

## **CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

**July 29, 2009 – 5:30 p.m.**

<b>Members Present:</b>	<b>David Allbritton</b>	<b>Chairman</b>
	<b>Bob Fernandez</b>	<b>Vice-Chairman</b>
	<b>Geri Aranjo</b>	<b>Treasurer</b>
	<b>Josee Goudreault</b>	<b>Member</b>
	<b>Dennis Bosi</b>	<b>Member</b>
	<b>Mike Riordon</b>	<b>Member</b>

<b>Absent:</b>	<b>Charles Lykes</b>	<b>Member</b>
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<b>Also Present:</b>	<b>Carlen Petersen</b>	<b>Ex-Officio/Councilmember</b>
	<b>John Doran</b>	<b>Ex-Officio/Councilmember</b>
	<b>Geri Campos Lopez</b>	<b>Director of Economic Development &amp; Housing</b>
	<b>Courtney Orr</b>	<b>Downtown Manager</b>
	<b>Anne Fogarty France</b>	<b>Board Administrator</b>

**The Vice-Chairman called the meeting to order at 5:30 p.m. at City Hall.**

### **2 – Citizen Comments – Items Not on the Agenda**

Jennifer Lindsay, Project Manager of Divino Restaurant addressed the board noting that she wanted to talk about a grant. She was requesting fifty thousand dollars to help with the build- out of the interior of the restaurant. She stated that the owners of Divino took a building in very poor condition that once housed the Majestic Theater and spent \$600,000 on the renovations to improve it. She also stated that Divino is a full service, fine dining restaurant.

The owners of Divino could not find a location or building to fit what they needed on Cleveland Street and advised the board that they needed the financial help.

Chairman Allbritton stated that the board supports the Divino Restaurant and will take these comments under consideration. The board has the option to revise the grant on a yearly basis.

Member Bosi asked what grant Divino was looking at to qualify for.

Ms. Lindsay stated that they wanted the Restaurant and Retail Recruitment grant and that the only disqualification was that Divino was not on Cleveland Street.

Member Goudreault stated that she has followed the construction on the internet, and saw the menus and that downtown really needs this restaurant. She stated that she definitely wants the board to back this restaurant.

Member Bosi stated that the theory behind keeping the grants on Cleveland Street was to get Cleveland Street built up and the rest would follow. That's why the board concentrates on Cleveland Street and the grant does say Cleveland Street.

Member Riordon asked if they owned the building that they invested the \$600,000 in.

Ms. Lindsay stated that the owners did not own the building.

Chairman Allbritton asked for citizen's comments

Piero Caramella, co-owner of the Divino Restaurant stated that what they were doing was going to help Clearwater.

Ex-Officio Councilmember John Doran stated that he had read an email from DDB Attorney Elise Winters regarding this issue. He also stated that this is the second time this year that someone has come before the board and asked to change the rules and policies. They are coming in after the fact and stating that they need money. He further advised that he felt that the board needed to decide on what their policies are and realize that they are not negotiable.

Member Riordon stated that he felt this was all the more reason to revise the policy.

Chairman Allbritton advised that a consultant did an extensive study that stated that the best way to generate a spark for downtown was to use the grand funds on Cleveland Street in the beginning. The board was advised to give it a year; it has been a year so the board can now discuss revising and working the rules and policies out.

Member Riordon disagreed stating that it had been two years since the study was done.

Member Bosi was interested in what the CRA thought about the grant staying on Cleveland Street.

Anne Fogarty France advised that discussion on the grant policies was on the agenda for the next meeting.

Chairman Allbritton advised that all the aspects of the agreement will be discussed at the next meeting.

Ms. Lindsay advised the board that Divino had discussions with the CRA several times and the owners did not agree with the decision not to fund the grant. The owners asked her to persist in coming before the board to get the board's decision.

Ex-officio Councilmember Carlen Petersen told the board she was speaking to them as an attorney and advised them to be very careful when changing policies. The board sets rules and guidelines which can be changed, but recommended that those changes be for future projects.

3 – Approve the Minutes of the June 3, 2009 Regular Meeting.

**Member Goudreault moved to approve the minutes of the June 3, 2009 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

4 - Adopt the May 2009 Financial Statement for Filing.

