

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**September 8, 2010 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers**

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Paris Morfopoulos	Member
	Thomas Wright	Member
Absent:	Charles Lykes	Member
	Courtney Orr	Downtown Manager
Also Present:	John Doran	Ex-Officio/Councilmember
	Paul Gibson	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**

Mr. Bob Longenecker, Executive Director of the Jolly Trolley, stated that he would like to give the board an update of the Clearwater Beach – Downtown Clearwater – Dunedin route. As written in the St. Pete Times article, Tarpon Springs has now entered the picture and wants to be a part of this route. Mr. Longenecker is meeting with the Tarpon Springs Council on September 14, 2010 to discuss the city being added to the route but he is not sure if the funding for this route will be in place by then. If Tarpon Springs will be able to fund this route, another loop will be added on top of the Dunedin – Tarpon Springs route and Clearwater will not be affected by this change. They will still provide one hour service and the Clearwater route will remain intact.

Mr. Longenecker stated that if the board would like they could utilize a large portion of current city agreement to produce a formal agreement between the Downtown Development Board (DDB) and the Jolley Trolley.

Mr. Longenecker stated that Dunedin is a little late in the process of starting up on October 1, 2010. Instead it looks like the new route will be in place by the second week in November.

Mr. Longenecker stated that he sent a proposal to Vice-Chairman Fernandez as well as Mr. Bob Clifford stating that the Jolley Trolley could utilize the funding from the DDB to service the upcoming Jazz Festival every thirty minutes for all four days that the event is taking place. But that can only be done if the Clearwater Regional Chamber of Commerce (CRCC) could come up with an additional \$600 to help fund the Jolley Trolley for the event. If the DDB decides against servicing the Jazz Festival, the Jolley Trolley can prorate the DDB's October funding of the new route.

Vice-Chairman Fernandez stated that the DDB is already supporting the Jazz Holiday and asked if they can incorporate a portion of the already allocated funds towards the Jolley Trolley instead of using additional DDB funding. Mr. Longenecker responded that they are \$600 away from the deal of servicing the Jazz Festival and they have forecasted recovering seventeen percent of the cost with fare revenues. It is possible that the CRCC will come up with the additional \$600.

Member Bosi asked if the \$600 was in addition to the money already in place for the Jolley Trolley route in October. Mr. Longenecker stated that the \$600 was in addition to the \$1,335 already allocated by the DDB for the October service of the Jolley Trolley.

Member Bosi asked if Dunedin decides to opt out of the plan for the new route, will the DDB funding be enough to operate the downtown loop without Dunedin for the remainder of the year. Mr. Longenecker responded probably not but he would have to do some calculations to see if the funding will be enough without Dunedin. He stated that the DDB would still be eligible for matching funds from the Pinellas Suncoast Transit Authority (PSTA).

Member Bosi asked if they could get a dollar amount from him in case Dunedin opts out of the plan for the new route so that they can be prepared. Mr. Longenecker stated that he will provide the DDB with a dollar amount for operating the downtown loop without Dunedin. He also stated that he is pretty sure that Dunedin will have everything in place to operate the loop but he is a little skeptical about Tarpon Springs.

Member Morfopoulos asked what the route will be if the Jolley Trolley services the Jazz Festival. Mr. Longenecker stated that the route will be from Clearwater Beach to the Jazz Festival.

Member Wright asked where the Jolley Trolley will stop to drop off people attending the Jazz Festival to which Mr. Longenecker responded that the Jolley Trolley will stop wherever Gary Hallas for the Jazz Festival would like it to stop.

Member Wright stated that they might want to consider having the Jolley Trolley stop on Cleveland Street so that people can walk by the various merchants on their way to the Jazz Festival to which Mr. Longenecker responded that they can do that.

Vice-Chairman Fernandez asked if the operation time of the Jolley Trolley will remain the same. Mr. Longenecker stated that the Jolley Trolley will start operating one hour before until one hour after the Jazz Festival.

Chairman Allbritton asked what stops the Jolley Trolley will make along the way. Mr. Longenecker responded that they can incorporate stops wherever the DDB would like.

