

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
April 6, 2011 – 5:30 PM - City Hall – 2<sup>nd</sup> Floor Conference Room

<b>Members Present:</b>	<b>David Allbritton</b>	<b>Chairman</b>
	<b>Dennis Bosi</b>	
	<b>(5:37 p.m. – 6:50 p.m.)</b>	<b>Vice-Chairman</b>
	<b>Thomas Wright</b>	<b>Treasurer</b>
	<b>Paris Morfopoulos</b>	<b>Member</b>
	<b>Sean Belanger</b>	<b>Member</b>
	<b>Tony Starova</b>	<b>Member</b>
	<b>Andrew Winkler</b>	<b>Member</b>
<b>Also Present:</b>	<b>John Doran</b>	<b>Ex-Officio/Councilmember</b>
	<b>Paul Gibson</b>	<b>Ex-Officio/Councilmember</b>
	<b>Geri Campos Lopez</b>	<b>Director of Economic</b>
		<b>Development and Housing</b>
	<b>Anne Fogarty France</b>	<b>Board Administrator</b>
	<b>Courtney Orr</b>	<b>Downtown Manager</b>

**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 citizens' comments.

**2. Approve the Minutes from the March 2, 2011 Regular Monthly Meeting**

**Member Wright moved to approve the minutes from the March 2, 2011 meeting as submitted. The motion was duly seconded and carried unanimously.**

**3. Adopt February 2011 Financial Statement for Filing**

**Member Belanger moved to adopt the February 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

**4. Remarks by City Manager**

City Manager Bill Horne addressed the board and noted that they can expect him and Assistant City Manager Rod Irwin at future board meetings so they can directly hear comments and concerns throughout the year.

He has been the city manager for 11 years and thanked the Downtown Development Board (DDB) for the partnership they have had with the city. He noted that there is a new reality facing local governments in that there is less revenue to provide services. City government is not sure how to support the great ideas that people have without the necessary resources.

Mr. Horne stated that there are some things they can do and will do. They are willing to review the recommended changes to signage that the DDB will be talking about and are also willing to review the regulatory areas to make it easier for businesses to operate.

Mr. Horne stated that there is a citizen mandate that the city operates more like a business and they need to make sure that the decisions they arrive at make good business sense. There are a number of things that the government does that requires certain processes and they are willing to work more closely with businesses to help them achieve the necessary approvals to comply with these processes.

Mr. Horne stated that they are working to achieve better clarity on how the DDB, the Clearwater Downtown Partnership (CDP), the Downtown Clearwater Merchants Association (DCMA), and the Clearwater Regional Chamber work together to express legitimate business concerns.

Chairman Allbritton stated that it was good that they are getting everyone on the same page. He thanked Mr. Horne and Mr. Irwin for attending the meeting and stated that it is good to have the city on board. Businesses have to change and so does the city. Hopefully they will be able to accomplish that.

Member Winkler asked when the business task force report be concluded. Mr. Horne stated that they will arrive at a decision for the task force on Thursday but the specific mission has not been set.

Member Morfopoulos stated that the board had discussed in a meeting last year that new businesses that are about to open do not know the process involved in getting different permits. Some members suggested that a checklist should be developed to help these businesses get through the process and in turn make the city's job easier.

Chairman Allbritton stated that there is a checklist in place but it is very convoluted. Mr. Horne asked if the checklist is not user friendly to which Chairman Allbritton responded that for a new person it is a lot of information and the codes are not easy to understand. When they tell people that they have to pull a permit they do not realize the process involved in doing that. Education will be the real part of this process.

Member Morfopoulos stated that he recently walked down Osceola Avenue and he noticed at least ten to fifteen homeless people in sight without even descending into the park and asked if there is anything that can be done because it is a major deterrent for people. Mr. Horne responded that unless they are acting in an unlawful manner the City cannot do anything.

The members of the board thanked Mr. Horne and Mr. Irwin for attending the meeting.

## **5. Follow-Up on Banner & Signage Discussion**

Ms. Orr stated that she made a phone call to Michael Delk to discuss some ideas that were brought up at last month's meeting and he has offered to attend this meeting to talk about them.

### **a. Welcome to the District Sign or Banner**

Member Starova asked if it was possible to put a welcome sign for Cleveland Street District. There are two big poles on Cleveland Street where the welcome sign can be put.

