

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
January 5, 2011 – 5:30 PM – City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Treasurer
	Paris Morfopoulos	Member
	Thomas Wright	Member
	Bledar “Tony” Starova	Member
	Andrew Winkler	Member
	Sean Belanger	Member
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

The Chairman called the meeting to order at 5:30 p.m. at City Hall.

1. Oath of Office – Tony “Bledar” Starova, Paris Morfopoulos, Sean Belanger and Andrew Winkler

Ms. Fogarty France administered the oath of office to Members Starova, Morfopoulos, Belanger, and Winkler.

2. Citizen Comments – Items Not on the Agenda

Pat Fernandez, President of the Farmers Market stated that their annual Souper Soups festival will be held on Wednesday, January 12, 2011, from 11:00 a.m. to 1:00 p.m. in the five hundred and six hundred blocks of the Cleveland Street. Downtown Clearwater restaurants will supply their gourmet soups which will be sold at the event for \$2 a bowl and the proceeds will benefit the Willa Carson Foundation.

Mrs. Fernandez stated that the Farmers Market is held every Wednesday from 9:00 a.m. to 2:00 p.m. Gourmet foods, farm-fresh produce, assorted cheeses, pastries, local honey and many other delicacies and hand-made items are available for purchase.

Chairman Allbritton stated that the Farmer’s Market is a great asset to have in downtown Clearwater.

Laura Clouden, stated that she and Craig Taylor were from the Clearwater Designer Co-Op and they wanted to inform the board of the Fashion and Arts Week that will be held in downtown Clearwater from February 3 - 6, 2011. This event incorporates all art forms and includes a variety of entertainment such as a fashion show, sample sale, fine art showings, music, ballet, and film screenings.

Mr. Taylor stated that he is a fashion designer who moved from Los Angeles, California to downtown Clearwater two years ago with his wife. He loves Clearwater and is very appreciative of the talented group of volunteers who help make the various events possible. The idea of the Fashion and Arts Week is

to bring awareness to Clearwater and to help improve the economy of the city. Last year people drove from as far away as Sarasota, Orlando and even Miami to attend the event and they had such a great turnout that this year they have decided to expand the venue outside Station Square Park and invite people to visit the different design studios on Cleveland Street. They want all the merchants involved with the hopes that people will become aware of all the different things available in downtown Clearwater. Top talented people, including Ballet Master Andrew Guilfoil, will be performing at this event. The Sunscreen Film Festival will have a screening of films on Friday night at the Capitol Theatre. There will also be a runway fashion show and performers will be on the sidewalk on Saturday and Sunday. These are just a few of the activities that will take place during Fashion and Arts week.

Mr. Taylor stated that artists look for wide open indoor areas to allow for better creativity and he feels that this is the formula for a downtown that wants to evolve into something better.

Chairman Allbritton stated that the DDB hosts a radio show on WTAN every Monday and invited Mr. Taylor and Ms. Clouden to be guests so that they can spread the word about Fashion and Arts week to the public. Mr. Taylor and Ms. Clouden stated that Ms. Fogarty-France already invited them to be guests on the radio show and they are scheduled to appear on January 31, 2011.

3. Recognition of former Vice-Chairman Robert “Bob” Fernandez’s Years of Service to the Board

Chairman Allbritton stated that Mr. Bob Fernandez has been a Downtown Development Board (DDB) Member for over twelve years and has most currently served as Vice-Chairman. He was an active board member who visited businesses, met with property owners and attended conferences to keep abreast of event planning, marketing and downtown development. He was a great supporter of the former Clearwater Main Street program and assisted with each of the four committees. He has put in thousands of hours coordinating and volunteering at Cleveland Street District events.

Chairman Allbritton stated that Mr. Fernandez and his wife, Pat, started the Downtown Clearwater Farmer’s Market which is now in its sixteenth year. He is a consultant with twenty years of experience with Farmer’s Markets and has set up a number of successful markets in the State of Florida. He currently manages two markets and has been the past chairman of the Florida Association of Community Farmer’s Markets.