Member Bosi asked if people will actually get off at the various stops or if they will stay on the Trolley until one stop before the Jazz Festival. He stated that he does not know if it is the DDB's obligation to provide transportation for the Jazz Holiday. Vice-Chairman Fernandez agreed with Member Bosi. Mr. Longenecker stated that he talked to Mr. Hallas before attending the meeting and knows that the Jazz Holiday does not have funds for transportation.

Vice-Chairman asked if people will be paying a regular fare for transportation to the Jazz Festival to which Mr. Longenecker responded yes.

**2. Approve the Minutes from the July 21, 2010 Meeting**

**Member Bosi moved to approve the minutes of the July 21, 2010 meeting. The motion was duly seconded and carried unanimously.**

**3. Adopt July 2010 Financial Statement for Filing**

**Member Wright moved to adopt the July 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

**4. First Public Millage Hearing – Resolution 01-10 – Treasurer Dennis Bosi**

Chairman Allbritton requested Member Morfopoulos to read Resolution 01-10 of the first public millage hearing.

Member Morfopoulos read Resolution 01-10 of the first public millage hearing.

**Member Wright moved to approve Resolution 01-10. The motion was duly seconded and carried unanimously.**

**5. First Public Budget Hearing – Resolution 02-10 – Treasurer Dennis Bosi**

Chairman Allbritton requested Member Morfopoulos to read Resolution 02-10 of the first public budget hearing.

Member Morfopoulos read Resolution 02-10 of the first public budget hearing.

Ms. Fogarty-France stated that there were a couple of mistakes in Resolution 02-10 and she apologized for these errors. The date in the second paragraph should read ‘September 8, 2010’ instead of ‘September 9, 2009’. Secondly, the fiscal year in the third paragraph should read ‘fiscal year 2010/11’ instead of ‘fiscal year 2009/10’. She stated that she will have these errors fixed for the second hearing.

**Member Morfopoulos moved to approve Resolution 02-10 with the two date corrections as noted, the motion was duly seconded and carried unanimously.**

**6. Set Second Public Hearing – September 13, 2010**

Chairman Allbritton set the second public hearing for September 13, 2010 at 5:30 p.m. in the Economic Development and Housing Department Conference Room.

**7. Downtown Clearwater Merchant’s Association Presentation – Vik Patel**

Vik Patel thanked the board for allowing him to speak on behalf of the Downtown Clearwater Merchant's Association (DCMA). Mr. Patel stated that he is a local business man who currently owns and operates eleven Dunkin Donut stores in the area including the one in downtown Clearwater. He is also President of the DCMA.

Mr. Patel stated that the DCMA was formed to give the merchants a unified voice in downtown and to help downtown Clearwater reach its full potential. The DCMA wants to work in conjunction with the DDB and the City and he feels that this has not been done in the past. He wants everyone to work as a team.

Mr. Patel stated that the DCMA has completed its non-profit paperwork and has opened a bank account today. They currently have between eight and twelve members in their association and are looking to have some events in the future. They are hoping to get involved with the DDB and the Clearwater Downtown Partnership (CDP) and do whatever they can to encourage other business owners to come to downtown Clearwater. They are also hoping to help improve conditions for the current merchants in the downtown Clearwater area.

Ms. Kim Benedettini stated that she is the owner of Pickles Plus and is also Vice-President of the DCMA. She informed the board that at their last meeting many of the merchants were very excited to have the Jolley Trolley servicing the Clearwater area and they felt that the best days for the Trolley to run was from Wednesday to Saturday.

Ms. Shelley Jaffe stated that she is the Treasurer for the DCMA and that they are glad to be able to bring the merchants together to work with the DDB, the City Council and the CDP to help expand downtown Clearwater.

Chairman Allbritton stated that the board is looking forward to working with the DCMA and that they are glad to have the merchants participate in improving downtown Clearwater.

Ms. Jaffe stated that they are working on their new website, [www.dcmabl.org](http://www.dcmabl.org). They are also working on social networking sites as well so that merchants can stay in touch with the DCMA even if they cannot attend the meetings. As the Cleveland Street District website is developed, the DCMA will be able to link to their website as well.

