

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
July 6, 2011 – 5:30 PM - City Hall – 3<sup>nd</sup> Floor Council Chambers

<b>Members Present:</b>	<b>David Allbritton</b>	<b>Chairman</b>
	<b>Thomas Wright</b>	<b>Treasurer</b>
	<b>Paris Morfopoulos</b>	<b>Member</b>
	<b>Tony Starova</b>	<b>Member</b>
	<b>Andrew Winkler</b>	<b>Member</b>
<b>Absent:</b>	<b>Dennis Bosi</b>	<b>Vice-Chairman</b>
	<b>Sean Belanger</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**

Ms. Fogarty France requested the board take Item number 7.b.15 (Public Art/Sculpture 360) out of order as the first budget request per his request. The board approved this request.

**2. Approve Minutes from the June 1, 2011 Regular Monthly Meeting**

**Member Wright moved to approve the minutes from the June 1, 2011 meeting. The motion was duly seconded and carried unanimously.**

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

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

**4. FY 2010-2011 Budget Request to Roll Over Funds from FY2010-2011 to FY 2011-2012 for 2<sup>nd</sup> Annual Book & Wine Festival, October 22, 2011 – Anne Fogarty France**

Ms. Fogarty France stated that she distributed a memo along with the agenda packet requesting the board approve the roll-over of funds for the 2<sup>nd</sup> Annual Book & Wine Festival from this year's budget to next year's budget. Last year's event was very successful and they only had one recommendation that they hold the event later on in the year when the weather is cooler.

**Member Wright moved to roll over the \$1,760 for the 2<sup>nd</sup> Annual Book & Wine Festival from this year's budget to next year's budget. The motion was duly seconded and carried unanimously.**

**5. FY 2010-2011 Budget Request, Annual Florida Main Street Conference Attendance, September 14-16, 2011 – Anne Fogarty France**

Ms. Fogarty France stated that she distributed a memo along with the agenda packet requesting that she be approved to attend the Annual Florida Main Street Conference with funding for her attendance not to exceed five hundred dollars.

Ms. Fogarty France stated that even though they are no longer considered a Florida Main Street community, it would be beneficial to attend the conference given her interaction with district merchants as well coordinating the Downtown Development Board (DDB) Promotion and Business Visitation Committee meetings. The conference will be held in Deland, Florida September 14-16, 2011.

**Member Morfopoulos moved to approve Ms. Fogarty France's attendance of the Annual Florida Main Street Conference with funding not to exceed five hundred dollars. The motion was duly seconded and carried unanimously.**

**6. FY 2010-2011 Budget Request, Miles for Hope – Barb & Bob Gibbs**

Bob Gibbs stated that the DDB and Cleveland Street District have sponsored the Miles for Hope event in the past and each year the event has grown in popularity. This year they are expecting over one thousand five hundred participants. He also stated that due to the success of this event and their events across the nation, they just funded a one hundred thousand dollar grant at UCLA for brain cancer vaccines. He would like to request another year of funding for this event from the DDB.

Chairman Allbritton asked if the event takes place in Coachman Park to which Mr. Gibbs responded yes and stated that this year they are looking to reach out the restaurants in downtown Clearwater.

Chairman Allbritton asked how much funding they are requesting to which Mr. Gibbs responded five thousand dollars due to the events continuous growth.

Chairman Allbritton asked if they have that amount in the budget to which Ms. Fogarty France responded that they have one thousand dollars remaining in the non-budgeted events line item.

Chairman Allbritton stated that funds are scarce and the DDB's budget is down for next year as well so he does not know if they can meet their five thousand dollar request.

Member Wright stated that the non-budgeted line item shows that they have two thousand dollars remaining to which Ms. Fogarty France responded that one thousand dollars was allocated to the Achieva Box Car Rally event at last month's meeting.

Member Wright asked if the Achieva Box Car Rally takes place next year to which Ms. Fogarty France responded that the event takes place on September 17, 2011r.

Ms. Lopez asked if the event is only going to be held in Coachman Park or if there are some additional activities going to be held along Cleveland Street to which Mr. Gibbs responded that they schedule their packet pick up the night before the event so they bring approximately fifty percent of the participants to Cleveland Street at this time. Many people linger in downtown Clearwater after picking up their packets

and visit the various restaurants and shops.

