

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
AND PLANNING SESSION**  
December 4, 2013 – 5:30 PM – City Hall – 2<sup>nd</sup> Floor Conference Room

<b>Members Present:</b>	Paris Morfopoulos	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	Tony Starova	Member
<b>Also Present:</b>	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
<b>Absent:</b>	Thomas Wright	Member

- 1. The Vice-Chairman called the meeting to order at 5:37 p.m.**
- 2. Citizen's Comments – Items not on the Agenda.**
- 3. Discussion Regarding Proposal from Clearwater Downtown Events.**

Mr. Sturtevant thanked David Allbritton for his 10 years of service on the Downtown Development Board (DDB) including his 8 years as chairman.

He stated that Clearwater Downtown Events (CDE) wanted to create a smaller event that complemented Star Spectacular and requested that the Board reallocate \$5,000 of previously approved funding for Live After Five to Star Spectacular and return \$1,215 to Star Spectacular that was refunded to the board. These events would support the 500-600 block merchants.

Vice-Chairman Morfopoulos asked if the funds would be for two proposed events for \$5,000.

Mr. Sturtevant explained they were thinking about five different events, for example art show, Cajun dancing, or possibly parades with local high schools participating.

Member Bosi said that Live After Five was supposed to be put on by the Merchant's Association, but not many merchants were involved.

Mr. Sturtevant replied that after the Loft was closed, several other merchants couldn't participate. He proposed that the money for Live After Five be transferred to CDE so that Whirlwind Events, run by Terry Schmidt, could coordinate the events for CDE.

David Allbritton commented that two Star Spectacular events were already funded.

Mr. Sturtevant said they would also be pursuing corporate sponsorship.

Member discussion ensued regarding restaurants on the 500-600 blocks and whether they would stay open, and those that would benefit.

Mr. Allbritton commented that the restaurant owners have much regard for Terry Schmidt and hoped they would stay open.

Additional member discussion ensued regarding the events already scheduled by Capital Theatre/Ruth Eckerd and that they hoped the CDE wouldn't conflict with them.

Mr. Sturtevant responded that their events would complement whatever the theatre would do and that events on the 500 block would support events on the 400 block.

Ex-Officio/Councilmember Polglaze said there were currently nine Blast Friday events and that Ruth Eckerd/Capital Theatre would already have their tag-along events. He suggested that CDE not "waste" their event on something that was already bringing people downtown.

Mr. Sturtevant said that it would be a benefit to bring another payday to the merchants.

**Member Bosi moved to reallocate \$5,000 from the Live After Five line item and transfer \$1,200 from the fund balance to the Star Spectacular Events line item. The motion was duly seconded and carried unanimously.**

#### **4. Appoint New DDB Members to Fill Two Vacant Seats**

Vice-Chairman Morfopoulos advised the board that they needed to appoint a new member to fill the seat vacated by David Allbritton and one to fill seat vacated by verbal resignation of John Herndon. Whoever is appointed would be required to run for the seat at the next election in October of 2014.

Treasurer Rubright suggested looking at who wanted to be on the board and give the positions to the next two people that were in line.

Vice-Chairman Morfopoulos said that would be Dennis Bosi and John Doran, who have agreed to accept if appointed.

**Member Starova moved to nominate Dennis Bosi to a one year term. The motion was duly seconded and carried unanimously.**

**Member Bosi moved to nominate John Doran to a one year term. The motion was duly seconded and carried unanimously.**

#### **5. The Vice-Chairman Adjourned the Regular Meeting at 6:02 p.m.**

## **Planning Meeting**

**1. The Vice-Chairman called the Planning Session to order at 6:02 p.m.**

**2. CRA Downtown Comprehensive Redevelopment Strategy Update**

Rod Irwin, Community Redevelopment Agency Executive Director, stated that redevelopment is done to eliminate blight and deterioration and also to increase the taxable value. He asked members to refer to the strategy he had laid out in the memorandum included with agenda packed.

He noted that in the past people had to come downtown for different services such as banking, shopping, movies, car dealers, etc. There was no Amazon.com to purchase from. US Highway 19 is where the stores are located now. People don't have to come downtown to take care of business. The challenge is how to reconstruct downtown. He stated that we needed to have a local neighborhood economy to sustain the downtown with housing and offices, entertainment options, IT software companies, etc.

Mr. Irwin advised that we needed to have a strategy of several different levels and start on that path. Businesses that were able to make it through the 2008 recession will continue to make it. The Capitol Theatre will be an amazing magnet for people on the entertainment side. The CRA is the major agency that will need to try and leverage some of these bigger projects and help the property owners.

Mr. Irwin said he was looking forward to working with the DDB on items that complement what the CRA is doing.

Transit will be an amazing opportunity as soon as we can get it done. The main complaint from the IT workers is that much of their employment comes from Tampa and must deal with heavy traffic. The workers need to have housing available locally and to have a viable project there needs to be about 225 to 250 tenants.

Member discussion ensued regarding light rail and concern about the impact on already congested areas.