**Vice Chairman Fernandez moved to adopt the May 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

5 - Adopt Aggregate Millage Rate of 0.9651 for Fiscal Year 2009/10

**Member Arango moved to adopt the Aggregate Millage Rate of 0.9651 for Fiscal Year 2009/10. The motion was duly seconded and carried unanimously.**

6 - Set First Public Budget & Millage Hearing Date for September 9, 2009

Anne Fogarty France advised the board that the Property Appraiser sets forth the 2009 Budget/Millage Timetable each year. Each year Taxing Authorities are required to hold their first public hearing to adopt a tentative budget and millage rate. This year those dates are September 3 – 18, 2009. This year the regular DDB Meeting in September falls on September 2. She requested that the board needs move the September meeting back one week, so that it does not interfere with the Property Appraiser Timetable.

She advised that a motion was needed to set the First Public Budget & Millage Hearing date to September 9 and move the September DDB meeting to September 9, 2009.

**Member Arango moved to set the First Public Budget and Millage Hearing and September DDB meeting for September 9, 2009. The motion was duly seconded and carried unanimously.**

7 - FY 2008-2009 Budget Request, Miles for Hope Event

Robert Gibbs advised the board that he was a five year brain cancer survivor and a twenty three year resident of Clearwater. He has seen downtown Clearwater prosper. This year's event will consist of 100K, 50K and 25K cycling routes as well as a 5K run/walk along with a 1K family fun walk. Following the event there will be a live concert, food and prizes. They are encouraging everyone to come and enjoy. With the advertising they will do for the event it will help to introduce people to downtown Clearwater. They will be going door to door to businesses promoting the event. Advertising will be done in neighboring counties along with posters, brochures and flyers. They will be tying into the 4<sup>th</sup> Friday event.

Chairman Allbritton asked for any citizens comments

Vice Chairman Fernandez asked if Miles for Hope had enough money in their budget/treasury.

Mr. Gibbs stated that he didn't think any event ever has enough money but that they were in partnership with Bright House Networks and had good sponsors and partnerships.

Mr. Gibbs noted that he has been surprised at how many people came downtown and that this should draw more people. Most of the riders are not from Clearwater, they are from outside counties that will be drawn to Clearwater.

**Vice Chairman Fernandez moved for the board to become a bronze sponsor of Miles for Hope in the amount of \$500 and the motion was duly seconded.**

Member Arango suggested to the board that the silver sponsorship level would help this organization out more and help the community as well.

Mr. Gibbs stated that it would be promoting Downtown Clearwater and going to good cause.

Vice Chairman Fernandez noted he had a motion with a second on the floor.

Chairman Allbritton called for Discussion.

Member Riordon asked if this event is set to go and permitted?

Mr. Gibbs advised they have conditional approval from the City and they were discussing logistics and planning a lot of activities for the kids. He felt that the event will be bringing in Great Bay Distributors to downtown to help attract more people.

Member Bosi inquired if this was a one day event.

Mr. Gibbs advised it was one day, Saturday, September 26 and they were going to be part of the activities for 4th Friday in September to help bring more people downtown two days in a row.

Chairman Allbritton asked Member Arango where the funds would come from to fund this event.

Member Arango advised that the funds would come from the Retail and Restaurant Recruitment Fund.

Member Bosi asked if the board should increase the line item for this type of event.

Chairman Allbritton stated that the board could look into it at the next meeting when it is discussed.

**Chairman Allbritton called for a vote. The motion carried unanimously.**

8 - FY 2008-2009 Budget Request , Request to attend Florida Main Street Annual Conference, September 16–18 – Anne Fogarty France

**Member Goudreault moved to fund Anne Fogarty France's attendance at the Florida Main Street Annual Conference, September 16–18 per her request at an amount not exceed \$500.00. The motion was duly seconded and carried unanimously.**

## 9 - FY 2009-2010 Preliminary Budget Discussion

### Discussion Items:

#### a. Taxable Value from Property Appraiser – Geri Campos Lopez

Ms. Lopez advised the board that the Certification of Taxable Value for 2009 had been received and reviewed it with them.

Member Bosi inquired if this was more than the board had last year or less.