Ms. Lopez stated that they cannot put anything going across the street because of the wind load factor. If the board would like to add a sign on the existing monument in the middle of Cleveland Street they can do that but they have to consider the cost of the installation. The public art project committee was talking about doing a mosaic on the face of the obelisk and she advised that she could talk to them about adding a welcome sign.

Vice-Chairman Bosi asked if the city could stick letters on the sign instead of drilling holes. He felt that they need to install something that can be seen.

Member Starova stated that putting a welcome sign between the two poles makes sense instead of having nothing there at all.

Member Starova asked if there is any way of putting a wall of flowers with Cleveland Street District on it. Chairman Allbritton stated that maybe they can plan to make gateways to which Ms. Lopez responded that it would have to happen on the right-of-ways and it would require a lot of funding to implement.

Member Starova stated that five years ago it was very easy to find downtown Clearwater but since the bridge moved away from Cleveland Street there is no sign indicating where downtown Clearwater is to which Ex-Officio Councilmember Gibson responded that there are a lot of signs.

Mr. Irwin stated many modifications have been made to the wayfinding signs in the past six months. It will be a costly project but they can do it if that is what the DDB wants. A lot of money went into adding the wayfinding signs six years ago.

Vice-Chairman Bosi stated that they need a comprehensive plan. He also stated that the new Cleveland Street district website will be live on Monday, April 11, 2011 and they are going to highlight all the businesses in the Cleveland Street District.

### **b. Wayfinding Signage**

#### **i. Addition of Magnetic Signs on Existing Signs**

Member Starova asked if trying to adhere magnetic signs to the existing signs was successful to which Ex-Officio Councilmember Doran responded no.

**ii. Addition of Signs Similar to Skycrest Neighborhood Signs**

Mr. Irwin stated that they need to come up with a unique theme for the signage. Vice-chairman Bosi asked if they can use the Cleveland Street District logo to which Mr. Irwin responded yes.

Chairman Allbritton asked if he could give them an estimate on how much this is going to cost the board. Mr. Irwin responded that he does not have an estimate for them now but if this is something the board wants to do he can have estimates for them.

Vice-chairman Bosi asked how much it cost to put up the last signs to which Ms. Orr responded that it cost them eighteen thousand dollars to install twenty-six signs.

Ms. Lopez stated that they need to consider the upcoming budget year. If the board decides to have new signs installed they are talking about spending at least twenty to twenty-five thousand dollars. Vice-chairman Bosi stated that these signs will be around for at least ten years. Ms. Lopez stated that they just need to keep in mind that there is a lot of other things they might want to do. She asked Ms. Fogarty France if next year's budget started in May to which Ms. Fogarty France stated that the preliminary budget is presented to the board in June.

Mr. Irwin stated that the best thing for the DDB to do is to list everything that they would like to request in regard to signs and submit it so they can be considered by management.

Member Bosi asked if it would have been better to see if the DDB would have been able to contribute money to have the signs done the way it should have been in the first place to which Mr. Irwin responded that the merchants wanted it done by a certain deadline.

Member Winkler asked if there were any plans with signage for the second part of the streetscape to which Ms. Lopez responded no, the signs are already up.

Member Belanger asked if new signs were going to go up after the completion of the streetscape to which Ms. Lopez responded that there are no plans for the addition of new wayfinding signs.

Member Starova stated that the city garages are mostly empty and that the most used garage is on Garden Street. He asked if the city can put out temporary signs saying free parking.

Member Wright asked what the cost would be to replicate the signage that Dunedin has. Mr. Bertels responded that if the board wants to do it with class they need to install a structure for the sign.

Chairman Allbritton stated that everyone has event signs up. People know what is going on in Belleair and Dunedin but no one knows what is going on in Clearwater.

Mr. Bertels stated that they can install nice looking concrete poles with a proper foundation on Cleveland Street. Member Belanger stated that the poles have to be installed on Fort Harrison Avenue to have an effect because there is not much traffic on Cleveland Street. Ex-Officio Councilmember Doran stated that there is already a structure on Fort Harrison Avenue that crosses Fort Harrison Avenue. Chairman Allbritton stated that this was a good idea.

Mr. Irwin stated that the issue comes back to what the DDB's priority is going to be. He does not want to ask somebody to work out the cost of installing these signs unless the DDB is certain that they want to go ahead with this.

Chairman Allbritton stated that they have talked about this a lot. Member Morfopoulos stated that from an investment point of view this is going to be a very costly undertaking and they need to see what return they will get from it. He asked if there was a way of putting a banner on the closed road the day of the event. Member Belanger stated that this defeats the purpose because they need to advertise ahead of time to get more people to attend the events.

