

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

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| Members Present: | David Allbritton | Chairman |
| | Dennis Bosi | Vice-Chairman |
| | Thomas Wright | Treasurer |
| | (via phone) | |
| | Paris Morfopoulos | Member |
| | Sean Belanger | Member |
| | Tony Starova | Member |
| | Andrew Winkler | Member |
| Also Present: | John Doran (till 6:30 p.m.) | Ex-Officio/Councilmember |
| | Paul Gibson | Ex-Officio/Councilmember |
| | Geri Campos Lopez | Director of Economic |
| | | Development and Housing |
| | Anne Fogarty-France | Board Administrator |
| | Courtney Orr | Downtown Manager |

The Chairman called the meeting to order at 5:34 p.m. at City Hall.

1. Citizen Comments – Items Not on the Agenda

Vik Patel stated that he is the president of the Downtown Clearwater Merchants Association (DCMA) and the owner of Dunkin Donuts on Cleveland Street. He wanted to give the Downtown Development Board (DDB) a brief update of what has been going on with the DCMA. A merchants' flier containing coupons is now available at various stores as well as the marina and is free for all members. The idea is to cross-sell with the hopes of driving new business into downtown Clearwater.

Mr. Patel stated that Pickles Plus Too, a DCMA member, is hosting an event on June 10, 2011 which will include a free wine tasting and live music. His company is also working closely with Capitol Theatre in that anyone who goes into a business and shows their ticket will receive a discount on purchases made in that store. The DCMA is hoping to partner with Capitol Theatre on other events as well.

Mr. Patel stated that there was representation from the marina at the last meeting and there will be representation from the library at the next meeting which will be held on June 7th at 3:00 p.m. at the Olive Tree Restaurant.

Mr. Patel stated that merchants have been working with Courtney Orr and Anne Fogarty France to offer coupons like those on LivingSocial and Groupon and to include these offers on the Cleveland Street District website. They are hoping that this will bring more business to the District.

Mr. Patel stated that they are working with Ms. Orr and Paul Bertels on putting detour signage in strategic locations for businesses. A lot of merchants are upset at the construction that is taking place at their entrances so they plan on putting detour signs to direct people towards the

businesses. He also stated that they are working on getting more signage for parking. There are lots of events that are taking place in Coachman Park that the merchants do not benefit from. So they are hoping to have signs that say free parking. If people park on Cleveland Street it will help drive sales during these events. Currently there are between five to ten thousand people who attend these events and the merchants do not see any positive or negative impact on their sales.

Chairman Allbritton stated that he would love for Mr. Patel to attend more DDB meetings and that it could really make a difference. He knows that Mr. Patel travels a lot so if he cannot attend the meetings, maybe he can send someone else from the DCMA to attend.

Member Belanger stated that they had portable signs for parking and he thought that Member Starova stated that it had a positive impact on traffic. Member Starova stated that these signs just said event parking and did not say free parking. He feels that the DDB should fund the signage that says free parking because it would make a bigger difference.

Mr. Patel stated that if people see signs that say free parking during events, they are more likely to come to the same free parking areas during the week

Member Morfopoulos asked who would be the responsible entity to talk to about putting the entrance on Cleveland Street instead of Drew Street during an event in Coachman Park.

Ms. Lopez stated that the Parks and Recreation administration oversees event coordination and the reason that it opens on Drew Street instead of Cleveland Street could be because of impact on Pickles Plus and members advised they didn't think this was the reason.

Ms. Fogarty France stated that she can inquire as to the reason is for having the entrance on Drew Street and if they can move the entrance to Cleveland Street and would report back to board.

2. Approve the Minutes from the May 4, 2011 Regular Monthly Meeting

Vice-Chairman Bosi moved to approve the minutes from the May 4, 2011 meeting as submitted. The motion was duly seconded and carried unanimously.

3. Adopt April 2011 Financial Statement for Filing

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

4. Clearwater Jazz Holiday 2011 – Gary Hallas

Gary Hallas stated that they have come up with some exciting things for the Clearwater Jazz Holiday. The Jazz Festival event will be held from October 14 – 16, 2011 with an after party planned for October 14 from 9:00 p.m. to 2:00 a.m. This is the first year that they have had an opportunity to do an after party. The party will consist of a jazz jam and will give an opportunity for other artists to perform. This will be a ticketed event held in the Capitol Theatre and they hope to have different merchants participating to help bring people out onto the streets for a block party. In the future they are looking to make this a two day event from Coachman Park to Cleveland

Street. The after party will be mentioned in the merchants' flier and they will have newspaper print ads as well as inserts in magazines to help promote this event.

