

CLEARWATER DOWNTOWN DEVELOPMENT BOARD (DDB)

May 2, 2012 – 4:00 p.m. – City Hall – 2nd Floor Meeting Room

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

1. **The Chairman called the meeting to order at 5:34 p.m. at City Hall.**
2. **Citizen Comments - Items Not on the Agenda.** There were no citizen comments.
3. **Sunshine Law Refresher – Elise Winters**

Elise Winters, DDB Attorney, distributed a handout that summarized the law. She discussed the summary and advised that all correspondence, be it e-mail, tweets, texts or Facebook posts should be copied or forwarded to Ms. Fogarty France.

Board members raised questions and Ms. Winters answered reminding the board to err on the side of caution regarding the law as penalties could result if these rules were ignored.

4. **Adopt February 2012 Financial Statement for Filing**

Member Wright moved to adopt the February 2012 Financial Statement for Filing. The motion was duly seconded and discussion ensued.

A question was raised regarding the identification of revenues in excess of expenditures that was raised at last month's meeting. Treasurer Wright explained that staff was using the estimate versus the final number identified in the audit and added he was satisfied with the information provided.

The Chairman called for the vote and the motion was carried unanimously.

5. **Adopt March 2012 Financial Statement for Filing**

Member Wright moved to adopt the March 2012 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

Budget Brainstorming Session – Geri Campos Lopez

- a. Review of Projected Expenses in FY 11-12. Ms. Lopez stated that staff estimated what expenses were projected to be expended through the end of the fiscal year on the spreadsheet provided to the board.**

Questions were raised about various line items included why the Interlocal Agreement revenue numbers changed and members were advised that an estimate is used in the beginning of the fiscal year and is changed when the final numbers are released.

Board members were advised that the Super Boat National Championship date for 2012 is September 28 – October 1. The 2011 event was already funded in the FY 2011-12 budget and the organizers are due to provide a post-event report at the next meeting.

A question was raised as to why the report was not done sooner and members were advised that the organizers had not responded in a timely fashion.

Members agreed that event organizers should be called and reminded that no disbursement of funds will be provided until report is done.

b. Revenue Projections for FY 12013

Ms. Lopez advised that the Property Appraiser expects a 3-6% decrease in taxable value for the downtown area.

A line by line review of the draft preliminary budget took place. Ms. Lopez explained that staff took out all costs but fixed costs for the board to add in the items they would like to support next year.

Board members discussed event philosophy and the need to promote the district with a strategy and the need to get people here for not only events but to come back to the restaurants and shops. Members feel that the retailers do not benefit and there is no return on investment.

A suggestion was made that would assist with funding for the closing of the streets for event organizers as a way to help them.

Staff advised that this could be a difficult endeavor as the costs would not be known until the organizers submit all the components of an event to City Special Events staff. Event organizers have been known to add in components that city staff was not originally aware of and these costs added to the costs.

Member Starova commented on the unfairness of property owner Kathy Panagoulas' treatment of tenants.

Members thought that the kick-off to the SeaBlues Festival in the district was a great way to get people downtown. The street was open to traffic, people came to hear bands and walked in stores while here.

A suggestion was made to reduce the level of support on all events and ask signature events to find additional sponsorship.

Treasurer Wright asked what the board would like the ending fund balance to be and if members should establish a cushion that they felt comfortable with?

Members discussed events they felt were signature events and the need to attract people to the downtown after events were held.

Members asked if the Blast Friday funding was reduced would the CRA still fund the event.

Ms. Lopez responded that this was a conversation for the CRA. She advised that the changes that were made to the preliminary budget now show a balanced budget.

The Chairman opened the discussion for citizen's comments.

Sunny Pandya, 331 Cleveland St., addressed the board stating that he was a manager at Honeywell and thought what the DDB started off with regarding the sponsorship of musical entertainment was the way to go. Dunedin and St. Petersburg has this type of entertainment, Safety Harbor is known for arts and crafts and he feels there is a need to market the Blast Friday event better. Mr. Pandya also commented on the board's co-funding of events and suggested that the board look at the CRA and DDB funding percentages. Would the events still happen without this funding? He stated that he wants to see downtown developed and has been supporting the businesses. He felt that grants could make more businesses come here and advised that he was hoping to get more residents here to help support the board.

The Chairman advised that the board does have grants and had helped the Eye Shop with a grant recently. He thanked Mr. Pandya for attending the meeting.

6. Final Comments –

Member Wright stated that he had forgot to thank and honor former ex-officio councilmember John Doran and felt the board should present him with a letter or a plaque.

Member Wright moved to fund a plaque honoring John Doran at an amount not to exceed \$100.00. The motion was duly seconded and carried unanimously.

Member Starova commented that the Star Spectacular was a great event. He noted that the merchants ad funded by the DDB was going to be in Creative Loafing. He thought that the board should put more music on the street by sponsoring these types of events.

Vice-Chairman Bosi stated that it was a great meeting and thought that having a balanced budget kept the board viable.

Chairman Allbritton thanked the DDB for sponsoring Star Spectacular and stated that 500-700 people attended during the event. He made announcements that covered all the merchants on Cleveland Street. He stated that he would have a report next month and there would be photos on

the Star Spectacular website. There were great cars on the street and he talked to people about doing small events, sponsored by corporations and suggested they bring them to the board.

Member Morfopoulos thanked the Chairman for bringing the Star Spectacular event to Cleveland Street and was glad that they whittled down the budget.

Member Herndon congratulated the Chairman on the Star Spectacular and noted that he covered all the businesses with his announcements. He hoped the city would continue their mission to move the homeless to a better location.

Ex-officio Councilmember Gibson noted that the woman who runs the shelter was the only one that was not happy with moving the homeless as she would lose 50% of her customers. The council must look at things differently.

Ex-officio Councilmember Polglaze advised the board to keep doing what they are doing, especially in a declining revenue situation. He felt he was on his way to start tackling other pieces such as talking to the property owners about getting on board and continuously engage them. He mentioned the performance based rent approach and felt there had to be a formula to open their eyes as it was time to approach the problem.

7. Adjournment

Chairman Allbritton adjourned the May 2, 2012 regular meeting of the Clearwater Downtown Development Board at 7:34 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, May 2, 2011 - 5:30 pm

05.02.12.01

Member Wright moved to adopt the February 2012 Financial Statement for Filing. The motion was duly seconded and discussion ensued.

05.02.12.02

Member Wright moved to adopt the March 2012 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

05.02.12.03

Member Wright moved to fund a plaque honoring John Doran at an amount not to exceed \$100.00. The motion was duly seconded and carried unanimously.