Chairman Allbritton stated that the board would like to have monthly updates on what the DCMA is doing in downtown Clearwater and would like to invite them to attend the DDB meetings as well.

Vice-Chairman Fernandez stated that everyone in the DCMA is doing a great job.

## **8. Nominating Committee Report – David Allbritton**

Chairman Allbritton stated that at the last meeting he had asked members of the board who were not running to be on the nominating committee to attract candidates. With the result, the board has a nice slate for the 2010/11 election.

Chairman Allbritton stated that three three-year seats are up for election and the election candidates are Sean Belanger (CSDVRS), Kevin Carlon (Clearwater Downtown Events, Inc), current Vice Chairman Bob Fernandez (Downtown Clearwater Farmer's Market), Shelley Jaffe (Peter Gillham's Nutrition Center), Louie Leousis (Café Supreme), current DDB member Paris Morfopoulos (One Stoppe Shoppe), Dawn Shannon (Intuition Salon & Spa), and Tony Starova (Tony's Pizzeria & Ristorante).

Vice-Chairman Fernandez asked if the nomination list needs to be approved today. Ms. Fogarty-France responded that the nomination list needs to be approved at this meeting because the ballots and election information needs to be printed in time for the election.

Chairman Allbritton asked if anyone else needs to be added to the nomination list.

Member Wright stated that he would like to add Andrew Winkler of Merrill Lynch to the slate. Chairman Allbritton asked if he was qualified to be on the board to which Member Wright responded that he is employed in downtown Clearwater.

Member Morfopoulos asked how Member Polglaze's departure will affect the number of seats available for election. Ms. Fogarty-France stated that Member Polglaze's term was up in December and he would have been up for re-election.

Chairman Allbritton asked for Citizen Comments.

Mr. Patel asked who voted for the nominees. Chairman Allbritton stated that property owners vote according to the number of parcels they own so some property owners will have more than one vote.

Ms. Fogarty-France stated that the ballots are mailed out from their office and the completed ballots are mailed to the Supervisor of Elections Office where they are counted.

Chairman Allbritton stated that it is important to sign the ballots and to make sure that the same person who signs the ballots should sign the envelope as well.

**Member Bosi moved to approve the nomination slate for the upcoming election. The motion was duly seconded and carried unanimously.**

## **9. Chairman's Report – David Allbritton**

### **a. Downtown Coordinating Committee Update**

Chairman Allbritton stated that the last Downtown Coordination Committee meeting was held on August 10<sup>th</sup>. Mr. Rod Irwin, Mr. Bill Sturtevant and Mr. Bob Clifford were among the people present for this meeting. The responsibility of the committee is to go over issues and get everyone up to date on what's happening in Downtown Clearwater so that they do not duplicate efforts. Mr. Sturtevant gave his update on 4<sup>th</sup> Friday which is no longer going to be a CDP function since another non-profit organization has taken over the responsibility. The events are now going to be called

Blast Friday instead of 4<sup>th</sup> Friday. The events are going to be taking on a new look and conducted on a more professional scale. Everyone is very excited about the possibilities the Blast Friday events will bring to downtown Clearwater.

Chairman Allbritton stated that the CDP is also turning their attention to the office vacancy problems and are focusing their energy on promoting downtown Clearwater so that can bring more businesses to the area.

**b. Clearwater's Cleveland Street District Show on WTAN-1340 AM**

Chairman Allbritton stated that he hosted the first Clearwater's Cleveland Street District Show with Member Wright on August 30, 2010 and he could not believe how fast the hour went. Downtown Dave was excellent at facilitating the show and it turned out very good. He also mentioned that he was very excited about this show and that it is a good vehicle to spread the word about Downtown Clearwater.

Chairman Allbritton stated that he would like to eventually get various businesses to participate on the show to help stimulate their respective businesses. He also mentioned that Vice-Chairman Fernandez hosted the show on September 6, 2010 and that the show will be aired at 9:00 a.m. every Monday. He feels that this show will have a very good following.