Vice-Chairman Bosi asked if they have any plans to put music on the street. Mr. Hallas stated that they could put bands out in the street but the main idea is to get people to go into the retail establishments.

Member Winkler asked if they are not putting entertainment out in the street due to cost. Mr. Hallas stated that it is pretty expensive to shut down the street but that is something they are looking to do in the future.

Vice-Chairman Bosi asked if they want the restaurants to stay open after 11 p.m. to which Mr. Hallas responded that it is up to them but they would like the restaurants to stay open if possible.

Vice-Chairman Bosi asked if they are still doing the Jazz and Art Walk to which Mr. Hallas responded not this year because the artists want to be part of the event in Coachman Park so it is not feasible at this time.

Vice-Chairman Bosi asked if the event took place on the 400 block of Cleveland Street last year to which Mr. Hallas responded that it was held on the 500 and 600 blocks of Cleveland Street.

Vice-Chairman Bosi stated that he does not think the restaurants will stay open past 11 p.m. to which Mr. Hallas responded that the after party will begin at 9 p.m.

Member Belanger asked what the charge will be for the event held in Capitol Theatre to which Mr. Hallas responded ten dollars.

Member Belanger stated that it is great that they are having some component in Capitol Theatre and asked if they are going to hold any programs on the streets to which Mr. Hallas responded that they will have something on the streets but their main objective is to drive traffic to the establishments on Cleveland Street.

Vice-Chairman Bosi stated that he thought the DDB had already included the Jazz and Art Walk in their budget to which Mr. Hallas responded that the DDB was sponsoring them for four thousand four hundred dollars. Vice-Chairman Bosi asked how much more will this event cost to which Mr. Hallas responded that there will be no additional cost.

Vice-Chairman Bosi stated that they have supported the Jazz Holiday over the years and that their idea was to use this event to get more people on Cleveland Street. This event was a great vehicle to drive traffic and they were looking forward to it. It is a setback that they are not going to have it this year. Ms. Joanie Sigal stated that they were having a lot of difficulty getting artists to participate. The artists wanted to be in Coachman Park. The DDB have been great sponsors over the years, but their other sponsorships have not grown.

Member Wright stated that he felt this is something they have to support as the board. He has looked at it from different angles and he recommends that the board allow them to use the funds from the Jazz and Art Walk. He feels that this will drive more people to Cleveland Street. He

asked how many people they expect to attend the event to which Mr. Hallas responded that they are hoping to fill the Park with approximately twelve thousand people.

Member Wright stated that he thinks this is something that can be repeated year after year and that it will be a great way of getting people out of the park and onto Cleveland Street.

Chairman Allbritton stated that the headliner comes on at 9 p.m. and asked what will drive people onto the street during that time. Mr. Hallas stated that they may not see much traffic on the street while the headliner is on but people may start to slowly head onto the street to go for dinner and get ready for the after party.

Member Starova asked if they can have the performances on the street instead of in Capitol Theatre because they will not get one thousand people onto the streets when there are only four hundred seats available in Capitol Theatre. Mr. Hallas responded that it will not be feasible with their current budget unless they get more sponsors.

Vice-Chairman Bosi stated that a lot of merchants are not going to stay open past 11 p.m. to which Mr. Hallas responded that they stay open for Blast Friday. Vice-Chairman Bosi responded that Blast Friday is held on the street.

Member Belanger stated that at the last meeting it sounded like the event was going to be held on the street. It is great that they are having the event in Capitol Theatre but they have to compromise and do something on the street as well. He asked what the cost of having a big stage on the street will be. Mr. Sturtevant stated that it might cost around four hundred dollars.

Member Winkler asked how much it would cost for the stage that they had for Blast Friday. Mr. Sturtevant responded that the Blast Friday stage is more expensive and he stated that the event on Cleveland Street costs one thousand four hundred dollars and includes a small stage.

Chairman Allbritton stated that New Orleans has few musicians on the streets. Maybe they can do the same and have amps and bring a few musicians onto the street. It will be a more intimate setting which will bring more people to Cleveland Street district.

