

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

April 4, 2012 – 5:30 PM – City Hall – 2nd Floor Meeting Room

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	
	(Until 6:55 p.m.)	Treasurer
	Paris Morfopoulos	Member
	Tony Starova	Member
Also Present:	Sean Belanger	Member
	John Herndon	Member
	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

The Chairman called the meeting to order at 5:34 p.m. at City Hall.

Chairman Allbritton stated that there will be a change in the meetings starting with this one. If a board member has a comment or question he requested they raise their hand. Discussions will take place after a motion has been made and a board member seconds that motion. As Chairman of the board, he will try to keep the discussions on track.

Member Belanger asked if discussions takes place after the motion has been approved to which Chairman Allbritton responded that discussion will take place before the final vote and that modifications to the original motion can be made before approval.

1. Citizen Comments - Items Not on the Agenda

There were no citizen comments.

2. Approve the Minutes from the March 7, 2012 Regular Monthly Meeting

Vice-Chairman Bosi moved to approve the minutes from the March 7, 2012 meeting. Member Wright seconded the motion and discussion ensued.

Member Starova stated that Member Herndon and he never had a formal meeting for the newly formed Advertising Committee. They only attended the Downtown Clearwater Merchants Association (DCMA) meeting. Chairman Allbritton responded that they will be discussing this topic later on in the meeting.

Ms. Fogarty France asked if member Starova wanted the minutes to read that the Advertising Committee did not hold a formal meeting and that they just attended the DCMA meeting to which Chairman Starova responded yes.

Member Wright stated that when the Jolley Trolley drops people off at Winter's Dolphin Tale Adventure, it would be beneficial to the merchants on Cleveland Street if the trolley then traveled east to west. Chairman Allbritton responded that they received a letter last month stating that a change to the route could not be made at this time. Ms. Orr stated that the route is completely funded by the Clearwater Marine Aquarium (CMA) and that they have registered this route with the Pinellas Suncoast Transit Authority (PSTA) because of timing. People are dropped off with the trolley door facing the entrance of the aquarium.

Member Wright stated that he does not see this reflected in the minutes to which Chairman Allbritton responded that Robert Longenecker informed them that they are transporting large amounts of people right now so they cannot change the route at this time but they will look into it in the near future.

Member Wright stated that if they come off the beach they can still drop off people with the trolley door facing the entrance of Winter's Adventure but they can head east after that so that they can get a full view of Cleveland Street.

Ms. Fogarty France asked if she should get Mr. Longenecker to attend the next meeting to which Vice-Chairman Bosi responded that the decision is up to the CMA. Ms. Fogarty France stated that she will call the CMA as well as Mr. Longenecker to see how the route can be changed.

Vice-Chairman Bosi stated that maybe they can change one direction of the route so that the trolley is either coming into or going out of Clearwater through Cleveland Street. When the trolley comes off the beach they have no choice but to drive onto Fort Harrison Avenue but logically they should turn left onto Cleveland Street instead of Drew Street when going back out.

Member Belanger asked where the people would be dropped off to which Vice-Chairman Bosi responded that they will be dropped off right outside Winter's Adventure in the parking lot.

Vice-Chairman Bosi moved to approve the minutes from the March 7, 2012 meeting with the amendment that the minutes should read 'the Advertising Committee did not hold a formal meeting but just attended the DCMA meeting'. The motion was duly seconded and carried unanimously.

3. Adopt February 2012 Financial Statement for Filing

Ms. Fogarty France stated that she included a new budget for the month of February in the agenda packet as she did not notice that some of the information that was sent out on Friday was missing.

Member Wright questioned the retained earnings line item.

Ms. Fogarty France asked if the board would like to table approval of the February 2012 financial statement until the next meeting to find out what the issue is.

Vice-Chairman Bosi stated that he thinks that the budget shows money that has not been paid out yet. Ms. Fogarty France responded that she would have to do some research and advise the board.