Mr. Irwin said that he is meeting with the DDB, CDP and CRA in regard to the Downtown Leadership Roles Matrix. There has been no resolution regarding branding and promotion in regard to what it is, how extensive it will be, how it will be financed, or who will be the lead. They are trying to impact the retailers and get them to cooperate and on the team. He asked members to review this matrix and discuss at their next meeting and provide comments to him.

### **3. Fiscal Year 2012-2013 DDB Accomplishments**

Ms. Campos Lopez listed the key accomplishments and events the DDB had sponsored during this period: Promotional Videos highlighting the Cleveland Street District, Boat Slips Project, Sculpture 360 Public Art Program, Six Dolphins as part of Clearwater's Dolphins Pod, "For the Love of Clearwater" event with the CRA and CDP and a Balanced Budget.

Sponsored events were: Achieva Box Car Rally, Clearwater Downtown Farmer's Market, Clearwater's Blast Friday & Miracle on Cleveland Street, Clearwater Sea Blues Festival and Blues Walk, Clearwater Super Boat National Championships 2012 and 2013, Star Spectacular Spring and Fall Events and the Z Festival/Deaf and Hard of Hearing Day

### **4. District Restaurant/Retail Updates for Fiscal Year 2012-2013**

Ms. Fogarty France said that the following retailers opened and are still going strong: Path Bike & Ride Shop, Roma NYC, Marilyn's Corner Store, Daddy's Girl Gourmet Deli, and the Sage Supper Club and Events.

The following retailers will be opening soon: The Mixx Bar & Grill, Il Muretto Italian Restaurant and Gala's Gelato Shop

Other updates: the Garden Avenue Parking Garage Sign will be installed next week; there will be a mock up on the lighting of a Palm Tree in front of the One Stoppe Shoppe. Ms. Fogarty France will let everyone know when it's available to look at as well as the cost for this project. In regard to the Free Event Parking signs, staff was still trying to find a solution

Member Bosi asked why the sign couldn't say Free Parking Saturdays and Sundays; or Parking Free on Weekends on all three corridors and after 7 p.m.

Mr. Irwin said that might be more manageable than putting out 18 blue signs and advised that staff would research.

### **5. Mission Discussion**

Vice Chairman Morfopoulos deferred this item to the next meeting so all members would be able to have input.

### **6. New Business**

Member Bosi said he thought they should start planning for not having a Blast Friday event. The Board needed to look at replacing this event or learning to live without it. He thought they would always have Miracle on Cleveland Street, however.

He also thought they should have a packet available for those wanting to have an event. The organizers would complete the forms and the DDB would pull the permits and close the streets to make it easier for them.

Ex-Officio/Councilmember Polglaze agreed with Member Bosi and that from the CRA perspective, he didn't think the Blast Friday organizers fulfilled their obligation to mix up the entertainment to draw in all groups nor did they have their event sponsorships where they needed to be. They have been successful, but would now need to be focused on events to promote Capitol Theatre. They weren't too willing to move the event down to the 500 & 600 blocks.

Discussion ensued about the need to refrain from "cookie cutter" events to keep new people coming downtown, having a Latin night or Jimmy Buffet type bands, having more bars to attract a younger crowd, a video game challenge contest and the need to get several 25 to 40 year olds together to brainstorm what events they would they want here.

## **7. Final Comments**

Treasurer Rubright said that he was heartened by the recent conversation in regard to different things to do for the downtown and opportunities for young people and not just the "cookie cutter" things.

Ex-Officio/Councilmember Polglaze felt that we can't keep going with Façade grants, building grants or furniture grants. The businesses don't stay open after three months because of a bad landlord. The downtown needs people with capital.

Member Bosi said he would like to see more checks and balances and the need to wait thirty days before making a decision to fund an item. He suggested that board members attend the events to see what they were like. Some organizers never came to give a report for example "For the Love of Clearwater".

Vice Chairman Morfopoulos asked that all the board consider what their objectives and goals are. He asked what would fulfill the mandate given to them as board members and suggested they come up with an actual set of goals, targets. He will be conducting a workshop on this at the January meeting. He welcomed Stu Sjouwerman and said goodbye to David Allbritton and John Herndon, who had to resign unexpectedly. He wished Mr. Allbritton great success in his campaign. He also commented that it has been sixteen years since he vacated his property on the 500-600 blocks and it is still vacant.

Mr. Irwin said that he really appreciated the cooperation from the DDB this year. Previously there were strained relations. What we should be doing is accumulating our efforts and maximizing them. It's a good board to work with next year.

## **8. The Planning Session was adjourned at 7:18 p.m.**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
ACTION AGENDA  
Wednesday, December 4, 2013

12.04.13.01

**Member Bosi moved to reallocate \$5,000 from the Live After Five line item and transfer \$1,200 from the fund balance to the Star Spectacular Events line item. The motion was duly seconded and carried unanimously.**

12.04.13.02

**Member Starova moved to nominate Dennis Bosi for a one year term. The motion was duly seconded and carried unanimously.**

12.04.13.03

**Member Bosi moved to nominate John Doran to a one year term. The motion was duly seconded and carried unanimously.**