

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
March 4, 2015 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos Thomas Wright Craig Rubright Dennis Bosi Chelsea Allison	Chairman Vice-Chairman Treasurer Member Member
Also Present:	Bill Jonson Jay Polglaze Anne Fogarty France Geri Campos Lopez	Ex-Officio/Councilmember Ex-Officio/Councilmember Board Administrator Director, Economic Development & Housing Department
Absent:	Tony Starova Stu Sjouwerman	Member Member

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m. The Chairman asked the Downtown Development Board (DDB) members and Ex-Officio members to introduce themselves.
2. Citizen Comments – Items Not on the Agenda – There were no citizen comments.
3. Post Event Report – Bright House Clearwater Super Power Boat National Championship – Brian Aungst addressed the DDB, explaining that Frank Chivas was on his way with pictures of the event. Mr. Aungst reported that Friday night's concert was rained out. He stated that he feels it is very important to have the stage at the intersection of Cleveland Street and Osceola. There was a disconnect having the stage so far away from the boat docks. Mr. Aungst distributed the "2014 Bright House Clearwater Super Boat Economic Impact Study" to the DDB. The total economic impact was \$18,567,900; estimated event related room nights 6,900 (133 lodges reported); and approximately 175,000 people attended the event on the weekend. The whole weekend was up by about 5,000, for a total of 175,000 attendees. Frank Chivas introduced himself and brought a book for the DDB members to review. He presented a challenge to the DDB to work with them to find an event for Saturday during the day. He suggested Cleveland Street be closed down and entertainment and activities be provided from 11:00 a.m. – 5:00 p.m.

When asked about events on Sunday on Cleveland Street, Mr. Chivas discouraged doing this because it will be dead in the pits and there won't be many people out. He did suggest taking advantage of Saturday's crowd. When asked about a complimentary event on Cleveland Street a car show was mentioned. Mr. Chivas felt that that would be a good idea.

4. Post Event Report – Clearwater Jazz Walk – Gary Hallas introduced Steve Weinberger, the new CEO for the Clearwater Jazz Holiday Foundation. The Clearwater Jazz Walk took place on Wednesday night. It gave Clearwater Jazz Holiday an opportunity to extend the brand, the footprint, and it brought approximately 500 people to Cleveland Street.

The 35<sup>th</sup> Jazz Holiday brought in about 32,000 people. The 36<sup>th</sup> Jazz Holiday will take place October 15 – 18<sup>th</sup>, 2015. Next year, Wednesday night might include the Capitol Theatre bringing in a Jazz act that could turn into a block party. Mr. Hallas thanked the DDB for their support in sponsoring the piano for the Pianos in Pinellas project.

5. Report on Current Electric Service on Cleveland Street - Chairman Morfopoulos prefaced the presentation advising the DDB that Mr. Gloster would be addressing the electric service that is already present.

Earl Gloster, Director of General Services & Solid Waste introduced Charlie Sheldon, Lead Electrician for General Services. Mr. Sheldon is responsible for the electric work done on Cleveland Street when there are problems or events.

He advised the board about the current electrical service that is presently on the street. Discussion ensued regarding the boxes at the bases of the palm trees and the boxes brought out for special events that are self-contained and have 50 amp circuit breakers.

It was confirmed that the regular receptacles at tree bases would be sufficient to light the trees. Ex-Officio Polglaze suggested the direction here could be to find low-cost LED options to light every tree.

Mr. Sheldon agreed to research options in time for the next DDB meeting. Earl Gloster confirmed that they would come back to the next meeting.

