filing

Member Morfopoulos asked if Capitol Theater really did as well as is stated on the August 2010 financial statement. Ms. Fogarty-France stated that she did not have all the bills for the Capitol Theater event as yet.

Member Bosi moved to adopt the August 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

5. Jolley Trolley Update – Bob Longenecker

Mr. Bob Longenecker stated that he wanted to give the board an update about the Jolley Trolley. They did really well during the Super Boat weekend. They moved approximately two thousand passengers that weekend. There was a little bit of confusion because the VIP passes to the beaches and the mainland were printed for free and some people argued that these were free passes for all Jolley Trolley rides. With the result they lost track of how many people were actually moved during the event. They went through the weekend with relatively minor congestion. The worst backup they

experienced at Pier 60 was when traffic backed up to the traffic circle due to the Pinellas Suncoast Transit Authority (PSTA) and the Jolley Trolley blocking both lanes to pick people up but one phone call to Lieutenant Slaughter got traffic moving again. There was good communication and a lot of coordination to make the Super Boat event a success. It seemed like they moved less people on Friday than they did on Saturday but overall there were a lot of people in the downtown Clearwater area that weekend.

Vice-Chairman Fernandez asked how the ridership was compared to last year. Mr. Longenecker stated that ridership was up twenty-five or thirty percent from last year.

Chairman Allbritton asked how the film festival did during that weekend. Mr. Longenecker responded that he felt bad for them because it was really hard for them to compete with the Super Boat event that was being held the same weekend as the film festival so they did not do as well as expected.

Mr. Longenecker stated that he went to Tarpon Springs City Council to present the concept to them with the expectation that they were going to turn it down but the city manager secretly shopped the Jolley Trolley the weekend before their council meeting and loved how the drivers behaved and how they represented the advertisers that they decided they want to be a part of the loop. Dunedin and Tarpon Springs will be sharing the funding for their portion of the loop.

Member Bosi asked how this new route will affect the time. Mr. Longenecker stated that they will have to add another route to the loop.

Member Bosi asked if they will be going all the way from Tarpon Springs to Clearwater or will they use Dunedin as a hub. They currently operate in Clearwater Beach and use Bay Park and 888 Mandalay as their turnaround point. They are going to do the same for the Downtown Clearwater-Dunedin-Tarpon Springs loop. The service is an hourly service which can easily be converted into half hour services by adding two extra drivers in the loop. This will be a two hour round trip and a driver will be placed at each end of the route. They will start the route at 10:30 a.m. and will switch every hour. They will meet at Publix at thirty past every hour and will handle transfers to and from each other. Mr. Longenecker also stated that there will be times when they will get backed up which will take them off schedule and that Dunedin and Tarpon Springs suggested that there be some way to communicate with the main stops so that the service will run smoothly. It would have been nice if they had a Global Positioning System (GPS) in each of their Trolleys. Tarpon Springs, Dunedin and the county are all going to be involved in the loop.

Vice-Chairman Fernandez asked if the starting date will remain the same. Mr. Longenecker stated that the starting date poses a challenge because of the Ironman competition on November 13th but they are still going to try to start the Trolley service on November 12th.

Vice-Chairman Fernandez asked if the cost to run the service will be adjusted accordingly. Mr. Longenecker stated that they the amount will be pro-rated. A multi-party agreement has been constructed off the Clearwater and PSTA agreement and will involve Dunedin and Tarpon Springs counties as well as the Clearwater DDB. Palm Harbor wanted to be involved in this new route but they cannot do it. Chairman Allbritton has been listed as the signer of the agreement for the DDB.

Mr. Longenecker asked the board if they have received the most recent agreement for the Jolley Trolley route to which Ms. Fogarty-France responded no and asked Mr. Longenecker to forward it to her so that the DDB attorney can take a look at the agreement.

Vice-Chairman Fernandez asked if a map has been created showing this new route. Mr. Longenecker stated that they

are working on the map and it should be finalized next week.

Member Morfopoulos asked if it would be better to run the new route at the beginning of this fiscal year till September 30th of next year to which Mr. Longenecker responded yes. He stated that the DDB funding amount is \$14,667 and the Tarpon Springs and Dunedin counties total funding amount is \$26,712. PSTA is still agreeing to match the total funding for this new route.