Member Wright stated that they should not have retained earnings as part of their income to which Ms. Lopez responded that government accounting is different in that they have to show a balanced budget and that is why retained earnings is included as part of the income.

Chairman Allbritton stated that they will table approval of the February 2012 financial statement until the next meeting.

4. Clearwater Jazz Holiday Post Event Report - Bob Childress/Joanie Sigal

Joanie Sigal stated that Bob Childress is currently attending a meeting in Tampa so he could not be at the Downtown Development Board (DDB) meeting. She presented the framed Jazz Holiday poster to Chairman Allbritton and provided the following information. The festival had forty-three thousand attendees which resulted in an estimated 6.4M economic impact in the area. Fifty-eight percent of attendees were from the Pinellas County area, thirty-one percent came into the area for a day, and twelve percent were out of town visitors. Typical household income of attendees was sixty-three thousand dollars annually.

Ms. Sigal stated that they conducted a survey last year which indicated that attendees were willing to pay ten dollars for admission.

Vice-Chairman Bosi stated that they requested donations from people who attended two years ago and asked if they did the same last year to which Ms. Sigal responded yes.

Vice-Chairman Bosi asked what their revenue was on the donations last year to which Ms. Sigal responded that she does not have that information but she will make a note of it so that she can get back to the board with the answer.

Vice-Chairman Bosi asked if the donations had dropped and that is why they are charging an entrance fee this year to which Ms. Sigal responded that the donations have never covered the expenses. They received nineteen thousand dollars in donations the first year they requested them.

Chairman Allbritton asked what they think the attendance will be this year and if the attendance is expected to drop due to the fee to which Ms. Sigal responded that she does not have that information but she will find out and inform the board.

Ms. Sigal stated that Bonnie Raitt will be performing on Thursday night, Mindy Abair and Friends will be performing on Friday, and the Avett Brothers will be performing on Sunday. They do not have a headliner for Saturday as of yet.

Ms. Sigal stated that the board should have received a letter from them stating that they will not be doing the event on Cleveland Street this year. They will, however, be having an after-party at the Capitol Theatre again this year as it was very successful last year. The biggest complaint from the ArtWalk artists was that they wanted to be in Coachman Park. She also stated that they are looking into to having the event possibly during spring and would like to host a music event on Cleveland Street.

Member Starova stated that they had the Blues Festival in February and there were small blues bands playing in each restaurant as well as some playing on the streets. It was a great success and if they can do the same thing for the Jazz Holiday it will be great. He suggested that they ask the Jazz Festival organizers for help in getting the bands for them and the merchants will pay for these bands. If they also put two to three artists on the block and host an after party it will be a great success.

Chairman Allbritton stated that he attended the Blues Festival kick-off and it was a great event. The streets were open so cars were able to drive through and see the activities going on. He asked if this event was done through the DCMA to which Shelley Jaffe responded yes.

Member Belanger asked if they would consider doing an after party on the street instead of in Capitol Theater because he thinks it will be more fun that way. Ms. Sigal responded that she believes they are having the party at the theater because of their relationship with Ruth Eckerd Hall.

Member Belanger asked if Ms. Sigal can check and see if the after party can be held on the street to which she responded yes.

Member Morfopoulos asked what time the party starts to which Ms. Sigal responded that the party will be held from 10:00 p.m. to 1:00 a.m.

Member Starova suggested that maybe they can have a pre-event to kick off the Jazz Festival and asked what time the Festival starts on Thursday. Ms. Sigal responded that she cannot remember but she believes that the event starts at 6:00 p.m.

Member Starova asked if they can rearrange the event for Thursday to which Ms. Sigal responded that the Jazz event will not start any later. Member Belanger stated that they are suggesting that a pre-event be held four hours prior to the start of the Jazz Festival.

Member Belanger asked what the difference was between having the bands in the restaurants for the Jazz Festival as opposed to the Blues Festival to which Member Starova responded that this event will be advertised.

Member Wright asked how they collect their demographic data to which Ms. Sigal responded that the data is collected by Research Data Services, Inc.

