

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
November 5, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright Dennis Bosi John Doran Stu Sjouwerman Tony Starova	Chairman Vice-Chairman Treasurer Member Member Member Member
Also Present:	Bill Jonson Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Jay Polglaze	Ex-Officio/Councilmember

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.

2. Citizen Comments – Items Not on the Agenda

Howard Warshauer, 808 Allen Drive, advised the board that he was on the Clearwater Community Garden Steering Committee for the East Gateway area and provided a fact sheet and map to each Downtown Development Board (DDB) member. He pointed out that the garden is contiguous on two sides of the northern boundary of DDB property. The Steering Committee and the Clearwater Garden Club are requesting that the CRA approve an agreement with them at the December 1, 2014 CRA meeting.

3. Achieva Box Car Rally Post Event Report – Chelsey Wilson announced that the 5th annual event was a success despite the rain in the morning. There were 58 cars and they entered 143 races, 286 heats and had 223 participants. The event provided \$25,000 worth of classroom grants. She thanked Tony's for use of the ice machine, bathrooms and air conditioning for the volunteers. She also advised that Team Bosi was the media spotlight family this year. The event received great media coverage. The Tampa Bay Business Magazine voted the Box Car Rally as one of the top five fund raising events.

4. Clearwater Downtown Partnership (CDP)/Clearwater Downtown Events Update – Bill Sturtevant, CDP Chairman, advised the board that the CDP was in the process of restructuring. He stated that he worked with Dave Allbritton on the Star Spectacular event under Clearwater Downtown Events. Due to the rain that started shortly after the Power Boat parade began, the concert was rained out. Mr. Sturtevant further stated that due to a situation beyond their control, the remaining Star Spectacular events will not take place this year. He stated they hoped to come back next year with centennial events.

Discussion ensued and Dave Allbritton added that there are many components involved in organizing events and they were moving forward to plan for next year.

Mr. Sturtevant stated that the CRA has approved Blast Friday and they are moving forward

Chairman Morfopoulos expressed the Board's disappointment but understand their position.

5. Approve the Minutes from the October 1, 2014 Meeting.

Member Doran moved to approve the minutes from the October 1, 2014 meeting.

The motion was duly seconded and upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.

"Nays": None.

6. Adopt September 2014 Financial Statement for Filing

Vice Chairman Wright moved to adopt the September 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Starova and Member Sjouwerman.

"Nays": None.

7. Blast Friday Discussion – 2nd Reading

Member Doran made a motion on second reading to grant Ruth Eckerd Hall \$17,500 for Blast Friday events. The motion was duly seconded and upon roll call the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.

"Nays": None.

8. Chairman's Report – Chairman Paris Morfopoulos advised that:

- a) The DDB annual planning session will take place at the next meeting, Wednesday, December 3, 2014 and reviewed the agenda from the previous year and solicited new agenda items, topics or initiatives to add to the meeting agenda. He further advised that the new board member will be invited to attend this meeting.
- b) The DDB Meeting in June, 2015 will have to be moved from Wednesday, June 3, 2015 because it will be in conflict with the City Council Meeting. The Board of Directors chose to reschedule their regular meeting to Tuesday, June 2, 2015.

9. DDB Election Results

Chairman Morfopoulos advised there was an election and the top two candidates receiving the most votes for a three year term beginning January 2015 were Chelsea Allison and Dennis Bosi.

10. Approve Letter to City Manager Regarding Variable Message Boards

Vice Chairman Wright read the draft letter into the record. Chairman Morfopoulos suggested in the last paragraph a period be added at the end of “by the City” and begin the next sentence with a capital letter.

Vice Chairman Wright made a motion to accept the draft letter as amended. The motion was duly seconded and upon roll call the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.

“Nays”: None.

11. Upcoming Topics for Next Meeting

Members brought up suggested items for the December planning session.

12. Final Comments

Treasurer Rubright stated he was disappointed at the loss of the Star Spectacular events and noted that if there were some worthwhile projects to use the money on he would be in favor of it.

Vice Chairman Wright stated that he feels Bill Sturtevant and David Allbritton are two of the biggest supporters of the Cleveland Street District and he is ready to support them when they come back with other events. He noted there was a Veteran’s Day dedication at the Main Library for an exhibit created from bricks uncovered during the Capitol Theatre renovation.

Member Bosi stated that the DDB worked hard to balance the budget for this year and suggested that they not be in a hurry to spend the money that will no longer be used by Star Spectacular events. He thought they could keep these funds in reserve for something that might come up during the year. He would like to see if the DDB could put together a package so it would be easier for smaller events to take place. Member Bosi felt that the Jazz Walk was a great event but was not well attended and thought it should have been promoted more. He stated that the Box Car Rally was also a great event and wished there were ten more like it.

Member Starova liked the idea of using funds from Star Spectacular events for additional advertising. He noted that he agreed with Member Doran’s suggestion for closing Cleveland Street for at least one block from Osceola Avenue to Fort Harrison and stated that Ruth Eckerd Hall was in agreement of this idea. He noted that he would like the message board to be used to note downtown events when they are happening and felt it stated that people should avoid downtown. He announced the Color Run taking place in Coachman Park on December 6, 2014.

Member Sjouwerman commented that if extra money was spent on marketing, the board might consider building a database of e-mail addresses of people we know are interested in downtown. If this list was included with the District's newsletter database, the DDB would have a powerful tool to promote an event.

Member Doran added that some members of the board were at the ribbon cutting for the MJ Gift Basket Shop and stated it was a nice place with nice people. He hoped everyone will stop in to see what they have to offer.

Ex-Officio/Councilmember Jonson advised that he and Councilmember Polglaze met as a subcommittee to review the Streetsense report and came up with questions or amendment suggestions for the planning department. They will be asking the city council for an additional meeting at the next council meeting.

Geri Campos Lopez stated that she and Anne Fogarty France attended the Florida Redevelopment Association Conference last month. Clearwater received an award for Outstanding Rehabilitation Project for the Capitol Theatre. She also announced that the Prospect Lake project had its closings for the property and the financing. A groundbreaking celebration was being planned for early next year.

Chairman Morfopoulos stated that the DDB Planning Session will be held during the December 3, 2014 meeting. He welcomed Members Bosi and Allison to their new three year term. He asked members to give thought to the agenda items for next month's agenda.

13. The meeting was adjourned at 6:34 p.m.