

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
September 5, 2012 – 5:30 PM – City Hall – 2nd Floor Meeting Room

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

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

1. Citizen Comments – Items Not on the Agenda

There were no citizen comments.

2. Approve the Minutes from the August 1, 2012 Meeting

Member Wright moved to approve the minutes from the August 1, 2012 meeting. The motion was duly seconded and carried unanimously.

3. Adopt July 2012 Financial Statement for Filing

Member Morfopoulos moved to adopt the July 2012 Financial Statement for filing. The motion was duly seconded and discussion ensued.

Treasurer Wright reviewed miscellaneous line items advising the board of estimated funds that would remain.

Member Wright asked if the Downtown Clearwater Merchants Association (DCMA) will be spending the funding allotted to them for Creative Loafing now that they do not have anyone preparing the advertisements. Vice-Chairman Bosi responded that he talked to Ms. Fogarty France and they are going to leave the funding as is right now because someone is supposed to be taking over the task but needed to check their calendar first before letting the DDB know.

Member Morfopoulos asked if the DCMA is responsible for Creative Loafing and stated that the DDB should not be held liable for breach of contract to which Ms. Fogarty France responded that the agreement is between Creative Loafing and the DCMA so the DDB is not liable. Vice-Chairman Bosi stated that they will have all the answers for the DDB by the next meeting.

Member Wright stated that they have between twenty-one and twenty-four thousand dollars going back into the budget which will help soften the blow for next year.

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

4. First Public Millage Hearing – Resolution 02-12

Member Wright read Millage Resolution 02-12 for the first public hearing.

Member Wright moved to adopt Resolution 02-12 of the first public millage hearing. The motion was duly seconded and carried unanimously.

Ms. Lopez stated that they received word from the property appraiser's office that resulted in a further reduction of approximately two thousand four hundred dollar decrease in the budget. They have been advised to approve the budget with the preliminary numbers and that the changes will be made once they are given the actual numbers.

5. First Public Budget Hearing – Resolution 03-12

Member Wright read Budget Resolution 03-12 for the first public hearing.

Member Wright moved to adopt Resolution 03-12 of the first public budget hearing. The motion was duly seconded and carried unanimously.

6. Set Second Public Hearing – September 10, 2012, 5:30 p.m., City Hall 2nd Floor Meeting Room

Chairman Allbritton set the second public hearing for September 10, 2012 at 5:30 p.m. in the second floor meeting room.

7. Clearwater Downtown Events Request for Advance and Update

Bill Sturtevant, Clearwater Downtown Partnership Chairman requested an advance of twenty thousand dollars of the fifty thousand dollars funded to them to coordinate the Blast Friday events. He stated that the first Blast Friday of the series starts on September 28, 2012 and the board's fiscal year starts on October 1, 2012 and an advance is needed to cover some operating expenses. Ruth Eckerd Hall is in the process of contracting with various entertainers and the schedule should be established by the end of this week.

Vice-Chairman Bosi moved to advance Clearwater Downtown Events the sum of twenty thousand dollars of the fifty thousand dollars funded to them from the FY 2011-2012 budget. The motion was duly seconded and carried unanimously.

8. Blast Friday Event Name Discussion – James Raulerson, Eric Blankenship, Ruth Eckerd Hall

James Raulerson, Capitol Theatre Manager and Blast Friday Coordinator, stated that the Atlanta Rhythm Section is the featured act of the next Blast Friday event on September 28, 2012. They are working to coordinate this event with the Super Boat Races. The Romantics will be playing on October 26, 2012 and Little River Band on November 30, 2012. They will have a list of the remaining bands by the end of this week. George Clinton will also be playing on October 26, 2012 from 9:30 p.m. to 11:30 p.m. inside Capitol Theater.

Ms. Lopez reminded the board that they wanted to discuss a name change for Blast Friday and that they had approved funding at last month's meeting contingent upon this change.

Ms. Fogarty France read from last month's minutes – 'Vice-Chairman Bosi moved to support Blast Friday at fifty thousand dollars contingent on it being named Clearwater or Cleveland Street District Blast Friday in historic downtown Clearwater' and discussion ensued.

Joyce Pemberton, Director of Corporate Partnerships, stated that they are willing to work with the board and agreed with them that it is smart to include the location as part of the name but what was read was a mouthful and people tend to shorten things.

