

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
October 1, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Thomas Wright	Vice-Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	John Doran	Member
	Stu Sjouwerman	Member
	Tony Starova	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

1. Thomas Wright called the meeting to order at 5:30 pm. Paris Morfoloulos introduced the members.
2. Citizens Comments: There were no comments.
3. Approve the Minutes from the September 3, 2014 Meeting

Member Bosi moved to approve the minutes from the September 3, 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.

4. Approve the Minutes from the September 16, 2014 Meeting

Member Doran moved to approve the minutes from the September 16, 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.

5. Adopt August 2014 Financial Statement for Filing

Vice Chairman Wright moved to adopt the August 2014 Financial Statement for filing.

The motion was duly seconded and discussion ensued.

Anne Fogarty-France advised that pending confirmation by the City's finance department, the DDB has approximately \$10,650 from last year to apply to this year's budget which will increase the total to Beginning Fund Balance to \$91,242 for as of September 30, 2014.

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.

6. Clarification on Farmers Market Vendor Constraints – Chairman Paris Morfopoulos

Chairman Morfopoulos added this item to the agenda to revisit the constraints imposed upon the Farmers Market at the budget meeting. He felt that the constraints were not placed on all events downtown and this could mean a lack of fairness to the Farmers Market. Pat Fernandez, Market Manager Farmers Market was present to answer questions.

Member Bosi moved to keep the Farmer's Market funding as is, and the board requested the market not place any food vendors in front of existing restaurants and to have more diverse types of vendors. The motion was duly seconded and upon roll call the vote was:

"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Member Dennis Bosi, Member John Doran and Member Stu Sjouwerman.

"Nays": Member Tony Starova, Treasurer Craig Rubright.

Motion carried.

7. Blast Friday Discussion – Chairman Paris Morfopoulos

Chairman Morfopoulos stated that members had asked him to send a letter to Ruth Eckerd Hall in regard to Blast Friday. He reported that Ruth Eckerd Hall was asked to provide entertainment that would cover two or three blocks of downtown rather than have a large event within the confines of one block. They were also asked to provide a variety of entertainment even if it cost advertising help. Instead of six events there will be seven, five on Friday, one on Saturday and one on Sunday. One will cater to the tech community. The response from Ruth Eckerd hall was gratifying and they were quick to suggest some new ideas.

The request for funding was \$17,500 from the DDB and \$75,000 from the CRA.

Member Bosi made a motion to grant Ruth Eckerd Hall \$17,500 for Blast Friday events pending the CRA approval of granting Ruth Eckerd Hall \$75,000 for the same 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. Cleveland Street Business Alliance Update – Member Tony Starova

Member Starova reported that the Cleveland Street Business Alliance (CSBA) has had more merchant participation in the last five months. Two ads were coordinated in Creative Loafing and 10 merchants participated. The merchants will also be doing their own Cleveland Street Map that will include upcoming events. CSBA was also concerned about signage allowed, bicycles on sidewalks and the Farmers Market.

Ex-Officio/Councilmember Jonson asked for specifics on the signage issues. Member Starova advised that the CSBA had a meeting with Michael Delk, Planning Director and his assistant who provided a brochure on allowed signage.

Ex-Officio/Councilmember Jonson noted that he was previously asked to find out if the variable message board at Court Street and Highway 60 could be used to indicate events that may be delaying traffic. He advised that it was a State Road and could not be used to promote an event and added that the same would be true on Ft. Harrison.

Member Doran made a motion to send a letter to the City Manager requesting the addition of the name of the event causing traffic delays on the variable message boards. 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.

9. Pianos in Pinellas Merchant Opportunity – Anne Fogarty France

Ms. Fogarty France stated that the launch party for Pianos in Pinellas was held last night. She added that she would meet with the Clearwater Arts Alliance President to discuss the project. Vice Chairman Wright stated that the group was very appreciative that the Downtown Development Board sponsored the first piano.

10. Chairman’s Report – Chairman Paris Morfopoulos

Chairman Morfopoulos reported that:

- a) Achieva Box Car Rally takes place on October 4, 2014 from 9 a.m. – 3 p.m and was a great family event. He urged board members to invite friends and acquaintances to attend.
- b) Chairman advised the Board that there would be a strategic planning meeting at the December board meeting. He asked members to give some thought to what you would like to discuss at the meeting and to bring their ideas to the November meeting. The Chairman recommended signage as a topic to discuss and changes to signage that the board would like to see made in the downtown district. New members of the board will be invited to this meeting.
- c) He stated that final comments at the end of a meeting should not be the place for board members to bring up issues. Discussion ensued about an agenda item to discuss items for future meetings.

Member Starova made a motion to add “Upcoming Topics For the Next Meeting” as an item on future agendas. 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 Starova and Member Sjouwerman.

“Nays”: Vice-Chairman Thomas Wright.

Motion carried.

- d) Chairman Morfopoulos asked board members if anyone had an update on the Star Spectacular event on the past Friday and Saturday and was advised that Friday’s concert was partially rained out and Saturday’s show was held inside.

11. Anne Fogarty France announced that there would be an Election Canvassing Committee Meeting on October 14, 2014 at the Supervisor of Elections Office at 3:00 p.m. to count ballots. A brief meeting to announce election results will be held at 5:30 p.m. in City Hall Council Chambers.

Vice Chairman Thomas Wright and Member John Doran volunteered to count votes with Anne Fogarty France.

12. Final Comments

Ex-Officio/Councilmember Jonson thanked the board for making it possible for him to meet with Ex-Officio/Councilmember Polglaze on the Subcommittee for Downtown Issues. He mentioned a song sung at the launch party for Pianos in Pinellas called “Follow the Fellow Who Follows the Dream” and added that he was following Member Starova.

Member Doran commented on the good conversation that took place during the meeting but felt some was unnecessary conversation which should be discontinued at future meetings. He added that he admired Member Starova’s passion. He feels there is only so much the Downtown Development Board members could do regarding signage.

Member Sjouwerman felt that members need to be more efficient as a board. As an example, he felt that 45 minutes discussing the Farmer’s Market was excessive.

Member Starova offered his thanks to Ex-Officio/Councilmember Jonson for following his dream but stated it was everyone’s dream. He noted that he and his wife and son attended the Super Boat Races and really enjoyed them and added that two of the downtown businesses sponsored the boat that won the race. He felt that the people who visited Coachman Park to enjoy the races and Race Village did impact businesses on Cleveland Street. Friday and Saturday’s events were rained out but his business was still a bit busier than on an average weekend. The stage was moved further down the street and he felt something should have been closer to the park to advise people that there was entertainment on Cleveland Street as well. Member Starova felt there should be an event on Friday, October 31, 2014 for Halloween.

Treasurer Rubright thanked Member Starova for his work on the Cleveland Street Business Alliance and thanked Chairman Morfopoulos for the letter sent to Ruth Eckerd Hall regarding Blast Friday and the noted changes that have been forthcoming due to that letter.

Vice Chairman Wright stated that the best thing he heard was the news of Member Starova’s citizenship and he offered his congratulations.

Member Bosi stated that he wanted to promote the Achieva Box Car Rally scheduled for Saturday, October 4, 2014 and noted that he had four cars in races this year. He would like to see more events run the way that this event is run.

Chairman Morfopoulos stated that he felt there was good discussion at the meeting with input from everyone. He agrees that some discussion was excessive and he will try to put a tighter rein on future discussions.

13. The meeting was adjourned at 7:37 p.m.