**10. DDB Promotion & Business Visitation Committee Report – Anne Fogarty France**

Ms. Fogarty-France stated that they have been very busy organizing the Book & Wine Festival which will be held on Saturday, September 11<sup>th</sup> from 4:00 p.m. to 9:00 p.m. in Station Square Park around the six hundred block of Cleveland Street.

All the acts that will be held during this event are listed on the website [www.myclearwater.com/downtown](http://www.myclearwater.com/downtown). Some of the acts include authors Tim Dorsey, Kathy Carmichael, and Kim Llewellyn. There will be a variety of entertainment on two stages. The Downtown Clearwater Merchants Association (DCMA) will have a table at this event and there will be vendors in Station Square Park as well as on the street selling fruits, cheese, bread, nuts, hand-made soap, and hand-made jewelry. Merchants will be offering coupons to people and there will be raffle drawings for gift certificates as well. The Friends of the Clearwater Library will be selling books since this event is a fundraiser for them. This is going to be a full event and they expect a good turnout.

Ms. Fogarty-France stated that September 11<sup>th</sup> is also the last day of the season for the Summer Time Market Place. The market will be open from 8:00 a.m. to 12:30 p.m. on the five hundred and six hundred block of Cleveland Street. The Achieva Box Car Rally is also being held on September 11<sup>th</sup> on Cleveland Street and is a fundraiser for Pinellas Classroom Teachers Association (PCTA). She mentioned that if anyone is interested in more information about these events they should give her a call at (727) 562-4044.

Ms. Lopez stated that she would like to congratulate Ms. Fogarty-France and Ms. Orr for the Downtown Development Board Regular Meeting – September 8, 2010

wonderful job they did with the Jaws event which was held two weeks ago. It was an incredible event with tickets being completely sold out and the theater being packed. She stated that the board should be very proud of their promotional committee for the wonderful job they did.

#### **11. Clearwater Downtown Partnership Update – Bill Sturtevant**

Mr. Bill Sturtevant stated that he wanted to give the board an update on the CDP and let them know where they are heading as an entity. They realized several months ago when 4<sup>th</sup> Friday was going to be under new management that they needed to focus on where they can be most useful. The CDP has had several meetings to see in which direction they are heading and he wanted to share all initiatives that they came up with but are not necessarily considering.

Mr. Sturtevant stated that there is a great interest for the CDP to create a more user friendly Planning & Zoning department. It is not good that it takes nine months to get a prospective business owner a permit downtown. They are currently concentrating on downtown Clearwater but eventually it will apply throughout the city as well. The CDP has met with architects, engineers, developers, property owners, and consultants to gather information on what needs to be done to make this change. They will present their recommendations to the city after they are done evaluating the information they have received. They originally had September as the target finish date for presenting their recommendations but it does not look like this target date will be reached. They will however present their recommendations to the city by the end of 2010.

Mr. Sturtevant stated that the CDP wanted to identify the four office buildings (AmSouth Bank, SunTrust Bank, Bank of America, and Sunbelt Software) where vacancy is hovering around fifty percent and see if there was anything they could do as an entity to assist the landlords and tenants. The CDP's goal is to reach out to the Bay area and find more people who would like to move and show them that downtown Clearwater has something special to offer them.

Mr. Sturtevant stated that some of the other things the CDP would like to do are: establish movies in the park, have a once a month event for children, have an art mart in the park, offer parking incentives, offer special membership events for Capitol Theater, focus on repeat business, have a water taxi to transport people to and from events now that the marina is in place, hire a grant writer, offer more support to Ruth Eckerd Hall, have a wine fest in the park, and have more seminars where experts are brought in.

Mr. Sturtevant stated that he knows some people in the Dunedin Fine Arts Center who would like to open up businesses in downtown Clearwater so they are going to talk to them about their options. The CDP would also like to reach out to all neighborhoods and help them in any way they can. They are always interested in what Gateway is doing and they have some people from Countryside on the board. They would also like to work directly with the owners of Station Square and Water's Edge to assist them in any way they can and help their cause.

Mr. Sturtevant stated that Mr. Martin Smith has taken a job in the British Virgin Islands. He is moving there to run a boutique hotel for a private owner who owns an island. Although he

is moving, he will still be keeping his home in Belleair. He also mentioned that Mr. Grant Wood, Ms. Renee Cornish, Ms. Eleanore Lyda, Ms. Alison O'Grady, and Member Thomas Wright have been added to the CDP board.