Member Wright asked where the participants pick up their packets to which Mr. Gibbs responded that they pick them up at Coachman Park but they encourage the people to go downtown and have dinner at the restaurants on Cleveland Street. They start the packet pick up around 6:00 p.m. so that people will have time to visit the downtown Clearwater area.

Member Winkler asked if there are any other requests for non-budgeted items to which Ms. Fogarty France responded no.

**Member Wright moved to approve funding for the Miles for Hope event in the amount of one thousand dollars. The motion was duly seconded and discussion ensued.**

Member Morfopoulos stated that they still have several months to go before the next fiscal year so the board needs to be cautious of how they spend the remaining money in this line item.

Member Wright disagreed noting that he wasn't sure that they would receive any additional requests for sponsorship.

Member Starova asked if this was their third year in Coachman Park to which Mr. Gibbs responded yes and that this is their fourth year hosting the event in Clearwater.

**The Chairman then called for the vote. Members Allbritton, Starova, Winkler, and Wright voted "Aye", Member Morfopoulos voted "Nay." Motion carried.**

## **7. FY 2011-2012 Preliminary Budget Discussion**

Chairman Allbritton stated that the board would not be making any funding decisions today on any of the requests being presented. He asked that the presenters to keep their presentations under three minutes.

### **Discussion Items:**

#### **a. Taxable Value from Property Appraiser – Geri Campos Lopez**

Ms. Lopez stated that they received official numbers from the property appraiser. She mentioned at last month's meeting that they had gotten some preliminary numbers and estimated a 6.65% decrease in taxable value but in actuality there is going to be a 7.2% decrease. That brings the current year gross taxable value to two hundred sixty eight million, two hundred twenty-two thousand, seven hundred seventy one dollars instead of the two hundred sixty nine million, seven hundred fifty thousand, two hundred eighty five dollars previously estimated. They originally estimated two hundred forty-seven thousand dollars in revenue but the actual amount is going to be two hundred forty-five thousand dollars which results in a two thousand dollar decrease from original estimation.

Member Winkler asked when the board will receive the final figures to which Ms. Lopez responded that they will not find out what the final figures are for a few months but they will inform the board of the exact number when they receive the final figures.

## **b. Budget Requests**

### **1) Public Art/Sculpture360 – Christopher Hubbard**

Christopher Hubbard stated that he is proposing another year of funding for the public art exhibition. They received an award from the Tampa Bay Regional Planning Council (TBRPC). They took first place in the culture, sports and recreation category and they could not have done it without the DDB.

Mr. Hubbard stated that they are requesting funding in the amount of six thousand dollars to continue season four of the program.

Chairman Allbritton asked if the total budget was twelve thousand dollars to which Mr. Hubbard responded yes.

Chairman Allbritton asked if they were receiving the other six thousand dollars from the Public Art Discretionary Fund to which Mr. Hubbard responded yes.

Member Wright asked if the six thousand dollars from the Public Art Discretionary Fund is already locked in to which Mr. Hubbard responded yes.

Member Wright asked if they give preference to local artists to which Mr. Hubbard responded yes and that they get artists from all over including Washington State and the Philippines.

Member Winkler asked how many people attend this event to which Mr. Hubbard responded that this is an annual exhibition and that hundreds of thousands of people come to see the art work during the year.

Ms. Lopez stated that they highlight the public art work as a tourist attraction for downtown Clearwater.

Member Wright asked if they were doing the unveiling in conjunction with Blast Friday to which Mr. Hubbard responded that they can do it at anytime but they will be organizing with Blast Friday to see when would be an appropriate time for the unveiling of the sculptures.

### **2) Miles for Hope 2012 – Barb & Bob Gibbs**

Bob Gibbs requested that the DDB sponsor next year's Miles for Hope event that will be held in Clearwater.

Ms. Fogarty France stated that this request is from the same application as this year's funding request but for a different date which is tentatively September 22, 2012.

Chairman Allbritton asked how many people usually attend this event to which Mr. Gibbs responded that nine hundred people participated in the event last year and they are expecting over one thousand five hundred people to participate next year.

Member Starova stated that he should have some activity on Cleveland Street during next year's event to which Mr. Gibbs responded that he will do that and stated that he wants to involve the business in downtown Clearwater.

Member Starova stated that he should also look into arranging some program with Capitol Theatre as well to which Mr. Gibbs responded that he can do that as well.