Vice-Chairman Bosi asked if the Jazz Festival was free in the past to which Mr. Hallas responded yes. Vice-Chairman Bosi asked if they expect people to pay for something that they have already seen for free to which Mr. Hallas responded yes.

Member Starova stated that they should have a few musicians on the street, the event in the Theatre, and then the after party.

Mr. Sturtevant stated that they have something on Cleveland Street and that is the party which will bring people out onto the street. Coachman Park is just an extension of the party. Ms. Sigal stated that if they fill the capacity in Coachman Park then people will be crowding the streets as well.

Vice-Chairman Bosi stated that they had the power boat racing event in Coachman Park, on Cleveland Street, and on Osceola Avenue. There were a lot of people on the streets and that is what they're looking for. Mr. Hallas stated that they are eventually trying to accomplish that but

right now they are adding a new component to the event.

Member Starova stated that they can put a big banner saying ‘After party on Cleveland Street’. Mr. Hallas stated that they can constantly announce the after party throughout night instead of just having the banner.

Member Starova asked which artist will be performing at the Theatre to which Mr. Hallas responded the Clearwater Jazz Holiday All Star Band.

Member Starova asked if they can have the Saturday artists perform on Friday as well to which Mr. Hallas responded that if the artists are in town then they can perform on Friday as well.

Member Belanger stated that the board is looking for some kind of commitment and that right now felt they are not being specific in what their plans are.

Chairman Allbritton stated that they are behind them one hundred percent if it benefits Cleveland Street but they need to come back with a plan.

Member Morfopoulos asked which businesses are open after 1:00 a.m. and if Member Starova stays open that late. Member Starova responded that he stays open late on Blast Fridays but he closes between 11:30 p.m. and 12:00 a.m. on all other days.

Member Morfopoulos asked if any of the other businesses stay open late as well. Member Belanger responded that he thinks it would be beneficial for them to stay open if there is a party on the street. Vice-Chairman Bosi responded that they might have staffing issues. Member Morfopoulos stated that if they want to benefit the people who have businesses downtown, the event should take place during business hours and suggested that they start the after party at 7:00 p.m. instead of 9:00 p.m. He does not see the benefit in having the after party between 9:00 p.m. and 2:00 a.m.

Member Wright stated that if he is a businessman and does not take advantage of this it is not right and that they need to be supportive of the events. Member Morfopoulos stated that he has a business downtown and stays open late when there is an event but he has to see the benefit of staying open.

Member Belanger stated that member Morfopoulos have a good point and that they should start the after party at 7 p.m. the DDB envisioned the jazz event taking place on the Street. They are one hundred percent supportive but they would like the event to change direction according to what the DDB had in mind.

Member Starova stated that since Blast Friday takes place on the four hundred block of Cleveland Street, the merchant’s attitudes have changed. No businessman will say no to additional business. Mr. Hallas stated that maybe they can start something at 5 p.m. that ends at 10 p.m. then shift to the Theatre. The only problem is that it will be in direct competition with the Jazz Holiday going on in Coachman Park and they want to make this event work for the district.

Chairman Allbritton stated that maybe they need to put some more thought into it and possibly

meet with the DCMA.

Vice-Chairman Bosi moved to further discuss the plans for the Clearwater Jazz Holiday at the next meeting. The motion was duly seconded and carried unanimously.

Mr. Hallas stated that he will not be able to attend next month's meeting. Vice-Chairman Bosi asked if he will be able to make it to the merchants' meeting to which Mr. Hallas responded yes and asked when it will be held. Ms. Fogarty France responded that the merchants' meeting will be held on June 7, 2011 at 3 p.m. at the Olive Tree Restaurant. Vice-Chairman Bosi stated that he will e-mail Mr. Patel and inform him of Mr. Hallas' attendance.

5. Follow-up to Banner & Signage Discussion – Courtney Orr/Paul Bertels

Ms. Orr stated that they were unsure of where the best place to put the banners so Mr. Bertels did some research and came up with three recommendations.

Mr. Bertels stated that he got the plans and specifications for Dunedin's special banner and found out that they can get the same for fifty thousand dollars. That breaks down to thirty thousand dollars for the poles and twenty thousand dollars for the installation. The problem they are facing is logistics.

