

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
March 4, 2009 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Geri Aranjó	Treasurer
	Josee Goudreault	Member
	Dennis Bosi	Member
	Charles Lykes	Member
Absent:	Carlen Petersen	Ex-Officio/Councilmember
Also Present:	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

The Chair called the meeting to order at 5:30 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

Martin Smith, 2795 Valencia Ave S., gave an update on the raising of funds for the Feasibility Study for the downtown conference center. So far they have raised \$37,000 and need \$2,000 for the study, they are very close, should have good news for the next board meeting.

3 – Approve the Minutes of the February 4, 2009 Regular Meeting.

Member Goudreault moved to approve the minutes of the February 4, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4 - Adopt the January 2009 Financial Statement for Filing.

Member Aranjó moved to adopt the January 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

5 – Milestone Award – Deolinda's Tailoring – Chairman Allbritton

Deolinda Grasso is celebrating 25 years in downtown this March. Deolinda was born in Portugal and started working in a Massachusetts garment factory at the age of 16. She opened Deolinda's Tailoring in Clearwater, Florida in 1984. Originally located at Cleveland Plaza, she moved the business to 514 Park Street where she is currently located. If you need a tuxedo, bride gown, prom dress or alterations, Deolinda will cheerfully provide you with an expert fitting for your rental or the tailoring of your clothing.

Chairman Allbritton presented Deolinda with a Milestone Award plaque and thanked her for her contribution to downtown Clearwater.

Ms. Grasso thanked the board for recognizing her business.

6 – Clearwater Downtown Partnership (CDP) – Bill Sturtevant, Chairman

a. 4th Friday Funding Request

Martin Smith, managing director of the Belleview Biltmore, stepped in for Bill Sturtevant, who was unable to be at the meeting and gave an overview of the mission of both the CDP and DDB.

A memo was provided to board members from Bill Sturtevant regarding the 4th Friday event. Mr. Smith advised the board that 4th Friday is a huge undertaking and the CDP as a non-profit organization and cannot foot the entire bill. They are requesting financial help from the DDB. The CDP already had one success with the Miracle on Cleveland Street event. The cost for the snow alone was over \$4,000. This event along with the streetscape, and now the Capitol Theatre, will continue to bring people downtown.

Jenny Esno, committee chair for 4th Friday event, addressed the board and mentioned the vision they had turning into a solid plan, with live music that will occur on every 4th Friday. The event includes food, art and craft vendors who will be on the street.

Ms. Esno stated that Terry Schmidt was very involved in the planning, as well as Anne Fogarty France and Courtney Orr.

The Public Relations and Marketing Committee is pushing forward with PostcardMania and all members worked many hours, including her mortgage company and the Church of Scientology. The committee has started lining up the schedule for the rest of the year.

Kevin Carlon, COO of Ruth Eckerd Hall, stated that he has met a lot of people downtown and is looking forward to having the Capitol Theatre and 4th Friday events downtown. He stated that everyone knows how magnificent the theater will be once it's complete, but that will take some time. He stated that the CDP couldn't do it alone and the DDB's support, the City's support and CDP support is necessary. Mr. Carlon stated that with this partnership concept, the risk is reduced and everyone can win.

With the creation of the 4th Friday event, it lent itself to do something at the theatre in conjunction with the event. Ruth Eckerd Hall thought it would be great to bring a Rock and Roll legend to the theater and Todd Rundgren will be at the Capitol Theatre on March 27. That will mean 450 people will be in the downtown and on April 4, a new and amazing classical pop pianist, William Joseph, will be in the theatre.

Mr. Smith closed by stating that all of the CDP believe in the 4th Friday event. The Rays baseball team wants to host the May 22 event. The CDP is asking for \$25,000 from the DDB and the board has already shown their leadership in taking the risk for study for conference center.

Member Bosi questioned how the Rays were involved and if they'd contribute financially?

Mr. Smith advised that the Chamber was working with them on this and nothing was pinned down.

