

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
December 2, 2009 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Member
	Charles Lykes	Member
	Mike Riordon	Member
	Jay Polglaze	Member
Absent:	Bob Fernandez	Vice-Chairman
Also Present:	Carlen Petersen	Ex-Officio/Council member
	John Doran	Ex-Officio/Council member
	Elise Winters	Board Attorney
	Thomas Wright	Member-elect
	Rod Irwin	CRA Executive Director
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

1 – Chairman Allbritton called the meeting to order at 5:40p.m. at Water's Edge Condominiums.

2 – Message from our Host – Nick Sartori, Wachovia Bank, participated in a conference call and discussed the current status of Water's Edge. He advised that Wachovia Bank holds the primary interest in Water's Edge with Regions Bank, PNC and Bank of America holding smaller shares. He stated that the 363 sale was completed in early October and ownership was taken in mid-October. They plan to preserve the property as is, which currently is compromised of 140 units and the retail spaces. Mr. Sartori noted there was a lot of interest in the units and the bank is also looking to sell the vacant parcel south of City Hall.

Chairman Allbritton thanked Mr. Sartori and Wachovia Bank for allowing the board to hold their meeting at Water's Edge.

3 – Citizens Comments – Items Not on the Agenda

Howard Warshauer, Clearwater Downtown Partnership Vice President, thanked the board for their dedication to the Cleveland Street District (CSD). He noted that there are movements nationally for urbanization and stated that there are two main projects, Complete Streets and Green Streets. He mentioned the primary goal of Complete Streets is that streets should be designed for every user not just cars. He added that he would like to see a newsletter to the downtown constituents to gain more participation in the DDB meetings

4 – Approve the Minutes of the November 4, 2009 Regular Meeting.

Ex-officio Councilmember Carlen Petersen noted that she was not in attendance at the November 4 meeting and requested that this change be made to the minutes.

Member Bosi moved to approve the minutes of the November 4, 2009 as amended. The motion was duly seconded and carried unanimously.

5 – Adopt October, 2009 Financial Statement for Filing

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

6 – Approve Revised DDB Sponsorship Form

Board members advised that their main concern with the form was regarding the due date. Why should a due date be included on the form if the board plans to let organizations present applications at any time.

Ex-officio Councilmember Petersen felt that there should be a date and questioned if the board should set a financial limit to fund the bigger events.

Chairman Allbritton mentioned he was concerned that setting a date for submission may shut some events out.

Member Bosi brought up the fact that last year was the biggest year ever for sponsorship dollars so why not set a date this year and put it into effect for next year. Or the board could just remove the due date and take each event as it comes in. He felt the board should require a 30 to 45 day submission prior to the event. .

Chairman Allbritton mentioned that we have always taken events as they came in and it's been working, but the form is a good idea due to get the needed information at the beginning of the process. He feels the Board is on the right track, but needs to fine-tune the form.

Attorney Winters asked how the board was budgeting for the bigger events and asked if current organizations know there is going to be a deadline?

Geri Campos Lopez, Director of Economic Development & Housing advised that organizations requested funds each year for the event and noted that they would be contacted and the form would be provided to them. She added that having the date was important for budget preparation purposes.

Ex-Officio Councilmember Petersen felt the information was necessary and that it was the board's fiduciary responsibility to have an approval process with a due date. She mentioned that it was not fair to make those with annual events use a deadline, but not make everyone else adhere to the same date. Those with bigger events knew their budgets well in advance and there could be some discretion used concerning funding the smaller events.

Member Riordon liked the deadline, but would still like to have a 30 to 45 day submittal notice prior to the event. He added that he would also like to see a cap put on the amount of the sponsorship.

Attorney Winters stated that if you set a cap, groups will expect to get the full amount and reiterated the fact that the board will always have discretion to make exceptions for smaller

events. The board should publish the form and let people know that they are funding an agency using taxpayer dollars.

Member Bosi suggested the deadline be used to budget money for events that submit by the deadline and use remaining funds to budget the late submissions. He felt the motivation should be to submit by the deadline posted or take the risk of not getting funded.

Member Polglaze agreed and stated that this could keep the board from losing a good event.

Member Bosi stated that he felt the board should not budget all the money to the events that submit before the deadline.

Member Riordon questioned if a request comes in three weeks before the event, will the board fund it?

Ex-Officio Councilmember Petersen stressed that a good event will be organized more than three weeks before the event and the board should be leery of an organization that comes in late.

Member Lykes suggested inserting a paragraph into the form stating we need sufficient time to look into the event and research the organization.

Attorney Winters noted that there were two major discussions going on at the same time. The first is adopting the form and the other is regarding the date.

A suggestion was made to change the form to note the need to check one of two boxes, one box that stated "Budgeted Event, form due by May 15" and one that stated "Non-budgeted event".

Member Bosi moved to accept the Sponsorship Request Form as amended. The motion was duly seconded and carried unanimously.