Mr. Bertels stated that the banners will be on a trial basis and if it works they can move to the third option of programmable LED signs which cost between eighteen thousand five hundred dollars and twenty-five thousand dollars. They will be mounted on the mast arms at the north end of Fort Harrison Avenue but they will only do that if they have enough evidence that the banners are doing a good job in promoting the events and Cleveland Street District. He also mentioned that it would cost eighty-two dollars and forty cents every time he has to send staff to maintain the banners.

Mr. Bertels stated that he checked with Progress Energy and they do not want anything installed on their poles. There are concrete poles at the south end of Fort Harrison Avenue and if that location is chosen, they will have to install wires to hang the banners there.

Vice-Chairman Bosi stated that he is concerned with the lighted signs not being by any traffic signals. If they were by the traffic lights everyone sitting at the lights will be able to see them. Mr. Bertels responded that people cannot miss it when they are coming down Fort Harrison Avenue.

Member Belanger stated that this was a great study and Mr. Bertels gave some great options. He asked what the cost would be if the DDB went with option two, which is having temporary banners installed to which Mr. Bertels responded that the cost will be for the banners alone and the event coordinators would be responsible for getting the banners.

Member Belanger stated that he liked the idea of the LED signs because they can change them according to the events and it felt it would attract a lot of attention.

Vice-Chairman Bosi stated that traffic north of Drew Street is affected because of the bottleneck

but there is good flow of southbound traffic.

Ms. Lopez stated that the LED sign cannot have scrolling copy on it. Mr. Bertels stated that although it will not be scrolling, the copy can be changed according to the events.

Ms. Lopez stated that they have to be careful not to put anything on the signs that may not be considered to be for public purpose.

Member Belanger asked why the sign would not be for public purpose to which Ms. Lopez responded that according to the law they are only allowed to put a sign on the right of way if it is for public purpose. Member Belanger stated that the signs would not be beneficial if it was not for public purpose.

Member Starova asked who would be the owner of the sign to which Mr. Irwin responded that the city has to own it.

Mr. Irwin stated that they are going to run into an issue if they decide to go with the banners. Mr. Bertels stated that the vendors would have to provide the banners. Member Belanger stated that if it is going to be difficult to have a temporary sign up then they will not do that.

Member Belanger asked how much it would cost for the LED signs to which Mr. Bertels responded it would cost between five thousand five hundred to eight thousand five hundred dollars depending on the type of sign that is chosen.

Vice-Chairman Bosi asked if they will be getting two signs, one on the northbound and one on the southbound to which Mr. Bertels responded yes.

Member Starova stated that he thinks it is a great idea to start the banners right now and they can take into account the LED signs into their budget later on. He suggested that they could make it mandatory on the sponsorship form that vendors need to put up a banner for the event.

Chairman Allbritton stated that the cost of the banners would be coming out of the fund balance.

Member Belanger stated that he proposes to go forward with at least one LED sign and then they can work their way up to a second LED sign.

Vice-Chairman Bosi made a motion to get prices for the different levels of LED signs and stated that he would rather have a four color LED sign than a one color LED sign. Mr. Bertels stated that the cost of the four color LED sign would be on the higher end depending on the size. Vice-Chairman Bosi asked what size the sign would have to be to which Mr. Bertels responded it would have to be a three foot by sixteen foot LED sign mounted on the mast arm.

Ex-Officio/Councilmember Gibson stated that there is not a lot of enthusiasm on the city council regarding the signs. Member Belanger asked if this was the City Council's decision to which Ex-Officio/Councilmember Gibson responded that it would ultimately be a City Council decision.

Chairman Allbritton asked how the ex-officio council members suggest that the board move

forward with this request. Ex-Officio/Councilmember Gibson stated that there is a difference between an event sign and a permanent sign. Mr. Irwin stated that they need to put a proposal together and put it in writing as it would be difficult to tell the board how to move forward until city management and the council see what the board was proposing.

Member Belanger stated that they need to get the specifics on what the cost of the signs will be.

Vice-Chairman Bosi stated that they need to get the merchants involved. If they are going to have trouble from the City Council then maybe they need to show that the merchants are the ones requesting these signs.

Ex-Officio/Councilmember Gibson stated that there has been resistance to these kinds of signs from the City Council for a long time.

Member Morfopoulos stated that it looks like they need to arrive to an actual plan and it is too late to get merchants to pay for signs because sponsorship has already been approved for this year. He felt that this is something that the DDB might be able to do during the next budget year. If the signs were installed on a trial basis then the DDB would have to pay for it right now.