Ms. Esno stated that the City costs included stage set-up, waste management, police, security and that all city costs are paid by the CDP. She further stated that this budget could go from \$600.00 paid in December to \$1,500.00, which was expected for the March event.

Vice-Chairman Fernandez: asked if anyone from the CDP checked with other cities about this, as many cities start small.

Mr. Smith advised that the CDP decided not to start small because they felt it was vital to downtown to have people to come down. CDP members went to St. Pete and Dunedin,

Member Lykes asked if they had a budget to make it sustainable for a year and how many months in advance are planned?

Mr. Smith advised that \$10,000 a month is the budget that they were using and they have planned out to September. He also stated that Clear Channel had approached them has an interest in being involved.

Chairman Allbritton stated that this is something CDP has been talking about for a while and he has been to St. Pete's monthly event and has seen what they have been doing. He was happy the Partnership was formed and felt that the pieces of the puzzle are working,

Member Goudreault stated that the CDP was doing a great job with everything that they are doing.

Chairman Allbritton asked if there were any citizen's comments about this item.

Shelley Jaffe, manager of Peter Gillham's Nutrition Center felt that the Beatlemania event brought many people into their store and that Tony's Pizzeria reported the same thing. She felt that as a business owner, these events support the businesses and hoped the DDB can help with the funding.

Jay Polegaze, 522 Richards Avenue, is head of the Clearwater Jazz Force, which is part of the Jazz Foundation. This group is made up of people behind the scenes who are concerned citizens that are motivated. He felt that no one could think of a better event to have downtown. The Royalty Theatre, stores, and restaurants all need to bring people downtown – he noted that all you had to do was look down the hill and you know why you are here. There are a dozen people here doing the work and they are spearheading September's event. He asked the board to kindly consider donation as it is in everyone's best interest.

Member Bosi stated that the DDB spent a lot of money creating logo and thought that it was important to keep that in mind to support the Cleveland Street District, as we want to keep the Cleveland Street District brand.

Geri Campos Lopez commented that Member Bosi's point was very well taken as the DDB and the CRA spent a lot of time and money on this brand and felt we need to start doing everything we can to keep the Cleveland Street District brand.

Chairman Allbritton questioned whether the DDB support funding \$14,500 to cover thru the end of the year.

Treasurer Arango was asked where the funds should come from and she suggested \$5,000 from the Downtown Events line item.

Vice-Chairman Fernandez moved to contribute to \$10,000 to the CDP for 4th Friday events. The motion was duly seconded and opened for discussion.

Chairman Allbritton felt that the 4th Friday events are exactly what the DDB should be doing.

Treasurer Arango stated that in July we would revisit the funding of this event.

Ms. Lopez suggested that \$10,000 be moved from the Downtown Marketing Plan Implementation line item.

Vice-Chairman Fernandez amended the motion to fund the 4th Friday event in the amount of \$10,000 that will be moved from the Downtown Marketing Plan Implementation line item. The motion was duly seconded and upon the vote all voted "Aye" except Member Goudreault who did not vote. Motion carried.

7 - Appointment of New Board Member – Chairman David Allbritton

Chairman Allbritton advised that Member Linder submitted his resignation last month and a new board member would have to be appointed by the board. He noted that candidate information from the 2008 Election was provided to each board member and asked for a vote.

Vice-Chairman Fernandez nominated Rafman Balla, property owner in the downtown and discussed Mr. Balla's background. The nomination was duly seconded.

Member Goudreault nominated Mike Riordon. The nomination was duly seconded.

A secret ballot was taken and upon counting the votes, Ms. Fogarty France announced Mike Riordon as the new board member by a vote of 4-2.

Mr. Riordon will be notified that he has been appointed and will have to run in the October 2009 election.

8 - Chairman's Report – Chairman Allbritton stated that the SeaBlues Festival was a great success. He announced the Downtown Cleanup needed volunteers on Saturday, March 21 starting at 8:00 a.m. The meeting place is Station Square Park for all those available to help. Chairman Allbritton also advised that he attended the Station Square Park opening celebration last Thursday and it was very attended with a couple of hundred people that come to see the newly renovated park

9 - DDB Promotion Committee Report – Josee Goudreault.