Member Wright stated that he is happy to see the good press regarding this new route and that it was great to see that the DDB was positively mentioned as pledging \$16,000 to make this new route possible. He thanked Mr. Longenecker for mentioning the DDB during his interview with the press.

6. Clearwater Downtown Partnership (CDP) Update – Bill Sturtevant

Mr. Bill Sturtevant stated since the CDP is no longer in charge of 4th Fridays, they have been able to focus on other areas that will help downtown Clearwater. A few months ago they started looking at the zoning department and how it affects downtown and businesses that are coming downtown. The process is difficult and could be more user-friendly. He stated that they did not know if it was the policies, the procedures or the codes that makes it more difficult so they interviewed developers, architects, property owners, and land use attorneys. Based on their findings, the CDP came up with many interesting ideas and will be making major recommendations to the city about changes in the procedures.

Mr. Sturtevant stated that there are four major office buildings (AmSouth Bank, SunTrust Bank, Bank of America, and Sunbelt Software) in downtown Clearwater where vacancy is a major issue. They have put together a task force to go and interview property owners. They are also in the process of talking to major real estate tenant representatives who deal with relocating tenants on a daily basis and the CDP is going to lend their support in seminars and one-on-one contact to see if they can get potential businesses interested in moving to downtown Clearwater.

Mr. Sturtevant stated that Grant Wood, the manager of Water's Edge, had inquiries about starting a water taxi service so the CDP has started looking into that possibility. There was a water taxi in Clearwater years ago and Tampa currently has a water taxi so it would be great to have a water taxi service in Clearwater again now that there are boat slips. The CDP wants to support Major League Solutions as well as other downtown merchants in any way they can.

Mr. Sturtevant announced that the CDP has four new members – Alison O'Grady, Eleanore Lyda, Grant Wood of Water's Edge, and Member Thomas Wright of the DDB. If the CDP can make an impact on some of the areas that have been discussed at this meeting, the outcome can be beneficial to downtown Clearwater.

Vice-Chairman Fernandez asked if the 501(C)(3) has come through for Clearwater Downtown Events, Inc. Mr. Sturtevant stated that they have received their 501(C)(4) certification last week. The Internal Revenue Service (IRS) originally determined that they were more suited to have a 501(C)(4) status because of the company being strictly in place for events which the IRS classifies as social welfare.

Member Bosi asked Ex-Officio/Councilmember Doran if Clearwater gets the ferry, will they be allowed in the marina since they will be for commercial use. Ex-Officio/Councilmember Doran stated that the ferry will not be allowed to permanently dock at the marina.

7. Clearwater Downtown Events Inc. Update – Kevin Carlon

Kevin Carlon stated that when he first before the board his intention was to change the way business was being done and to build a partnership with everybody. He did a lot of research to find out what needed to be done to improve

things in the downtown Clearwater area. One of the elements he felt was needed was to move the location of the events being held to the four hundred and five hundred block of Cleveland Street. He looked at the traffic flow as well as the number of possible routings and closing of Fort Harrison Avenue and got positive feedback. Then changes had to be made at the last minute since they could not get Fort Harrison Avenue closed.

Mr. Carlon stated that the first Blast Friday event at the end of September was going to cost \$25,000 and they had a \$15,000 sponsor. They would have been happy with a net loss of \$10,000 but the sponsorship was contingent upon Blast Friday being held on the four hundred and five hundred blocks of Cleveland Street. When they lost the site they lost the sponsors as well so they had to re-evaluate to see if the first Blast Friday event was really worth \$25,000. He knew that the boat races had something planned for the Friday of their event weekend so he contacted the organizer and they combined their efforts to make it a monstrous event.

Mr. Carlon stated that when they created a combined effort they gained a lot of credibility. They secured a major partnership with the St. Petersburg Times and got \$67,000 worth of advertising from them. Clearwater Downtown Events, Inc. has also partnered with Anheuser Busch and WQYK. Anheuser Busch will be providing a beer tent at all their events.

Mr. Carlon stated that Brian White was one of the performers at the first Blast Friday event and he sang his top ten hits. WQYK did a thirty minute piece about him coming to town to perform at the event and this contributed to the huge crowd in the downtown Clearwater area. Suite Caroline has sung at several of the 4th Friday events but they wanted to introduce her in a new capacity so they had her sing a duet with Brian White. The result was spectacular and ended up all over the media.