6. Downtown Redevelopment Plan Discussion - Michael Delk, Director of Planning and Development Services, addressed the board with a presentation on the current Downtown Redevelopment Plan and changes that need to be brought forth. The report talked about design guidelines and he asked the DDB to appoint a member to sit on a stakeholder's committee. Chairman Morfopoulos asked to have this item placed on the agenda for the April meeting.
7. Approve the Minutes from the February 4, 2015 DDB Meeting

**Member Wright moved to approve the minutes from the February 4, 2015 meeting. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright**

**"Nays": None.**

8. Adopt January 2015 Financial Statement for Filing

**Vice Chairman Bosi made a motion to adopt the January 2015 Financial Statement for Filing. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes": Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright.**

**"Nays": None.**

9. Cleveland Street Pedestrian Mall Update – Anne Fogarty France

Ms. Fogarty France reported that the DDB requested she find out what steps needed to be taken to close the 400 block of Cleveland Street to vehicular traffic for a one year test period. She advised that she had contacted all departments involved and provided a memorandum with their answers to Rod Irwin, Assistant City Manager, for review. Mr. Irwin will discuss

these responses with the City Manager and get back to Geri Campos Lopez and Ms. Fogarty France. They will bring the report to the DDB at that time.

**10. Cleveland Street Banner Discussion – Member Allison**

Member Allison advised the board that she has taken on the project of possible options to add a second set of banners to the street poles.

Photos of potential banners were included in the meeting agenda packet. Member Allison passed out a revised copy of the color banners to give members an idea of what it could look like. She reviewed estimate with the board for a total cost of \$7,670. If new banners were needed each year the cost would be approximately \$2,500. Each banner would have a few events and they would be easily readable from the street and the sidewalk.

Vice-Chairman Bosi asked staff to find out if the CRA would be willing to participate in paying a portion of the costs for the banners?

**Member Wright made a motion that the DDB fund the banner program in an amount not to exceed \$7,700 and that Member Allison submit a formal proposal at the next meeting and that staff check with Mr. Irwin to see if the CRA can participate in the cost of the brackets. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Chairman Paris Morfopoulos, Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright.

**“Nays”:** None.

**11. Chairman’s Report**

Chairman Morfopoulos had to leave the meeting at this point. He asked Anne Fogarty France to have an email sent at 5:00 p.m. on Wednesday, March 4, 2015 regarding a ULI Stakeholder Group read into the record.

Vice Chairman Bosi continued as Acting Chairman of the meeting and requested Member Wright to read the e-mail aloud. A copy of this e-mail is attached to the minutes.

**Member Wright moved to recommend that the City Council not create a City-sanctioned committee and instead allow the citizens or existing groups to form their own groups and supply their advice to City Council or the CRA at periodic meetings. The motion was duly seconded and upon roll call, the vote was:**

**“Ayes”:** Vice-Chairman Dennis Bosi, Treasurer Craig Rubright, Member Allison, and Member Wright.

**“Nays”:** None.

Member Bosi announced two new businesses opening in the downtown: The Downtown Vaporium at 639 Cleveland Street and the Tampa Bay Escape Room at 625 Cleveland Street. He added that the Clearwater Center for the Arts would be opening on March 21, 2015 at 4:00 p.m. and the board was invited to attend.

**12.** Topics for Future Meetings – No new topics were identified by members.

**13.** Final Comments

Member Rubright stated that he is very encouraged at the direction downtown seems to be heading. He agrees with Mr. Delk that things are happening. He added a thank you to Member Allison for her work on the banners.

Member Thomas echoed Member Rubright's thanks to Member Allison for her work. He is taking pictures of the progress at the Nolen. He advised everyone that he recommends the new RIEDO Restaurant at 601 Cleveland Street as he has been impressed by their delicious food.

Member Allison thanked Anne Fogarty France for all her work on the banner project.

Ex-Officio/Councilmember Jonson showed some pictures of scuffed up curbs at the parking garage that have been painted. He added that there were still some issues with private properties, with repairs or painting being needed. He asked if the board wanted the City to enforce on properties with code issues or is there another way to make this happen?

Ex-Officio/Councilmember Polglaze believes the passion to reinvigorate downtown is at an all-time high. He commends staff for embracing the plan and felt that things are looking up.

Vice Chairman Bosi feels the banners are a great idea but he feels our way-finding signs are very outdated. He would like to see new signs at the entrance to downtown.

**14.** The meeting was adjourned at 7:38 p.m.