Ex-officio Councilmember Petersen introduced Member elect Thomas Wright, who was present at the meeting.

7 – Appointment of DDB Member

Chairman Allbritton stated that the board needed to fill a vacant seat on the board. He noted that Paris Morfopoulos received the next highest number of votes in the October election. He added that Board Administrator Anne Fogarty France had checked with candidates not elected at the October 2009 election to see if they were interested in being appointed to the board and all said they were interested.

Member Riordon moved to appoint Paris Morfopoulos to the board. The motion was duly seconded and carried unanimously.

Chairman Allbritton asked for a motion to adjourn the regular meeting.

Before adjourning the meeting, Member Bosi presented Chairman Allbritton with a plaque for completing his participation in the 2009 Ironman 70.3 Triathlon. Chairman Allbritton thanked the board for this recognition.

Member Bosi moved to adjourn the December 2, 2009 regular meeting at 6:27 p.m. The motion was duly seconded and carried unanimously.

Chairman Allbritton called the planning session to order at 6:27 pm.

2 – Board Member Responsibilities.

Board Attorney Elise Winters reviewed board member responsibilities with members. She briefly explained the background of the DDB and reviewed qualifications to be a board member, Florida in the Sunshine Law, acting in good faith to represent the interest of the district, ethics laws and voting conflicts. Ms. Winters offered her assistance to any board member who had questions regarding their service on the board.

3 – Year in Review Presentation

Geri Campos Lopez, Director, Economic Development & Housing (ED&H), began the presentation noting the ED&H Mission and Focus in the areas of Business Development and Redevelopment.

She noted that this year marked the completion of Station Square Park and the start of construction on the East Avenue Improvements to the Pinellas Trail and the Boat Slips project. The Cleveland Street Streetscape Phase 2 drawings are at sixty percent completion with work anticipated to begin in May or June of 2010. This year the City also acquired the Capitol Theatre with Ruth Eckerd Hall who will be doing some fundraising for their renovations set to begin in early 2011.

Ms. Lopez noted that interest has increased in the Station Square condominiums project and the owners have reopened a sales office in the building.

Courtney Orr, Downtown Manager, continued the presentation with information on the Cleveland Street District and discussed retail and restaurant recruitment. She informed the board about continuing the new brand identity with the CSD logo in the distribution of the eco-friendly CSD bags, directory kiosks, biweekly UPdate and STreetscene quarterly newsletters.

Anne Fogarty France, DDB Administrator, reviewed slides that provided the board information about Public Art noting Sculpture360 Season Two and the art banner project that the DDB had assisted with funding. She reviewed the significant DDB sponsorships and discussed the Façade Improvement Program components and the funds expended this year in each of these areas.

4 - Cleveland Street District Big Picture

Rod Irwin, CRA Executive Director, provided the board with a copy of the Downtown Redevelopment Overview and discussed some of the outlined points.

He discussed the CRA strategy developed that consisted of four points:

- a. Infrastructure improvements,
- b. Bringing in roofs, hotel rooms and office space,
- c. Restaurant/Retail “repopulation” and,
- d. Cultural/Entertainment magnets.

He noted that at the CRA level, they were looking to help businesses that can move forward right now with a little help. He thought it was important to keep in mind that re-development is not a quick fix. It will require continued partnerships and the thinking that this not about us right now, but about us in 5, 10 even 20 years from now.

A concern was raised about ending the meeting due to extreme weather conditions.

Before adjourning Member Bosi stated that he had held a DDB Promotion Committee and he had underestimated the committee’s efforts. He stated they did a lot with few volunteers. He thought the problems were with the merchants who did not participate in the DDB funded events.

Member Bosi felt that the merchants needed to involve themselves and at least stay open during the events. He stated that the DDB needs other organizations such as the Chamber of Commerce and Ruth Eckerd Hall to get involved. He was unsure how to do it but wanted to do it in a well thought out manner and make getting involved more attractive to the merchants.

Member Polglaze stated that the board should involve those who want to get involved and stop wasting time with those who don’t want to help.

Final Comments

Member Riordon wanted to comment as this was his last meeting as a board member. He noted that in the agenda under item 5, d., Potential New Initiatives, he felt that perception is reality and Clearwater, as a whole, has the reputation of being difficult to deal with. He suggested work be done on communication within the City as a whole.

Member Bosi moved to adjourn the December 2, 2009 Regular Meeting and Planning Session of the Clearwater Downtown Development Board at 8:05 pm. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, December 2, 2009 - 5:30 pm

12.02.09.01

Member Bosi moved to approve the minutes of the November 4, 2009 as amended. The motion was duly seconded and carried unanimously.

12.02.09.02

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

12.02.09.03

Member Bosi moved to accept the Sponsorship Request Form as amended. The motion was duly seconded and carried unanimously.

12.02.09.04

Member Riordon moved to appoint Paris Morfopoulos to the board. The motion was duly seconded and carried unanimously.