Chairman Allbritton stated that events that are going to be held on Cleveland Street will be given a higher priority for funding. Mr. Gibbs responded that they have received requests that they make the event child friendly and stated that they might be able to bring people to Cleveland Street that way.

Member Morfopoulos asked if he was requesting five thousand dollars in funding to which Mr. Gibbs responded yes.

Member Starova suggested that he also talk to the Downtown Clearwater Merchants Association (DCMA) and see if they can create some coupons for downtown businesses that can be handed out at the event to which Mr. Gibbs responded that he will look into it.

Member Morfopoulos asked if there was a definite Cleveland Street segment to the event at this time. Mr. Gibbs responded that in prior years the event has stayed in the park and they have lots of out of town guests that stay at the beaches and they have to come down Cleveland Street to pick up their packages.

Member Wright suggested that he contact with the Jolley Trolley to see about transporting people from the beaches to downtown Clearwater as well.

### **3) Achieva Credit Union Box Car Rally 2012 – Dawn Dixon**

Dawn Dixon stated that she attended last month's meeting to request being included in the 2011 budget and she appreciated the DDB's contribution. They are planning on having the third annual Box Car Rally in September 2012 to raise funds to benefit the Pinellas County Classrooms. This is a family friendly event and they are going to have the award ceremony at Osceola Avenue and Cleveland Street to bring people to that area.

Chairman Allbritton asked what the estimated attendance is for next year. Ms. Dixon stated that there were seven hundred fifty people in attendance last year and they are hoping to double the attendance to one thousand five hundred for 2011. Last year they sold out of car spaces in the rally.

Chairman Allbritton asked if there was going to be any street closures to which Ms. Dixon responded yes. The closure will be from Fort Harrison Avenue on Cleveland Street down to the waterfront.

Ms. Dixon stated that it is a great event and it is for a great cause. Last year fifteen thousand dollars was given to the Pinellas County Classrooms and this year their goal is to raise twenty-five thousand dollars. She also stated that a new class has been added to this event and that high schools from Tarpon Springs, Clearwater and Palm harbor are going to be involved.

Member Winkler asked how much funding they are requesting to which Ms. Dixon responded two thousand five hundred dollars.

### **4) Blast Friday – Bill Sturtevant**

Jay Polglaze stated that the objective of Blast Friday is to bring people to downtown Clearwater. The events have brought over fifty thousand people to Cleveland Street District that would not have normally

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visited the area. They have had lots of great partners and a lot of support from the city. The Capitol Theatre as well as the downtown restaurants are a big piece of the puzzle in making Blast Friday successful.

Mr. Polglaze stated that Blast Friday continues to attract sponsors. They ran out of talent after the first year of hosting events so they recruited Mr. Kevin Carlon to help make the events bigger and better but he had to depart due to unforeseen circumstances. To continue with Blast Friday they had to form another partnership so they approached Ruth Eckerd Hall and they were very receptive and stepped in to help with promotions and media. With the result they have been able to bring in national bands to perform. They have partnered with the St. Petersburg Times as well as WQYK as sponsors to advertise these events. With the help of Ruth Eckerd Hall, they have been able to create and sustain a lot of sponsorships. For the first time ever Bright House Networks is sponsoring Blast Friday.

Mr. Polglaze stated that they are very excited to make this event a success and he believes that they can take it to the next level. He would appreciate it if the board would consider funding Blast Friday for another year.

Chairman Allbritton asked if Mr. Polglaze is going to be staying on the Blast Friday committee to which Mr. Polglaze responded that he will be there at every event.

Member Wright stated that the projected attendance is between two thousand five hundred and three thousand people and that they eclipse that number at the Miracle event. Mr. Polglaze responded that approximately seven thousand people attend that event which increases the average attendance. He believes that Ruth Eckerd Hall is the key piece to making Blast Friday extremely successful. They have been a long term partner with the city so it was only natural for them to take over the events. He also stated that the Super Boat event has the potential of being as big as the Miracle event.

Member Morfopoulos stated that they are looking for funding in the amount of seventy thousand dollars but they've only asked the DDB for fifty five thousand five dollars. Mr. Polglaze responded that it is hoped that the Community Redevelopment Agency (CRA) is sponsoring them as well. The remainder of the funding is coming from other sponsorships. Blast Friday has shown that they can put on the events with one hundred twenty five thousand dollars and he is hoping that the DDB will give Ruth Eckerd Hall the same consideration as they gave Mr. Carlon when he took over Blast Friday.

