

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

February 6, 2013 – 5:30PM – City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Craig Rubright	Treasurer
	Thomas Wright	Member
	Dennis Bosi	Member
	Tony Starova	Member
	John Herndon	Member

Members Absent:	Paris Morfopoulos	Member
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Also Present:	Denise Sanderson	Assistant Director, Economic Development & Housing
	Anne Fogarty France	Board Administrator

1. The Chairman called the meeting to order at 5:30 PM at City Hall.

2. Citizen Comments – Items Not on the Agenda

Member Starova addressed the Board and commented on the article in the St. Petersburg Times on the day of the board meeting. It regarded the ATM machine and awning that was in violation of city codes at his place of business. He stated would comply and remove them, but also stated that he planned to speak with city officials regarding the proper process to follow.

Member Bosi thanked Member Starova for all he has done to help the community. Chairman Allbritton expressed appreciation for the explanation.

3. Approve the Minutes from the January 9, 2013 Regular Monthly Meeting

Member Wright moved to approve the minutes from the January 9, 2013 meeting. The motion was duly seconded and carried unanimously.

4. Adopt December 2012 Financial statement for Filing

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

5. Commendations – Carlos Bernot and Mariano Pinal

Chairman Allbritton read the commendation for Carlos Bernot and Mariano Pinal (not present) and presented them with plaques. He commended them for their efforts in decorating downtown with holiday lights.

6. 2012 Annual Financial Report and Audit Results

Laura Krueger Brock and David Goddu, external auditors from CBIZ Kirkland, Russ, Murphy and Tapp, summarized the 2012 Annual Financial Report and Audit Results. Ms. Brock stated that there were no changes in account policies, no difficulties and no audit adjustments. All was accurately reported.

Members inquired about various line items and Ms. Fogarty France was thanked for her assistance and she thanked the Finance Department and Kim DuPont, Economic Development.

Member Wright moved to approve the 2012 Annual Financial Report and Audit Results. The motion was duly seconded and carried unanimously.

7. Economic Development Strategic Plan Update

Denise Sanderson, Assistant Director of Economic Development and Housing provided an update to the Economic Development Strategic Plan and discussed the CRA Technology District and Information Technology (IT) initiatives.

Questions ensued regarding what the term “risk tolerant” was and Ms. Sanderson stated that companies want defined deliverables, not strict guidelines. To help companies, some fledglings, some with high opportunity for growth, we need to embrace them.

Chairman Allbritton asked how they would go about it with property owners and the power issues.

Ms. Sanderson said they considered IT an asset to our downtown area. Wireless was not necessarily a problem in the community, but IT people would like to have businesses and bars plugged in to become mobile hotspots.

Member Wright commented that from previous meetings they were told it was too expensive and Ms. Sanderson replied that it was becoming less expensive.

Treasurer Rubright asked about clean vs. dirty power- was it within the building or from the power company? Ms. Sanderson said it can be both - the insulation factor can be measured as power comes in from the transformer and internally, it's buildings with inefficient cooling systems. They have been encouraging owners to make upgrades to their cooling systems. They have been trying to ensure that zone controls can support the demand.

Member Herndon asked about space requirements and availability.

Ms. Sanderson indicated they had performed an analysis of 3 to 4 office buildings with plenty of room and IT.

Treasurer Rubright asked how they were going to increase visits from 70 to 200.

Ms. Sanderson said that going forward their Economic Development Coordinator would do 16 visits per month and could see the same businesses two to three times per year. Their goal was to have a better sense of what was going on in the community.

Member Bosi asked what kind of changes would the Economic Development Department be making to facilitate this?

For the types of businesses they want to attract and for them to prosper there are policies and codes that needed to change. Ms. Sanderson said that to streamline the permitting process would make it predictable. Ad valorem could be given to tenants.

Ms. Sanderson discussed the Virtual Incubator Program. An incubator helps companies to grow and if it's virtual it allows companies to gain access to assistance without physically locating their business within the incubator facility.

Member Starova commented that the focus was on IT, a daytime business. What would be done about night time business because that is when we need people here?

Ms. Sanderson stated that she expected the release of Request for Proposal for mixed use development of approximately 250 units around Prospect Lake Park and this type of use would increase the night time traffic in the downtown.

8. Clearwater Downtown Partnership (CDP) Report

Grant Wood, Vice Chairman of the CDP commented on the many proactive measures in Ms. Sanderson's program- that it was all very encouraging.

Mr. Wood reported that more than 100 individuals attended the Peter Kageyama luncheon held at the Island Way Grill. In his "For the Love of Clearwater" presentation Mr. Kageyama explained his concept of how individuals love and get involved with their community by creating something special. There was a good article about the luncheon in the Tampa Bay Times and online by the Patch Clearwater.

He reported that the follow-up workshop was attended by a strong contingent of individuals that want to get involved.

