

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
February 2, 2011 – 5:30 PM – City Hall – 2nd Floor Meeting Room

Members Present:	David Allbritton	Chairman
	Thomas Wright	Treasurer
	Paris Morfopoulos	Member
	Bledar “Tony” Starova	Member
	Andrew Winkler	Member
	Sean Belanger	Member
Absent:	Dennis Bosi	Vice-chairman
Also Present:	John Doran	Ex-Officio/Councilmember
	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development and Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

- 1. The Chairman called the meeting to order at 5:30 p.m. at City Hall.**
- 2. Citizen Comments – Items Not on the Agenda**

Vik Patel, President of the Downtown Clearwater Merchants Association (DCMA) and owner of the Cleveland Street Dunkin Donuts/Baskin Robbins, advised the board that they had eight new members this year. The DCMA has coordinated advertising for five downtown businesses on the beach map. They also have advertising on the Jolley Trolleys and on their map.

Chairman stated that he was impressed and thinks what they are doing is great.

Member Morfopoulos advised he would join the group and participate in the advertising.

Mr. Patel advised that the next DCMA meeting was scheduled for February 22 at 4 p.m. at Chiang Mai Thai and Sushi. They plan to bring more exposure to the merchants.

Member Starova commented that he would like the DDB to get more involved.

Mr. Patel agreed to bring a plan of what the DCMA wants to do and present it to the DDB.

Members requested that Mr. Patel include what the DCMA accomplished last year.

- 3. Approve the Minutes from the January 5, 2011 Regular Monthly Meeting**

Member Belanger moved to approve the minutes from the January 5, 2011 meeting. The motion was duly seconded and carried unanimously.

4. Adopt December 2010 Financial Statement for Filing

Member Morfopoulos moved to adopt the December 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

5. DDB Financial Line Item Description Changes

Mr. Jay Ravins, Finance Director, discussed the memorandum provided to the board with the items that he was asked to respond to regarding how line items are described.

He advised that it was up to the board to determine wording on their financial statements. The end of year statements would have to be done as prescribed by state rules.

Mr. Ravins answered questions regarding line items and members requested that another word choice be suggested for the Difference column to which Mr. Ravins advised that he would offer suggestions for verbiage.

6. Jolley Trolley Funding Questions

Anne Fogarty France discussed the memorandum provided to the board in response to a question about Jolley Trolley funding raised at the January 5, 2011 meeting.

She advised that Bob Longenecker of the Jolley Trolley provided a revised funding schedule that noted the corrected DDB funding amount of \$14,047.27 and that invoices provided for reimbursement are in line with that funding schedule.

The Service Agreement signed by the board included a section that noted that if service commenced after the November 1, 2010 start date, the fund contributions would be prorated and adjusted based on the actual commencement date for the route.

She recommended that the board approve a budget amendment to change the line items for the Jolley Trolley loop from \$14,667 to \$14,047.27 and that the difference of \$619.73 be placed in Retained Earnings, now named Retained Revenues.

Member Morfopoulos moved to change the Jolley Trolley line item to \$14,047.27 and return \$619.73 to Retained Revenues. The motion was duly seconded and carried unanimously.

a. Jolley Trolley Coastal Route Update

Bob Longenecker, Jolley Trolley, gave an update of the success of the Coastal Route and noted that the PSTA matches each municipality's funding. He stated that they only comments they receive concerns why they don't run the trolleys seven days a week.

Mr. Longenecker advised the board that the Trolley was servicing the Phillies at Bright House Networks Field and travels a loop to the Blue Jays Stadium. They serviced the Iron Man event, transported 800 extras for the Dolphin Tale movie. He met w/Iron Girl race coordinators and is waiting to hear from

them. Iron Girl already has 1,000 runners booked and are looking for 3,000 for their April 10 event. Attendees will utilize the free parking downtown and they will service them.

Questions were raised regarding the collection of ridership figures and Mr. Longenecker responded that the pass has a metallic code on the back of it which counts riders.

Member Belanger asked about the free downtown parking and if they leased for private parties?

Mr. Longenecker advised that parking was free on nights and weekends on downtown streets and in the parking garages and that Chamber and City groups leased the trolleys at a rate of \$52.00 per hour.

Member Winkler asked if there was any discussion about expanding the hours.

Mr. Longenecker stated that everyone would love to but this is probably not the year to do this and it would only happen if PSTA continued to support the effort.

Ex-officio Councilmember Doran stated that he loves the Trolley but the people who use it do so at 16% of the cost to run it and the cost can't be made up by increasing the volume.

Mr. Longenecker advised that there was only 16% fare box recovery for the route, 20% with advertising and 22% with charters.

Member Morfopoulos asked about marketing the trolley to the spring break crowd and asked if the message boards could be used to direct people to downtown. The Jolley Trolley could be used to ferry them to the beach.

Ex-officio councilmember Paul Gibson stated that the city had four Variable Message Boards (VMB) and had talked about using them in this manner.

