

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
November 2, 2011 – 5:30 PM - City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Treasurer
	Tony Starova	Member
	Sean Belanger	Member
Absent	Paris Morfopoulos	Member
	Andrew Winkler	Member
	John Doran	Ex-Officio/Councilmember
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic
		Development and Housing
	Anne Fogarty-France	Board Administrator
	Courtney Orr	Downtown Manager

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 comments.

2. Approve the Minutes from the September 12, 2011 Meeting

Member Wright moved to approve the minutes from the September 12, 2011 meeting. The motion was duly seconded and carried unanimously.

3. Approve the Minutes from the October 5, 2011 Meeting

Member Wright moved to approve the minutes from the October 5, 2011 meeting. The motion was duly seconded and carried unanimously.

4. Adopt September 2011 Financial Statement for Filing

Ms. Fogarty-France stated that a change was made to the September 2011 financial statement. They had mistakenly put five hundred forty nine dollars and fifty-five cents under the miscellaneous revenue line item but instead it should have gone into the interest line item.

Chairman Allbritton asked if the change affected the bottom line to which Ms. Fogarty-France responded no.

Vice-Chairman Bosi moved to adopt the September 2011 Financial Statement as amended for filing. The motion was duly seconded and carried unanimously.

5. Post Event Report from Miles for Hope – Tracy Hunter

Tracy Hunter stated that Miles for Hope was held at Coachman Park in downtown Clearwater and was a huge success. One thousand six hundred people participated and they raised one hundred fifty five thousand dollars for their cause. They had great news coverage with Bay News 9 covering the event all day. The St. Petersburg Times did an article on a participant and there was even a feature in the Florida Cycling magazine. She also stated that they plan on hosting the event in Coachman Park again next year.

Member Starova stated that this was a good event in Coachman Park but there were not many people on Cleveland Street to which Ms. Hunter responded that people did not just stay in Coachman Park but wandered around the surrounding areas as well.

Vice-Chairman Bosi asked if part of the route went through Cleveland Street to which Ms. Hunter responded yes and stated that she spoke to people that had not been to downtown Clearwater before so this event brought good exposure for the area.

Chairman Allbritton asked what the route was for the hundred mile ride to which Ms. Hunter responded from Pass-A-Grille up to Alderman Road. The start and finish line was in Clearwater.

Member Belanger asked if the participants had to ride with traffic to which Ms. Hunter responded that it was hard to shut down the roads but most of the participants were professional riders so they were very safety conscious.

Member Belanger stated that he was glad that the event was very successful but the board was focusing on events that have a direct impact on Cleveland Street. He also stated that if Miles for Hope can hold any part of their event on Cleveland Street for next year that would be great. Ms. Hunter stated that they would love to involve local businesses more. This year the local Starbucks was not a sponsor of the event but the one in Safety Harbor was.

Ms. Hunter stated that they would prefer to have a closed street at the finish line because it would be better to which Member Belanger stated that if the finish line was on Cleveland Street they could close that area and line the streets with people. Ms. Hunter stated that she will pass that information along.

6. Retail & Restaurant Recruitment Grant Financial Requirements Discussion – Courtney Orr, Downtown Manager & Jay Ravins, City Finance Director

Ms. Orr stated that they have an applicant that wants to open a business in the Cleveland Street District and she wanted to discuss a financial requirement in the Retail & Restaurant Recruitment Grant that the board might want to consider changing to make it easier for potential applicants.

Ms. Orr stated that the pending application is for an optical store that will open where the old Jamba Juice store was located. One of the line items noted was that the financial review had to be done according to the Generally Accepted Accounting Procedures (GAAP) standards. The accountant for the applicant stated that this would cost the applicant \$8,000 - \$10,000 as her accounting is done on a tax basis versus cash basis. She asked Jay Ravins if there was alternative financial paperwork they could accept and he suggested changing the wording of the financial requirement that would be more feasible for small

businesses. She ran it by the Downtown Development Board's (DDB) attorney who was ok with the wording.