Member Wright asked if they can get a copy of the data to which Ms. Sigal responded yes.

Member Belanger stated that the board should write a letter requesting the kickoff for the Jazz Festival. This will help the board continue to support the Jazz Festival.

Member Belanger moved to draft a letter from the DDB to the Jazz Holiday Festival organizer stating their interest in an opening event similar to the Sea Blues Festival. The motion was duly seconded and carried unanimously.

Ms. Sigal stated that funding for the Jazz Festival has already been approved for this year and asked if the opening event is a request for next year to which Members Belanger and Wright responded that the request is for this year.

5. DDB Sponsorship Request from Downtown Clearwater Merchants Association - Shelley Jaffe

Shelley Jaffe distributed copies of mockup advertisements to all board members and stated that the handout did not include all the advertisements or all the merchants but she wanted to give everyone an

idea of what the advertisements will look like. The advertisements will be placed in the Creative Loafing magazine with a four page spread for the first month and a two page spread for the following months.

Ms. Jaffe stated that normally it would cost \$1,675 without a contract and \$1,425 with a contract plus \$90 for color advertisements. The DCMA has negotiated a price of \$500 for placing these advertisements. The Cleveland Street District logo will be included in the spread.

Vice-Chairman Bosi asked if they talked to Capitol Theatre to which Ms. Jaffe responded that they had and that the theatre already has a contract with Creative Loafing, so they cannot violate their contract but they will have some exposure on the pages.

Vice-Chairman Bosi asked if they will be able to do a two page spread every month to which Ms. Jaffe responded that they have enough merchants to put a two page spread in the magazine but they might be able to put more pages in if the DDB will fund the cost of the top masthead banner and the events section. Vice-Chairman Bosi asked what the cost of that will be to which Ms. Jaffe responded that it will be \$375 per month.

Chairman Allbritton suggested that they might want to put parking information in the advertisements as well because many people do not know about the free parking in the area. Ms. Jaffe responded that it is because there are no parking signs as you drive on Garden Street. The parking sign is on the opposite side of the road so no one notices it.

Chairman Allbritton suggested that they put the parking information in the events section and direct people to the website as well. Member Belanger added that they should direct people to the parking page of the website.

Chairman Allbritton asked if they were requesting \$4,500 in funding for one year to which Ms. Jaffe responded yes.

Chairman Starova asked if merchants have committed to advertising in the magazine for at least one year to which Ms. Jaffe responded yes.

Chairman Starova asked how much they will be charging merchants to which Ms. Jaffe responded that it depends on the advertisement size. If a merchant wants one-sixteenth of a page it will cost \$45 per month and if he wants one-eighth of a page it will cost \$85 per month. She also stated that the advertisements will reach people in the Pinellas County area.

Member Morfopoulos stated that the rate page says per week to which Ms. Jaffe responded that they are not doing weekly advertisements right now.

Chairman Allbritton asked why they chose Creative Loafing to which Ms. Jaffe responded that Capitol Theatre has been advertising in that magazine for a while now and they get more clients through that magazine than any other advertising avenues.

Member Wright asked if they can do the advertisements without committing to twelve months to which Ms. Jaffe responded no.

Member Morfopoulos asked who the Creative Loafing contract is with to which Ms. Jaffe responded that it is with the DCMA.

Member Morfopoulos asked what happens if the DCMA fails to keep its commitment to which Ms. Jaffe responded that a couple of merchants have agreed to buy full page advertisements if need be. Member Morfopoulos asked who these merchants were to which Ms. Jaffe responded that she as well as Member Starova has agreed to it. Member Starova stated that he did not commit to buying a full page to which Ms. Jaffe responded that they had talked about it. He responded that he does not remember committing to it and stated that advertising in Creative Loafing is a great idea but he thinks that the board should fund the advertisements for three months at a time. Ms. Jaffe stated that she will put the money into it if she has to.