Chairman Allbritton thanked Mr. Sturtevant and stated that he is on top of everything as usual in updating the DDB of the various happenings of the CDP. Mr. Sturtevant stated that what the DDB and the CDP does is very important and he can see them making positive changes and improvements to downtown Clearwater.

## **12. DDB Retail & Restaurant Recruitment Grant Program FY 2010-2011 Discussion and Approval – Anne Fogarty France**

Ms. Fogarty-France stated that Ms. Orr requested the board to review the memo she provided at last month's meeting as well as the DDB Retail & Restaurant Recruitment Grant as it currently is. The grant is reviewed on a yearly basis and since October 1<sup>st</sup> is the beginning of the next fiscal year she asked if the board has any changes they would like to make to the grant. She also stated that the staff recommendation is to keep the grant as is right now so that Cleveland Street could be the focus of the grant.

Chairman Allbritton stated that he thinks it is a good idea to keep the grant as is so that the grant focuses on a smaller area instead of increasing the area size and losing its effectiveness.

Member Wright asked how long it takes to get through the grant process from start to finish. Ms. Fogarty-France stated that there is a lot of information that is requested by the board and the DDB attorney assists in reviewing this application process. Since the funds are received from property owners they need to make sure that the company applying for the grant will be the kind of company that will help improve downtown Clearwater. They need to make sure that the owner has a lot of business background and experience. As long as the owner provides all the information they need the process should go smoothly. After the application is filled, both Ms. Orr and she take a look at it and then send it to the DDB attorney for her review from a legal standpoint. If everything is provided to them in a timely manner, the application can come before the board for approval within a month.

Chairman Allbritton stated that when they first put this grant together, they actually had two programs that they combined – one was the Retail Recruitment Grant and the other was the Restaurant Recruitment Grant. They wanted to have substantial companies that had a track record coming to downtown Clearwater to draw people into the area. They did not want a company that would take the grant money and then go out of business.

Member Wright asked what the last business that was funded was. Ms. Fogarty-France stated that there has not been a business that has been funded under this grant as of yet. They have had a couple of people who were interested in the grant but who did not meet the criteria of being in business for at least one year under their current corporate title. Chairman Allbritton stated that if a company comes from out of town and wants to be approved for the grant they have to come in as the same entity and not a new entity. If the company comes in as a new corporation, they will not be eligible for the grant.



Chairman Allbritton stated that one of the thoughts that they had was to possibly expand the grant to include the surrounding area outside Cleveland Street. That way they can make it more viable for other restaurants to apply for this grant as well but this is something that the board will have to discuss.

Ms. Fogarty-France stated that there are a couple of restaurants that will possibly apply for the grant but they are not ready to do so at this time.

Member Morfopoulos asked if the grant applications are made public. Ms. Fogarty-France stated that the applications are made public but they are not required to reveal the tax information.

Member Morfopoulos asked under what circumstances would an owner want to move his restaurant if it has been operating successfully in its current location for a year. Ms. Fogarty-France stated that the owner could open a second location in the Cleveland Street District.

Member Morfopoulos asked if an existing owner would have to open the same exact store or can they open a store selling different products. For example, can a pharmacy owner open a book store and still be eligible for the grant. Ms. Fogarty-France stated that the owner would have to open the same exact store to be eligible for the grant. Member Morfopoulos added that this grant seems very restrictive.

Ms. Lopez responded that the grant is restrictive because they want to invest the tax payers' money in proven businesses. It is very risky to put funds in startup businesses since there is no performance track record. By being restrictive they are making sure that they are safeguarding the public tax dollars that the board is responsible for.

Ms. Lopez stated that they are currently working with a few restaurants that are good candidates for this grant who are looking to open another location in Cleveland Street District. The amount of funding could be up to \$50,000 for the interior build out so it is very good incentive for these restaurants to move to the area.

Member Morfopoulos asked how much it would cost to have audited financial statements prepared.