Mr. Carlon stated that they were very pleased with all the components and that they received great support from the city. They closed down Osceola Avenue for this event and had good traffic flow from Cleveland Street going down the hill toward the boat slips. This set a good concept for future events in case they cannot close Fort Harrison Avenue. They hosted a children's contest where three hundred kids registered to win one of ten bicycles that were being given away that night. These entries brought them new clientele and their contacts were added to their database so that they can market future events to them. They were very limited on food vendors. They only had one outside food vendor, BayStar, who was the sponsor of the whole event. Every other food vendor was local and placed on the street to sell their items. Some of the vendors present were Tony's Pizza, Chiang Mai Thai Restaurant, Café 421 and they all did very well at the event. Overall, they had three types of entertainment that were spread out over the majority of Cleveland Street. By combining the first Blast Friday with the boat event, Clearwater Downtown Events, Inc. spent just under \$10,000 to put on their event. They also established many new relations as a result of combining the two events.

Chairman Allbritton stated that he was pleasantly surprised at the outcome of the events. He was concerned about having one less event but it looked like everyone was having a good time and the combination of the two events brought a different group of people to downtown Clearwater.

Mr. Carlon stated that they had a registration for kids to win one of ten bikes so they did not have any registration for the adults to win a prize. Many of the people polled came to downtown Clearwater for the first time that weekend. He also stated that he felt that throwing the September event away without the sponsors coming back was risky and not fiscally responsible. They will easily be able to schedule other entertainment because of the exposure they got with this event. Brian White received a limousine ride from the airport to his hotel on the beach where he stayed on the nineteenth floor and had an exceptional view of Clearwater. With the VIP treatment given to Brian White from the moment he arrived in Clearwater, Mr. Carlon already had several entertainers calling on the Monday after the event and asking when they can come to Clearwater to perform for a Blast Friday event. He is considering bringing two

entertainers who have fifty number one hits to perform at future events.

Ms. Lopez asked what the people count was for the event. Mr. Carlon responded that he asked the police on duty as well as a couple of other people and was informed that three thousand people were in attendance that evening.

Member Bosi stated that it was a good event and there were a lot of people there but he is concerned that plans had to be changed because they could not get Fort Harrison Avenue closed and that with combining the two events one could not tell who came for Blast Friday and who came for the boat event. He also stated that at the last DDB meeting they had talked about separating events at Coachman Park from events at Clearwater Street District. Only one block was packed for the event and the DDB is not here to put on events for Coachman Park. He felt that the events that Mr. Carlon put on looked like they were being put on for people who were attending the boat race. He asked if Mr. Carlon took over the organization of the block party to which Mr. Carlon responded that once they got the block party together, he did the organization for the downtown boat race events.

Member Bosi asked if the total cost to put on the show was \$15,000 - \$10,000 for Blast Friday and \$5,000 for the offshore races. Mr. Carlon responded that the Blast Friday expense was just under \$10,000. When the events were combined, an agreement was made on how much was to be provided by Blast Friday and how much was to be paid by the boat races. The boat races had four boats on display which included their most famous boat, Aquamania. He felt that if these two events did not partner up they would not have had many people come to downtown Clearwater to see four boats. Member Bosi responded that hopefully the boat races had more planned than just four boats with the \$5,000 that was funded by the DDB. If they consider only four boats for a party then the DDB would have to reconsider funding the event next year.

Jay Polglaze stated that Frank Chivas paid his band \$4,000 from the DDB funds. Member Bosi asked if the money funded by the DDB was spent on Cleveland Street besides the boats. Mr. Polglaze stated that they had to look at all the positives to see how to make the most impact and it was clear that they had to combine the two events to make that happen. It also proved that there can be connectivity between events. They really want to have the events at the five hundred and six hundred blocks but they have to guarantee the success of these events. With businesses moving, he promises that they will get Fort Harrison Avenue.

Member Bosi stated that if they do not get Fort Harrison and have to stay at the four hundred block, putting five hundred people in that area will make it look busy. He asked what they will do if they cannot get Fort Harrison Avenue for their events. Mr. Carlon stated that they will not always stay in the four hundred block and that some events might be suitable for the five hundred and six hundred blocks.

Member Bosi stated that the funding that the DDB gave for Blast Friday was not spent where it was supposed to be. He did not realize that the event was contingent on the closing of Fort Harrison Avenue and by combining the two events it was hard to tell if it was a kickoff for Blast Friday or the boat party. He was surprised that the plans for Blast Friday had changed in a short period of time.