Eric Blankenship asked if the board is concerned that people do not know the area or that the event is taking place in the area. Clearwater as well as the DDB logo is included in all the advertisements. He asked what the DDB's goal was.

Vice-Chairman Bosi stated that they were looking to bring excitement to the Cleveland Street District and that they are looking to use different avenues like Blast Friday, the Super Boat Races, and the Farmers Market. After years of having these events and promoting the Cleveland Street District, people are still not clear of the district and where it is located. There is so much going on in the city but it is having little impact to the area. The board wants to promote everything that Cleveland Street District is doing and they want people to know that there is more going on than just one event every month.

Ms. Pemberton stated that these are two separate marketing issues and that by just saying Cleveland Street people will not know where that is but people know where Clearwater is.

Mr. Blankenship stated that his goal is to get more people to Blast Friday. If that means using 'Clearwater', 'Cleveland Street', or 'best pizza in town' he will do it. If they change their approach of how they are promoting Blast Friday it might satisfy everyone's goals.

Vice-Chairman Bosi stated that St. Petersburg has 'First Friday in St. Pete', Dunedin has 'Second Friday', and Safety Harbor has 'Third Friday'. Clearwater should be able to say 'Clearwater's Blast Friday'.

Ms. Pemberton stated that she is meeting with Mr. Aungst next week and he is going to have to agree to this change.

Vice-Chairman Bosi requested that Clearwater and Cleveland Street be put next to each other so that it can be seen at the same time.

9. Nominating Committee Report – David Allbritton

Chairman Allbritton stated that they have three nominees this year. They are John Doran (CPA/Attorney/Formal City Councilmember), Craig Rubright (Water's Edge Resident), and Thomas Wright (Merrill Lynch Resident Director/Vice President)

Ms. Fogarty France requested the board has to approve the slate.

Vice-Chairman Bosi moved to approve the slate. The motion was duly seconded and carried unanimously.

10. Chairman's Report – David Allbritton

Chairman Allbritton stated that the Star Spectacular will be held on September 29, 2012 from 7:00 to 11:00 p.m. and that it is on the same Saturday as the Super Boat Championship Races. They are doing this event as a benefit for the Clearwater Marine Aquarium. It is a free event that will take place at Freedom Park which is located by the tennis court and extends to the bay. There will be a secondary event on September 22, 2012 at the Dolphin Encounter for which invitations will be sent out. They will be celebrating the one year anniversary of the Dolphin Tale movie and will be showing a sneak preview of the documentary on Winter. A number of restaurants are sponsoring this event and there will be music and entertainment as well. Anyone who buys a ticket will have reserved seating for the Star Spectacular event on September 29, 2012 and will also get a copy of the Dolphin Tale movie. If anyone wants more information they can visit www.clearwaterstarspectacular.com.

Chairman Allbritton stated that he does not know if it is a good idea to put up dolphins in the area or if it will be a liability because people jump and climb on them even with guards there.

Vice-Chairman Bosi stated that when he was on the Sculpture 360 committee he had talked to them about somehow incorporating the sculptures with Winter.

Ms. Fogarty France stated that Sculpture360 are due to come out in September and new sculptures are going to be chosen and the board sponsored this project next year. She advised that a motion be made to request that Sculpture360 has a marine theme next year.

Ms. Lopez stated that she thinks this is a very exciting idea but they cannot put the dolphins in the center medians where the public art is. The way they established the medians was for them to hold true public art pieces so that it will be safe, they can have liability insurance, and the art was large enough. They need to consider where to put the dolphins securely. There are pavers on the sidewalk plus they had to recently check weight load for hurricane Isaac at Pier 60 exhibition site.

Member Starova asked what the chance was of tying downtown Clearwater to Winter. They have the money to buy between three and five dolphins. Ms. Lopez responded that they need to decide where they want to put them. Member Starova stated that they want to put them where the art is to which Ms. Lopez responded that they cannot do that.

Vice-Chairman Bosi stated that the idea was to put the dolphins where the art is instead of on the beach to tie in Cleveland Street with Winter. Ms. Lopez responded that merchants can do that individually.

Ms. Fogarty France stated that it will cost five hundred dollars per dolphin to commission artists to paint them.

Member Wright stated that he thinks this is a great idea and that they should take some time to consider this. They can put dolphins on the four hundred to six hundred blocks during events. They can make them mobile so that they can roll them out when the events are over.