Chairman Allbritton presented a plaque to Mr. Fernandez to thank him publicly for all his efforts. The plaque read “in appreciation for over twelve years of outstanding service on the board and the dedication he has provided to the Cleveland Street District in downtown Clearwater.”

Mr. Fernandez thanked the board for their recognition and stated that Chairman Allbritton gave him a lot of credit for all the work he has done. The Main Street program was a very instrumental project and all the people involved had something to do with its success. He also stated that he is no longer involved with the Farmers Market and that he has taken his consulting practice to another level. The Farmers Market has been in downtown Clearwater for sixteen years and has been in place long before anything else was in that area so he asked the board to take that into consideration when making future decisions. He will still be around and will assist in events that are held in downtown Clearwater. He has really enjoyed serving on the board and with all the board members.

4. Election of Officers – David Allbritton

Chairman Allbritton stated that each January the DDB votes on board officers to fill the position of Treasurer, Vice-Chairman and Chairman.

a. Treasurer

Chairman Allbritton called for nomination for the office of Treasurer. Member Bosi nominated Member Wright for Treasurer. Member Morfopoulos nominated Member Bosi for Treasurer. Chairman Allbritton asked Member Bosi if he would like to be nominated again for Treasurer to which Member Bosi replied that he has already made his contributions as Treasurer. Hearing no further nominations, Chairman Allbritton called for a motion.

Member Bosi moved to elect Member Wright to the office of Treasurer. The motion was duly seconded and carried unanimously.

b. Vice-Chairman

Chairman Allbritton called for nomination for the office of Vice-Chairman. Member Belanger nominated Member Bosi for Vice-Chairman. Hearing no further nominations, Chairman Allbritton called for a motion.

Member Belanger moved to elect Member Bosi to the office of Vice-Chairman. The motion was duly seconded and carried unanimously.

c. Chairman

Chairman Allbritton called for nomination for the office of Chairman. Member Morfopoulos nominated Member Allbritton for Chairman. Hearing no further nominations, Chairman Allbritton called for a motion.

Member Morfopoulos moved to elect Member Allbritton to the office of Chairman. The motion was duly seconded and carried unanimously.

5. Approve the Minutes from the December 1, 2010 Regular Monthly Meeting

Member Bosi moved to approve the minutes from the December 1, 2010 meeting. The motion was duly seconded and carried unanimously.

6. FY 2010-2011 Budget Amendment – Anne Fogarty France

Ms. Fogarty-France stated that there were four amendments proposed for the 2010-2011 budget and was noted in the memo sent out with the agenda packet.

The first budget amendment was that the DDB awarded funding to the Clearwater Film Festival in the amount of \$5,000 from the 2009-2010 budget. The organizer did not submit an invoice for payment until November 2010. The funds that were not used from last year's budget were rolled over into this year's

budget. A line item was created in the November 2010 Financial Statement for the Clearwater Film Festival noting that it was funded in the 2009-2010 budget year. Funds to cover this cost were taken from the Retained Earnings line item in order to balance the November 2010 financial statement. Ms. Fogarty-France requested the board approve the transfer of \$5,000 after the fact from retained earnings to cover sponsorship of the Clearwater Film Festival.

Ms. Fogarty-France stated that the second budget amendment was that the Jolley Trolley was approved for funding for the Coastal Route in the amount of \$16,000 in the 2010-2011 fiscal year budget. Service was to start on October 1, 2010 but it did not begin until November 19, 2010 so the amount was prorated to \$14,667. She requested that the board approve the change in the funds to reflect the prorated amount for service of the Jolley Trolley.

The third budget amendment brought forward was an oversight during budget preparation. Staff neglected to create a line item that covered the labor and maintenance cost to change out the banners each quarter. She is requesting that the board approve using the \$1,333 that is left from the prorated Jolley Trolley cost to create a line item for Banner Installation & Maintenance. This amount will cover the cost of the Spring Training, Patriotic, and Jazz banners as well as the removal of banners for installation of holiday light pole decorations.

