

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
May 6, 2009 – 5:30 p.m.

Members Present:

David Allbritton	Chairman
Bob Fernandez	Vice-Chairman
Geri Aranja	Treasurer
Josee Goudreault	Member
Dennis Bosi	Member
Charles Lykes	Member
Mike Riordon	Member

Also Present:

Carlen Petersen	Ex-Officio/Councilmember
John Doran	Ex-Officio/Councilmember
Jim Donnelly	Assistant Director, Economic Development & Housing
Anne Fogarty France	Board Administrator

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

2 – Citizen Comments – Items Not on the Agenda

3 – Approve the Minutes of the April 1, 2009 Regular Monthly Meeting.

Member Goudreault moved to approve with an addendum to the minutes of the April 1, 2009, meeting as submitted in written summation to each board member.

Member Riordon asked that the minutes be amended to include a couple of comments. He wanted it on record that he was in favor of keeping the Jolley Trolley without it being subsidized and mentioned a few options to explore to possibly be profitable. And that in regard to the hourly rates that the city charges back to the event which includes pension, benefits and workman's compensation fees.

Ms. Fogarty France advised that she would ensure that the changes would be made to the minutes per Mr. Riordon's request.

Member Goudreault amended her motion to approve the minutes of the April 1, 2009 meeting with the revisions noted by Member Riordon.

The motion was duly seconded and carried unanimously.

4 - Adopt the March 2009 Financial Statement for Filing.

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

5 - Proposed Harborview Development – Clearwater Renaissance Foundation, Michelle Rowland, President & Erin Woodward, Vice President

Erin Woodward, Vice President of Clearwater Renaissance Foundation addressed the board with a presentation for the Harborview Center site noting the components and presented a conceptual rendering.

Vice Chair Fernandez, asked if they wanted to be involved in the construction and development of the project. Mrs. Woodward stated that she and Michelle Rowland are volunteers in charge of the foundation and that they would contribute as needed that the project reaches its objectives. The actual construction company would be doing the building and developing of the structure if approved.

Vice Chair Fernandez asked if they had talked with the city council. Mrs. Woodward advised that they talked to City, the mayor and city council, the Chamber of Commerce, keeping them abreast of the project. The Foundation was currently doing a feasibility study using the same group as the Chamber of Commerce was using for the Conference Center Feasibility Study.

Mrs. Woodward noted that they had raised \$25,000 through an anonymous donor. The project will be privately financed and will not be a tax burden on the community. She added that their non-profits will be sustainable and will put people back to work in our own county.

Chairman Allbritton opened the floor for citizen's comments. There being no citizen comments he asked for board member comments.

Member Bosi questioned if the white triangle was a band shell and Mrs. Woodward stated that it was and they are going to work with the city as this is public property to expand the green space.

Member Bosi asked about parking and was advised that the plan was to have the parking underneath the structure. They plan six hundred ninety spaces under the proposed hotel.

Chairman Allbritton stated that it will fit well downtown and that it seemed to be more for the people than other plans.

Member Goudreault stated that she is very impressed. She thought it was well done and well thought out and feels it will draw people downtown. Mrs. Woodward stated that their intentions are good.

Member Riordon asked if they will tear down or convert the building. Mrs. Woodward advised that they will tear down the building.

Member Bosi wanted to know what size they are looking at. Mrs. Woodward stated it depends on the feasibility study which was due back July 15, 2009. At that time they will have a better idea as they want something that works with the land.

Member Bosi asked what was the ratio of the hotel to the size of the park. Mrs. Woodward stated that 20,000 sf was for the art museum and 20,000-30,000 sf was for the children's museum.

Member Lykes asked if they would anticipate sufficient parking not only for the hotel but for the public parking that would be lost. Mrs. Woodward advised she was unable to answer that question at this time.

Member Lykes mentioned his concern that with the boat slips there would be more need for parking and there will be a lot of traveling going on around that area. Mrs. Woodward stated that things are subject to change but that at this time we are not able to answer. It's all under discussion at this time and could be incorporated into the parking garage.

Member Lykes stated his concern with using the same consultants as the Chamber since they have the same material they can they be influenced by one or the other. Mrs. Woodward felt that by using the same consultants and by sharing data and information it would be a better product.