Vice-Chairman Bosi asked if they have to pay the entire amount up front to which Ms. Jaffe responded that they pay on a monthly basis.

Vice-Chairman Bosi asked what happens if they default on the contract to which Ms. Jaffe responded that they will have to pay retroactive costs for past advertisements. She stated that if it makes the DDB comfortable she will personally sign a contract showing that she is committed for a full year of advertising and will take responsibility if the DCMA defaults on the contract with Creative Loafing. Member Belanger stated that he is ok with that.

Member Wright moved to approve \$4,500 in funding for the DCMA to advertise in Creative Loafing provided the spread is submitted to Ms. Fogarty France for approval and the logo is included in the advertisements. Member Belanger seconded the motion and discussion ensued.

Vice-Chairman Bosi asked where they will take the money from. Ms. Fogarty France requested that the funding be taken from the Jazz n' Art Walk 2012 line item.

Member Starova stated that they do not have to give the DCMA the entire amount up front. He would prefer to provide funding in three month increments to which Ms. Jaffe responded that they will accept that.

Chairman Allbritton stated that they need to take a leap of faith. Dunedin has a page that everyone sees and advertising in Creative Loafing is as close to what they are doing. He feels that they should commit to one year and not just three months.

Bonnie Gironella, 105 N. Ft. Harrison, stated that she was owner of Café Milano and that she is attending this meeting as a merchant. She thanked the DDB for their support and stated that it is great to have a city that believes in them.

Member Morfopoulos stated that a lot of legwork has gone into this and he thanked Ms. Jaffe for all her hard work. He thinks that cooperative advertising is great and this is what he wanted to do all along. They should commit for one year because if that is what the pricing is based on they do not want to jeopardize that. He asked if the DDB's commitment is with the DCMA or Creative Loafing to which Ms. Jaffe responded that the DCMA is contracting with Creative Loafing.

Member Starova stated that he wants to commit to a full year but he does not want to give all the money up front. He would prefer to fund the advertising on a monthly basis. Members Belanger and Morfopoulos agreed with Member Starova.

Vice-Chairman Bosi stated that as the treasurer for the DCMA he was abstaining from the vote but will make sure that the money the DDB gives them will go towards advertising in Creative Loafing. Eight merchants have already paid upfront to be included in the advertisements.

Member Wright moved to approve \$4,500 in funding to be taken from the Jazz n' Art Walk 2012 line item with the amendment for funding to be paid on a monthly basis for the DCMA to advertise in Creative Loafing provided the spread is submitted to Ms. Fogarty France for approval and the logo is included in the advertisements. The motion was duly seconded and carried unanimously with Member Bosi abstaining from the vote.

6. Palm Tree Lighting Analysis - Anne Fogarty France

Ms. Fogarty France stated that she handed a memo out to board members regarding the Palm Tree lighting. In April 2011, the board had voted to keep the palm trees on Cleveland Street lit year round. During the test period of April 7, 2011 to February 1, 2012 they have had maintenance problems as well as vandalism issues.

Ms. Fogarty France stated that it cost them \$3,500 to maintain the lights during the test period. This amount includes labor, materials and electric cost. After researching alternative methods to light the trees, staff proposes using LED rope lighting on a total of sixteen trees which are located at the corners of each of the four blocks from Myrtle Avenue to Osceola Avenue. Material, labor, and electric cost will be approximately \$2,950 for six months.

Member Morfopoulos and Vice-Chairman Bosi asked if this will take them to the end of the fiscal year to which Ms. Fogarty France responded yes and that this will give them an idea as to whether they like this arrangement or not.

Ex-Officio/Councilmember Polglaze asked if they fixed all the ground receptacles yet because half of the lights did not work during the last Blast Friday. Ms. Fogarty France responded that they have been fixed.

Member Wright moved to move \$500 from the Jazz n' Art Walk 2012 line item and \$1,300 from the Clearwater Fashion/Arts Week line item for a total of \$1,800 to the Holiday & Palm Tree Lighting line item to fund the rope lights on the sixteen palm trees to the end of the fiscal year. Member Belanger seconded the motion and discussion ensued.