Ms. Lopez stated that if they plan to put them on the street she can talk to Parks and Recreation to see what options they have.

Chairman Allbritton stated that they should table this subject until the next meeting so that they can get all the facts.

Ms. Fogarty France asked if she should place the order for the dolphins and stated that the deadline to purchase the dolphins is tomorrow.

Member Morfopoulos asked what happened to the fifty dolphins that were on the beach to which Ms. Lopez responded that they were sponsored and will go back to their owners.

Member Wright asked what the dolphins were made of to which Ms. Lopez responded that they are made of fiber glass and weigh sixty pounds each.

Member Wright asked where they are from to which Ms. Lopez responded Nebraska.

Member Morfopoulos stated that since the deadline is tomorrow and they have the funds they should buy four or six dolphins and if they do not work out they can maybe sell them to merchants.

Member Wright moved to order six dolphins and take the money from the Restaurant Recruitment line item. The motion was duly seconded and carried unanimously.

11. Holiday Lighting Discussion – Anne Fogarty France

Ms. Fogarty France stated that the DDB's budget has reduced from fifteen thousand dollars to thirteen thousand dollars. The city's holiday lighting contractor does the light pole displays as well as Memorial Causeway and the tree at Station Square Park. The board had decided to leave the lights on the trees all year round to spruce it up but they had to take the twinkle lights down due to vandalism. Now there is rope lighting on the trees. With the budget being reduced, she asked the board what their preference was and if they would like to put the twinkle lights back on the palm trees for the holidays. She informed the board that she asked Carlos Bernot and Mariano Pinal to attend this meeting in case the board had any questions for them.

Member Starova asked if rope lights are more cost effective to which Mr. Bernot responded yes because they are LED lights.

Member Starova stated that the lighting cost went up because of having to fix the lights and asked how many times they had to fix the lights to which Mr. Pinal responded they fixed the lights three times a month on average.

Member Starova stated that they should have all the downtown trees lit with ropes so that they do not have to worry about fixing the lights to which Ms. Fogarty France responded that there are five hundred trees in downtown Clearwater. Vice-Chairman Bosi stated that it will cost five thousand dollars to light all the trees.

Member Starova asked how much the electric bill is to which Ms. Fogarty France responded fifty dollars per month.

Vice-Chairman Bosi asked if they are thinking of doing anything different this Christmas to which Mr. Bernot responded that when they did the test on the palm trees they used spotlights. He would recommend doing spotlights for Christmas instead of rope lights. That way they can do red and green lights for Christmas and red and blue lights for July.

Vice-Chairman Bosi asked what the cost was of doing the trees that way to which Ms. Fogarty France responded forty dollars. Mr. Bernot stated that the cost is less than the rope lights.

Vice-Chairman Bosi asked if they can do rope lights on one and spot lights on the other to see what it looks like. Mr. Bernot responded that they should do a lighting test. Instead of doing one on each block they should light up an entire block so that they can see the full effect.

Vice-Chairman Bosi stated that they should light the six hundred block in front of Station Square Park.

Ms. Fogarty France asked if they wanted the lights on the six hundred block and not on the four hundred block where the events are. Mr. Bernot stated that it would be good to put the lighting where the events are so that they can see what it will look like during the events.

Member Starova asked if they are putting up rope lights for Christmas to which Mr. Bernot responded that they have not gone over that yet.

Chairman Allbritton asked how many years they have been doing this to which Mr. Bernot responded twelve years.

Chairman Albritton thanked Mr. Bernot and Mr. Pinal for attending the meeting and the wonderful job they have been doing.

Chairman Allbritton asked Ms. Fogarty France to write a thank you note to them and stated that their hearts are really into this. Member Morfopoulos requested to make the letter as a commendation. Ms. Fogarty France responded that she will take care of that and would work with Member Morfopoulos on the wording.

12. DDB Promotion & Business Visitation Committee Discussion – Anne Fogarty France

Ms. Fogarty France stated that the DDB no longer funds the Pet Festival and the Book and Wine Festival and requested that the DDB Promotion & Business Visitation Committee be an on call committee instead of a monthly committee.

Vice-Chairman Bosi stated that the pet festival was a good event and asked why they are no longer having it to which Ms. Lopez responded that they do not have staffing for that. Ms. Fogarty France responded

that they received feedback that merchants were not happy with the event plus there was a drop in attendance.

The board agreed to the request that the DDB Promotion & Business Visitation Committee be an on call committee.