Chairman Allbritton asked that Mrs. Rowland and Mrs. Woodward keep the board apprised of the result of that study. Mrs. Rowland mentioned that they are not asking for money at this time but would like the boards support. Mrs. Woodward stated that she believes the success of the project is the community participation and their support. Chairman Allbritton stated that if the study comes back positive then the citizens would be behind it.

Member Goudreault moved to support the project and the motion was duly seconded.

Discussion ensued and Member Bosi wanted to hear what the City thought about this project.

Jim Donnelly, Assistant Director of Economic Development and Housing noted that the City was in the loop and felt that the group is very organized. The City would like to hear more.

Ex-officio Councilmember Petersen cautioned the board that they should consider supporting the concept only at this time until more information is released.

Member Goudreault amended her motion to support the concept. The motion was duly seconded and carried unanimously.

6 – Proposal from People are Talking Show on WTAN 1340 AM – Pat Leufan & Shelley Jaffe

Patrick Leufan addressed the board and noted that he had hosted this show for the last two years. His intentions were to highlight events and people downtown.

Vice Chairman Fernandez asked if Mr. Leufan was an employee of WTAN and was advised that he was not and that he just buys air time.

Chairman Allbritton stated that the board had talked about a radio show in the past and raised the question regarding who was going to manage the show and thought it was something the board could talk about later.

Vice Chair Fernandez, advised he would provide his comments after the presentation.

Mr. Leufan advised that he would be relocating out of state and that Shelley Jaffe, manager of Peter Gillhams Nutrition Center, would be taking over his role with the show.

Mrs. Jaffe brought a proposal with her noting what the charges would be and that she would volunteer her time. She noted the time slots that were available and that the show could be taped ahead of time or that a live show could be done.

She stated that the cost to WTAN for fifty-four minutes is \$125.00. She will spotlight downtown events, businesses and talk about the Capitol Theatre. Ms. Jaffe felt this show could be the Voice of Clearwater and that the show will bring it to the people

Vice Chairman Fernandez asked if Mrs. Jaffe would be monitoring the show and Mrs. Jaffe agreed that she would be

Vice chairman Fernandez asked if it would be your own show. Would it include all the people on the list?

Ms. Jaffe stated that she would select a business from downtown and would ask the DDB to have a member attend.

Vice chairman Fernandez asked if she would cover live events. Ms. Jaffe advised she that would.

Vice Chairman Fernandez stated that he liked the idea but would like to see a little more background and noted that the Farmer's Market did this several years ago and although they did get some people they did not keep it up.

Chairman Allbritton stated that he would like to get more information and thought that that there should be someone from the board as a liaison to bring it back to the board.

Vice Chairman Fernandez volunteered to be the liaison and bring it back to the board.

7 – Clearwater Downtown Partnership (CDP) – Bill Sturtevant, Chairman

Bill Sturtevant gave an update on the April 24, 2009 4th Friday event and noted that he would respond to Member Riordon's comments after his presentation.

He felt it was a great event and had hoped to forward their financial statements but he did not have the invoices from parks and recreation yet.

Mr. Sturtevant thought that the brand of 4th Friday is catching on and noted that it was a different crowd than the March Madness event as it was more of a family crowd. In this economy for a family of four to go to the movies it is a big decision whereas the 4th Friday event is free so it is not a hard decision.

Mr. Sturtevant stated that since they have more success with the events there is more interest from sponsors such as Clear Channel who wants to get involved.

He addressed Member Riordon's comments on his concern for the expenses of the event; He stated that the Partnership was also concerned about expenses and was still looking at a third party.

Mr. Sturtevant advised that Rod Irwin, CRA Executive Director and Assistant City Manager, agreed to take a hard look at the invoices and see if they could help us.

The Tampa Bay Rays feel they have neglected north Pinellas County and thru the Regional Chamber of Commerce they are going to partner with us, bringing in Mike Herrera, their announcer along with their cheerleaders, and mascot to promote their attendance at the next 4th Friday event.

He added that they will have some entertainment but it is not the main focus. There will be a screen to broadcast the game. They will also contact high schools but the event will focus around the Rays.

Member Lykes asked if the event would be the kickoff for the Memorial Day weekend.

Bill Sturtevant stated that they cannot fool around with the date; it has to be the 4th Friday so that people remember that there is something going on downtown on the 4th Friday of every month.

Member Arango noted that she has been to all the 4th Friday events and there are a lot of people who like the event and she also felt that people will just remember to come on 4th Friday. She stated that the restaurants did well and the vendors were happy. Along with the Farmer's Market, these are the events that get people downtown.