Ms. Lopez advised it was more and that this was still an increase of thirteen to fourteen per cent given what the economy is currently. This was not as much as originally projected, but more than last year and still an increase.

Chairman Allbritton asked if the new buildings that opened this year had added to the increment.

Ms. Lopez stated that they were included and it was all new construction. She noted that she would be happy to meet with any member that wanted more detail.

Ms. Lopez advised that the owner of Water's Edge is in bankruptcy proceedings and they anticipate that it make take longer for the revenues to come in due to the bankruptcy.

There were no citizen's comments.

#### b. Budget Requests

- 1) City Cosponsored Events – Brian Craig, City of Clearwater Parks and Recreation, Special Events Division spoke about City Co-Sponsored events. He advised that he will be taking over Terry Schmidt's responsibilities after he retires in September. There are three events currently in the DDB budget: Sea Blues Festival; the Fun and Sun festival; and the Clearwater Celebrates America July 4<sup>th</sup> celebration. He reviewed the events and noted some of the past performers.

Vice Chairman Fernandez asked what the amount was that they were asking for.

Mr. Craig advised the total was \$17,500 for the three events.

Chairman Allbritton stated that these amounts were in the proposed budget.

Member Bosi suggested a kickoff party on Cleveland Street as discussed previously with Mr. Schmidt.

Mr. Craig stated that regarding the Sea Blues festival discussions regarding the kickoff party have been about previous year's events, and included lunch time concerts. They are tying in as many of the downtown events into a Fun and Sun umbrella as they can.

**Member Goudreault moved to approve the City Co-sponsored events in the amount of \$17,500 for the three events and the motion was duly seconded.**

Chairman Allbritton asked for citizen's comments.

Howard Warshauer, 808 Allen Drive, stated that he was happy to hear the board ask about connecting these events into Cleveland Street. After seeing the number of people that came through downtown for the July 4<sup>th</sup> event he feels that this should be the focus of all events and it make sense with all the people coming into downtown.

Brian Craig advised that they were always willing to come up with creative ways to connect events, including the logo and inserting it on utility bill stuffers.

**Chairman Allbritton called for a vote. The motion carried unanimously.**

Chairman Allbritton stated that he was sorry to see Terry Schmidt leave the city. He has done such a great job with producing and promoting events.

- 2) 4<sup>th</sup> Fridays - Mr. Sturtevant stated that he chairs the Clearwater Downtown Partnership and expressed his appreciation for the board's support. He is requesting \$25,000 for 4th Friday for 2010. Mr. Sturtevant Introduced Jenny Esno, Partnership Secretary and Chair of the 4<sup>th</sup> Friday event.

Ms. Esno stated that corporations are really excited about the momentum going on in downtown Clearwater. Verizon, Costco, and food corporations like Sysco and want to do not only in-kind sponsorships but true sponsorships. The partnership was excited about Miles for Hope being a benefiting sponsor of the 4th Friday event. They received the proceeds from the sale of beer and wine and they brought out a lot of people even in the rain. They have an unbelievable lineup coming up for September and this is due to a partnership with Ruth Eckerd Hall, and one of two media sponsors along with radio sponsorship. September 25<sup>th</sup> is a pre-cursor for the Miles for Hope event going on in Coachman Park and this is a kickoff for the Jazz Holiday with two large headliner bands thanks to the Jazz Festival. October is a Halloween event and November is a "Giving Thanks to Elvis" with a partnership with the Mahaffey Theater and Largo Cultural Center; December 4th they are partnering with the city for the tree lighting ceremony for Christmas with lots of snow again. These events are very expensive and they thank the board for their support.

Bill Sturtevant expressed his appreciation his appreciation to our sponsors and members of the board that contribute so much and were very fortunate

Member Goudreault said she thought that the board had already approved the \$25,000 for this item.

Chairman Allbritton advised that the board has this item in the proposed budget for next year but we need to vote on it.

**Vice Chairman Fernandez moved to fund the 4<sup>th</sup> Friday events for \$25,000. The motion was duly seconded.**

Chairman Allbritton called for Discussion.