Member Morfopoulos thanked him and the people involved for all the hard work that has been put into Blast Friday to make it successful.

Member Starova stated that he thinks Blast Friday is a signature event and requested that they put in the biggest snow slide from the top of Osceola Avenue down the hill for the next Miracle event.

Member Winkler stated that he sees an increase in cost in bringing big name groups to perform at the events to which Mr. Polglaze responded yes and that the average cost per event is between twelve thousand and fifteen thousand dollars. Cash sponsorship is more importing but they are not asking for more money.

Chairman Allbritton asked if there were any citizen's comments to which Pat Fernandez responded that the event is marvelous but suggested that they put 'Clearwater' in the title of the event. The funding comes from Clearwater so the name belongs in the title.

#### **5) Clearwater Celebrates America – Brian Craig**

Brian Craig stated that he has five applications submitted for consideration and that the Fun ‘n Sun event has been split up à la carte in case the DDB wants to split up the funding. The events will be held at Coachman Park and there are four main points that they are trying to tie to Cleveland Street. They will provide four free booths for downtown merchants to sell their goods. There will be a strong marketing campaign that will cost between seven hundred and fifty thousand dollars and one hundred thousand dollars. They also have branding as well as a Jumbotron in the park for advertising. If the DDB provides a commercial for the Cleveland Street District he will be happy to show it on the Jumbotron. They also have a renewed focus to work on the exit signage to inform attendees of upcoming events on Cleveland Street. He also stated that they have not taken advantage of any exit couponing but if the DDB would like they will look into making that available as well.

#### **6) Clearwater Sea Blues Festival – Brian Craig**

Mr. Craig stated that the Sea Blues Festival lunch time concert had not gained traction in downtown Clearwater so they had considered doing a street festival instead where they will encourage attendees to visit the various stores in the area.

#### **7) Fun ‘n Sun Country Concert – Brian Craig**

Mr. Craig stated that they cannot feasibly create a Cleveland Street component for the Fun ‘n Sun events.

Mr. Craig stated that they have considered putting on street parties in the past however they have struggled to get people to come out earlier in the day so they have decided to make it an after party for next year.

Chairman Allbritton stated that maybe the merchants can get together and do something in regards to the coupons. Mr. Craig responded that their focus is to break even and that the support they get helps keep the event free.

Member Morfopoulos stated that although it is a free concert maybe they can make attendees pick up their tickets at the various merchants on Cleveland Street. Mr. Craig stated that they included merchants in the events last year and they had moderate success. They are still discussing if they will use the same strategy for this year’s events. The purpose of doing this was to drive traffic to the sponsors.

Member Starova stated that it does not take people alone to make the events successful. It also takes the merchants willingness to stay open late during these events. There were only a few restaurants open late after the July 4, 2011 concert and fireworks. Mr. Craig stated that he agrees that if merchants do not remain open for the after party, then the events will not be a success.

#### **8) Fun ‘n Sun QFest – Brian Craig**

For agenda and minutes purposes, this event was part of the overall discussion noted above.

#### **9) Fun ‘n Sun Smooth Jazz Fest – Brian Craig**

For agenda and minutes purposes, this event was part of the overall discussion noted above.

#### **10) Clearwater Fashion & Arts Week – Craig Taylor**

Craig Taylor stated that their first event two years ago brought one thousand people to downtown Clearwater and that they had the largest full page spread in St. Petersburg Times promoting it. People came from Sarasota, Orlando and Miami to attend this event. Last year they had Lokey Motor Company as their cash sponsor. There were many ads placed and they event did an interview on WTAN radio.

Mr. Taylor stated that they will have another party as they did last year at Water's Edge and Lokey Motor Company will be sponsoring them again. This year they are going to spread the events throughout Cleveland Street District within merchants' stores. There will be more wine, cheese and culture at this event. There will also be an after party at Tony's Pizzeria. Last year they did a mock photo shoot and it was a success so they plan on including that in the event again this year. Each day will be focused around a particular art form.

Mr. Taylor stated that they are requesting funding in the amount of three thousand five hundred dollars to cover the film and ballet portion of the event that will be held at Ruth Eckerd Hall. They are currently working with the theatre to set a date for the event to take place. The event will be held sometime at the end of February or the beginning of March.