Member Goudreault advised that the DDB Promotion Committee met on February 12 and the committee is moving forward with the 4th Annual Clearwater Pet Festival on Saturday, May 9. She also invited Larry Jaffe to the podium to discuss the upcoming 2nd Annual Cleveland Street Poetry Walk.

Larry Jaffe advised that Artists in Action International were gearing up for the next poetry walk. He read a poem from the first event titled Street of my Home by Meghan Robinson.

The walk would put poets in the stores and would be starting at Station Square Park. The walk would expand and also include a children's section as was done last year.

A question arose about if last year's books were sold and Mr. Jaffe stated that they were available at Pangea.

10 - DDB Business Visitation Committee Report – Geri Aranjó.

Member Aranjó stated that she had met with Anne Fogarty France and Courtney Orr. E-mail was sent requesting volunteers attend the first meeting of the DDB Business Visitation Committee on Monday, March 9 at 5:30 p.m. at Pangea Café, 34 N. Ft. Harrison Avenue. Any viewers who are interested in attending are welcome to join us. The purpose of the committee is to visit new and existing businesses to solicit information on needs and issues for input to the DDB.

11 - Final Comments

Ex-officio Councilmember John Doran thanked Dennis Bosi for reminding everyone to consider the Cleveland Street District. He noted that he was at a meeting last night with city residents who felt that Clearwater devotes too much attention and money to downtown and that they don't go downtown. This was the reason he wanted to brand the area as the Cleveland Street District. He requested everyone try to promote Cleveland Street as the place to come. He advised the board that the former downtown coffee cart vendor, Kim Cooper, passed away a couple of weeks ago and he wanted to send his sympathy to Kim's wife Janice.

Member Lykes stated that the meeting was interesting with comments ranging from Shakespeare to doing math. He felt it was good to educate people to come downtown and call it the Cleveland Street District vs. downtown. He noted that it was Important to

maintain a focus to educate people as it is exciting to see what's going on here, with the theater coming and the 4th Friday events.

Member Arango congratulated Deolinda's Tailoring for being here 25 years and noted the perseverance involved. She stated she wants to support the businesses, new and old. Events like 4th Friday will bring people from all over as people enjoy the outdoor events. Everyone could see that with the Farmer's Market with people driving by and see something happening and decide to stop. She felt the board was the voice of Cleveland Street and thought it was exciting and was happy to be a part of it.

Member Goudreault thanked the CDP for their efforts and their energy.

Member Bosi advised he was gauging the excitement with seeing the people in the seats at the meeting. He thought it was good to hear everyone expressing his or her thoughts and was looking forward to the rain date for the Ciclovía event.

Vice-Chairman Fernandez noted that he has been a supporter of downtown events for over 10 years and he thought the CDP is doing a good job doing these events in the Cleveland Street District. He also expressed his condolences regarding the death of Kim Cooper and sent his sympathy to Janice. He questioned why Station Square Park is closed sometimes?

Ms. Fogarty France explained that the contractor was fixing final punch-list items in regard to the pavers and that they should be done with their work shortly. She stated that the park would have to be closed sometime in the future for a few days when the pavers are sealed and then again when the concrete is stained.

Chairman Allbritton gave his thanks to the Partnership for supporting downtown and felt that the 4th Friday Event is a good thing.

12 - Adjourn

Vice Chair Fernandez made a motion to adjourn the March 4, 2009 Regular Meeting of the Clearwater Downtown Development Board at 6:59 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, March 4, 2009 – 5:30 p.m.

03.04.09.01

Member Goudreault moved to approve the minutes of the February 4, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

03.04.09.02

Member Arango moved to adopt the January 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

03.04.09.03

Vice-Chairman Fernandez amended the motion to fund the 4th Friday event in the amount of \$10,000 that will be moved from the Downtown Marketing Plan Implementation line item. The motion was duly seconded and upon the vote all voted “Aye” except Member Goudreault who did not vote. Motion carried.