Ms. Orr stated that she is requesting that the wording be changed from 'financial review prepared in accordance with GAAP standards' to 'financial statements prepared on a GAAP basis, cash basis or income tax basis of accounting reviewed by an independent CPA'.

Member Wright asked if this issue had been addressed before to which Ms. Orr responded that they recently changed the requirement from financial audit to financial review.

Mr. Ravins addressed the board and stated that in a compilation the CPA must comply with certain basic requirements. In a review, the CPA is reviewing financial statements for reasonableness. In an audit the CPA has to do a full review and verify balances with the bank. If an audit costs twelve thousand dollars, then a compilation will cost three thousand dollars while a review will cost four thousand dollars. Changing the financial requirements as requested is reasonable. Small businesses typically use a tax basis for their accounting and to require a GAAP basis would be very expensive for them.

Vice-Chairman Bosi asked if GAAP was one step above the tax basis to which Mr. Ravins responded yes.

Vice-Chairman Bosi asked what he meant by a full review to which Mr. Ravins responded that there is not much difference between a full review and a GAAP basis.

Vice-Chairman Bosi asked if there was a reason why they switched to GAAP to which Mr. Ravins responded that GAAP is ideally what the board would like to receive if a chain store were to open on Cleveland Street but it is not feasible for a small business to provide accounts this way.

Vice-Chairman Bosi asked what revenue he was talking about in regards to small businesses to which Mr. Ravins responded that he cannot really give him a figure.

Member Belanger asked if application has been approved or if it was still in the application phase to which Mr. Ravins responded that they have not moved past the application phase.

Member Belanger stated that the probability of large businesses moving to Cleveland Street is pretty much nil at the moment.

Member Belanger stated that even with a tax based financials they can ask small businesses some probing questions such as if they have any other liabilities that are not shown on their tax papers.

Member Wright asked how many years of tax returns are they asking for to which Ms. Orr responded that they are asking for three year personal tax returns and one year corporate tax returns.

Member Belanger asked if they have someone in the city that can do the review to which Mr. Ravins responded that this would be business for local CPA firms.

Chairman Allbritton stated that he felt that the board does not want to set the standards so high.

Member Belanger asked if an independent review would be defined as anyone doing the review other than someone inside the company to which Mr. Ravins responded yes.

Member Belanger moved to accept the change in wording of the financial requirements from ‘financial review prepared in accordance with GAAP standards’ to ‘financial statements prepared on a GAAP basis, cash basis or income tax basis of accounting reviewed by an independent CPA’. The motion was duly seconded and carried unanimously.

7. Request Approval of FY 2011-2012 Budget Amendment – Anne Fogarty France

Ms. Fogarty-France stated that she prepared a memo requesting the board approve re-appropriating six thousand five dollars of unspent funding for Star Spectacular from the beginning fund balance line item in the approved fiscal year 2011-2012 budget.

Ms. Fogarty-France stated that at the September 7, 2011 meeting, the board approved funding for the Star Spectacular event in the amount of eight thousand five dollars and took the funding from the Retail and Restaurant Recruitment Grant line item in fiscal year 2010-2011. In actuality the event occurred on October 1, 2011 which is the first day of the board’s fiscal year. With the result, majority of the revenues and expenses occur in fiscal year 2011-2012 rather than fiscal year 2010-2011. Two thousand dollars in funding was taken out of fiscal year 2010-2011 but the balance of six thousand five dollars needs to be taken out of the fiscal year 2011-2012 budget.

Vice-Chairman Bosi asked if the revenues will be put back into the budget to which Ms. Fogarty-France responded yes and that they do not have the amount of funds received yet but she will inform the board of the total revenue amount as soon as she receives them.

Member Belanger moved to approve re-appropriating six thousand five dollars of unspent funding for Star Spectacular from the beginning fund balance line item in the fiscal year 2011-2012 budget. The motion was duly seconded and carried unanimously.

8. DCMA Coordination of Friday Night Events on Cleveland Street – Dennis Bosi

Vice-Chairman Bosi stated that he had a conference call with the president and the vice president of the Downtown Clearwater Merchants Association (DCMA) and they are ready to move forward with hosting weekly events with the help of Member Starova. Other merchants on this block are willing to get involved as well.