Ex-Officio/Councilmember Gibson stated that it costs between \$5,000 and \$6,000 to have audited financial statements prepared.

Member Morfopoulos stated that one of the criteria for the grant is that a company has to have a legally binding agreement with a licensed contractor before filing an application and asked what happens if the grant is not approved and the owner is relying on the grant money to open his business in Cleveland Street District. Ms. Fogarty-France stated that the owner would have to have a signed agreement with the licensed contractor in advance but make it contingent upon approval of the grant.

Chairman Allbritton stated the grant is a matching grant so the owner of the restaurant would have to provide his own funding for the business first and the grant will reimburse them later.

Member Wright asked if Tony's Pizza is moving and receiving a grant. Ms. Fogarty-France stated that the property owner, not Tony, is receiving the grant from the Community Redevelopment Agency (CRA) not the DDB.

Member Bosi stated that he feels that these criteria that Ms. Lopez mentioned will help bring good businesses to Cleveland Street which in turn will improve the downtown Clearwater area.

Vice-Chairman Fernandez asked what the latest news was with Casanova. Ms. Fogarty-France stated that as far as they know, Casanova is supposed to open in October.

Ms. Fogarty-France asked the board if they want to have further discussions about the grant or would they like to approve it for another year as is.

Chairman Allbritton asked for Citizen Comments.

Ms. Jaffe stated that she knows that there is a criterion of what type of business you must have to be approved for a grant but she knows a florist who provides flowers for local restaurants and businesses and is very successful. She would like to move her business to downtown Clearwater but as a florist she does not meet the criteria to receive a grant. She also stated that she knows that the DDB has been pushing for more restaurants to open in downtown Clearwater but she has been asked by the public why there are no other shops in the area such as clothing stores or florists. She asked the DDB if at some point the criteria could be broadened to allow more businesses to open in the downtown Clearwater area.

Chairman Allbritton responded that the DDB originally hired a consultant in order to find out what type of businesses they would need to bring into the area to help improve downtown Clearwater. The grant was written based on her recommendations and made very restrictive to allow the DDB to bring these specific businesses into the Cleveland Street District.

Member Bosi stated that they are looking for businesses that will bring people into the Cleveland Street District. Someone is not going to drive a long distance to come to a florist. They are looking for businesses that would bring clientele to Cleveland Street from areas outside Clearwater. They know that they need coffee shops as well as other stores but they are looking for key businesses that people would go out of their way to come to.

Ms. Jaffe asked how long the grant program has been in place to which Ms. Fogarty-France responded two years.

Chairman Allbritton stated that there is a formula in place that does not necessarily make a lot of sense sometimes but if it works they have to continue with it. He also stated that the grant is up for discussion every year so they can make changes in the future. The DDB had great intentions for this grant but the economy is definitely affecting its progress.

Member Wright asked Ms. Jaffe if the florist applied for the grant. Ms. Jaffe responded that the florist did not apply for the grant because she would not qualify to receive funding.

Member Wright told her to encourage her friend to apply for the grant.

Member Morfopoulos asked if this agenda item is time sensitive and needs be passed for the year or can they put it off for further discussion. Ms. Fogarty-France stated that the agenda item could be differed for further discussion but the program has to be in effect by October 2010. She also mentioned that information on the grant is available on their website, [www.myclearwater.com/downtown](http://www.myclearwater.com/downtown).

Member Morfopoulos asked if the grant can be amended during the year. Ms. Fogarty-France responded that it is up to the board as to whether they want to amend the program during the year but the DDB's attorney suggested that it is better to amend it on a yearly basis so that they do not make exceptions for businesses they might like and want to see open in downtown Clearwater.

Member Morfopoulos requested that next year's review process be done a few months in advance so that if any changes need to be made it can be done in a timely manner.

Member Wright stated that it was previously recommended that the grant be amended to include one block north and south of Cleveland Street and asked if this extension has been incorporated into the program. Ms. Fogarty-France stated that Ms. Orr's original memo suggested that the grant be amended to extend the boundary out one block north and south of Cleveland Street. However Ms. Lopez suggested that they keep the grant as it stands for one more year.