Chairman Allbritton asked if they can get the specifics on the design and the cost of these signs so that they can get approval from the City Council.

Member Starova asked if they will have problems putting up the banners right now to which Ex-Officio/Councilmember Gibson responded that he does not think there will be a problem with putting up temporary banners.

Ms. Orr stated that we are very supportive of Blast Friday and could put up banners for this event now but there will be no Blast Friday in July and August. The banners cost between five and six hundred dollars. She felt that it will be hard to ask the people who have already received funding for their events to put up banners they must pay for.

Member Starova stated that if the total cost for LED signs including installation is twenty-five thousand dollars then they will not be able to fund it in this year's budget.

Member Belanger asked how much one LED sign cost to which Mr. Bertels responded five thousand five hundred dollars.

Member Belanger asked what the total cost of mounting one LED sign is. Chairman Allbritton added that they will have to have electric wires installed to which Mr. Bertels responded that they are already there.

Vice-Chairman Bosi asked if the Community Redevelopment Agency (CRA) feels that having these signs will be beneficial for the Cleveland Street District to which Mr. Irwin responded if they are used for events then they feel that it will be beneficial. But at the same time there are going to be some issues even with the community. The DDB has to come up with a really defined proposal in order for them to make a decision. Due to liability issues they have to be extremely clear on what they want to accomplish.

Ex-Officio/Councilmember Gibson stated that this will be the city's sign even though the DDB pays for it.

Vice-Chairman Bosi asked if they go to the Council and informed them that they want to install LED signs, will they have the CRA's backing on this to which Mr. Irwin responded that he cannot answer that question right now because there are still a lot of issues at hand.

Mr. Bertels stated that the term "signs" is a bad term to use, and in actuality it is going to be an informational message board on the mast arm.

Member Belanger moved to ask the management team to move forward with a specific proposal for the LED information message board to present to management as well as the City Council. The motion was duly seconded and carried unanimously.

6. Sponsorship Request – 2nd Annual Achieva Box Car Rally – Dawn Dixon

Dawn Dixon stated that last year they wanted to come up with a family event and they came up with the Box Car Rally which turned out to be a tremendous success. They had sixty-eight racers and raised fifteen thousand dollars for Pinellas County classrooms. They had four race classes last year - Peewee, Teen, Adult, and Corporate.

Ms. Dixon stated that they plan on expanding the race classes this year. They discovered that the Soap Box Derby cars are very fast so they are going to have a class that runs in the American Classic class. It costs eight hundred dollars for the Soap Box Derby Car kit. She also stated that one kid built a car with an ice cream theme and won the best of show award.

Ms. Dixon stated that Bright House Network is going to be their major sponsor again this year. They have made changes to the course and have been in discussion with Daytona Speedway to ask them for sponsorship and to be a part of the show. The event will be held on September 17th, 2011.

Ms. Terri stated that there is a map in the package that was handed out to the board members and that they are doing a few things differently this year. All of the sponsors will be listed on the side of the race track and there will be a lot more activities going on this year. They're going to have bleachers for people to sit on this year and the street will be closed off. Ms. Dixon stated that there were approximately seven hundred people in attendance last year.

Mr. Scott stated that they have different sponsorship levels and that they will have banners as well with the sponsors names mentioned. They also want to put the sponsors' logos on t-shirts and banners. They are really excited about this event and everything they have mentioned fits in line with what the DDB wants to accomplish.

Vice-Chairman Bosi stated that he did not attend the event last year because he was out of town but he went online to find out more about the event and he could not believe how much information there was on it. Ms. Dixon stated that the event was originally called the

Soap Box Derby but they found out that it was trademarked name so they changed their event name to Box Car Rally.

Chairman Allbritton stated that since they are funding the event from this year's budget they can take it out of the non-budgeted events line item.

Member Wright asked if they were requesting a specific dollar amount to which Ms. Dixon responded that they are leaving the dollar amount up to the board.

Member Wright stated that they did not include the event budget in the application they submitted to which Ms. Dixon responded that this statement is correct.

Member Belanger asked what the cost of the event is to which Ms. Dixon responded that the event cost twelve thousand dollars last year.

Member Wright stated that he thinks this is a great event and that more events like this are needed. Ms. Dixon stated that all of the funds were raised and that everything was sponsored, all Achieva provided was the labor.

