

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

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

1. Chairman Morfopoulos called the meeting to order at 5:31 p.m. and introduced members.

2. Citizens Comments:

David Allbritton, 217 Palm Island NW, representing Star Spectacular/Clearwater Downtown Events, provided a handout to be included in the Sponsorship Requests Binder. He also advised the board that the \$6,200 in funds not used for Star Spectacular events would be returned to the board.

Bill Sturtevant, representing Clearwater Downtown Events (CDE), requested the board support Ruth Eckerd Hall as producer of Blast Friday and Brian Aungst and Frank Chivas of the Clearwater Super Boat Festival as they considered funding events next month as both organizations have supported everything that CDE has done.

3. Brian Aungst and Frank Chivas, representing the Clearwater Super Boat Festival, provided the Post Event Report.

4. Zev Buffman and Eric Blankenship, representing Ruth Eckerd Hall and producers of the Blast Friday events, provided the Blast Friday Post Event Report.

5. Patricia Fernandez from the Clearwater Downtown Farmer's Market provided the Post Event Report.

6. Approve the Minutes from the May 7, 2014 Meeting

Member Doran moved to approve the minutes from the May 7, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Stu Sjouwerman.

“Nays”: **None.**

7. Adopt April 2014 Financial Statement for Filing

Member Bosi moved to adopt the April 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: **Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Stu Sjouwerman.**

“Nays”: **None.**

8. Adopt Preliminary Budget FY 2014-2015 – Treasurer Craig Rubright

Member Bosi moved to adopt the Preliminary Budget for FY 2014-2015. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: **Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Stu Sjouwerman.**

“Nays”: **None.**

9. Geri Campos Lopez provided an update for the Prospect Lake Project Update.

10. Ms. Lopez provided background for the discussion regarding vendors at Station Square Park.

11. Anne Fogarty France provided statistics for the Cleveland Street District website.

12. Final Comments

Member Rubright stated that with all that is going on in the downtown it's as if we're a huge boat that's trying to turn and at this point with the Capitol Theatre and the Clearwater Marine Aquarium, we are starting that turn. He felt the board needs to do their due diligence with all the funding requests received.

Member Bosi apologized for missing the last couple of meetings due to family schedules. He added that he would like the board to look at the big funded events and start budgeting by considering the number of people brought in. He remembered former board member Bob Fernandez, who he brought on to the board. He stated that he would miss Bob as he was a great asset to the DDB and to downtown Clearwater.

Member Sjouwerman stated that if the board has \$118,000 in requests and \$70,000 in available funds, an event has a certain amount of return on investment (ROI) and the board needs to look at the events that have a big ROI.

Member Doran noted that that we have reached a point where we have limited funds and have to spend them wisely. The board also has to consider how this affects the people that are paying the taxes. He noted that he was excited about the Prospect Lake project. He agreed with Member Rubright in that the boat was turning and it needs to keep turning and felt that the CMA project can make it happen. He was happy that he was on the council and voted yes for this project as he thought it was important not only to downtown, but to the area.

Ex-officio Councilmember Jonson stated that he came down to the Tech Olympics and enjoyed watching the vitality in Station Square Park. He brought up a couple of items that he wondered if the board was interested in weighing in on. The Garden Avenue Parking Garage charges until 7 p.m. and the meters charge until 6 p.m. He then noted that he spent some time taking photos and displayed images of wayfinding, directional signs and a sign he noticed at Water's Edge for Gala's Gelateria. He also showed a sign that Starbucks had on their window that may also be good for Gala's and suggested the board look at Dunedin and this could be a possible future agenda item.

Member Bosi felt that the city should give businesses more latitude on sign size as they are currently limited. Members hear that it's restrictive and he wondered if there could be a special designation for downtown to allow more signage.

Ms. Lopez noted that the Urban Land Institute (ULI) was coming in for a weeklong event and a joint reception would be held on June 16 at the Capitol Theatre. A presentation with recommendations would be made on Friday, June 20 at the Hilton Hotel on Clearwater Beach at 8:30 a.m.

Ex-officio Councilmember Polglaze noted that everyone should stay tuned as there were a lot of great things in store.

13. The meeting was adjourned at 7:06 p.m.