Member Wright stated that he agreed with Member Bosi in that if someone comes before the board and presents an idea but does not follow through on it and instead goes in a completely different direction then they have to answer for it. He cautioned Mr. Carlon that if he makes a promise to the board he needs to keep it or the next time it will be hard for him to get funding from the DDB.

Member Bosi stated that the event was supposed to support Cleveland Street District but on the top left hand corner of the flier it says downtown Clearwater. The DDB is trying to promote the Cleveland Street District so the Cleveland Street District logo needs to be on the fliers instead of the DDB logo. He tried to come up with a design to put the logo

right in the middle of the banner that is hanging on the Chamber building as well.

Mr. Carlon stated that he does not have the Cleveland Street District logo but he will be happy to use that logo instead of the DDB logo. Ms. Fogarty-France stated that she will provide Mr. Carlon with the Cleveland Street District logo.

Ms. Lopez asked if Mr. Carlon could briefly summarize when the next event is and what his thoughts are so that everyone can be on the same page. Mr. Carlon stated that the next event will be held on October 29th, 2010 on the four hundred block of Cleveland Street. They will put a large stage in the middle of the street instead of off to the side. They will bring in some national artists to perform at this event. They are currently negotiating with some country artists and hope to have them booked by the end of the week. They have a partnership with Capitol Theatre to show Ghostbusters since the event is going to be held on Halloween weekend. They will also have a number of stations on the block for Halloween Trick or Treat giveaways for both adults and kids.

Mr. Carlon stated that the November event will be held the day after Thanksgiving. They do not have a theme for this event as of yet because they are working on the entertainment schedule at the moment. He has learned from experience that there are two things that will generate people's attention to an event – if the event is an emotional event that you would want to share with your family such as the arrival of Santa or the lighting of the tree and if the entertainment component is one that cannot be seen somewhere else. These are the two components that they are working on for Cleveland Street.

Mr. Carlon stated that the December 3rd event will be combined with the Miracle event which includes the lighting of the tree and the arrival of Santa.

Member Bosi stated that last year the Blues Brothers event for Thanksgiving was not well attended and asked if it was a good idea to have the Blast Friday event the day after Thanksgiving since a lot of people will be out of town that weekend. He also stated that sometimes when talking to Mr. Carlon the DDB cannot determine what direction he is going because he does not give them definite answers. Mr. Carlon stated that he is talking to Lonestar and Restless Heart for the October event. The day after Thanksgiving is also called Boxing Day and every event that he has done on that day has been successful. People travel out of town to visit families for Thanksgiving but there are people who come to Clearwater from out of town as well. One of the things they have discussed is how much money was spent on marketing. The run rate for St. Petersburg Times was \$67,000 for advertising and they were in every advertisement. They are informing people that it is not just local bands or local vendors that are going to be at the events and to get radio stations to promote these events on the radio or to come and do a live remote is a challenge. The goal is to have a huge response for these events. He feels that people will come out of the house to attend an event the day after Thanksgiving if they make the event big enough.

Member Bosi asked how they are doing with corporate sponsors and if they are able to get funding. Mr. Carlon stated that this past event was a huge event for them and it showed the change in structure and the change in location. He created a number of packages with pictures and photos of the event to show potential sponsors and is now following up with them. For some of the promotions that they will be doing they are allowing the companies to sponsor a particular component of the event. The bike races were an enormous success and they have taken this event and showed them to the sponsors and asked them if they would like to be a part of these wonderful events every month. He also stated that Bay News 9 did a live remote on Blast Friday which gave downtown Clearwater a lot of exposure.

Jenny Esno stated that the media is really confused about the Cleveland Street District and they keep saying that people do not know where it is and they need to tell people where to go for these events. They got positive feedback from Blast Friday and everyone loved it. Mr. Carlon had sent out an e-mail blast about the event and she walked around during the event and spoke with people and took some surveys. She met a group of fifteen women from Dunedin who

had never been to downtown Clearwater and they told her that they found out about Blast Friday from the e-mail that was sent out. She also stated that she rode around with Mr. Chivas and he said this was a different crowd than they had last year.

Member Bosi stated that maybe they need to have a conversation with the St. Petersburg Times about downtown Clearwater as Cleveland Street District. St. Petersburg has BayWalk and Tampa has Channelside and Ybor City and these are all destinations that people can go to.