#### **c. Ft. Harrison Traffic Banner**

Member Belanger stated that if a new event banner is designed it will be a good idea for the board to take a look at it before it is installed so that they can give the final approval. He also stated that Dunedin puts their sign across a very busy street and they do a fabulous job at marketing their events. They need to put a similar banner on Fort Harrison Avenue. This is a great asset and it is a shame not to use it to inform people of events happening in downtown Clearwater.

Mr. Bertels stated that they did something similar to this and installed a banner across the street. On a calm day they had no problem with the banner but when the wind blew they had to send someone down to make sure the banner did not fall onto the street. They would have to get permission from Progress Energy to use the pole on Fort Harrison Avenue. He would have to check on using the signal column as long as nothing is put on the arms to block it. Dunedin got permission to have their banner suspended from the pole and they paid for the permit. If the board is planning on putting a permanent banner there they need to build support structure. He can get the permits but it is going to need to be funded every time the banner is installed, comes lose due to wind or comes down. If the banner blows onto the street and lands on cars

blocking their view then they will have a real problem.

Member Wright asked if an estimate could be obtained on the cost of keeping the banner up over a six month period. Mr. Bertels asked if they plan on keeping the banner up full-time or just when the event is happening. Member Wright responded that they would like to keep the banner up for one week before the event.

Vice-chairman Bosi asked if the Progress Energy would agree to have a wire mesh up there to which Mr. Bertels responded no. Member Belanger asked if that would help with concern about sign blowing off the pole to which Mr. Bertels responded that he could not answer that question right now.

**Member Bosi moved to have the city staff 1) get quotes for the installation and removal of banners for each event, 2) find out if Progress Energy will permit the use of their poles to hang banners, and 3) find out the cost of installing two permanent fixtures. The motion was duly seconded and carried unanimously.**

Mr. Irwin asked how often they plan on changing the signs. Member Belanger responded that if they are going to have an event that the city is really excited about they would want to market it.

Mr. Irwin stated that they need to focus on promoting the major events because it will not be cost effective to promote the smaller events.

Member Belanger asked what the URL for the new website is to which Ms. Orr responded [www.ClevelandStreetDistrict.com](http://www.ClevelandStreetDistrict.com).

#### **d. Event Parking Signs at Garages during Coachman Park Events**

Member Starova stated that the city garages are mostly empty and that the most used garage is on Garden Street. He asked if the city can put up temporary signs saying free parking.

Member Starova stated that most of the events take place on Saturday and Sunday and the garage parking is free during that time. Sometimes there are fifteen thousand people in Coachman Park but very few people on Cleveland Street and the garage locations need to be identified. He asked if there was any way to connect Cleveland Street with Coachman Park. The entrance to Coachman Park should be on Cleveland Street and not Drew Street.

Member Belanger stated that he supports Member Starova's idea for the free parking signs. If they put a free parking sign on Drew Street, a lot of people will use it.

Mr. Irwin stated the new website allows people to search for parking within a certain radius of the location they are visiting.

Member Starova asked if they can put a sign up that reads 'Public Parking' instead of just 'P'. Mr. Bertels responded that 'P' is the international sign for parking. Ex-Officio Councilmember Doran stated that the 'P' sign was pushed off onto the city by the tourism partners. Member Belanger stated that maybe the next time they make new signs they might consider spelling out 'Public Parking' instead of just having 'P'.

## **6. North County Jolley Trolley Update**

Bob Longenecker, Jolley Trolley stated that he wanted to give the DDB a brief review on the Jolley Trolley and he is asking the board for direction. The good news is that they have excellent ridership. The bad news is the increasing fuel prices. The state has provided a Service Development Grant to assist with the funding of new service.

Denise Skinner, Pinellas Suncoast Transit Authority (PSTA) handed out some information and showed a PowerPoint presentation to the board. The presentation noted the statistics of the ridership identifying locations of pickup and drop off of passengers. In regard to the state grant, she stated that the board has two options – they can fund the trolley according to their commitment or they can use the three-year Service Development Grant which matches fifty percent of the DDB's commitment. This will reduce the amount they need to pay by half starting in April. The expectation is that the Jolley Trolley will be totally funded after three years.