Members inquired what it would take to make this happen and it was suggested that a motion be made to formally request this.

Member Morfopoulos made a motion to request that the City Council direct Staff to allow the use of the Variable Message Boards to direct spring breaker visitors to free downtown parking and to use the Jolley Trolley to get to the beach. The motion was duly seconded and carried unanimously.

7. Downtown Boat Slips, now known as the Clearwater Harbor Marina, Update

Bill Morris, Director of the Marine and Aviation Department gave an update to Clearwater Harbor Marina project. The marina currently has 47 tenants. He displayed aerial photos taken of the north and south areas of the marina and one that showed the use of the transient space at the start of the Jazz Holiday Festival.

Mr. Morris described an event they have been approached about doing. The event was a Reef Race, which is a 30-mile circuit type race, which includes cruiser racers and many day sailors. These participants tend to come in on Friday nights, and have a party in an adjacent park, like Coachman Park,

They do the circuit the next day, have another evening event and leave the following day. There has also been some discussion about creating events during the Sea Blues Festival.

Mr. Morris showed a positive news article about the award received from BoatUS and stated that they finished the first year with a \$19,000 profit.

Member Morfopoulos asked what the numbers were for transient boaters and the number of actual boaters.

Mr. Morris advised that transient boaters were 11-12% of capacity and that there were an average of 10-11 boaters on an average weekend.

When asked how the marina is marketed, Mr. Morris stated that this was part of his responsibility. They advertised the marina in BoatUS magazine, on marinas.com, and in the Jolley Trolley. He added that they had the best stopping point for those boating from Pensacola and they did cross marketing with Bayou Bay.

Mr. Morris added that they were talking to a ferry service from Tampa and may be opening this up to bid. One problem is that people don't want to cart all their beach stuff on the ferry. If travelers are coming downtown they may like that we're partnering with the Jolley Trolley.

Member Belanger asked if they had talked to local boat dealers about doing a Boat Show here and that more events were needed.

Mr. Morris stated that they have talked to boat dealers and they want the slips for free.

Member Starova asked if the marina tenants were looking for places to eat and if there were bike rentals locally.

Mr. Morris advised that they were looking for restaurants but they were also looking for a bar and that they were open to ideas such as bike rentals.

A question was raised about security and Mr. Morris advised that they had to put in security gates and lock them at 9:00 p.m. due to a nighttime homeless issue.

Member Wright asked were transients fuel their boats and if fuel trucks were allowed.

Mr. Morris advised that the Clearwater Beach Marina was only 2 miles away and that fuel trucks were not allowed due to environmental and safety issues.

Member Belanger inquired who could authorize giving free slips to do a boat show.

Mr. Morris stated that per our code, the City Manager could approve a 10% rate change and that they were rewriting their business plan to give present day numbers.

Mr. Belanger asked if this information was included in the plan if this would allow staff to approve free slips for boat show dealers.

Member Morfopoulos asked if it would be useful to have the DDB recommend this be done?

Geri Campos Lopez, Director of Economic Development noted that from an Economic Development perspective, it is a valid recommendation.

Member Belanger made a motion to recommend the city council allow free slip rental, for a maximum of 4 days, at the Clearwater Harbor Marina for slips that would otherwise be empty to support boat shows or other events that would bring more revenue and visibility to the Clearwater Harbor Marina. The motion was duly seconded and carried unanimously.

8. Clearwater Jazz Holiday Festival Update

Joanie Sigal of the Jazz Holiday Board addressed board members. She noted that she has been on the Jazz board for nine years and has been in charge of the Jazz 'n Artwalk. Ms. Sigal stated that it's been hard as the artists don't want to be separate from the show. They are looking at the possibility of tabling the art show totally this year and if they did decide to have the art show they were moving it to the 400 block of Cleveland Street.

Gary Hallas of Clearwater Jazz Holiday stated that one of the scenarios they were looking at was tabling the art walk for one or two years until the Harborview Center is razed. Another thought was having a block party on one of the nights on the 400 block of Cleveland Street with the downtown merchants and include jazz music in the Capitol Theatre until midnight.

Ms. Sigal noted that a couple of Jazz 'n Artwalk sponsors will not be returning as they don't want to be at the 500 and 600 blocks of Cleveland Street location.

Members asked if they were looking for another sponsor and if the artists want to be a part of the event

Mr. Hallas advised that they were looking for other sponsors and that artists want to be part of the event but do not want to be separated from the jazz festival.

Ms. Sigal stated they were looking at a way to do something downtown and noted that the DDB has been generous in their support of the Jazz 'n Artwalk and they want to give back to Clearwater.

Members liked the idea of what was being proposed and asked that more information be presented to them when the plan was firmed up.

9. Appoint Member to Co-Chair DDB Promotion and Business Visitation Committee

Chairman Allbritton asked for a volunteer to co-chair the DDB Promotion and Business Visitation Committee.