The final and fourth budget amendment was a transfer of funds to correctly code an invoice in the amount of \$100 to cover the labor for removing the banners from the light poles so that the holiday light pole decorations can be installed. This charge is currently reflected in the Holiday Lighting line item and she is requesting that the board approve moving the \$100 from the Holiday Lighting line item to the newly created Banner Installation & Maintenance line item if approved.

Ms. Fogarty-France stated that Member Wright asked for clarification regarding a few line item descriptions on the monthly financial statements and noted in the budget amendment memo.

Ms. Fogarty-France stated that they are in the process of clarifying these items with Jay Ravins, Director of Finance, and she will bring this before the board at a future meeting.

Member Morfopoulos asked if \$1,300 was enough to replace the banners to which Ms. Fogarty-France responded yes.

Member Bosi asked how many times the banners are replaced to which Ms. Fogarty-France responded that they are replaced four times throughout the year.

Member Bosi asked if the Jazz Holiday pays for their banners when they are put up. Ms. Fogarty-France stated that the board pays for the installation of these banners.

Member Morfopoulos stated that the prorated amount for the Jolley Trolley seems to be incorrect and asked why it is not the same ratio as the amount of time. Member Bosi stated that based on his calculation the prorated amount should have been close to \$2,000 not \$1,333. Ms. Fogarty-France stated that she can check with Mr. Bob Longenecker and get back to the board with that information.

Ex-Officio/Councilmember Doran asked if the Jolley Trolley was running during the Jazz Holiday. Ms. Fogarty-France stated that the Jolley Trolley was running during the Jazz Holiday but the board chose not to participate in funding it.

Chairman Allbritton asked if the amendment for Jolley Trolley be approved before they found out about the prorated amount. Ms. Fogarty-France stated that they have already incurred the expense but she will get the information and present it to the board at the next meeting.

Member Bosi moved to approve the budget amendments as provided to the board in the memo dated December 29, 2010. The motion was duly seconded and carried unanimously.

7. Adopt November 2010 Financial Statement for Filing

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

8. Chairman's Report

Chairman Allbritton stated that he would like each member of the board to host one of the shows on the radio. The discussions that take place are mostly happenings on Cleveland Street, upcoming events and past events. They also promote the various businesses on Cleveland Street. In a previous show they talked about the history of Clearwater, pre-Clearwater and how it got its name. He informed the members that it is really fun to host a show and that they should check with Ms. Fogarty-France for scheduling. He offered to host one show with them to get them started off.

Chairman Allbritton stated that Blast Friday is coming up on January 28th. Member Bosi asked if the chairman had any other information about the event to which Chairman Allbritton responded no. Kevin Carlon was supposed to attend this meeting to inform the board of the event that will take place but unfortunately his mother passed away so he could not be here. He advised that he expected Mr. Carlon to inform the board about the event by e-mail. Member Bosi stated that if they find out what the Blast Friday event is going to be they can talk about it and promote it sooner on the radio show.

Chairman Allbritton stated that people can visit www.myclearwater.com/downtown to get more information on the various happenings in downtown Clearwater.

Member Belanger asked how many listeners are there for the radio show. Chairman Allbritton stated that the radio station has a large broadcast area which goes down to Sarasota all the way up to Tampa. They have a sister radio station that broadcasts north of Tampa to Brooksville and they also do live streaming on the internet that reaches people in Arkansas.

Member Belanger asked how long the DDB has been doing the show. Ms. Fogarty-France responded that they have been doing the show since the end of August 2010.

Chairman Allbritton stated that Ex-Officio/Councilmember Doran talked the board into doing the show and he is really glad that they chose to do the show. It is a lot of fun and it is not difficult since there is always something going on in downtown Clearwater.