Member Morfopoulos stated that the brochure that they put out for this event lists all the merchants in downtown Clearwater and that he has not seen that from anyone else who has requested sponsorship from the DDB. He informed Mr. Taylor that this event is a class act and he is very impressed with the work that has been put into it.

Member Wright stated that the event last year was very good and he can see it continuing to grow and become very successful.

#### **11) Clearwater Jazz Holiday 2012 – Pat Shepard & Michelle Gallagher**

Michelle Gallagher stated that this will be the Clearwater Jazz Holiday's thirty second year coordinating this event. She thanked the DDB for all their support and stated that they are requesting fifteen thousand dollars for the Jazz Holiday event and five thousand dollars for the Art Walk that will be held in downtown Clearwater from October 13<sup>th</sup> to October 16<sup>th</sup> of next year.

Pat Shepard introduced himself and stated that they are planning on getting the merchants involved in this event and they will continue to bring in talent that is exemplary for Ruth Eckerd Hall. He also stated that Clearwater is on the map where music is concerned.

Member Wright asked if they tabled the event for this year and are bringing it back for next year to which Mr. Shepard responded yes because they could not get the talent line up for this year and that they will return the money that was funded to them back to the board.

#### **12) Clearwater Pet Festival – Lisa Mansell**

Lisa Mansell stated that they will be holding the seventh annual Pet Festival on March 24, 2012 from 10:00 a.m. to 3:00 p.m. and are requesting two thousand five hundred dollars in funding. It is a fantastic

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event that gets families out to spend time with other people who have pets. They are expecting one thousand people and at least one thousand pets to attend the event. The event will be held on Cleveland Street and they will be working on engaging properties and merchants for this event.

Member Wright asked if they have anything to do with Bark at the Park to which Ms. Mansell responded no.

### **13) Clearwater Super Boat National Championship Festival – Brian Aungst & Frank Chivas**

Brian Aungst stated that they are asking for a little bit more in funding this year than they did last year because their expenses went up this year, specifically the insurance. They want to make this a signature event so they are working with Bill Sturtevant and Jenny Esno to combine it with Blast Friday. They will tie in Cleveland Street and Coachman Park to the event and are talking about having a parade as well. The event was very successful last year and they are looking to make it even bigger and better this year. It will be held from September 30 - October 2, 2011. He also stated that the hotels at Clearwater Beach filled up last year which was a big improvement from the previous year.

Mr. Aungst stated that they received a sixteen thousand dollar sponsorship plus TV spots from Bright House Networks and that this is the first of a three year deal for the Super Boat event which will be another signature event for Clearwater.

Chairman Allbritton stated that he was impressed with the number of attendees they had for this event last year and that he would like to see that happen again this year.

Member Morfopoulos asked what the estimated traffic is to which Mr. Aungst responded that he cannot give them a specific number but thousands of people were in attendance last year.

Mr. Aungst stated that they are encouraging people to use the Jolley Trolley which will give another opportunity for the vendors in downtown Clearwater.

Chairman Allbritton suggested that they get the DCMA involved in this event as well.

Member Starova asked if this event is going to take place with Blast Friday to which Mr. Aungst responded that they are going to have a lot of media exposure and will coordinate the event with Blast Friday to make it bigger and better than last year.

Chairman Allbritton asked if there were any citizen's comments to which Jenny Esno responded that the Power Boat races helped them Blast Friday build momentum and that many people did not even know about Clearwater and all the different events that were being held in the city. Bill Sturtevant stated that they are honored that the Super Boat event would team up with Blast Friday and that it will help to further enhance the brand.

### **14) Downtown Clearwater Farmer's Market – Pat Fernandez**

Pat Fernandez stated that the seventeenth season of the Farmer's Market is coming up and takes place from October 19, 2011 to May 2012. Seven hundred to nine hundred people are in attendance each week. The market operates for thirty weeks and she feels that the market is an incubator for businesses

in the area because they start out in the market but then eventually go on to open their own store on Cleveland Street. Bob & Daughter Produce was a market vendor and recently relocated downtown.

Mrs. Fernandez stated that the event offers free two hour parking at Garden Street. This year they are looking to add more items to the market. She also stated that this event is a gathering place for people because they can sit, relax and enjoy the music. They advertise the market in the St. Petersburg Times and use the DDB logo in their advertisement. They host several events throughout the year such as the Citrus Festival, Ice Cream Social and Souper Soup event. They are looking to do a chili cook off this year as well as have a guest chef for an event.