Member Wright moved to appoint Dennis Bosi as co-chairman of the DDB Promotion and Business Visitation Committee. The motion was duly seconded and carried unanimously.

10. Cleveland Street Palm Tree Lighting

Ms. Fogarty France advised the board that she had researched the board's request to keep the white lights on the palm trees on Cleveland Street. The initial findings were that the lights could stay on the trees. The holiday lighting contractors provided a proposal to maintain the lights on a monthly or an as-needed basis. Ms. Fogarty France received an estimate for electric cost of \$100 - 150 per month and recommended a one month trial period be done. She suggested starting at the beginning of a billing period to determine if these costs were correct. Board members agreed to the one month trial period.

11. Chairman's Report

Chairman Allbritton stated that he had spoken to the Blast Friday organizers at the end of January's event. Organizers felt that the cold weather kept the crowds away. He asked them to have Kevin Carlon address the board when he returned to the state. The Chairman felt that they needed to have other types of music besides country music.

Member Starova noted that when cars drive on Ft. Harrison, the people driving by don't know what is taking place and suggested a sign be placed at this location.

Member Belanger asked about banners across the street.

Ms. Campos Lopez advised that these were public purpose signs and it was noted that we did not have the infrastructure for banners across the street.

Member Starova stated that he took a walk down Cleveland Street and saw some items he wanted to bring up. He proposed putting banners on both sides of the poles and information be included about monthly Blast Friday events. He felt we should add info kiosk signs at Starbucks corner and at Dunkin Donuts/Baskin Robins because this is where more people congregate. He asked if the VMBs could be used for Blast Friday events. Lastly he asked that when construction on Phase II of the streetscape was done and Cleveland Street is closed if signs can be place to alert people of the Cleveland Street District businesses.

In regard to the request for additional detour signs, Ms. Campos Lopez advised that they can't put signs on the detour route for the district because it's not part of the construction area.

Member Starova stated that the signs would alert travelers going to Cleveland Street District shops and restaurants to follow the detour because the construction will impact district businesses.

Ms. Campos Lopez stated that this area is not affected by the construction. The construction contractor has specific signs that they have to provide and detour signs are included but Cleveland Street District signs are not part of the contract.

Ex-officio Councilmember Gibson added that the contract is signed and that it was too late to add signs.

Member Wright stated they should focus efforts on future signs and get signage to announce Blast Friday on corner of Ft. Harrison.

Members asked staff to research banners and flag signs for events and bring back to next meeting.

Member Starova stated that the board should fund a ½ page ad in the paper for all the businesses downtown as the perspective was that there is nothing downtown to come to. He added that the board should expose our downtown with a local ad to be paid for by the DDB to promote businesses.

Member Morfopoulos felt that the board should create a flyer not an ad for businesses to have the opportunity to pay for at a low cost. The flyer would be sent to specific zip code.

Member Wright suggested city newsletters like the one that goes to Belleair and Clearwater Beach that is produced by Griffin Publishing. It costs \$600.00 and is an alternative to ads and flyers for pricing,

Ms. Campos Lopez stated that the board will hear about the new Cleveland Street District website at the next meeting. She stressed the need to think about the general strategy and consider pushing businesses to promote themselves on the website with specials.

Ex-officio Councilmember Gibson suggested an article in the St. Petersburg Times newspaper. An article could be written and provided to Mike Brassfield and would be a good way to get great press on items such as the Jolley Trolley or the marina.

12. Final Comments

Member Morfopoulos requested that someone from the Police come to the next meeting to talk about the homeless.

Ex-officio Councilmember Gibson brought up the Safe Harbor program, located at County Jail on 49th Street. Members had not heard about it and staff agreed to ask Chief Holloway give a briefing at the next meeting.

13. Adjournment

Chairman Allbritton adjourned the February 2, 2011 regular meeting of the Clearwater Downtown Development Board at 8:05 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, February 2, 2010 - 5:30 pm

02.02.11.01

Member Belanger moved to approve the minutes from the January 5, 2011 meeting. The motion was duly seconded and carried unanimously.

02.02.11.02

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

02.02.11.03

Member Morfopoulos moved to change the Jolley Trolley line item to \$14,047.27 and return \$619.73 to Retained Revenues. The motion was duly seconded and carried unanimously.

02.02.11.04

Member Morfopoulos made a motion to request that the City Council direct Staff to allow the use of the Variable Message Boards to direct spring breaker visitors to free downtown parking and to use the Jolley Trolley to get to the beach. The motion was duly seconded and carried unanimously.

02.02.11.05

Member Belanger made a motion to recommend the city council allow free slip rental, for a maximum of 4 days, at the Clearwater Harbor Marina for slips that would otherwise be empty to support boat shows or other events that would bring more revenue and visibility to the Clearwater Harbor Marina. The motion was duly seconded and carried unanimously.

02.02.11.06

Member Wright moved to appoint Dennis Bosi as co-chairman of the DDB Promotion and Business Visitation Committee. The motion was duly seconded and carried unanimously.