Vice-Chairman Bosi stated that it looks like the DDB is taking care of everything including lighting and electric. The city is getting paid back for their investments but the DDB is not. He asked where the cooperation was from the rest of the entities and where the city and the Community Redevelopment Agency (CRA) were pitching in. Ex-Officio/Councilmember Gibson responded that the CRA funds the additional police officers and they have spent eleven million dollars to fund the boat slips.

Member Belanger asked if there was a forum where they can discuss new initiatives and see if other entities would like to contribute to it. He would hate to see the lights be compromised by only having them on four corners. Ms. Lopez responded that the tree lighting is the DDB's initiative and they were

only responding to that request. If the board does not want to pay to have the trees lit then they do not have to. The cost of pressure washing is split evenly between the CRA and the DDB. Ex-Officio/Councilmember Gibson stated that the city spent ten billion dollars on the first phase of the streetscape. A lot of tax payers are upset about the amount of money the city is spending on downtown. Member Herndon asked how many trees will be lit to which Ms. Fogarty France responded sixteen.

Member Herndon asked if the CRA will be willing to contribute to lighting the sixteen trees to which Ms. Fogarty France responded that she does not know but she can find out and get back to the board with that information. Ex-Officio/Councilmember Gibson stated that the city will not be willing to pay more money as they have already taken on so many expenses.

Chairman Allbritton stated that the DDB would love to be able to do more and making downtown look inviting is something they can handle.

Ex-Officio/Councilmember Gibson stated that it costs half a million dollars to have special events in downtown Clearwater.

Member Belanger asked if workers who are already contracted by the city can maintain the lights to which Ex-Officio/Councilmember Gibson responded that they have laid off approximately 300 city workers and the remaining workers have so much to do already that they cannot take on more responsibility.

Member Morfopoulos stated that he does not think anything negative was intended by the discussion and that they are grateful for all the work that the city has done.

Vice-Chairman Bosi asked what the difference in cost was to keep the trees lit as they are now or lighting only sixteen trees to which Ms. Fogarty France responded that it would not be a good use of DDB funding and Ms. Lopez stated that she would not recommend it.

Member Wright amended his motion to move five hundred dollars from the Jazz n' Art Walk 2012 line item, eight hundred eighty-seven dollars from the Clearwater Fashion/Arts Week line item, and four hundred thirteen dollars from the Friday Nights on Cleveland Street line item to the Holiday & Palm Tree Lighting line item to fund the rope lights on the sixteen palm trees to the end of the fiscal year. The motion was duly seconded and carried unanimously.

7. Annual Review of DDB Sponsorship/Funding Request Form – Anne Fogarty France

Ms. Fogarty France stated that they have updated the DDB Sponsorship/Funding Request Form which is included in the agenda packet. The shaded areas denote changes to the form. Completed forms must be submitted to the DDB Administrator by May 15th of the calendar year for funding requests to be considered.

Member Morfopoulos requested that the name of their web page be listed on the form in proper case as opposed to lower case so that it is easier to read. Ms. Fogarty France responded that she will make the change.

Member Belanger moved to accept the new sponsorship request form. The motion was duly seconded and carried unanimously.

8. Chairman's Report

a. Budget Priorities Discussion

Chairman Allbritton stated that he wanted the board to hold a budget worksession on May 2, 2012. He asked Ms. Fogarty France if board members have submitted their priority list to which she responded that no one had submitted their list to her.

Vice-Chairman Bosi stated that he played around with the budget and made copies for the board members so that they can take a look at it before the next meeting. He had asked Ms. Fogarty France for a copy of the budget and spoke with Ms. Lopez about the number of events that are receiving one time funding. He estimated the property taxes at \$220,000 and he projected that it will decrease next year. Their fixed cost is \$146,000 which will leave them with \$80,000 to spend if they want to stay within their \$220,000 budget.