Member Riordon asked when the next time that Mr. Sturtevant would meet with the city. Mr. Sturtevant stated he does not know and that the ball was in the city's court.

Member Riordon stated that he came to the last 4th Friday with his six year old and a friend who was with their child and that there was a tough situation that occurred with a homeless person. He felt that the police may have to pay more attention to the homeless and those that were drunk and bring them down the street to have a conversation with them. He noted that it was not something that's easy to do.

Mr. Sturtevant stated that the council knows this and tries to do something, but it is a sensitive issue. He added that the homeless usually don't like crowds and tend to disperse and that he appreciated Member Riordon's comments.

Member Bosi thanked Mr. Sturtevant and stated that he has been visiting other towns that do not have an organization such as the Partnership to put these events on and thanked the CDP for their efforts. He added that he has been to all of the 4th Friday events and if there was any help we can offer to please let us know.

8 – Chairman's Report – Chairman David Allbritton stated

Chairman David Allbritton elaborated on what Bill Sturtevant said regarding the 4th Friday events and the other events held such as Ciclovía and those coming up such as the Pet festival. Events like these result in him receiving comments regarding all the good things about downtown and that bringing the people downtown is very important and that the more times we bring people downtown, the better. He thanked everyone for their efforts.

9- Audit RFP& Appointment of Audit Committee Representative-Anne Fogarty France

Ms. Fogarty France noted that the DDB requested that staff prepare a RFP/Q for Audit Services this year. Staff prepared the document and after submitting it to the Assistant Director of Finance for his review learned that there is a relatively new state law regarding the hiring of auditors.

The DDB needs to approve an audit committee that would participate in the audit RFP process to select the Auditor Firm to provide services.

City staff recommends that a member be on the committee. Member Geri Arango has agreed to be on the committee if appointed. Jay Ravins of the Finance Department and Jim Donnelly have agreed to be on the committee, as well as Ms. Fogarty France.

Chairman Allbritton stated that we need to appoint someone to be on the committee.

Member Goudreault made a motion that Member Arango be appointed to be on the Audit Selection committee. The motion was duly seconded and carried unanimously.

10 - DDB Promotion Committee Report – Josee Goudreault.

Member Goudreault advised that the DDB Promotions Committee met on April 9, 2009 to continue the planning of the Pet Festival taking place on May 9, 2009.

She stated that besides sponsorship from the DDB, we have sponsorship from Gulf Coast Dog Magazine, Inside Real Estate Inc., the Tampa Bay Informer and Ferman Mini/BMW.

Committee members visited pet events, called new and existing vendors who participated in previous pet festivals and distributed flyers. This festival now has 42 vendors secured.

Ms. Fogarty France alerted viewers of the time of this event and that the committee was meeting on Friday, May 8 to mark the vendor spaces on the street.

Member Arango asked if there were going to be people taking photographs and was advised that there would be photographers at the event.

10 - DDB Business Visitation Committee Report – Geri Arango.

Ms. Arango noted that Block Captains would be delivering Cleveland Street District maps, promotional material for the May 9, 2009 Clearwater Pet Festival and information about the Parking Validation Program to merchants on their blocks.

Merchants are getting more one on one attention and more merchants would benefit from this communication.

The next meeting was scheduled for May 18, at Pangea Café, 34 N. Ft. Harrison. Viewers are invited to attend the meeting.

Member Riordon noted that he would like to see the promotional material delivered within a larger radius. He stated that he has to go to the Municipal Services Building to get promotional material. He realizes that his business is outside the boundaries the Cleveland Street District, but the bike shop would be a good place to pick up event information.

Ms. Fogarty France noted that it is very difficult to get information to all the merchants and keep the information stocked and stated that it would be a big help if the merchants could come to our offices to pick up the information.

Member Riordon advised Ms. Fogarty France to email him and he would be glad to come and pick up any promotional material.

Member Arango advised that all the surrounding businesses could benefit from this.

11 - Final Comments

Member Lykes stated that the Renaissance Foundation provided a very interesting presentation. It was also very nice to hear that the 4th Friday event was doing so well. He added that he felt it was important for the city to have ways to get people together and that businesses close by can get positive exposure. He noted that the board did not approve one cent going anywhere tonight.