9. Cleveland Street Streetscape Phase II Update – Geri Campos Lopez

Ms. Lopez passed the conceptual image of the layout for Phase II of the Cleveland Street Streetscape project to the board members. She stated that they started working on the first phase of the streetscape back in 2002. They did a master plan to figure out how to revitalize the streets and make them much more pedestrian friendly. The first phase of the streetscape took place from Osceola Avenue to Myrtle Avenue and construction was completed in December 2007. The total cost of the project was \$10,000,000. The streetscape included one lane of traffic for each direction, medians, palm trees, lighting, street furniture, benches, trash receptacles, and colorful pavers. The unique feature of phase I was that it provided an opportunity for public art to be displayed on each of the three blocks. The DDB funded the public art project which has been extremely successful.

Ms. Lopez stated that they wanted to maintain that same feel as they start on phase II of the streetscape and they had to figure out how to do that while reducing the cost of the project. After a lot of research and negotiating the cost of phase II, including the undergrounding, is going to be \$2,900,000. They are keeping the median with one lane of traffic in each direction. Oak trees will be placed in the center, palm trees in the corners to give the place a sense of arrival, and a number of Florida friendly plants throughout the streets. There will also be parallel parking on both sides of the street.

Ms. Lopez stated that project went to bid in the late fall and MTM Contractors, Inc. were approved to construct the project. The first preconstruction meeting was held in December 2010 and the contractor will probably receive their notice to proceed at the end of January 2011 to begin construction in February.

Ms. Lopez stated that a public meeting is going to be held on Thursday, January 20th at 8:00 a.m. at the Municipal Services Building at the corner of Pierce Street and Myrtle Avenue in room 130 on the first floor. This meeting is for all affected businesses and property owners to inform them about the project. Attendees will get to meet the project team and the contractors to find out how maintenance of traffic and the construction schedule is going to work. Ms. Lopez, Ms. Fogarty-France and Ms. Orr will be in attendance. A letter was sent out to all property owners and merchants in the affected area to inform them of the meeting.

Ms. Lopez stated that construction will be done in two phases. The first part of the construction will be from Missouri to Martin Luther King Jr. avenues and should last approximately six months although they hope it will be completed sooner. The street will be entirely closed during the construction period and they are currently working out the traffic detours. The second part of the construction will be from Martin Luther King Jr. to Myrtle avenues and will last another six months. Construction should hopefully be completed in January 2012.

Member Bosi asked if any public art will be placed on the medians to which Ms. Lopez responded no and stated that they are looking to put the art in the Prospect Lake Park since there is a lot more space there.

Mr. Starova asked if there will be any parking on the streets. Ms. Lopez stated that there will be parallel parking on both sides of the street.

Mr. Belanger asked if they will be redoing the sidewalks to which Ms. Lopez responded yes. Mr. Belanger stated that it looks like they have done a great job economically. Ms. Lopez responded that part of that is due to reducing the number of pavers that will be put in. The pavers will only be put on the major corners and in the crosswalks so that they can be easily seen. They also made sure that they had more Florida friendly plants as part of the landscaping to cut down the cost. The underground

infrastructure is being paid for by the Storm Water and Sewer Department. They also received federal grants in the amount of \$500,000. Majority of the funding is coming from the Community Redevelopment Agency (CRA).

Member Morfopoulos asked if there is going to be a gap between the first phase and the second phase of the construction. Ms. Lopez stated that the first phase of the construction will be from Missouri to Martin Luther King Jr. avenues and the street will be closed during that time. They will open the street before they close the street from Martin Luther King Jr. Avenue to Myrtle Avenue to start phase two of the construction. The intersection of Myrtle Avenue will remain open.

Member Winkler asked how many businesses and property owners will be affected by the construction. Ms. Fogarty-France stated that they have a spreadsheet with that information and will be happy to share that with the board. Not many businesses and property owners will be affected during the first phase of construction. Each business has an alternative entrance through the back or side of their building so they will be inconvenienced but they and their customer will be able to access the businesses.

Member Starova asked if they will provide any signs to let people know that there are still activities taking place and other businesses to visit beyond the construction. Ms. Lopez responded that the business signs are part of the construction.