Vice-Chairman Bosi stated that he went through the budget and reduced some costs. He removed the Retail and Restaurant Recruitment Grant line item as well as the Blast Friday line item. In the last column he reduced all sponsorship funding by five percent which allows them to stay within their budget.

Vice-Chairman Bosi stated that they have funded some big projects in the last few years but now they need to make sure that they have enough funds for the next big project that comes along. There will not be anything left in retained earnings in two to three years if they do not start putting some money back in. Winter's Adventure is the greatest thing that has happened for downtown Clearwater. \$146,000 was tied up for the next six years until the boat slips are paid off. Property taxes will be going down again next year so they really have to watch their spending.

Member Morfopoulos asked what this year's numbers were to which Vice-Chairman Bosi responded that this year's numbers are listed on the original sheet.

Ms. Lopez stated that this year's budget is unusual in that the DDB has funded the CMA and informational message boards. Vice-Chairman Bosi arrived at his figures by taking the CMA and sign boards funding out of the budget along with \$50,000 from the Retail and Restaurant Recruitment Grant and reducing all sponsorship funding by five percent.

Chairman Allbritton stated that they need to have a budget discussion and should schedule a separate meeting for that on May 2nd. Ms. Fogarty France responded that the regular monthly meeting is scheduled for May 2nd.

Ms. Orr stated that she contacted Collaborative Labs, a company based at St. Petersburg College, and asked them if three or four hours would be feasible for a budget discussion and if they would be able to help the board with this. They said they will be able to help the board either in the morning or the afternoon and three to four hours will be sufficient time for the discussion. They gave a quote of \$2,500 but before they got off the phone they told her to let them know what the board's budget is and they will make it work.

Chairman Allbritton asked if they can have their regular meeting away from downtown to which Ms. Fogarty France responded yes as long as it is advertised. Member Morfopoulos added that it has to be open to the public as well.

Member Belanger stated that they should challenge themselves first before bringing a third party in to help them with their budget. They do not have a forum for a meaningful four hour discussion.

Chairman Allbritton suggested that next month's meeting not be televised and a budget worksession be held instead.

Ms. Fogarty France stated that there are currently two items on the agenda for next month's meeting - the audit report and two post event reports that can be postponed to the June 2012 meeting. They need to have the preliminary budget submitted at the June meeting.

Member Morfopoulos moved to change the format of the May 2, 2012 meeting to a budget worksession. The motion was duly seconded and carried unanimously.

Ms. Fogarty France asked if they will be starting the meeting early to which Chairman Allbritton responded that they will begin at 4:00 p.m. and asked board members if this was doable to which they responded yes.

b. Star Spectacular Update

Chairman Allbritton stated that the bands for the Star Spectacular have already been booked and he has someone who has experience in organizing car shows working with him. He has talked to the vendors and wants them to be involved in this event in some way even if they just want to provide a small discount to attendees. That way they can bring attention to the merchants in downtown Clearwater. He is really excited about this event and it will be great exposure for Cleveland Street District.

c. DDB Advertising Committee

Chairman Allbritton stated that he was not present at the February meeting during which time an advertising committee was formed. He and Ms. Fogarty France had a discussion and he would like to know if it is necessary to have an advertising committee or has the issue been resolved with the DCMA now advertising in Creative Loafing. Member Starova responded that they were discussing advertising at the time and that is when the decision was made to form the advertising committee. Member Herndon stated that he thought it was formed to address the signage issue.

Ms. Fogarty France stated that they needed a motion to dissolve the advertising committee.

Member Belanger moved to dissolve the advertising committee. The motion was duly seconded and carried unanimously.

d. New Business

Chairman Allbritton stated that a letter was sent to him regarding Pinellas County moving the Family Courts to their 49th Street facility. A Clearwater Bar Association attorney sent a letter stating that he was also talking to other entities to back them into making the decision to stay at their current location. The city does not want them to move as well because of the negative impact it will have on downtown.