Member Belanger asked which merchants will be involved in the weekly events to which Vice-Chairman Bosi responded that his business and Member Starova’s business will be involved. Green Organix Restaurant, Chiang Mai Thai, Blue Dahlia Marketplace and Café 421 have agreed to stay open later as well. Chairman Allbritton stated that it is good to have them aboard.

Member Wright asked what the first event will be to which Vice-Chairman Bosi responded that the DCMA is having a meeting this Friday to discuss the event.

Member Starova stated that last month he met with Tony Lenning from the city’s special event division and that the DCMA plans on hosting the first event next month and every Friday thereafter for fifteen weeks.

9. Clearwater Downtown Events & Clearwater Downtown Partnership Update – Bill Sturtevant

Bill Sturtevant stated that the Clearwater Downtown Partnership (CDP) has a prospective developer for the Prospect Lake site and that this company develops multifamily housing. They feel that the lake property is a very important site and in a recession, a multifamily property becomes very popular. They brought the company representatives down from Atlanta to look at the site over a year ago but the timing was not right. Now they are interested in moving forward with the project.

Mr. Sturtevant stated that there are a lot of technical companies in downtown Clearwater and the CDP is working directly with Ms. Lopez's department to market to these companies. Ms. Lopez will soon be making a presentation to the City Council about the Economic Development Strategic Plan and he looks forward to hearing the presentation.

Mr. Sturtevant stated that he was disappointed at the smaller crowd present at last week's Blast Friday event. It was raining all day and during the event although many people were at Tony's Pizzeria watching the last game of the World Series. He felt there was a pretty good crowd around the stage and that they stretched back to the Capitol Theater location which shows that Ruth Eckerd Hall is committed to these events. He feels they are doing a great job in organizing a good entertainment line up.

Mr. Sturtevant stated that the Miracle on Cleveland Street event will be held on December 2, 2011 and they will be teaming up with the city for the tree lighting and the wreath decorating contest. In 2008, which was the first year they held this event, they had five thousand people in attendance and last year they had seven thousand people who attended this event. He will not be surprised if they have ten thousand people on Cleveland Street this year. They are trying to have three snow slides at the event this year instead of two because of the amount of children who did not get a chance to go down the slides last year. Mr. Sturtevant stated that last month they asked the company how much three slides would cost and they came up with a proposal. Mr. Sturtevant stated that in addition to the slides they will have local bands for entertainment. He also stated that Casanova has come on board as the title sponsor for the Blast Friday events this year.

Vice-Chairman Bosi suggested that they might want to put fake snow machines in certain areas to help get children away from the slides and reduce crowding to which Mr. Sturtevant responded that he will look into that and noted that if they have ten thousand people in attendance they have to be ready for it.

Member Starova suggested that it will be really fun to have a very big slide from Osceola Avenue down the hill on Cleveland Street. Mr. Sturtevant responded that it would be fun but he does not think it feasible because they have to bring in six tons of ice per slide.

Chairman Allbritton stated that Ms. Lopez will be making a presentation to the City Council on November 15, 2011 and asked if she would like to discuss it to which Ms. Lopez responded that she presented the economic development plan to the City Council in August and is presenting the strategic plan to them in November. She can brief the board at the December meeting or the televised January meeting if they prefer.

10. DDB Election Results – David Allbritton

Chairman Allbritton stated that the DDB election results were in and Mr. John Herndon has been elected to serve on the DDB. Chairman Allbritton and Vice-Chairman Bosi have been re-elected to serve another term on the board.

Chairman Allbritton stated that he asked Mr. Herndon to be a guest at next month's meeting.

11. Chairman's Report – David Allbritton

a. Downtown Coordinating Committee Update

Chairman Allbritton stated that he will update the board at a future meeting.