Member Bosi asked if Cleveland Street from Myrtle Avenue East will be closed for almost a year because they will be working on the Martin Luther King Jr. Avenue intersection at the same time as the first phase. Ms. Lopez stated that they have not had that discussion with the contractors as of yet but that may be the case. They will have this information at the public meeting on January 20th.

Member Bosi asked if the detours are going to be Court Street and Drew Street. Ms. Lopez stated that she believes those will be the detours for the major traffic.

10. Presentation to County Commissioner Karen Seel Celebrating DDB 40th Anniversary

Chairman Allbritton stated that it was brought to his attention that the DDB is in its fortieth year this year. Resolution 11-01 has been put together which he read to the board and the viewers. The resolution was presented to County Commissioner Karen Seel. He also stated that Ms. Seel's father contributed a lot to downtown Clearwater in 1971 and she has also worked hard as a former City Councilmember for the city.

Member Bosi moved to adopt Resolution 11-01 dated January 5, 2011. The motion was duly seconded and carried unanimously.

County Commissioner Karen Seel stated that every day she looks outside her office and sees a potential project that did not happen back in 1975. She wanted to share a little bit of history to encourage the board to continue the great work they are doing. Her father was defeated for Mayor in 1974 after serving on the Clearwater City Commission for eight years. The issue was over whether to turn a landfill at the corner of State Road 580 and McMullen Booth Road, which is now the Chi Chi Rodriguez Golf Course, into a future St. Petersburg College North Pinellas Campus. Looking back, she noted that while the golf course is great to have, a north county campus would have been very beneficial for the city of Clearwater and for North Pinellas as well.

Mrs. Seel showed the board members and the viewers a map of the Clearwater area and stated that her father had bought land directly west of the County Courthouse which was proposed to be where Ruth Eckerd Hall located. He worked with the Winter Park Design Firm back in 1975 and they did an impact statement and an approval. They came up with a site plan that included an outdoor amphitheater with a two thousand six hundred seat sloped auditorium, a restaurant, a bar, a yacht club, and a community park. This project, had it taken place, would have been a very important part of bringing people to downtown Clearwater.

Mrs. Seel stated that she wanted to show the board a little bit about the past and invigorate them to think about the future so that they can make the necessary changes to help downtown Clearwater succeed.

11. Final Comments

Ex-Officio/Councilmember Doran thanked Mrs. Seel for sharing the history of Clearwater with the board. He stated that he joined the historical society when he first came to Clearwater because he believes that one does not know where they are going unless they know where they have been. He feels that the year 2011 is going to be a great year for everyone. The Cleveland Street Streetscape phase II is another step forward for Clearwater. He encourage the new members to participate in the radio show because it is a lot of fun but there can be a little bit of discomfort if they do not invite someone to accompany them on the show. He is disappointed that they have yet to receive feedback but they must continue with the radio show because it is a great idea and it is a symbolic gesture from the board showing their support of downtown Clearwater.

Ex-Officio/Councilmember Gibson welcomed all the new board members and stated that it is always good to have new ideas brought to the table.

Member Winkler stated that he is looking forward to the following year and working with everyone.

Member Belanger stated that he is happy to be on the board and provide new ideas. He visions a city that can be spectacular and had a couple of ideas he wanted to share with the board. The Christmas lights looked great, but in Naples they leave the white lights on the trees throughout the year. He suggested that they leave the white lights on the palm trees on Cleveland Street year round as well. It will make the place look more beautiful and inviting.

Member Belanger stated that he has been to different cities where they have had a festival called 'Vettes and Harleys'. He suggested that they can have 'American Graffiti' playing in the theater downtown and people can bring their Corvettes and Harleys for other people to look at. He feels that this would be a great event for downtown Clearwater to host. It would be best to have this event on a weekend and local car dealers would probably be happy to participate.

Member Morfopoulos welcomed the new board members and stated that they could use new ideas. Mrs. Seel's presentation really struck a chord as to how many missed opportunities there were in the past. There have been changes in downtown Clearwater in the last couple of years and things are looking up. The board should not lose sight of that and needs to take advantage of the opportunities that present themselves.