Member Bosi advised that he thought they were funding it until the current fiscal year ended at \$15,000. He asked if now the board was funding it for \$25,000 for the new fiscal year of October 1, 2009. Member Bosi also inquired about the two months that were supported and there were no events due to the weather.

Bill Sturtevant stated that the funds that remained will be carried over and added to the \$25,000 that will pay for fiscal year 2009/2010 for \$3,700 per event.

Member Riordon had a question and asked if there were ten events per year after coming up with a different amount. He also inquired if Fourth Friday was still charging vendors twenty dollars per event and noted that there was a difference in giving items away and selling food.

Bill Sturtevant advised Member Riordon that it was eleven events and that the events will start up again in September. They are still charging the \$20.00 rate for vendors but will raise it when the time is right. He stated that the toughest thing for them in June was when they had forty seven vendors and it was a rain out. At the right time they will raise the amount and will do it as we continue.

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

- 3) Jazz Holiday Festival – Joanie Sigal noted that this was the thirtieth anniversary of the Clearwater Jazz Holiday and it is going to be bigger and better in spite of the economic condition. Ms Sigal advised the board of all the ads they have taken out in Smooth Jazz magazine, Jazz Times; which also mentions the Farmer's Market and an artist's magazine. They are doubling the art show with fifty artists and partnering with the Dunedin Fine Art Center. Ms. Sigal also stated she was providing Anne Fogarty France with the Jazz Foundations Board Report for members to review. The Jazz Festival Foundation was not asking for more financial support but to keep the sponsorship at the same level, \$15,000 for the Jazz Festival and \$5,000 for the ArtWalk.

**Member Goudreault moved approve the continued funding of the Jazz Holiday Festival at the \$20,000 level. The motion was duly seconded and carried unanimously**



- 4) Farmer's Market – Pat Fernandez, Farmer's Market President stated that the market started fifteen years ago at Station Square Park with three vendors on the back of trucks in the park. She is very delighted with the market and all the help from the council with their decision to allow the market to go on Cleveland Street. The vendors have doubled their business. Mrs. Fernandez stated that the Farmer's Market is full right now with vendors and have a waiting list. They are looking at a couple of ideas on how to expand. There is free two hour parking. She is requesting that the board stay at the same \$15,000 level. She also advised that the Farmer's Market is in need of one more board member and a helper who can lift heavy items. She thanked the board for their support of the Farmer's Market.

Chairman Allbritton asked if there were any Citizen Comments.

Bill Sturtevant stated that on behalf of the CDP that they thanked Pat & Bob for all they do. They love the market and will support the Farmer's Market anyway they can. It's another great way to bring people downtown.

Mrs. Fernandez stated that the market runs for thirty- two weeks this year for the \$15,000 the board provides.

Member Aranjo inquired if the market was going to remain in the same block.

Mrs. Fernandez advised that the Farmer's Market would like to expand and they are still in the talking stages to do that as it would make it better and will draw more people.

Member Aranjo stated that she would like it to expand and it was really great having it on Cleveland Street.

**Member Aranjo moved to support of the Farmer's Market for \$15,000 and the motion was seconded.**

**Member Fernandez recused himself from voting as he was an employee of the market.**

**The motion was duly seconded and Members Aranjo, Goudreault, Bosi, Riordon and Allbritton voted "Aye". Motion carried.**

5- Public Art, Christopher Hubbard, Culture Affairs Specialist stated that Season One of Sculpture360 is in its final weeks. They were able to display the three works for one year at twelve thousand dollars thanks to the board's sponsorship. Last year the board also funded the banner program with the themes of Spring Training and Clearwater Jazz. This is a chance to work with local artist to get their artwork up here. These images one of a kind will not be used anywhere else. This year Sculpture360 Season Two will bring three more sculptures downtown. They are requesting ten thousand dollars which is the same amount budgeted last year.



Chairman Allbritton stated that it is in the budget.

Member Bosi asked if they can you guaranteed the same response as last year.

Mr. Hubbard advised that there are no guarantees.

**Vice Chairman Fernandez moved to fund Public Art at \$10,000. The motion was duly seconded and carried unanimously**

Member Riordon congratulated Mr. Hubbard on his special recognition by the arts organization.