Mr. Longnecker stated that Tony's Pizzeria, Casanova, and Clearwater Harbor Marina are advertisers on the trolleys. He is really disappointed with Tarpon Springs because their participation is low and advertising is a big part of this.

Member Belanger asked if collection is a problem and what period of time does the eight percent projection reflect. Mr. Longenecker responded that the projection covers ten and a half months which is through February. March's estimate is three thousand five hundred dollars.

Member Belanger asked when does Tarpon Springs' contract end to which Mr. Longenecker responded the same as the DDB.

Ms. Skinner stated that Mr. Longenecker cannot continue adding more trolleys to the service and is suggesting that the partners put aside the other half and be the monetary partner funding additional costs rather than paying less. The additional trolleys will not be shown on schedule but if they do not put additional trolleys out there riders may get tired of waiting.

Chairman Allbritton stated that they have three and a half more weeks of spring break and asked if ridership will die off before summer to which Ms. Skinner responded yes.

Mr. Longenecker stated that if it is raining he takes the one driver that he has on call off

the schedule but if it is a beautiful day he schedules an extra driver. Currently they send two trolleys up to Tarpon Springs and they know that it will be full.

Member Belanger asked if they did not project this in the original budget. Mr. Longenecker stated that they projected two trolleys at fifty-two dollars per hour.

Member Belanger asked if they are putting a third trolley out there to which Mr. Longenecker responded yes and that they typically add eight additional hours per day.

Member Belanger asked if they agree to the additional funding will the money only go towards funding the third trolley to which Ms. Skinner responded yes.

Member Winkler asked if they will need money for the months after that. Mr. Longenecker stated that he does not think so but if the ridership goes up to seven thousand to eight thousand passengers then it is a whole other story. He took the projections, doubled them and then increased them by another fifty percent.

Member Winkler asked if they talk to the aquarium about advertising to which Mr. Longenecker responded yes, the aquarium supports them.

Mr. Longenecker stated that he is a big believer that tourists should pay more but they have standard fee for all riders and most tourist buy daily tickets. Ms. Skinner stated that they increased the rates last year.

Member Wright asked if a fuel surcharge is possible. Mr. Longenecker stated that it is up one gallon from last year and that they burn three gallons per hour.

Member Belanger asked what the incremental cost for running the trolley in February is to which Mr. Longenecker responded thirty-four hours.

Member Wright asked if that is the total cost or just for the fuel to which Mr. Longenecker responded that it is the total cost.

Chairman Allbritton stated that they are currently paying one thousand three hundred and thirty-eight dollars per month but with the Service Development Grant it will drop their payment to six hundred and sixty-eight dollars per month. Ms. Skinner stated that the service put out each month will be billed separately.

Chairman Allbritton asked if February was a spiked month to which Ms. Skinner responded yes and so was March.

Member Belanger asked what their revenue was compared to other trolley routes to which Mr. Longenecker responded they exceeded revenue of the beach route within the sixth and seventh week. Member Belanger asked if this was done at the same cost to which Mr. Longenecker responded yes. Member Belanger stated that this was a great



route and felt it is going to keep getting better.

Member Winkler asked if it is possible to bill monthly to which Ms. Skinner responded yes. Member Belanger stated that if it is a simple process it will be good to be billed monthly.

Ms. Fogarty France stated that the board has a contract through September and that they pay quarterly. They are not due to pay again till May 2, 2011. Maybe after that they can switch to a monthly bill.

Mr. Longenecker stated that a quarterly billing cycle would be better because it will give them enough history for a refund. He also mentioned that it will cost thirty thousand dollars for this season.

Member Winkler asked if PSTA and Mr. Longenecker have to charge the same fare to which Ms. Skinner responded yes. Member Winkler asked why they have to charge same fare to which Ms. Skinner responded that as a public transit system they cannot have two different fares. Mr. Longenecker stated that the revenue per passenger is thirty cents higher than the PSTA.

Member Winkler asked if they cannot charge tourists extra fare because they do not have a card to which Mr. Longenecker responded that some of them do.

Member Belanger asked if the grant was effective as of April 1, 2011 to which Ms. Skinner responded yes.

Ex-Officio Councilmember Doran asked if the DDB does not make the motion will they be paying the same amount of money as they are now to which Ms. Fogarty France responded yes.

Ms. Skinner stated that they want a consensus from the board so that they know which direction to go with the other meetings. Member Belanger stated that he is not in favor of paying whole amount.