Mr. Wood displayed the graphic recording from the workshop. He added that participants were asked to tell what they liked about Clearwater and groups were asked to create a T-shirt describing the downtown area. Additionally, there was a contest to win two \$500 challenges:

1st – Pimp my Parklet – Lauren Matzke – a contest for creating a public environment in a parking space. You can go to www.parkingday.org to see examples.

2nd – A mobile short film festival – Chris Hubbard and Stephanie Adamo – a film festival that travels throughout the community bringing locals together. There's also a possibility to have the winning film screened at the Capitol Theatre.

The CDP strategic plan was created and they will be doing some restructuring to get more involvement. They will work with the City Economic Development Department and hoped to hold more events similar to the "For the Love of Clearwater" event. The CDP wants to get people involved and planned to do a follow-up on Mr. Kageyama's workshop.

Members complimented Mr. Wood and Mr. Sturtevant on coordinating the luncheon and workshop. They felt the ideas generated will promote Clearwater.

Mr. Wood was asked how the Partnership will you keep the others who designed the t-shirts energized?

Mr. Wood responded that they are putting together a follow-up campaign, plastering it up all over, and will bring the graphic recording with them to do presentations.

9. Downtown Dolphin Loan to Clearwater Main Library

Member Bosi advised the board that one of the Downtown Dolphins was painted as a tribute to the children's book "Where the Wild Things Are". It turned out so nice that he proposed that the dolphin be on loan to the Main Library. Discussion ensued and Barbara Pickell provided input about the number of visitors that will see the dolphin.

Member Bosi moved for the DDB to loan the "Wild Things" dolphin to the Main Library. The motion was duly seconded and passed unanimously.

Member Starova asked if a district map could be put up in the library and Ms. Pickell agreed to make room for this information.

10. Chairman's Report –

Chairman Allbritton discussed his attendance at the February 4, 2013 CRA Meeting. The CRA discussed:

The common themes from the Joint CRA/DDB/CDP meeting. City Staff were directed to schedule a joint meeting in March or April and work with the DDB and CDP on suggested topics for meeting as well as defining roles/responsibilities of each group.

A Request for Proposal for Prospect Lake Park development was approved to be released.

A Contract to purchase 1021 Park Street was approved.

An Interlocal Agreement approved to fund Virtual Incubator Program for CRA Tech District as Denise Sanderson presented to us.

The subject of moving the Blast Friday event to the intersection of Cleveland and Ft. Harrison was discussed. The Mayor and Council-members agreed that if the event organizers request to move the event, the City Manager can approve the move for the balance of the season with the understanding that the event will be evaluated on a month by month basis.

11. Final Comments

Treasurer Rubright commented on additional ideas to discuss with CDP. One was to decorate the balls (bollards) on Cleveland Street with baseballs using chalk, or maybe hold a seasonal art contest. He noted that everyone wanted the Fun 'N Sun Parade back on Cleveland Street and thought someone should take that on. He also requested the results for return on investment for the Jazz Festival.

Member Bosi liked the small events on the street and felt they would have a big effect over time.

Member Wright asked that someone from the Jazz Festival come to the board meeting and give a post event report.

Ms. Fogarty France advised that she would request that event coordinators come before the board.

Chairman Allbritton mentioned the upcoming Blues Walk on Cleveland Street on Friday February 15, 2013 and urged viewers to attend.

Member Starova agreed that the Blues Walk was a great success last year and more bars and restaurants were participating this year. He felt that music would be a great platform to attract people to downtown on Friday nights. He liked the flyers and posters the Blues Walk used and wanted to implement more of the same. He also wanted one of the board's priorities to be to match advertising funds for every store or restaurant or match some of the funds that merchants pay for music that is playing in our district.

Member Herndon thought there should already have been signs up for the Blues Festival by now, like what has been used for the Farmer's Market. He feels that there are many rules and sign ordinances that have been added over the past several years that are causing problems.

Ms. Fogarty-France responded that the signs were for informational use only to let people know of traffic delays.

Member Starova asked if the board could rent signs to promote events like other cities do (i.e. Tarpon Springs and downtown Dunedin).

Ms. Fogarty-France responded there are signs for city use and that the Engineering department would be contacted about variable informational signs.

Member Starova asked if the signs that the board paid for to show where Free Parking was could be used.

Chairman Allbritton responded that for every event the board pays for the signs can be used.

12. The meeting was adjourned at 7:16 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, February 6, 2013 ~ 5:30 pm

02.06.13.01

Member Wright moved to approve the minutes from the January 9, 2013 meeting. The motion was duly seconded and carried unanimously.

02.06.13.02

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

02.06.13.03

Member Wright moved to approve the 2012 Annual Financial Report and Audit Results. The motion was duly seconded and carried unanimously.

02.06.13.04

Member Bosi moved for the DDB to loan the "Wild Things" dolphin to the Main Library. The motion was duly seconded and passed unanimously.