Vice-Chairman Bosi asked how much funding they have raised so far to which Ms. Dixon responded that they are just getting started but they have already received a three thousand eight hundred dollar commitment from Clearwater Radio.

Vice-Chairman Bosi asked if they looked at where the closures will be to which Ms. Terri responded that they will close the area behind the bleachers where the cars will be lined up. Before that they will be in the pit area.

Vice-Chairman Bosi asked if the food vendors will be located in the Coachman Park area to which Ms. Terri responded that they will be in the blue box area.

Vice-Chairman Bosi asked what can be done to put more components on Cleveland Street and suggested that maybe they can have the award ceremony on the street and maybe they can also move the pit area onto Cleveland Street. This way everything is not being held in Coachman Park. Ms. Dixon stated that they handed out the awards after every race last year and this did not work out because people ran multiple races so this year they are going to make the award ceremony into a grand ceremony that will be held after all the races have been completed.

Member Belanger stated that they would love to see them using the five hundred block of Cleveland Street for the event.

Ms. Lopez stated that she attended the event last year and it was great.

The location of the portalets was discussed and suggestions were made for their location.

Ms. Fogarty France stated that she attended a meeting coordinated by the Special Events committee and the major issue was to have a fire lane open so that emergency vehicles can

get through. She also mentioned that it was a great event last year and they are also marketing to people who have never been to Cleveland Street District.

Member Morfopoulos moved to sponsor the Achieva Box Car Rally in the amount of two thousand dollars. Chairman Allbritton stated that they only have two thousand dollars left for non-budgeted events this year. This motion was not seconded and failed.

Vice-Chairman Bosi moved to sponsor the Achieva Box Car Rally in the amount of one thousand dollars with the understanding that the committee will work with the city to enhance the events on Cleveland Street. Members Allbritton, Bosi, Morfopoulos, Winkler, and Wright voted “Aye”, Members Belanger and Starova voted “Nay.” Motion carried.

Ms. Fogarty-France asked if the board wanted to make this event a budgeted item since they approached the board after the May 15 submission date.

Vice-Chairman Bosi moved to make the Achieva Box Car Rally a budgeted item for next year. The motion was duly seconded and carried unanimously.

7. Sponsorship Request – 2nd Annual Clearwater Film Festival – Mike Rembis

Mr. Mike Rembis handed out programs from last year’s festival to the board and displayed the trophy that was given to award winners. He stated that last year they rented Capitol Theatre, Clearwater Cinema Café and Largo Cultural Center for the event. The only complaint they received was that the event was spread out too far. To address that they are focusing everything at the Holiday Inn on Clearwater Beach this year. They will show films as well as have an educational panel and a trade show.

Mr. Rembis stated that Jimmy's Fish House has a stage so they will be turning this into a film and music festival. There were between three hundred and four hundred people in attendance last year and they would like to bring more people in this year. People in Clearwater gravitate towards what is free so they are putting a call out for bands that will perform for free. The main criteria for bands are that their music has to be original. They are using blogs including MySpace to get the message across and have already received over one hundred submissions. The idea behind the music festival is that there will be a lot of bands performing and people might want to come see one band perform but will end up staying for the entire event. They are allowing bands to sell their music at the event if they pay their way and offer free music.

Mr. Rembis stated that he is good at getting entertainment to downtown Clearwater but he does not have the money to have the event at Coachman Park so he is not going to do it there. He can show the movies at Holiday Inn and will be charging for the film festival portion of the event but the music will be entirely free. They can probably accommodate twenty to thirty bands on Friday and Saturday but he would like to ask the DDB’s assistance in utilizing the Capitol Theatre. If they put a stage on the five hundred block of Cleveland Street and call it the main stage, it will bring a lot of people to Cleveland Street. He can provide the music but he does not have the funds to put the stage up.

Chairman Allbritton asked how much funding is he looking at to which Mr. Rembis responded that it will cost one thousand five hundred dollars per day to rent the Theatre from 5 to 11 p.m. from Thursday to Sunday. The total cost for that will be six thousand dollars plus he will need an additional one to two thousand dollars to put some entertainment outside on a stage on Cleveland Street.

Member Winkler asked when the event will be held to which Mr. Rembis responded that the event will be held from Thursday, September 22 – 25, 2011 with the music portion of the entertainment being held on Friday and Saturday.

Member Belanger asked how many people attended the event last year to which Mr. Rembis responded between 300 and 400 people.