12. Strategic Planning Session at December 7, 2011 DDB Meeting – City Hall – 2nd Floor Meeting Room – David Allbritton

Chairman Allbritton stated that the December 7, 2011 meeting will be held on the second floor of City Hall. Since it will be a long meeting, dinner will be brought in. He informed the board that it will be an important meeting and requested them to mark the date on their calendars. The topics for discussion will be:

a. Cleveland Street District Overall Promotion Discussion

b. Print Publication Event Advertising Discussion (Continued from October 5, 2011 DDB meeting.)

c. Sponsorship Disbursement Procedures

Chairman Allbritton asked what the concern was about sponsorship disbursement.

Ms. Fogarty-France stated that one of the board members wanted to discuss changing sponsorship disbursement procedures.

Member Wright stated that he will discuss this topic in greater detail at next month's meeting but would like to give the board an overview of what he will be discussing. When the board provides funding to someone who will be hosting events, he would prefer that they pay them in two to three month increments instead of giving them full funding up front. That way they can assess whether the events were successful before they fund the next set of events.

13. Final Comments

Member Wright stated that they have another big year coming up and he is looking forward to it.

Member Starova stated that last month was very successful and they had many good events. More people are coming to downtown Clearwater and Ruth Eckerd Hall is putting on more shows. The one thing that the DDB needs to consider is putting parking signs where the city garages are because people do not know where to park. He assisted with putting Event Parking signs up at the last event but the FREE signs were stolen by the people who were charging for event parking. Member Starova stated that he talked to the

employees of the Garden Avenue Garage and they informed him that this was the very first time that they had to clean up after patrons because people actually parked there. Member Starova stated that they do not have a sign up for parking garage on Drew Street.

Chairman Allbritton asked if he was talking about putting permanent sign up to which Member Starova responded yes and felt that they need to request the city install permanent signs. Chairman Allbritton stated that maybe they need to talk about this at next month's planning session meeting.

Vice-Chairman Bosi stated that he was excited about next year and that there is another new restaurant opening at the old Olive Tree restaurant location. He introduced himself to the new owner, Richard who informed him that it is going to be an American style upscale bistro. He also stated that they need to help new businesses that are opening up in the Cleveland District area. They are not going to get any chain stores opening in the area any time soon, so they need to help the entrepreneurs.

Member Belanger stated that he thinks the DDB is on the right track and that more good things will come in time. He is looking forward to next month's meeting and he is sure that it will be very productive.

Ex-Officio/Councilmember Gibson stated that the board might want to write a letter to the city manager about the parking sign issue. Member Belanger stated that he would be happy to write the letter but he cannot imagine that the city manager is not aware of this. Ex-Officio/Councilmember Gibson stated that the city manager has a lot on his plate but if they write a letter to him regarding the parking issue, he feels he will take care of it.

Chairman Allbritton stated that he is really looking forward to the Miracle on Cleveland Street event that will take place on December 2, 2011 and stated that anyone who has not attended this event should plan on attending it this year. It is a great family environment and is the biggest hit in Clearwater every year.

14. Adjournment

Chairman Allbritton adjourned the November 2, 2011 regular meeting of the Clearwater Downtown Development Board at 6:28 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, November 2, 2011 - 5:30 pm

11.02.11.01

Member Wright moved to approve the minutes from the September 12, 2011 meeting. The motion was duly seconded and carried unanimously.

11.02.11.02

Member Wright moved to approve the minutes from the October 5, 2011 meeting. The motion was duly seconded and carried unanimously.

11.02.11.03

Vice-Chairman Bosi moved to adopt the September 2011 Financial Statement as amended for filing. The motion was duly seconded and carried unanimously.

10.05.11.04

Member Belanger moved to accept the change in wording of the financial requirements from ‘financial review prepared in accordance with GAAP standards’ to ‘financial statements prepared on a GAAP basis, cash basis or income tax basis of accounting reviewed by an independent CPA’. The motion was duly seconded and carried unanimously.

10.05.11.05

Member Belanger moved to approve re-appropriating six thousand five dollars of unspent funding for Star Spectacular from the beginning fund balance line item in the fiscal year 2011-2012 budget. The motion was duly seconded and carried unanimously.