Ms. Esno stated that Cleveland Street District is not branded yet so no one knows where it is.

Chairman Allbritton stated that he finds himself referring to Cleveland Street District as downtown Clearwater on the radio show. He suggested that since people know where downtown Clearwater is maybe they can refer to downtown as downtown Clearwater Cleveland Street District for now and then eventually drop downtown Clearwater once people are familiar with Cleveland Street District.

Ex-Officio/Councilmember Doran stated that downtown has the same connotation that BayWalk has developed now so people do not go there and that is why the DDB spent a lot of money to rebrand downtown Clearwater as Cleveland Street District. If everyone keeps referring to it as downtown, nothing will change and people will remain not knowing where Cleveland Street District is.

Member Bosi suggested that maybe they can brand downtown as Cleveland Street District in Downtown Clearwater for now until people get familiar with the name.

Chairman Allbritton stated that what he liked about Blast Friday was that all the stores were open and there were a lot of people in the stores.

Member Morfopoulos stated that he wanted to acknowledge everyone's efforts in putting this event together and making it a success. He mentioned that he is concerned about the DDB giving money for someone to do a particular thing with it and then they do not do that. He asked if there was any way to control what is done with the funding that is given and if the money is given before or after the event takes place.

Ms. Fogarty-France stated that a \$20,000 advance was given to Blast Friday from last year's budget and they are waiting for an invoice for the rest of the funds from this year's budget.

Member Morfopoulos asked if the people requesting the funding do not do what they are supposed to do with the money given to them, do they have the right to bring the invoice asking for reimbursement from the DDB. He also asked if the only thing that can be done is to refuse them funding for the following year. The board members responded that the only thing that can be done is to refuse them funding for the following year.

Member Wright asked if closing Fort Harrison Avenue will take Blast Friday to the next level. Ex-Officio/Councilmember Doran stated that he is not in favor of closing Fort Harrison Avenue because he has to answer to 110,000 people and they would not like to re-route traffic. He also stated that Mr. Carlon doing traffic counts is beneficial to his cause of closing Fort Harrison Avenue. Mr. Carlon stated that Fort Harrison Avenue is a huge market and very popular and that the sponsors love that location.

Member Bosi asked what makes Fort Harrison Avenue different from the other areas.

Lisa Mansell responded that Fort Harrison Avenue is downtown's fifty yard line. It has a big intersection and a lot of

activities can be held in that area.

8. Event Sponsorship Discussion – Thomas Wright

Member Wright stated that as part of the e-mail traffic that went back and forth before Blast Friday and the Super Boats were combined he noticed that Bubba the Love Sponge was one of the potential entertainers. Bubba the Love Sponge does not represent family and kids entertainment. He strongly recommends to the board that before funding events they need to make sure that family and kids will be considered before certain entertainers are invited.

Member Bosi stated that in the past 4th Friday has organized children oriented events as well as adult events.

Member Wright stated that he is responding to what is a family and children event and they need to make sure that they provide family and kids entertainment.

9. Chairman's Report – David Allbritton

a. Downtown Coordinating Committee Update

Chairman Allbritton stated that the Downtown Coordinating Committee meeting was held on September 15th at 9:15 p.m. Mr. Rod Irwin and Mr. Bill Sturtevant were present. They talked about Tony's Pizza as well as the permitting issues with the city of Clearwater and how to get the permits processed more quickly. Tony's Pizza got his permit within one week. They also discussed changing the parking meter times in downtown Clearwater from one hour to two hours to give customers more time to enjoy their meal at a restaurant instead of them worrying about getting back to their car before the meter runs out. He advised the board that the Regional Chamber of Commerce was looking for a 2,000 square foot off-site meeting space. They also talked about Blast Friday as well as the Super Boat event and the closing of Osceola Avenue and Cleveland Street for these events.

b. Reminder re Canvassing Committee Meeting on October 12, 2010 at Supervisor of Elections Office, 315 Court Street, at 3:00 p.m.

Chairman Allbritton stated that he wanted to remind everyone that the canvassing Committee will be meeting on October 12, 2010 to count ballots and that he is looking for volunteers for next Tuesday at 3:00 p.m. The meeting will be held at the Court House.

Members Bosi and Wright agreed to assist Chairman Allbritton on the Canvassing Committee.