Member Arango stated that she attended the Pinellas Living Green Expo (PLGE) and was amazed at how many people were there, how many products people wanted to purchase and that it was a great festival. She added that while handing out information she really enjoyed talking to people and telling them about the different things going on downtown.

Member Goudreault stated that she felt it was getting more and more exciting. Between the Renaissance Foundation concept with the Art Center and the Capitol Theatre, there were more and more things going on in the downtown Clearwater and noted that to be part of this was amazing.

Member Riordon stated that he has been downtown for two years and was excited and business has picked up. He was going to the Capitol Theatre on May 8 and has been to a couple of 4th Friday events and was a vendor at one event. He was excited about downtown and felt things were looking up based on the economy the last two years. It's been worse before and it will get better.

Member Bosi noted that just about everything has been said by others. He went to Ciclovía and has visited some other towns and felt that we are light years ahead of them and have so many events.

Vice Chairman Fernandez stated that he was excited about all the activities downtown. In his more than ten years supporting downtown he has been to all the 4th Fridays and stated that they were great and that everyone was enjoying themselves. During the Ciclovía event he drove the golf cart around and during the PLGE booth and there was lots of interest as he staffed the DDB booth. The Cinco de Mayo event created a big a mess but city crews and street cleaners were out there 5:30 in the morning and cleaned it up. He stated that the Farmer's Market had a very successful season and when they moved Cleveland Street business increased. He added that next year they will be asking for more space and to extend the time to the end of May. He also appreciates the support we get from the people.

Ex-Officio/Councilmember Petersen noted that she appreciated the board's comments about city staff. With all the events recently, she noted that she has been downtown more in one month than in the first ten years living here.

Ex-Officio/Councilmember John Doran stated that what we have seen over the course of the development of the 4th Friday's was that it was not just the same people over and over again. The Tampa Bay Rays will bring the children and the parents will follow. Two weekends ago there was 4th Friday, the Lantern Festival and Ciclovía and some people came for all three of these events. He jotted some items down about the radio show and the first thing was that if you pay for it then you should own it. One of the most important things was to continue branding the Cleveland Street District and talk about the district. And one of the things the board has talked about as a board and individually was that people don't know what the DDB is and it is important to let people know. He felt the board should tell people about the district and what is going to happen because we want them to come here and it's about marketing and promoting the businesses that create the millage that the DDB receives and promote the economic development projects that are or will be happening. He gave the board a heads up that the Clearwater Regional Chamber of Commerce and Clearwater Beach Chamber have a committee that are looking at the sign code. He suggested that the board take a look at the recommendations, especially regarding banners and sandwich board signs. He noted that he has seen the recommendations and it will have an impact on the Downtown. He noted that during Ciclovía he started walking from five points and went as far as the promenade. He stated that it was a promenade and not a fishing pier. It's a place where people go to talk and enjoy walking to and that his observation was that you can see what the impact is of what fishing has done down there and fishing is dirty. There is a dedicated place for fishing and the old ferry dock at the end of Drew Street is where the fishing will take place when the construction is complete. He ended by stating that he likes parties and in January the Harborview Center will be demolished. He thought that we should look at it as an opportunity to have a big demolition party and he thought the board should think about taking the responsibility or hand it over to the Partnership.

Chairman Allbritton stated that he attended the PLGE and took the time to tell people about downtown and what was going on and people were surprised and interested. He added that he thought our Parks & Recreation Special Event staff does a great job, he went to the Friday night Fun 'n Sun concerts and it was great to see so many people having a lot of fun. He ended by stating that we have things going on all the time and it is great to be in the Cleveland Street District.

12 – Adjournment.

Vice Chairman Fernandez made a motion to adjourn the May 6, 2009 Regular Meeting of the Clearwater Downtown Development Board at 6:55 p.m. The motion was duly seconded and carried unanimously.

Put in ALL motions made here – in this format please:

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, May 6, 2009 – 5:30 p.m.

05.06.09.01

Member Goudreault amended her motion to approve the minutes of the April 1, 2009 meeting with the revisions noted by Member Riordon. The motion was duly seconded and carried unanimously.

05.06.09.02

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

05.06.09.03

Member Goudreault amended her motion to support the concept. The motion was duly seconded and carried unanimously.

05.06.09.04

Member Goudreault made a motion that Member Arango be appointed to be on the Audit Selection committee. The motion was duly seconded and carried unanimously.