**Member Belanger moved that the board be billed quarterly by the Jolley Trolley for the incremental expense associated with running the third trolley effective May 2<sup>nd</sup> and that the DDB pay the new monthly amount of six hundred and sixty-nine dollars. The motion was duly seconded and carried unanimously.**

Chairman Allbritton stated that they will have the sponsorship form for Mr. Longenecker for next year.

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

Bill Sturtevant gave an update to the Blast Friday event stating that Kevin Carlon, of

Clearwater Downtown Events, had experienced several deaths in the family and had to move out of state. The CDP needed to bring in another entity to take over the blast Friday events and had discussions with Ruth Eckerd Hall. After a number of meetings to work out an agreement, Ruth Eckerd Hall will be taking over the Blast Friday events next fiscal year.

Mr. Sturtevant stated that there are five components of Blast Friday - entertainment, advertising, beer and wine concessions, logistics, and vendors. Ruth Eckerd Hall has currently taken over the entertainment and the advertising which gives Blast Friday access to their two thousand e-mail addresses when their messages are sent out. Jay Polglaze manages the logistics and Eleanor Lyda manages the vendors.

Mr. Sturtevant stated that Ruth Eckerd Hall had Poco performing last month and they received very good publicity. Blast Friday is getting good traction. The Atlanta Rhythm Section will be a future performer for Blast Friday and it will be a great event. Ruth Eckerd Hall can deliver on entertainment and advertising. When they first got started, corporate America sponsors were non-existent in downtown Clearwater. But now they have contracts with big names like Bright House Networks and the Hyatt.

Mr. Sturtevant stated that they will finish out the Blast Friday series as best they can. They see the importance of putting on a major monthly event but it is imperative that the DCMA participate in small events. Dunedin gives the perception of having an event every weekend. It is very important to put on a great event once a month and fill that with small events in between. He was disappointed that the DCMA did not pick up on this. He is going to try and get through to them once more. All he hears from them is what is the city is going to do for them and it is up to the private sector to help make downtown Clearwater a success.

Member Belanger stated that Blast Friday would benefit the most from banners across the street. He also stated that he heard there was some reluctance on the cost of the events and suggested that maybe the DCMA can contribute to take on some of the cost.

Mr. Sturtevant stated that Blast Friday is the big event in downtown Clearwater and he thinks that they need to figure out a way to get the merchants more involved in this event.

Chairman Allbritton stated that there were a lot of merchants participating at the last Blast Friday and that was good.

Ex-Officio/Councilmember Doran stated that this is the purpose of an event and that it is a means to an end.

Chairman Allbritton stated that they could not even get some merchants to stay open during the events. Mr. Sturtevant stated that maybe they can talk to the merchants that were open during the Poco event and ask them how did during that time versus the previous Friday.

Member Starova wanted to alert the board that he paid for everything for Ruth Eckerd Hall's 90<sup>th</sup> anniversary because no one wanted to participate in the event. He admits he does great

during Blast Friday which shows that the event brings new people to downtown Clearwater. He feels that they need to put more merchants on the street.

Member Wright stated that it sounds like the merchants are not participating in the event and asked who is lobbying these events. Mr. Sturtevant stated that he told the DCMA that he will help them with the process of putting on smaller events. He will even help them manage it and come up with themes. When they had the Miracle event people attended from all over the city. Every month the Blast Friday event is a success and now they have to come up with smaller events to bring people to downtown Clearwater on a regular basis.

Mr. Sturtevant stated that maybe the DDB can convey to the DCMA that this is important for the growth of the city and give them reasons as to why they need to put on these events. The Merchants Association in Dunedin organizes all the events.

Member Belanger asked how he would recommend that they help influence the DCMA to which Mr. Sturtevant responded that he does not have a recommendation right now. He is going to give it another try and talk to the DCMA to make them see that they need to take ownership of these events.

Ex-Officio Councilmember Doran stated that Sunset at Pier 60 started over fifteen years ago because they thought they had to have an event every night. The organizers of these events are all volunteers; the city of Clearwater does not give them any money for entertaining. The event is self sustaining and operates every single night. One has to have people of passion to make this happen. If the DCMA is going to try and organize a weekly event they need enough people to make it work. The key to Pier 60's success is their arts and crafts shows. Member Starova stated that maybe they can organize an event for the fourth of July when they have fireworks downtown. They have not taken advantage of the thousands of people that come to downtown Clearwater during that time.