Member Belanger stated that it would be nice event but he didn't feel he could fragment the event because he felt it will look unsuccessful. He added that he loved what Mr. Rembis is trying to do but it is premature to try and expand the event when it is just getting started. Because of the event being fragmented he is not in favor of funding it.

Ex-Officio/Councilmember Gibson stated that he lives on Clearwater Beach and there are a lot of people that are not from that area and are looking for something to do. To be downtown, he needs to turn it into a destination event and not have it spread out as he does right now.

Chairman Allbritton stated that the board supported the event last year and it was probably just bad timing.

Ex-Officio/Councilmember Gibson stated that if the event was not successful last year he needs to rethink his strategy.

Member Wright stated that the DDB's commitment was five thousand dollars last year and felt that was a high price to pay for an attendance of only three hundred to four hundred people.

Chairman Allbritton stated that he thinks the event is a great idea but he agrees with Ex-Officio/Councilmember Gibson that they need to keep the event in one area. He also stated that they will not support the event this year but if it is successful they might consider supporting it next year.

Vice-Chairman Bosi moved not to support the Music and Film Festival event this year and to revisit it again next year to see if it was successful and if it is something they might like to fund at that time. The motion was duly seconded and carried unanimously.

8. Preliminary Budget FY 2011-2012 – Vice-Chairman Dennis Bosi

Vice-Chairman Bosi stated that the preliminary budget for 2011-2012 has been redone in June and asked Ms. Lopez to further elaborate on it.

Ms. Lopez stated that according to the bylaws the staff is required to present the preliminary budget that the board will have to adopt at this meeting. All of the organizations that have submitted sponsorship requests will be making their presentations at the next meeting in July.

Ms. Lopez stated that they received the property appraiser's value yesterday afternoon and the 2010 taxable value for the DDB boundaries was 288,951,553. The 2011 taxable value has decreased by 6.65% which brings it down to 269,750,285.

Ms. Lopez stated that if they take the tax evaluation and multiply it by the millage rate and take 95% which is what their revenue would be by law the amount would come to 247,319 which is approximately a 17,000. She also stated that the interest income has gone up to ten thousand dollars from five thousand dollars

Ms. Lopez reviewed line items by category.

Ms. Lopez stated that they included the 2009-2010 and 2010-2011 budgets as reference points for the board to compare the 2011-2012 budget to. The fourth column on the right reflects the staff's recommendation that they are asking the DDB to adopt. The board can make any necessary changes to it.

Chairman Allbritton asked Ms. Lopez to inform the new member of what the key of one, two and three stands for. Ms. Lopez stated that the numbers are the priorities given to the various events one was for an event on Cleveland Street; two was for a Signature Event and three represents events that are mainly held on the periphery of downtown, in Coachman Park.

Member Winkler asked how the Retail & Restaurant grant response was to which Ms. Orr responded that people are not qualifying for the grant due to a couple of reasons – most of the businesses that are applying are new startups and they need to be in business for at least one year in order to receive the grant plus they are required to sign a five-year lease agreement. People are very hesitant to sign a five-year lease during this economy.

Member Starova asked who made these requirements to which Ms. Orr responded that the DDB reviews the grant every year and make changes accordingly as they see fit. Ms. Lopez stated that a study was conducted and the requirements were made according to the results. Member Starova asked when the study was done to which Ms. Orr responded that the study was conducted in 2008.

Member Belanger asked if someone wants to sign a lease for three years can they make a change to the grant to which Ms. Orr responded no and stated that the grant requirements are designed that way so that no exceptions can be made. Chairman Allbritton stated that originally there were two different grants but then they combined them into one after the study was conducted and the study recommends particular types of retail restaurants and retail businesses be recruited.

Member Morfopoulos stated that all this will be discussed in the August meeting.

Member Belanger asked how successful has the grant been and was advised that no businesses had qualified for the grant.

Member Belanger stated that it seems very beneficial to the landlord and they should take part in this. Ms. Orr responded that part of the agreement is that the landlord has to provide at least three months rent for free.

Ms. Lopez stated that a lot of events have submitted their proposals and are requesting a lot of money and the staff is recommending funding the events that are marked with ones and twos. The board has seen all these events before except that they just added the Achieva Box Car Rally to the funding.

Chairman Allbritton asked if they will get a booklet for the sponsorships to which Ms. Lopez responded yes.