Ms. Lopez stated that she recommends leaving the grant as is since their focus is currently on retail and restaurants on Cleveland Street. This will also give them time to see how the economy recovers and allow them to make changes accordingly.

**Member Bosi moved to adopt the Retail & Restaurant Recruitment Grant Program for year 2010-2011 without any changes. The motion was duly seconded and carried unanimously.**

### **13. Final Comments**

Member Wright stated that he would like to compliment Chairman Allbritton on how well he represented the DDB at the boat slips grand opening.

Member Bosi stated that he wanted to thank the DCMA for all their hard work in putting events together.

Vice-Chairman Fernandez stated that he wanted to thank the board for allowing him to attend the Florida Festivals and Events Association (FFEA) meeting which was excellent. He attended as many programs as he could. Some of the discussions he attended were 'Tips for Selling Sponsorships', 'Vendors Who Can Help You Do Your Events', 'How to Put a Parade on a Very Low Budget', 'Shrimp Festival', 'Children's Entertainment', 'Green Markets', 'Putting Teens to Work For You – You Need Volunteers, They Need Experience', 'Evaluating Your Promotions – How to Know Which Ones Are Working and Which Are

Not', 'Talking to the Media and Getting Your News Publicized', and 'Does Your Merchandise Fit'. He attended a luncheon and lots of awards were given out. There were a lot of important meetings that took place and a lot of people to communicate with so the whole conference was very beneficial.

Chairman Allbritton stated that he wanted to remind everyone of the radio show that the DDB is doing every Monday at 9:00 a.m. on station 1340 AM. He also stated that it might be nice to have the DCMA representative on the show this Monday, September 13<sup>th</sup>, to talk about what they do and asked them to see him after the meeting if they were interested.

Member Morfopoulos stated that it is very nice to see that the pace of events and activities have picked up in downtown Clearwater. He thanked the city staff the DCMA, and the CDP for all their hard work in making these events and activities possible.

Ex-Officio/Councilmember Doran stated that it is gratifying to see that there are more events and activities taking place in Clearwater than there has been in the past. There are a number of things that come up during the meetings and most of the time decisions are made after strenuous hours of discussion. The board can make the decisions about how they spend their tax payers' dollars. The Retail & Restaurant Recruitment Grant has morphed over time from the previous grants that were in place and it can be changed again. A corporate decision was made at the DDB and the CRA level to aggressively make a difference in the Cleveland Street District so they brought in experts who told them that if they were going to pay money, they need to bring in the right businesses. This discussion will be an ongoing discussion and the board will change from time to time but it is important for the DDB to understand who they are and how they got where they are before marching in a different direction. He also stated that he is excited about the radio program, the downtown Clearwater activities, the opening of the boat slips, and the units that are selling at Water's Edge. Things will pick up when the economy improves but until then the DDB needs to decide whether they want to make compromises or continue with their plan of improving downtown Clearwater.

#### **14. Adjournment**

Chairman Allbritton adjourned the August 4th, 2010 regular meeting of the Clearwater Downtown Development Board at 6:47 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, September 8, 2010 - 5:30 pm

09.08.10.01

**Member Bosi moved to approve the minutes of the July 21, 2010 meeting. The motion was duly seconded and carried unanimously.**

09.08.10.02

**Member Wright moved to adopt the July 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

09.08.10.03

**Member Wright moved to approve Resolution 01-10 declaring the millage rate of .9651 mil to be levied for the fiscal year beginning October 1, 2010 and ending September 30, 2011. The motion was duly seconded and carried unanimously.**

09.08.10.04

**Member Morfopoulos moved to approve Resolution 02-10 with the two error corrections, declaring the final budget to be adopted for the fiscal year beginning October 1, 2010 and ending September 30, 2011 for operating purposes. The motion was duly seconded and carried unanimously.**

09.08.10.05

**Member Bosi moved to approve the nomination slate for the three three-year seats up for election. The motion was duly seconded and carried unanimously.**

09.08.10.06

**Member Bosi moved to adopt the Retail & Restaurant Recruitment Grant Program for year 2010-2011 without any changes. The motion was duly seconded and carried unanimously.**