- 6- Relay for Life – Martin Smith advised the board that he had accepted the role as chairman for the Downtown Clearwater Relay for Life Site that would be taking place on Friday, May 7-8, 2010.

This will be an eighteen hour event. Teams will be walking for those eighteen hours in Coachman Park. It will be a great event, for a great cause and would be a huge success for downtown Clearwater

Bill Sturtevant brought this to the partnership's attention advising that there was no one to head it and that the event needed someone to get involved. Mr. Smith advised the board that he, like everyone else, has had someone with cancer in his life and feels that this is a great way to raise funds for the cause. They thought there would be a way to park people further down Cleveland Street and possibly involve the Jolley Trolley.

Mr. Smith stated that they would be having 4<sup>th</sup> Friday involved in this event and he was requesting that the DDB to be a partner and sponsor at the Silver level between thirty-five hundred dollars and seventy- five hundred dollars.

Member Bosi asked if the participants are going to be walking downtown.

Mr. Smith replied no they are going to walk through Coachman Park because they are going to be walking for eighteen hours. He thought there was a possibility of having the "Survivors Walk" downtown. They would have to get the city to block traffic. He noted that he would like to involve Cleveland Street.

Member Goudreault inquired how long the survivors walk would be.

Mr. Smith advised it would be one hour at the beginning of the event on Friday night.

Member Bosi how is this going to help support the businesses in downtown Clearwater?

Mr. Smith advised that if you have 25 teams of 12 people, and the families of the walkers, this could attract about three to four thousand people, would be in and around the downtown.

Courtney Orr advised that the people on the teams who are not walking will be wandering downtown to find something to do to stay awake and noted the media exposure for the event.

Member Riordon noted that he was being positive and hoping by May 7, 2010 there will be more things to do. Some of the business may want to extend their hours. He wondered if this was an established event.

Ms. Orr noted that every local city has a Relay for Life event.

Member Riordon advised that he is all about getting people downtown and noted that he was very much in favor of this and that the season was over at this time and it would be a good time to have this event.

Member Bosi thought that they'd have everything they need

Chairman Fernandez noted that these funds would be coming from next year's budget and moved to support the event at the Bronze Level in the amount of \$1,250. The motion was duly seconded.

Chairman Allbritton asked where these funds would come from.

Member Arango advised that the funds can come from retained.

Member Goudreault suggested the board increase their support to \$2,500 for this first event.

It was noted that there already was a motion and a second on the floor.

Member Riordon asked what the protocol for making another motion was.

Ex-officio councilmember Carlen Petersen advised that there were a couple of different ways to do this. The original motion would need to be withdrawn and another motion could be made. Or you could take a vote on the original motion and those who want to vote more could vote the motion down.

The Chairman called for a vote and Members Allbritton, Goudreault, and Riordon voted "Aye" and Members Arango, Bosi and Fernandez voted "Nay". Motion failed.

**Member Riordon made a motion to sponsor Relay for Life in the amount of \$3,500. The motion was duly seconded and Members Allbritton,**

**Aranjo, Goudreault and Riordon voted “Aye” and Members Bosi and Fernandez voted “Nay”. Motion carried.**

Bill Sturtevant addressed the board stating that when the Partnership was ere approached by the American Cancer Society they saw it as a great way to show positive awareness for downtown. He added that both of his parents died from cancer and it touches every one of us.

c. Adopt Revised Preliminary Budget – Geri Aranjo gave an overview of the adjustments made to the Preliminary Budget which was previously approved and included:

- i. Interest income adjusted to \$5,000
- ii. Wreath Decorating contest for \$250
- iii. Relay for Life \$3,500
- iv. Chamber Community Guide for \$632
- v. Public Meeting Notices \$1,500

Chairman Allbritton asked Ms. Fogarty France if she had found out additional information regarding the circulation of the Tribune.

Ms. Fogarty France advised that the Tampa Tribune does not currently deliver to Pinellas County on a daily basis. She is inquiring with the board’s attorney to determine if the board would need to advertise in a newspaper of regular circulation.

She also noted that the cost for Legal ads in the Times was not as expensive as was thought. If was can change to the Times this will give us a cost savings.

Member Riordon asked about the significant increase in Audit Services from \$6,500 to \$10,000.