Vice-Chairman Bosi moved to accept the preliminary budget for year 2011-2012. The motion was duly seconded and carried unanimously.

Ms. Fogarty France reminded the board that at the end of last fiscal year the board was asked to fund Blast Friday in the amount of twenty thousand dollars so that they could plan the September and October events.

Member Morfopoulos stated that there are some events that are traditionally sponsored in really large amounts and asked why they are funding those events when the return of investment is not that great. Member Belanger stated that he is agreement with Member Morfopoulos.

9. 2011 DDB Sponsorship Request Forms – Anne Fogarty France

Ms. Fogarty France distributed binders that included the sponsorship request forms to all members. She stated that the DDB has sixteen proposals to look at and that they just voted to add Achieva to next year's budget. She requested that they review each of them and have questions ready for the next meeting. Representatives from Miles for Hope could not attend this meeting but they are requesting funding for this year's budget and also in 2012. The event will be held in September and the DDB sponsored them for two thousand dollars two years ago.

10. Chairman's Report – David Allbritton

a. Downtown Coordinating Committee Update

Chairman Allbritton stated the Clearwater Momentum Awards was held on May 26th, 2011 and that Ms. Fogarty France won the Individual Contribution award and member Morfopoulos and member Belanger won awards as well.

11. New Business

Member Morfopoulos state that a citizen wrote a letter to the DDB and asked if the board ever responded to that letter. Ms. Fogarty France stated a very succinct response was sent with the suggestion to attend meetings and address the board in person.

12. Final Comments

Member Belanger stated that they are nearing the finish line regarding the signs so the board should continue to stick together.

Member Winkler stated that he attended the last Blast Friday and had fun, it was a great event and everyone did a wonderful job.

Chairman Allbritton asked how many people were in attendance to which Mr. Sturtevant responded three thousand two hundred people and thanked the board for their continued support.

Member Morfopoulos had no comment.

Vice-Chairman Bosi stated that the new kiosks on the trail are facing the wrong way and that they should be more prominent and the map should be changed. Ms. Fogarty France stated that they are working on changing the maps. Ms. Lopez stated that she does not know if they can change the direction of the kiosk.

Vice-Chairman Bosi stated that Blast Friday was a great event.

Member Starova stated that it looks like everything is going great in downtown but felt that it is not. There are two or three businesses that have closed or are leaving. He also stated that the city has put signs for two hour parking on Osceola Avenue and asked if this can be extended on to Cleveland Street instead of having the meters. Ms. Lopez stated that they have discussed this in the past and they cannot do it.

Member Starova stated that the merchants flyers needs to be distributed everywhere they can. Ms. Fogarty France responded that they will have new ones printed in July. Member Starova asked if they can be shown to the DCMA before going to print. Ms. Orr stated that they had coordinated its design with the DCMA and will show it to them again before printing.

13. Adjournment

Chairman Allbritton adjourned the June 1, 2011 DDB meeting at 8:24 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, June 1, 2011 - 5:30 pm

06.01.11.01

Vice-Chairman Bosi moved to approve the minutes from the May 4, 2011 meeting as submitted. The motion was duly seconded and carried unanimously.

06.01.11.02

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

06.01.11.03

Vice-Chairman Bosi moved to further discuss the plans for the Clearwater Jazz Holiday at the next meeting. The motion was duly seconded and carried unanimously.

06.01.11.04

Member Belanger moved to ask the management team to move forward with a specific proposal for the LED information message board to present to management as well as the City Council. The motion was duly seconded and carried unanimously.

06.01.11.05

Vice-Chairman Bosi moved to sponsor the Achieva Box Car Rally in the amount of one thousand dollars with the understanding that the committee will work with the city to enhance the events on Cleveland Street. Members Allbritton, Bosi, Morfopoulos, Winkler, and Wright voted “Aye”, Members Belanger and Starova voted “Nay.” Motion carried.

06.01.11.06

Vice-Chairman Bosi moved to make the Achieva Box Car Rally a budgeted item for next year. The motion was duly seconded and carried unanimously.

06.01.11.07

Vice-Chairman Bosi moved not to support the Music and Film Festival event this year and to revisit it again next year to see if it was successful and if it is something they might like to fund at that time. The motion was duly seconded and carried unanimously.

06.01.11.08

Vice-Chairman Bosi moved to accept the preliminary budget for year 2011-2012. The motion was duly seconded and carried unanimously.