13. Final Comments

Member Wright had no comment.

Member Starova stated that he likes the idea of the vertical banners to promote the events. He suggested it two years ago. If they have permanent banners on each side of the poles people will know what is happening in the area and will come and attend these events. Member Starova stated that the Farmers Market pays for their banners and everyone knows about them. They do not have any sign saying 'Welcome to Downtown Clearwater'. He also asked if the sign on Gulf to Bay could be changed from Bypass to Downtown so people don't bypass the downtown. Ms. Fogarty France responded that it is a way finding sign so that decision will be up to the Department of Transportation (DOT).

Member Starova stated that they need to write a letter to the DOT requesting the sign change and asked if they can do that. Chairman Allbritton asked Member Starova to bring exactly what he is talking about to next month's meeting so that they can discuss it further. Member Starova responded that he will bring the same thing that he discussed with them two years ago.

Member Morfopoulos stated that Member Starova should bring a map and show the board where he would like the signs installed.

Vice-Chairman Bosi stated that other areas do not have the same restrictions as they do because this is a special district.

Member Starova stated that when the board requested to put 'Downtown Clearwater' on the way finding signs they were told that it could not be done. However when Dolphin Tale opened they installed signs pointing to where it was located.

Chairman Allbritton requested that this topic be put on the agenda for next month's meeting. Ms. Fogarty France asked what they would like to call it to which Chairman Allbritton responded 'welcome signs'. Ms. Fogarty France stated that it sounds like they want several different signs installed.

Vice-Chairman Bosi asked if they can redo the signs to look like the Dolphin Tale signs instead of the brown signs they currently have to which Ms. Lopez responded that it will cost approximately one hundred thousand dollars to change the signs.

Ms. Lopez informed the board that Courtney Orr's position is now vacant and they are not looking to fill that position anytime soon since they are not doing any active recruiting. In the meantime, Ms. Fogarty France is going to be the acting Downtown Manager. Her primary focus is the DDB but she will also be handling the website, questions, and promotions.

Member Starova asked if the office expenses will be reduced to which Ms. Lopez responded that Ms. Orr worked for the Community Redevelopment Agency (CRA) so the DDB's budget will not be affected.

Member Starova asked if they can hire an intern since they cannot do everything themselves to which Ms. Lopez responded that hiring personnel has to be in someone's budget. That is why they are not doing any active recruiting right now.

Member Morfopoulos stated that an item was raised on the agenda last month that he voted against. He did not realize that without his vote the motion would not pass. He only voted against the motion to cut cost but now that they have funds remaining in the budget he would like to make a motion to fund the Star Spectacular event.

Member Morfopoulos moved to fund the Star Spectacular event in the amount of two thousand five hundred dollars using the funds Friday Nights on Cleveland Street. The motion was duly seconded and discussion ensued.

Vice-Chairman Bosi asked if the Star Spectacular event is taking place the same weekend as the Super Boat Races to which Member Morfopoulos responded yes.

Upon the call for the vote the motion was unanimously approved.

14. Adjournment

Chairman Allbritton adjourned the September 5, 2012 regular meeting of the Clearwater Downtown Development Board at 8:03 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, September 5, 2012 - 5:30 pm

09.05.12.01

Member Wright moved to approve the minutes from the August 1, 2012 meeting. The motion was duly seconded and carried unanimously.

09.05.12.02

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

09.05.12.03

Member Wright moved to adopt Millage Resolution 02-12 for the first public hearing. The motion was duly seconded and carried unanimously.

09.05.12.04

Member Wright moved to adopt Budget Resolution 03-12 for the first public hearing. The motion was duly seconded and carried unanimously.

09.05.12.05

Vice-Chairman Bosi moved to advance Clearwater Downtown Events the sum of twenty thousand dollars of the fifty thousand dollars funded to them from the FY 2011-2012 budget. The motion was duly seconded and carried unanimously.

09.05.12.06

Vice-Chairman Bosi moved to approve the slate. The motion was duly seconded and carried unanimously.

09.05.12.07

Member Wright moved to order six dolphins and take the money from the Restaurant Recruitment line item. The motion was duly seconded and carried unanimously.

09.05.12.08

Member Morfopoulos moved to fund the Star Spectacular event in the amount of two thousand five hundred dollars using the funds from Friday Nights on Cleveland Street. The motion was duly seconded and carried unanimously.