Mrs. Fernandez stated that they are requesting thirteen thousand five hundred dollars in funding to continue running the market for another year.

Chairman Allbritton stated that he has not heard one person complain about the market's current location.

Member Starova asked if she would consider lowering the level of food vendors in the market due to growing number of restaurants in downtown Clearwater to which Mrs. Fernandez responded that when she sees that it is hurting the vendors on Cleveland Street then she will consider reducing the number of food vendors.

Mrs. Fernandez stated that the Jolley Trolley operates from Thursday through Sunday each week and requested that the DDB consider allowing the trolley to run on Wednesday as well because it will help bring more people to the market.

#### **15) Jolley Trolley Public Transportation – Bob Longenecker**

Bob Longenecker stated that he is one of the few people who are actually asking for a decrease in the funding amount because of the state grant they received. When they first started this route that runs from Friday through Sunday every week, they had forecasted a ridership of fifteen thousand people. Within the first six weeks they increased the ridership figure to thirty thousand people. It now appears that they will end up with fifty thousand passengers for this route. They forecasted eleven percent fare box recovery and eight percent from advertisements from sponsors on the route. This results in a self funding of nineteen percent which is what the state average is for transit operations. It looks like they are actually going to have a fare box recovery of twenty-two percent plus six percent from advertising which results in twenty-eight percent for self funding. They are performing at a rate of what is expected in three years, not eight months.

Mr. Longenecker stated that they are addressing some agreement changes and that the service days are being evaluated. Dunedin and Palm Harbor would like to see Thursday added to the route. They proposed to attempt the Thursday route for twenty-six weeks from February 14 to August 15, 2012.

Mr. Longenecker stated that they are requesting funding in the amount of eight thousand nine hundred eight dollars with twenty-six weeks of Thursdays or six thousand seven hundred ninety eight without the Thursday route.

Mr. Longenecker stated that the merchants need to participate in order to make the route successful for Clearwater and that he is surprised that not many vendors are participating. In the past they were not

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able to gather this kind of information but now they have the technology to do so. The number one question people ask is where they can do real shopping. The number one spot people are looking for is Publix, second is the Clearwater Marine Aquarium, third is Frenchy's, and fourth is the best Italian restaurant.

Mr. Longenecker stated that the beach route is probably the best route and is forty-three percent self funded. If they can achieve fifty percent self funding on the coastal route, it will benefit everyone.

Member Morfopoulos asked if he knows how many people get on and off in Clearwater to which Mr. Longenecker responded that he does not have that information. Park Street has been a pretty active stop lately and he has received phone calls from people asking what there is to do in downtown Clearwater.

Member Morfopoulos asked if approximately one percent of people are getting off at Clearwater to which Mr. Longenecker responded yes.

Member Morfopoulos asked where everyone else is going to which Mr. Longenecker responded that seventy-five percent of morning traffic goes to Tarpon Springs. This drops to fifty percent in the afternoon with Dunedin and Palm Harbor picking up the traffic.

Member Wright stated that the Trolley has been a great help to him in transporting his sons from Tarpon Springs to Clearwater.

Member Starova stated that they do not have a successful Clearwater yet but they are working on it. Right now there are not many things to do in Clearwater and that is why only one percent of the people are getting off here. But Clearwater is getting hundred percent exposure because the Trolley is open and everyone can see what is in the area. Mr. Longenecker responded that having more attractions in downtown Clearwater will help increase the number of people that visit the area. He also mentioned that they have a special rate for cities that sponsor the Jolley Trolley.

Member Starova asked if they were operating on July 4, 2010 to which Mr. Longenecker responded that they left the beach at 8:30 p.m. this year. Last year they had an extra driver on the beach and because of the amount of traffic, the Trolley did not move for hours.

Ex-Officio/Councilmember Gibson stated that it is nice to have statistics to see where people are going. He also stated that Member Starova brought up an excellent point that thousands of people have been exposed to downtown Clearwater. It is not easy to get the right mix of restaurants and retail especially in this economic climate.

Member Starova asked if there were any plans to run the Trolley daily from Clearwater Beach to downtown Clearwater to which Mr. Longenecker responded not at this time.

## **16) Z Festival (Deaf & Hard of Hearing Day) – Jenny Esno & Chris Wagner**

Jenny Esno introduced Chris Wagner and his interpreter, Amanda David, to the board.