Member Bosi stated that he also cannot believe the amount of missed opportunities there have been. One of the missed opportunities he can think of is The Florida Aquarium which was originally supposed to be on Island Estates but got moved to Tampa. He thanked Member Belanger for the idea of keeping white lights on the trees year round. He has been trying to get that done for a long time and would still really like to look into that. He also stated that he wants to push the radio show which is on every Monday from 9:00 a.m. to 10:00 am on WTAN 1340 AM. He really enjoy hosting the shows and he has gotten to know the merchants that have appeared on his shows because he gets to sit down with them and talk to them for twenty to thirty minutes.

Ms. Lopez stated that people do not need to be by a radio to listen to the show because it is also streaming live on the internet. She also stated that she will look into the cost of keeping the lights on the trees year round and get back to the board with that information.

Member Belanger asked when the lights are going to come down. Ms. Fogarty-France stated that they are supposed to come down this week but she can ask them to put a hold on taking them down for now. She also needs to check with the Landscape and Beautification team about keeping the lights on the tree year round because their main concern is that the wires are wrapped too tight around the trees and will cause damage.

Member Starova thanked everyone for giving him the opportunity to serve on the board. Clearwater has changed and will continue to change and he looks forward to being a part of that. He also stated that the Jolley Trolley is about to put a map out in February that includes the downtown Clearwater route but it does not show any downtown landmarks. The board needs to suggest that they include some landmarks such as the post office, some banks, and the Clearwater Library on the map so that it does not look empty. He will be advertising his business on the map and suggests that other businesses do that as well to get their name out there. He also stated that the DDB has to approach the Downtown Clearwater Merchants Association (DCMA) better when it comes to solving issues. The DCMA will try and put a sign on the Jolley Trolley right under the Cleveland Street District sign.

Member Bosi stated that the DCMA was instrumental in putting the map out on the beach. The map now shows the Cleveland Street District as well as the participating members of the Merchants Association. It also has coupons for local businesses on Cleveland Street. The Merchants Association will be doing the same thing with the Jolley Trolley map and will implement landmarks such as the main public library and Capitol Theater into the map.

Member Belanger asked when the Jolley Trolley runs. Ms. Fogarty-France stated that the Jolley runs from Friday through Sunday and the first route starts at 10:30 a.m. There are some schedules in the lobby of City Hall. Member Belanger stated that when people get off the Trolley they would like to know where to eat and providing this information is what will drive more people to downtown Clearwater.

Member Starova stated that the Jolley Trolley had six hundred riders on New Year's Eve which he felt was pretty good.

Member Morfopoulos asked if they can get an update at the next meeting from the marina as to how many slips have been rented so far. Ms. Fogarty-France stated that she will ask the Harbormaster to give an update at the next meeting. She also stated that the Jolley Trolley map that has the coastal route on it now includes downtown Clearwater on it.

Chairman Allbritton welcomed the new members to the board and stated that the board has the potential to do great things. He also welcomed Ms. Orr back to work since she has been on maternity leave for the past few months.

12. Adjournment

Chairman Allbritton adjourned the January 5, 2010 regular meeting of the Clearwater Downtown Development Board at 6:39 p.m.

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

01.05.11.01

Member Bosi moved to elect Member Wright to the office of Treasurer. The motion was duly seconded and carried unanimously.

01.05.11.02

Member Belanger moved to elect Member Bosi to the office of Vice-Chairman. The motion was duly seconded and carried unanimously.

01.05.11.03

Member Morfopoulos moved to elect Chairman Allbritton to the office of Chairman. The motion was duly seconded and carried unanimously.

01.05.11.04

Member Bosi moved to approve the minutes from the December 1, 2010 meeting. The motion was duly seconded and carried unanimously.

01.05.11.05

Member Bosi moved to approve the budget amendments as provided to the board in the memo dated December 29, 2010. The motion was duly seconded and carried unanimously.

01.05.11.06

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

01.05.11.07

Member Bosi moved to adopt Resolution 11-01 dated January 5, 2011. The motion was duly seconded and carried unanimously.