10. DDB Promotion & Business Visitation Committee Report – Lisa Mansell

Ms. Mansell stated that the 35th anniversary screening of Jaws at Capitol Theater was held in August. The show was completely sold out and there were people waiting in line even after they were sold out to see if they could get in. Unfortunately they had to turn some people away. The theater was packed and several people who had seen Jaws at Capitol Theater thirty-five years ago came to see the movie at the theater again. They raised \$1,200 for the Clearwater Marine Aquarium. Ms. Mansell stated that there were two wrestlers signing autograph while people were waiting for movie and two viewers won a walk-on role in the Dolphin Tale movie.

Member Bosi asked if there is a way to do a second showing next time. Ms. Mansell stated that they are considering doing a second showing next year and will probably not pre-sell tickets because they did not have control over how many tickets got sold. There were so many people there that the theater ran out of popcorn, soda, and water.

Ms. Mansell stated that the Book & Wine festival was very successful. They did the event on a small scale and kept it on the six hundred block of Cleveland Street and in Station Square Park. They had the street closed so that people could walk back and forth. There were a lot of activities including six authors that were brought in to entertain the crowd. They raised \$1,400 for the Friends of the Library. Usually when the Friends of the Library do their three day sale, they raise approximately \$3,000 so it was great that they raised \$1,400 in a four hour period. Overall it was a great event that brought people downtown and the wine was a big hit. She also stated that she and Ms. Fogarty France sat down to see how to make the Book & Wine festival even better next year. She thanked the DDB for funding these two great events.

Chairman Allbritton stated that he likes Station Square Park because it is shaded and the breeze is great.

Ms. Lopez asked how many people attended the Book & Wine Festival to which Ms. Mansell responded and estimated six hundred people attended the event.

Ms. Fogarty France stated that it was great to see people come to Station Square Park and that it was very difficult in the past to get people to come into the park. She also stated that they are going to be over budget because the Friends of the Library did not have liability insurance so the DDB had to purchase alcohol liability insurance in order to serve the wine at the event.

Member Wright asked how much they were going to be over budget. Ms. Fogarty France stated that she cannot give the exact amount that they had gone over to the board at this time. They did not budget the \$800 for the liquor license but they might be under budget in some areas because they had items leftover from the 4th Friday events such as cups and napkins. They did not have to purchase any wine and the organic wine vendor gave his wine as a donation. They also raised \$165 for vendor fees. Once the final figures come in she will present the exact amount to the board.

Ms. Fogarty France asked the board to give her some direction in what they want her to do as far as the Friends of the Library finding a way to fund their own liquor liability insurance for future events. She stated that when she met with Rita Garvey from the Friends of the Clearwater Library asked her if they could fund their own liquor liability insurance she said that she did not have anything in the budget for that because their money is spent on scholarships, library staff and awards.

Member Morfopoulos asked if the Friends of the Library were supposed to provide the liquor license. Ms. Fogarty France stated that the DDB Promotion Committee didn't budget for it because in the past they were able to use the city's liquor license but the rules have changed per the City's Risk Management department. She also thanked Ms. Mansell for getting the entertainers and the authors, Vice-Chairman Fernandez for getting the vendors and Mr. Polglaze for handling the logistics

Ex-Officio/Councilmember Doran asked if there was any revenue from selling wine. Ms. Fogarty-France stated that they made \$389 from wine and beverage sales. Ms. Mansell added that surrounding restaurants did well also.

a. Appoint DDB member to Chair Promotion & Business Visitation Committee – David Allbritton

Chairman Allbritton stated that they need to appoint a DDB member to chair the Promotion & Business Visitation Committee.

Member Wright stated that he would like to nominate Member Lykes to chair the Promotion & Business Visitation Committee. Ms. Fogarty France stated that she was expecting to have a resignation from Member Lykes because as

of October 1st, 2010 he had to move out of his building and since he could not find another office space that suited his needs he had to move out of the district.

Member Bosi stated that he would like to nominate Member Morfopoulos to chair the Promotion & Business Visitation Committee.

After discussion ensued, Ms. Fogarty France asked if they would like to wait until next month when they have the new DDB members to nominate someone to chair the Promotion & Business Visitation Committee to which Chairman Allbritton responded yes.

11. Final Comments

Member Wright stated that he was out of town for Blast Friday and the Super Boat events and he appreciates the feedback from these events.