Mr. Wagner of ZVRS spoke to the board about his request for funding and how he would like to improve the Z Festival. He also stated that Clearwater is a great city and he appreciates all the support he has received in the past. They closed the four hundred block of Cleveland Street for the event this year and

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had deaf entertainers on the streets. They also had two hundred fifty people in Ruth Eckerd Hall and all the restaurants were filled during this event.

Ms. Esno stated that they are requesting a grant of ten thousand dollars to help with the event plus a one thousand five hundred dollars investment where the ZVRS group, the DDB, and the DCMA can team up during the National Deaf and Hard of Hearing week which will be held from September 26<sup>th</sup> to September 30<sup>th</sup> of next year. They would like to have a training seminar in downtown where they can pull the merchants together to help educate people on some of the basic signs to answer questions such as 'how to order off a menu' and 'how to ask for a restroom'.

Ms. Esno stated that it is a sixty/forty split as far as kids attending the Z event. They gave away bikes and helmets to kids at last year's event. Mr. Wagner stated that they had a family that attended that had recently found out that their child was deaf. When they first learned this they were in tears because they did not know where to go or how to help their child, but after seeing all the people attending the event they realized that their child will be okay.

Chairman Allbritton thanked all the presenters for giving their presentations at this meeting.

### **c. Discussion Regarding Funding Priorities – Geri Campos Lopez**

Ms. Lopez stated that the board heard a lot of requests for funding and reminded them that they have to set their millage rate next month. She also stated that they have made staff recommendations regarding which events should be funded next year. Events marked with one and two should get priority since one represents events directly benefiting Cleveland Street and two represents signature events. Events marked with three are events that occur in Coachman Park and should be given the lesser consideration.

Ms. Lopez informed the board that they need to come prepared to discuss funding of these events at the next meeting. If the board needs more time to discuss funding they can arrange a separate meeting for that prior to next month's scheduled meeting.

Chairman Allbritton asked the board if they will be able to make a funding decision at the next meeting or would they prefer to schedule an extra meeting in between. All members responded that they will be able to make a decision at the next meeting.

Member Winkler asked if the board agreed to fund the Achieva Box Car Rally at the last meeting to which Ms. Fogarty France responded that the board approved funding for this year and included them in the request for next year.

## **8. Update Regarding Banner & Signage Discussion of 6/1/11 – Courtney Orr**

Ms. Orr stated that Mr. Bertels had his staff create a schematic to present to the planning director Michael Delk to see if the signage was appropriate to put up at the two locations on Fort Harrison Avenue. Mr. Delk deemed it inappropriate. If these signs are put up, the regulatory documents will have to be changed. To do that, the DDB will have to submit a letter to the city manager requesting consideration for changes to be made to the documents to allow use of the recommended electronic message board sign.

Chairman Allbritton stated that he is looking for a board member to draft a letter to City Manager Bill

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Horne with bulleted items detailing why he should support a change to allow these signs.

Member Wright stated that he will be happy to work on the letter and requested that the Officio members lend their support since they have more experience in this to which Ex-Officio/Councilmember Doran responded that they are not allowed to get involved in this as it will come before them for a vote.

Chairman Allbritton stated that Member Belanger was very passionate about having the signs put up. Member Wright stated that since Member Belanger feels strongly about this he will volunteer to write the letter along with him. Member Starova stated that he will volunteer in assisting with the letter as well.

Ms. Lopez stated that if they are getting together to work on the letter they need to have a meeting which would be advertised per the Sunshine Laws to which Chairman Allbritton instructed them to get together with Ms. Fogarty France to set up a meeting.

Ex-Officio/Councilmember Gibson asked rhetorically how the board would feel about everyone doing the same thing. Chairman Allbritton stated that electronic signs are being used at different businesses and that he understands their concern for having multi-colored signs. Ex-Officio/Councilmember Gibson stated that everyone is equal so the board will not be able to do something that other businesses are not allowed to do. Member Morfopoulos asked if there was no distinction between a public entity and a business to which Ex-Officio/Councilmember Gibson responded no.

Ex-Officio/Councilmember Doran stated that using public signs for public purposes is included in the code but using public signs for private purposes is not allowed. Ms. Orr responded that Mr. Delk disagreed to having flashing signs put up.

Member Starova asked if the signs are the property of the city of Clearwater. Ex-Officio/Councilmember Gibson responded that they pride themselves for not having special rules for the city. The city has to follow the same rules that they expect the citizens to follow.