Mrs. France stated that she was told to use \$10,000 as a high estimate for the audit services. The board would vote on the recommendation of the RFP selection committee will make their recommendation of \$7,600, the cost of the audit services and the extra funds would be put back into the budget.

**Member Aranjo moved to adopt the Revised Preliminary Budget. The motion was duly seconded and carried unanimously.**

10 - Chairman’s Report – Chairman Allbritton stated that the nominating committee will be appointed at next week’s meeting. There are two seats coming up for election. Member Riordon and Member Lykes will be running for reelection. Anyone who is watching this meeting and is interested in running for a seat on the board please contact Anne Fogarty France at 562-4044.

11 - DDB Promotion Committee Report – Josee Goudreault (Rescheduled to 8/5/09)\*

## 12 - DDB Business Visitation Report – Geri Aranjó (Rescheduled to 8/5/09)\*

## 13 - Final Comments

Member Riordon stated that they are putting an authentic Mexican Restaurant in the building behind them. It is eighteen hundred square foot.

Member Bosi noted that he was pleasantly surprised to see a lot of people in the audience today.

Member Aranjó noted that there were a lot of exciting new events and this meant a lot to look forward to in the future. She hoped to see everybody at these events.

Ex-officio Councilmember Carlen Petersen stated that she had recently traveled to Philadelphia and saw all the Public Art around the downtown. She thanked the board for their support of public art.

Chairman Allbritton noted that he agreed public art is great for any community. The first year the art we had downtown was great and the new art that is coming is something to looking forward to.

## 14 - Adjournment

Vice Chairman Fernandez moved to the July 29, 2009 Regular Meeting of the Clearwater Downtown Development Board at 7:18 p.m. The motion was duly seconded and carried unanimously.

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA**  
**Wednesday, July 29, 2009 – 5:30 p.m.**

**07.29.09.01**

**Member Goudreault moved to approve the minutes of the June 3, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

**07.29.09.02**

**Vice Chairman Fernandez moved to adopt the May 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

**07.29.09.03**

**Member Aranjo moved to adopt the Aggregate Millage Rate of 0.9651 for Fiscal Year 2009/10. The motion was duly seconded and carried unanimously.**

**07.29.09.04**

**Member Aranjo moved to set the First Public Budget and Millage Hearing and September DDB meeting for September 9, 2009. The motion was duly seconded and carried unanimously.**

**07.29.09.05**

**Vice Chairman Fernandez moved for the board to become a bronze sponsor of Miles for Hope in the amount of \$500 and the motion was duly seconded. The motion carried unanimously.**

**07.29.09.06**

**Member Goudreault moved to fund Anne Fogarty France's attendance at the Florida Main Street Annual Conference, September 16–18 per her request at an amount not exceed \$500.00. The motion was duly seconded and carried unanimously.**

**07.29.09.07**

**Member Goudreault moved to approve the City Co-sponsored events in the amount of \$17,500 for the three events and the motion was duly seconded. The motion carried unanimously.**

**07.29.09.08**

**Vice Chairman Fernandez moved to fund the 4<sup>th</sup> Friday events for \$25,000. The motion was duly seconded and carried unanimously.**

**07.29.09.09**

**Member Goudreault moved approve the continued funding of the Jazz Holiday Festival at the \$20,000 level. The motion was duly seconded and carried unanimously.**

**07.29.09.10**

**Member Aranjo moved to support of the Farmer's Market for \$15,000 and the motion was seconded.**

**Member Fernandez recused himself from voting as he was an employee of the market.**

**The motion was duly seconded and Members Aranjo, Goudreault, Bosi, Riordon and Allbritton voted "Aye". Motion carried.**

**07.29.09.11**

**Vice Chairman Fernandez moved to fund Public Art at \$10,000. The motion was duly seconded and carried unanimously.**

**07.29.09.12**

**Member Riordon made a motion to sponsor Relay for Life in the amount of \$3,500. The motion was duly seconded and Members Allbritton, Aranjo, Goudreault and Riordon voted "Aye" and Members Bosi and Fernandez voted "Nay". Motion carried.**

**07.29.09.13**

**Member Aranjo moved to adopt the Revised Preliminary Budget. The motion was duly seconded and carried unanimously.**