Member Belanger asked who is pushing for the move to which Ex-Officio/Councilmember Gibson responded that the county is responsible.

Chairman Allbritton stated that they want the family courts at this location and he asked the board if they will back the city in providing a letter stating their disapproval of the move.

Ex-Officio/Councilmember Polglaze stated that the administrator was pushing for the move and the county is all for it. Due diligence was not done internally and the situation is complicated because of the family court currently being in both St. Petersburg and Clearwater. Ex-Officio/Councilmember Polglaze stated that the county has hired a consulting company to take care of their advertising and marketing so that they can have a quick transition.

Ex-Officio/Councilmember Gibson stated that the attorneys have already formed groups to try and prevent this move from taking place. The county has not even addressed the parking issue they will have with this change.

Vice-Chairman Belanger moved to send a letter to the coalition supporting their efforts to keep the family courts in downtown Clearwater.

Chairman Allbritton stated that they can send the letter to Karen Seel. Ms. Fogarty France suggested that they send a letter to all county commissioners.

Member Belanger amended his motion to send a letter to all county commissioners stating their opposition of having the family courts moved from downtown Clearwater to 49th Street. The motion was duly seconded and carried unanimously.

9. Final Comments

Ex-Officio/Councilmember Polglaze stated that he likes the fact that the DDB is retailoring their strategy and felt that scaling back on sponsorships is a good place to start.

Member Herndon asked when the fences are going to be taken down in Coachman Park to which Ms. Fogarty France responded that it will be taken down after the Fun n' Sun event. He further stated that the homeless people are a big problem in downtown Clearwater and asked if anyone has considered taking all the benches out because 90% of them are occupied by the homeless. Ms. Lopez responded that they are working on a strategy. The report will be completed by June 1st and they will report back to the board with the information.

Member Belanger asked if anyone else agrees to taking the benches out to which Member Starova responded yes and suggested that they put bicycle racks in their place.

Ex-Officio/Councilmember Gibson stated that they took the arm rests out of the benches so that the homeless could not sleep on them. This is not a short term problem but a social one. The places that used to be available to them have closed. They are trying to get the churches to work with the homeless project on 49th Street but a lot of non-profit organizations are seeing this as their calling which is not in the best interest of the homeless. He also stated that he will talk to the City Manager about having the benches removed.

Vice-Chairman Bosi asked if the ordinance states that Coachman Park is closed after dusk to which Ex-Officio/Councilmember Gibson responded yes and stated that the homeless do not care about being arrested and if they are they will be back the next day.

Vice-Chairman Bosi asked if they can just tell them to leave to which Ex-Officio/Councilmember Gibson responded that they will move for a brief period of time and then come back to the same place again.

Ex-Officio/Councilmember Polglaze stated that St. Petersburg has been more aggressive with taking care of their homeless problem so the homeless have been coming to Clearwater and the city is not legally comfortable with being more aggressive.

Member Herndon asked if there was a city ordinance regarding loitering as well as strollers and shopping carts being left on the sidewalks all day long to which Ex-Officio/Councilmember Gibson responded that they cannot tell people not to walk around.

Member Belanger asked if they can find out if they can have the benches removed to which Ex-Officio/Councilmember Gibson responded that he is meeting with the City Manager the next day and would talk to him about it.

Ex-Officio/Councilmember Polglaze suggested that maybe they can at least remove the benches across from Capitol Theatre.

Member Herndon stated that he was reading about Capitol Theatre in the paper today and it is great to hear about the direction they are moving in. He also stated that the former Divino's Restaurant was opening up as a banquet facility.

Member Belanger stated that it is nice to see someone from the DCMA so passionate about promoting Cleveland Street. He also stated that he is excited about the Star Spectacular event.