Member Starova stated that if the public signs are for public purposes and the city owns the sign, is it not the same as the signs seen on highways. Ex-Officio/Councilmember Gibson responded that they are going to have to contemplate all the things that come along with having the document changed to include these signs and asked what they would do if a business owner says that he wants to do the same thing that the board is doing. Chairman Allbritton stated that they are passionate about having the signs put up and they want to see it happen.

## **9. Final Comments**

Member Wright stated that they continue to be in an interesting position and that they have a lot on their plate and it is all positive. He knows that they will do a good job in making decisions that will help bring more business to the Cleveland Street District.

Member Starova stated that when they decided to put parking signs noting event parking during Blast Friday, there were over one hundred cars parked at the Station Square garage. There were no parking signs for the July 4, 2010 event and that resulted in no one parked in the garage. This is proof that the parking signs work. The word free should be added since events take place from Friday through Sunday.

Member Starova thanked the people responsible for taking the parking meters down on the three hundred

block of Cleveland Street and requested that the same be done for the four hundred, five hundred and six hundred blocks. Member Starova suggested that they add a kid's component to the July 4 event next year because it will bring more people to downtown Clearwater. Member Starova stated that he felt that the message board is a very good idea.

Member Winkler stated that they have a tough decision to make in regards to the budget. He feels that the quality of events has increased. He is looking forward to next year with all the events that will be taking place. He also stated that he loves the Miracle event and that he has a two year old who attended and had a wonderful time.

Member Morfopoulos stated that he was pleasantly surprised that the numbers he came up with for the budget was very close to what Ms. Lopez is proposing but he is not sure why the Sea Blues Festival was singled out from all of the other events. Ms. Lopez responded that it was considered a signature event and had part of that draw to bringing more people to downtown Clearwater.

Chairman Allbritton stated that he was impressed with some comments that Mr. Aungst came up with that they had not even thought of such as putting ads up on the Jumbotron.

Member Starova asked if they can make a calendar of all the events that are taking place that the DDB is funding and add to the brochure to which Ms. Fogarty France responded that they were doing this.

Member Morfopoulos stated that the Jolley Trolley has had much success and that he is not aware of any other program that has exceeded expectations and come up with a lower budget. He feels that the board should consider some type of plaque or award to recognize all that Mr. Longenecker has accomplished.

Ex-Officio/Councilmember Doran stated that he is grateful to see that people are actually asking for funding on time this year and that there are many well respected causes but the board needs to take into consideration what their role is. They need to see if there is a direct or indirect advantage to the people who they are giving the money to. They need to ask themselves if the cause they are planning to support is going to benefit the tax payers. Ex-Officio/Councilmember Doran stated that he has a client from Manhattan who was visiting and had the opportunity to drive down Cleveland Street. The client was very impressed with the public art. He has owned a property on Clearwater Beach for the past twenty-five years and commented on how many positive changes have taken place on Cleveland Street in the past few years. Everyone that played a part in bringing about these changes needs to get credit for all their hard work. Ex-Officio/Councilmember Doran stated that there were some significant administrative and board changes that helped make the Jolley Trolley successful so if the board wants to acknowledge Mr. Longenecker's achievement, they should acknowledge the board as well.

Chairman Allbritton stated that this was a great meeting.

## **10. Adjournment**

Chairman Allbritton adjourned the July 4, 2011 regular meeting of the Clearwater Downtown Development Board at 8:02 p.m.

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

07.04.11.01

**Member Wright moved to approve the minutes from the June 1, 2011 meeting. The motion was duly seconded and carried unanimously.**

07.04.11.02

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

07.04.11.03

**Member Wright moved to roll over the allocated funds for the 2<sup>nd</sup> Annual Book & Wine Festival from this year's budget to next year's budget. The motion was duly seconded and carried unanimously.**

07.04.11.04

**Member Morfopoulos moved to approve Ms. Fogarty France's attendance of the Annual Florida Main Street Conference with funding not to exceed five hundred dollars. The motion was duly seconded and carried unanimously.**

07.04.11.05

**Member Wright moved to approve funding for the Miles for Hope event in the amount of one thousand dollars. The motion was duly seconded and discussion ensued. The Chairman then called for the vote. Members Allbritton, Starova, Winkler, and Wright voted "Aye", Member Morfopoulos voted "Nay." Motion carried.**