Chairman Allbritton stated that this was a good idea. He understands Mr. Sturtevant's frustration. They have trouble getting the merchants to participate on the radio and it is free.

## **8. WTAN Radio Show Discussion – David Allbritton**

Chairman Allbritton stated that he is wondering if the WTAN radio show was worth the money the board has paid. He has no problem doing the show but he does not get a lot of calls.

Member Starova stated that a board member announced a deal for an oil change with his company but he got no response out of it.

Ex-Officio Councilmember Doran stated that he may have made a mistake in suggesting that they do the radio show. He thought it was a good idea at the time and that the merchants would be interested in it.

Member Morfopoulos stated that he appeared on the show and offered a deal for his shop but

no one called in nor took advantage of the internet offer.

Member Belanger asked how much was paid for the radio show to which member Wright responded that \$6,500 was paid for a year's worth of airtime.

Ex-Officio Councilmember Doran stated that he and Vice-Chairman Bosi had two phone calls while hosting the radio show.

Member Winkler asked if Ms. Fogarty France could find out if the agreement can be terminated mid-contract to which Ms. Fogarty France responded yes.

Ms. Fogarty France stated that member Belanger is scheduled to do the radio show next week and member Wright is scheduled for May 2, 2011.

Chairman Allbritton stated that they still need someone to host the radio show on April 18<sup>th</sup>, April 25<sup>th</sup>, May 16<sup>th</sup> and May 23<sup>rd</sup>. Ex-Officio Councilmember Doran stated that he cannot do the show on April 18th but he can host it on April 25<sup>th</sup>.

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

Chairman Allbritton stated that he is going to forgo his report for this meeting.

#### **10. Cleveland Street Palm Tree Lights – Anne Fogarty France**

Ms. Fogarty France stated that after speaking with the city staff it will cost fifty dollars in electricity to keep the lights on the trees in Cleveland Street District, four hundred dollars in labor to have the trees maintained, two hundred fifty dollars for twenty-four sets of lights, and three hundred dollars every three months for storage. She requested that they move one thousand dollars from the Poetry and Art Festival line item and six hundred and seventy dollars from the cultural week line item to fund the lighting. This should take them through the end of the fiscal year.

**Member Wright moved to continue lighting the palm trees on Cleveland Street and fund it from line items from the Poetry and Art Festival and the Clearwater Cultural Week in the amounts of \$1,000 and \$670 respectively. The motion was duly seconded and carried unanimously.**

#### **11. Approval of 2011 DDB Sponsorship Request Form – Anne Fogarty France**

Ms. Fogarty-France stated that she needs to get approval from the members for the sponsorship request form. The form needs to be sent to organizations requesting sponsorship and is due back to the DDB by May 15, 2011.

Member Wright asked if they managed to make the form fillable to which Ms. Fogarty France stated yes so now it will be easier to read the completed forms.

Chairman Allbritton requested Ms. Fogarty France include on the form of statement saying that a final report must be given to the board in person after the event.

**Member Morfopoulos moved to adopt the DDB sponsorship request form as revised and amended. The motion was duly seconded and carried unanimously.**

**12. Final Comments**

There were no final comments.

**13. Adjournment**

Chairman Allbritton adjourned the April 4, 2011 regular meeting of the Clearwater Downtown Development Board at 8:23 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, April 6, 2011 - 5:30 pm

04.06.11.01

**Member Wright moved to approve the minutes from the March 2, 2011 meeting. The motion was duly seconded and carried unanimously.**

04.06.11.02

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

04.06.11.03

**Member Bosi moved to have the city staff 1) get quotes for the installation and removal of banners for each event, 2) find out if Progress Energy will permit the use of their poles to hang banners, and 3) find out the cost of installing two permanent fixtures. The motion was duly seconded and carried unanimously.**

04.06.11.04

**Member Belanger moved that the board be billed quarterly by the Jolley Trolley for the incremental expense associated with running the third trolley effective May 2<sup>nd</sup> and that the DDB pay the new monthly amount of six hundred and sixty-nine dollars. The motion was duly seconded and carried unanimously.**

04.06.11.05

**Member Wright moved to continue lighting the palm trees on Cleveland Street and fund it from line items from the Poetry and Art Festival and the Clearwater Cultural Week in the amounts of \$1,000 and \$670 respectively. The motion was duly seconded and carried unanimously.**

04.06.11.06

**Member Morfopoulos moved to adopt the DDB sponsorship request form as revised and amended. The motion was duly seconded and carried unanimously.**