Member Morfopoulos stated that he walked by the Farmer's Market and what Member Starova has been saying about the lack of signage really struck home. There was a barricade that blocked off the street for the Farmers market and the only sign visible was a street closure sign and thought that they should have a banner stating what was taking place. Member Morfopoulos stated that he still has to rescue people at the bottom of the hill and direct them to Winter's Adventure. They need to let the CMA know so that maybe they can put a sign in that area informing people of where the entrance is. He also stated that he overheard a lady ask her grandkids what the best part of their vacation was and they responded that they enjoyed seeing Winter.

Vice-Chairman Bosi stated that he coaches Little League and the other night the lights were turned off during practice. He called the president of Little League to find out what was going on and he was told that the city has contracted with Minnesota to cut down on electricity costs. He suggested that maybe in

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the future they could ask the CRA or the city if they would want to participate in helping to fund certain items like electricity.

Vice-Chairman Bosi asked if Blast Friday pays for their electricity to which Ms. Fogarty France responded that they do now.

Member Starova stated that downtown Clearwater has been the busiest it has ever been in the six years that he has been here. They have gotten a lot of momentum in the last four months due to the Dolphin Tale Adventure exhibit. He has spoken with vendors in the Clearwater Beach area and they have said that Winter's Dolphin Tale movie is the best thing that has happened to Clearwater. He used to only get business from people who worked in the area but now he is getting tourists. Last month he counted six thousand people at his restaurant. Member Starova stated that Winter's Dolphin Tale Adventure receives approximately 1,200 visitors per day but downtown Clearwater does not benefit entirely from that. Cleveland Street receives only two to three percent of the business. Member Starova stated that he now has live music at his restaurant during lunch from Wednesday through Saturday. He has received several comments from the residents of Clearwater about how much they enjoy the music. Member Starova stated that he agrees with Member Herndon about having the benches removed. He knows that the city has always removed benches from in front of businesses when asked. He also stated that they need more bicycle racks.

Member Belanger agreed and stated that he has seen a lot of cyclists in the area especially at Starbucks.

Chairman Allbritton asked if any new businesses opened in the area to which Member Starova responded that Mana Mana just opened across from the bus station.

10. Adjournment

Chairman Allbritton adjourned the April 4, 2012 regular meeting of the Clearwater Downtown Development Board at 7:53 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, April 4, 2011 - 5:30 pm

04.04.12.01

Vice-Chairman Bosi moved to approve the minutes from the March 7, 2012 meeting with the amendment that the minutes should read ‘the Advertising Committee did not hold a formal meeting but just attended the DCMA meeting’. The motion was duly seconded and carried unanimously.

04.04.12.02

Member Belanger moved to draft a letter from the DDB to the Jazz Holiday Festival organizer stating their interest in an opening event similar to the Sea Blues Festival. The motion was duly seconded and carried unanimously.

04.04.12.03

Member Wright moved to approve \$4,500 in funding to be taken from the Jazz n’ Art Walk 2012 line item with the amendment for funding to be paid on a monthly basis for the DCMA to advertise in Creative Loafing provided the spread is submitted to Ms. Fogarty France for approval and the logo is included in the advertisements. The motion was duly seconded and carried unanimously with Member Bosi abstaining from the vote.

04.04.12.04

Member Wright moved to move \$500 from the Jazz n’ Art Walk 2012 line item and \$1,300 from the Clearwater Fashion/Arts Week line item for a total of \$1,800 to the Holiday & Palm Tree Lighting line item to fund the rope lights on the sixteen palm trees to the end of the fiscal year. Member Belanger seconded the motion and discussion ensued.

04.04.12.05

Member Belanger moved to accept the new sponsorship request form. The motion was duly seconded and carried unanimously.

04.04.12.06

Member Morfopoulos moved to change the format of the May 2, 2012 meeting to a budgeting worksession. The motion was duly seconded and carried unanimously.

04.04.12.07

Member Belanger moved to dissolve the advertising committee. The motion was duly seconded and carried unanimously.

04.04.12.08

Member Belanger amended his motion to send a letter to all county commissioners stating their opposition of having the family courts moved from downtown Clearwater to 49th Street. The motion was duly seconded and carried unanimously.