Member Bosi thanked Ms. Fogarty France for always answering his phone calls and calming him down. He feels that Blast Friday and the Super Boats were great events but he just had a hard time separating the two. He also stated that the board might want to consider making a motion to support closing Fort Harrison Avenue to see if it is a big success and that maybe they can send a letter to the council requesting closure of Fort Harrison Avenue for Blast Friday events.

Member Bosi moved that the DDB make a recommendation to the City Council to allow the closing of Fort Harrison Avenue for Blast Friday on a trial basis. The motion was duly seconded and carried unanimously.

Member Morfopoulos stated that maybe they can see if the four hundred block can be included with the five hundred and six hundred blocks.

Member Morfopoulos stated that the Dolphin Tale movie is creating a buzz in downtown Clearwater. Also the homeless is still an issue for the area where his store is located.

Member Wright stated that the chief of police is having a meeting next Wednesday morning at 7:30 a.m. and will be addressing this issue.

Member Morfopoulos stated that he was concerned at how the bike contest was run and that it needs to be more organized. They did not get the data on how to run the contest until Friday afternoon. Ms. Fogarty France stated that this would be good feedback for Mr. Carlon. Member Morfopoulos stated that he will write an e-mail regarding the bike contest and asked Ms. Fogarty France if she could forward it to Mr. Carlon to which Ms. Fogarty France responded yes.

Ex-Officio/Councilmember Doran stated that they talked about the homeless in the council meeting so they are aware of the situation. The main thing is that it is a significant problem everywhere and while they cannot solve the problem entirely they need to figure out what they can do and start from there. What has to happen is that people have to have a bigger viewpoint and that is they need to send the homeless someplace where they can get help with their medications and substance abuse problems. In order to make a difference people have to try and do something for everybody. The city is throwing millions of dollars in Pinellas County by sending the homeless to jail and they are out the next day. The Police Department is spending a lot of time babysitting for the homeless and they keep moving them around. The council is working on a system to deal with the problem rather than just dealing with the symptom. Ex-Officio/Councilmember Doran stated that he is really excited about everything that is happening on Cleveland Street. He hopes that everything works out alright for Blast Friday but he thinks that the St. Petersburg Times sponsored

\$67,000 in funding because of the Super Boats. They will have to see what happens in the coming months but a commitment has been made to Clearwater Downtown Events, Inc. by the DDB, the Community Redevelopment Agency (CRA) and the CDP. Ex-Officio/Councilmember Doran stated that he would dissuade the DDB from trying to close Fort Harrison Avenue because it is a sensitive issue as far as how traffic will be directed from there and where will it be directed to turn east. He also stated that he did not mean to flare up about downtown but he had to mention it because the DDB spent a lot of money to rebrand downtown Clearwater so there is no harm to tell people that they need to promote Cleveland Street if they want the DDB to provide funding. Right now they are just saying downtown Clearwater. Chairman Allbritton stated that he does not just want them to say downtown and that maybe they need to put a tag to it so that people know that Cleveland Street District is a part of Clearwater.

Member Bosi asked if the council will consider closing Ft. Harrison Avenue for the Miracle event since it is already a marquee event so that they could use that as a test pilot. Ex-officio/Councilmember Doran responded that he does not know and cannot speak for the rest of the council.

Member Bosi stated that he does not think that one event a month will make that big a difference to restaurants in downtown Clearwater.

Chairman Allbritton stated that he is passing the volunteer signup sheet for the Art & Jazz Walk and that there are only four slots available.

Ex-officio/Councilmember Doran stated that he would like to suggest that ‘E.T.’ and ‘The Graduate’ be taken into consideration as future movies to be shown at Capitol Theater.

12. Adjournment

Chairman Allbritton adjourned the October 6th, 2010 regular meeting of the Clearwater Downtown Development Board at 7:30 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, October 6, 2010 - 5:30 pm

10.06.10.01

Member Wright moved to approve the minutes from the August 4, 2010 meeting. The motion was duly seconded and carried unanimously.

10.06.10.02

Vice-Chairman Fernandez moved to approve the minutes from the September 8, 2010 meeting. The motion was duly seconded and carried unanimously.

10.06.10.03

Member Bosi moved to adopt the August 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

10.06.10.04

Member Bosi moved that the DDB make a recommendation to the City Council to allow the closing of Fort Harrison Avenue for Blast Friday on a trial basis. The motion was duly seconded and carried unanimously.